



Agence de Développement du Digital



Digital
Transformation
Centres



ACADEMIA
RAQMYA

DTC MOROCCO

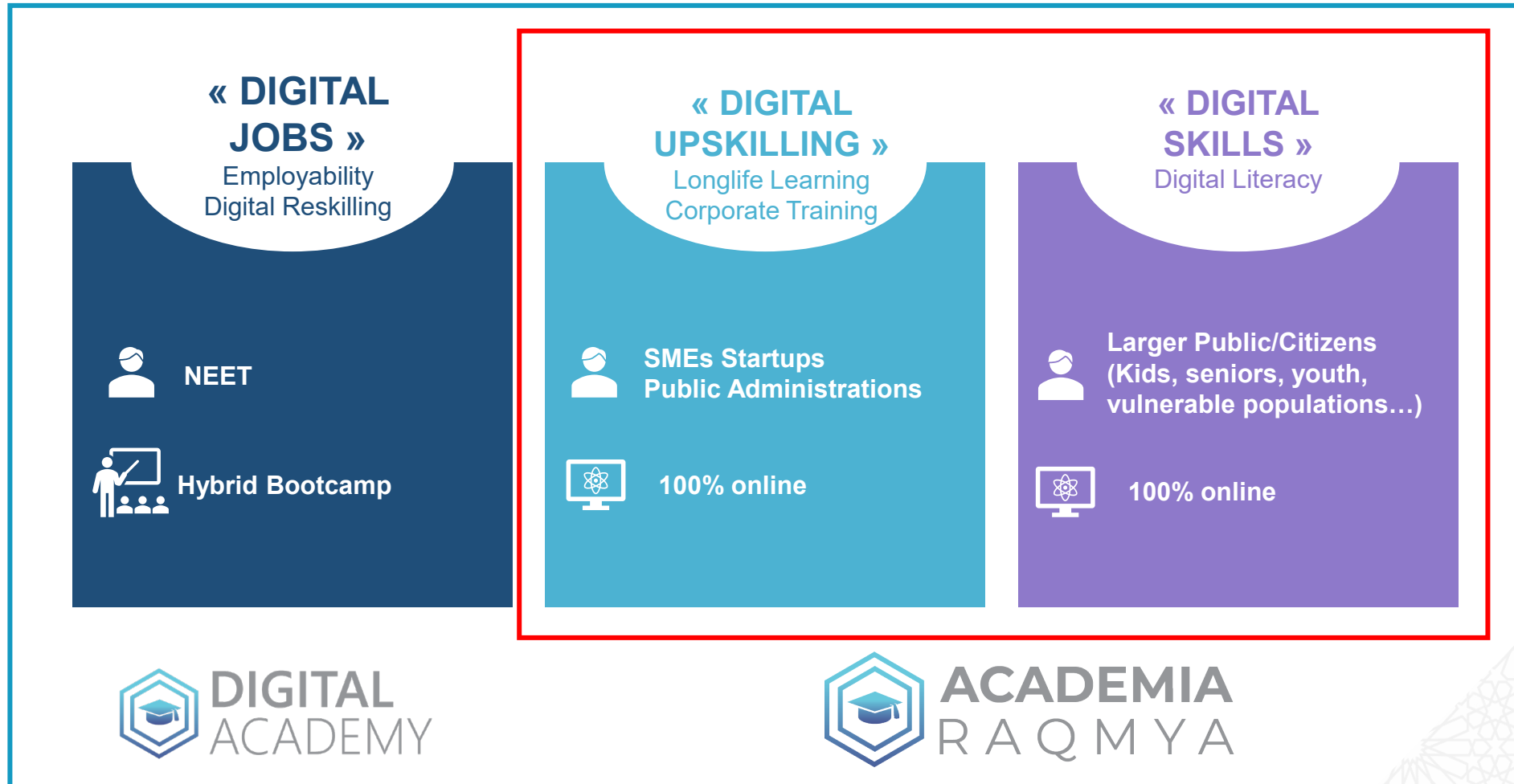
National Inclusive E-learning & training

RETURN ON EXPERIENCE

Challenges

Digital Academy

National inclusive Digital Training program with innovative Online & Blended training offer, in multiple Digital Jobs ,
Usecases & Specializations : Digital Reskilling, Upskillig & Literacy





Digital Transformation Centres



Agence de Développement du Digital



ACADEMIA RAQMYA

academiaraqmya.gov.ma



المملكة المغربية
Royaume du Maroc
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PARCOURS DE FORMATION

Rechercher une formation



ACADEMIA RAQMYA

Ensemble pour une formation digitale ciblée

C'est quoi ACADEMIA RAQMYA ?

C'est une plateforme e-learning nationale et inclusive qui propose un catalogue de formation riche dans le domaine du Digital, en faveur du Grand Public, des Administrations et des Entreprises (TPE, PME et Startups) pour le perfectionnement de leurs compétences.

[Plus de détails](#)



Grand Public

Curieux de découvrir ce que le domaine du digital à vous offrir en terme de nouvelles compétences et opportunités ?

[ACCÉDER](#)

Administrations Publiques

Dématérialisation, simplification des process, nouvelles compétences digitales au service d'une administration publique performante!

