



DigitalKidz

event calendar and initiatives

sponsorship opportunities in 2019



DigitalKidZ® aims to increase digital literacy and adapt the educational methodology according to the 21st century trends – modern, effective, digital-wise.

The core objectives of DigitalKidZ Foundation in a long-term are:

- Redesign education to include Digital Literacy and 21st century skills Program in every school in Bulgaria.
- Disseminate a basic curriculum that defines the standards of ethical behaviour on digital platforms
- Educate and empower teachers to transform educational process according to the 21st century skills
- Educate and empower parents about technology and important behavioural guidelines involving the use of digital media.



challenge

Bulgaria ranks near the bottom of European education systems ratings. It is at the very bottom in terms of share of 16 to 25-year-olds who are not in school and not at work. Each year, between 15- and 18 000 children drop out of school. Outdated educational methods and tools are among the reasons for this worrying development. Our population is getting older and we are facing a growing shortage of school teachers.

DigitalKidZ provides everything you need to deliver a highly engaging STEM learning experience in a classroom.

„The quality of the education system can not exceed the skills of its teachers“ – MacKinsey, 2007

This includes curriculum-aligned lesson plans, an emotional intelligence activity game, multi-subject "learning by doing" projects and a coding board that help students understand our relationship with technology, cultivate digital hygiene habits and turn textbook theory into real-life activities. Each educational tool in DigitalKidZ curriculum comes with a workshop for teachers, an online training course about teaching methodology and classroom organisation, a text- and activity book for students and a teachers, a teacher's mentoring support dedicated on the specific tool usage and the variety of options.



solution

DigitalKidZ TechEdu Conference started as the social responsibly project of Newtrend Marketing Agency in 2014 and grew in five years into a global education transformation initiative and its four flagship activities.

“DigitalKidZ brings excitement to learning by giving teachers innovative and digital-oriented educational tools.”

- Through our **annual TechEdu Conference**, over 200 teachers successfully underwent training in “skills for the 21st century.” We are grateful to the Bulgarian Ministry of Education, the European Commission Office and Finnish Embassy in Bulgaria for their continued support.
- **DigitalKidZ STEAM Club**, which offers teachers, parents and 7-16-year-old students a maker space, creative playgrounds, inspired by design thinking, that develop children’s soft skills, camps and weekend workshops to build coding skills;
- the **Open Source School Program**, which combines seminars, coding training, consulting, mentorship and support programs for teachers and parents, as well as an **emotional intelligence game for elementary-school students and DigitalKidZ GO! coding kits** for secondary students;
- **DigitalKidZ Imagination**: a repository of online books and tutorials on digital literacy, education and parenting in the 21st century.



techEdu conference+

It's an inspirational & networking event that meets more than 150 teachers and educational leader to exchange good praxis, knowledge and encourage them to use innovative methods and digital tools in a classroom.

This sponsorship opportunity will be interesting to companies in the IT sector, outsourcing companies or companies who want to invest in their future customers/employees.

“Education is the core.”

Speakers of the conference in the years were a vice-minister of education in Bulgaria, a director of Finish Education Export, education startup leaders from UK, representatives of the French Culture Institute and the Director of British Council, Teodosiy Teodosiev. Commissioner Mariya Gabriel was a Patron of the conference in 2018 (invitation for 2019 sent).

When? 05th October 2019

With the (lobby) **Support** of the Ministry of Science and Education, The European Commission in Bulgaria, the Finish Embassy in Bulgaria



stem clubs & coding+

Science, technology, engineering, art and mathematics are at the heart of all „jobs of the future.“ We dream of students becoming the creators and not just the consumers of tomorrow’s technologies. To complete our digital-oriented approach, we focus on the social-emotional aspect of learning, fostering strong relationships between teachers and students. We help learners apply their informal and non-formal learning to improve educational outcomes.

“We are in the midst of a global skills crisis -85% of the future jobs are even not invented. ”

This sponsorship opportunity will be interesting to companies and individuals who want to support a specific school (or more).

In the Open Source School Program we can educate the school team and deliver STEM engaging experience in every classroom, anywhere in the world. This includes trainings, mentorship program, curriculum-aligned lesson plans (1st - 10th grade) and education tools that support students to increase studying motivation, to understand the "human - technology" connection, educate digital hygiene habits and make them put the textbooks theory into real life activities.



coding competition

It's the first National Coding Competition in Bulgaria, where students in the age of 8 to 16 years learn to code in less than a week.

The students in the first Age Group (8-11) are required to code in an online platform and solve problems of a cartoon to support it mapping a "lost island".

The students in the second Age Group (12-16) are required to build and code a smart city - houses, cars, traffic lights etc.

Our future growth relies on competitiveness and innovation, skills and productivity... and these in turn rely on the education of our people.

This sponsorship opportunity will be interesting to an IT company, a building company, an outsourcing company, a bank and to any business, which want a national brand exposition and CSR campaign that connects the brand with the keywords: "future", "innovation", "technology", "digital", "education", "sustainability".

The coding initiative is part of the European Code Week (05-20th October 2019) to encourage citizen learn more about technology, STEM subjects, the great variety of career opportunities and the connection "human-technology" in a he daily routine.



“maker space” & GO! kits

Learning by making has been around since long before edtech, but “maker spaces” made it trendy. These spaces are helping to prepare students the critical 21st century skills in the fields of science, technology, engineering and math (STEM) by providing hands on learning, help with critical thinking skills and even boost self-confidence. Some of the skills that are learned in a maker space pertain to electronics, 3d printing, coding and robotics and **DigitalKidZ GO! kits** are designed to be used in school maker spaces and home use.

Designed and developed in Bulgaria, approved by Finish Educational Experts

This will be interesting to business angels & investors or/ and companies interested in business opportunities.

DigitalKidZ GO! kits is a series of educational boxes that contain a programming board, a study project that explains in practice the theory of STEM textbooks, a teaching plan, online education platform and school aids for maker spaces and home use.

Designed to be distributed all across EU.



sponsorship once

	1500 EUR	2500 EU	5000 EUR	7500 EUR	Monthly donations	Gift cards	Product sponsorship
Brand placement							
keynote in the conference							
school stem club sponsorship							
coding competition sponsorship							
DigitalKidZ GO! Investment	please contact the team for more info						

Different studies suggest that CSR programmes have a positive effect on the satisfaction and loyalty of staff.



sponsorship monthly+

monthly donations

when you and/or your employees donate monthly, we can organise **DigitalKidZ STEM Club classes in your company once weekly** - children at the workplace increase the loyalty and morale of the people.

gift cards

turn gifts into donations with the DigitalKidZ gift cards that your employee can redeem for any of our educational services and/or products

brand placement via products sponsorship

if you produce digital devices and/or digital equipment for education, you can sponsor DigitalKidZ STEM Club and/or the award fund of coding competition with products

DigitalKidZ GO! Investment

please contact the team for more info

The employees must believe that the firm's charitable intentions are sincere and its motives are benevolent.

In recent years CSR has become a focus of many businesses' corporate strategy. Some of the companies do charity because they sincerely want to improve the world, but others create programs due to the expectations of customers, owners, and other stakeholders. A pair of studies from Ecole hôtelière de Lausanne point to a key group that pays careful attention to corporate social responsibility: employees. **It improves the job satisfaction, loyalty, boost profits and improve customer relations.**





**We'll be happy to discuss
these and many more
sponsorship ideas.**

You can reach Mrs Ivelina Atanasova, President of DigitalKidZ Foundation at:

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