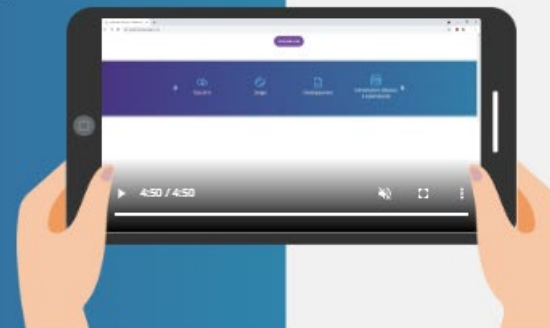
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Start-up & PME

Êtes vous à l'affût de nouvelles compétences technologiques au service de votre domaine d'activité, et de vos opportunités de marchés?

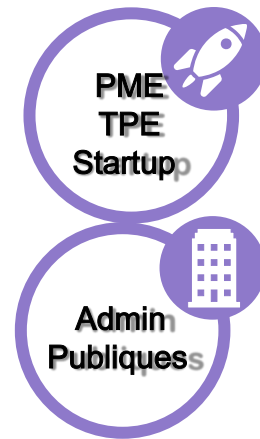
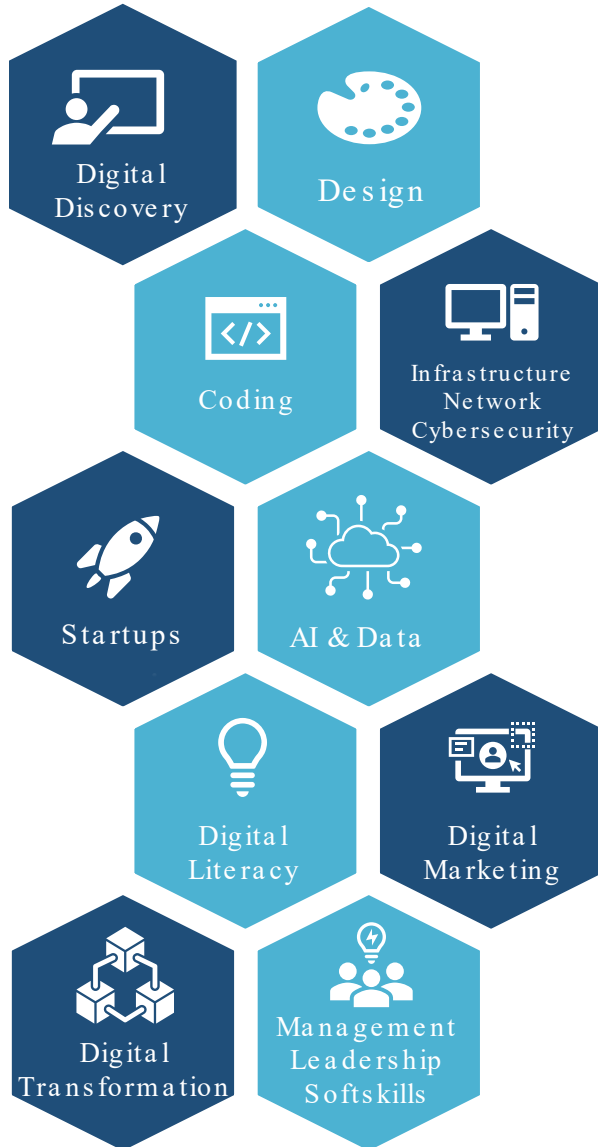
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UTILISATION DE L'ACADEMIA RAQMYA



udemy

173 courses
11 learning paths
More than 1200 hours of training



Offre Partenaires Pédagogiques :



This is our challenge ...



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SMEs
Startups



• Private Sector Challenges :

- Access to information about the training
- Digital training is for Tech companies
- E-learning is complicated
- Online training is not enough
- It's not for free, it's a trap

Public
Administration



• Public Sector Challenges :

- Digital training is for IT Teams only
- I'm not equipped outside office hours
- I need to do it because my boss appointed me to the training
- I activate my account and then disappear
- I prefer on site training

Citizens



• Larger Public Challenges :

- Your platform is amazing, why didn't I know about it earlier ?
- Could it work on mobile?
- I already know everything what about corporate content? It's more interesting for me
- Do You have instagram? Or Youtube?
- We need more content

Digital
Upskilling

Digital
Skills

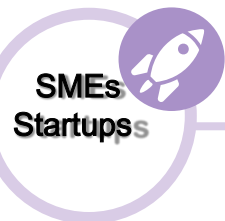
This is how we are solving it



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1. We are relayed by our partners to spread the word (Local NGOs, Local Administrations, Profesional Associations...)
2. We provide on site training sessions to complete the online offer
3. We develop news activities & content (Digital pass badge, webinars, tutorials, documentation...)
4. Positioning test to offer customized training courses before accessing the platform
5. Mass communication Plan to reach the target populations
6. Trainers training to duplicate nationally
7. Learning community management
8. E-mailling campagins & Nudge
9. Partnerships with Technoly Leaders
10. Mobile app for 2023