

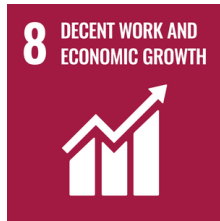
DIGITAL BRIDGES JORDAN

Aim of the Project

Digital Bridges Jordan is a student-led initiative that aims to improve digital access and digital literacy among underprivileged communities across Jordan. The project pursues this through two core pillars: expanding access to technology and empowering individuals with the skills to use digital tools effectively and meaningfully to drive positive change in their communities.



SDG'S



Team Members and Roles

Frederick: Operations and logistics coordinator

Abdurahman: Field and training coordinator

Marwan: Project leader

Arnay: Strategy and outreach coordinator

Adam: Head of Finance and communications



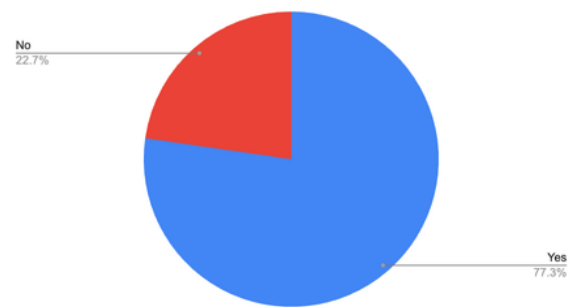
The start and evolution of our project

The project started as a collision of ideas, ambitions and passion. Our goal was to improve digital literacy in Jordan- a skill many take for granted.

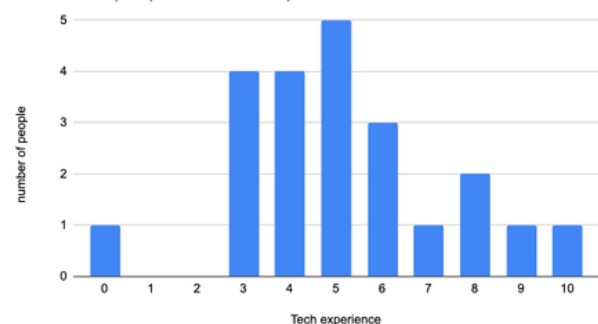
Our initial idea was broad but this changed after our first meeting with the women in Na'our as the project evolved to addressing the struggle of business's in a digital world. Aligned with the UN SDG goals 5,8 and 9 we searched for a model that was sustainable and impactful. Data became vital to our approach, as through a pre-workshop survey we garnered these results. Where we realised these women had digital familiarity although struggled to translate this into increasing customers and sales.

Therefore it was clear business skills paired with digital support was a solution to a long term scalable digital bridges model.

Count of Social Media Y/N



number of people vs Tech experience



Initiatives

Meeting the women in Na'our

- The first thing we did was meet with the local women in Na'our to listen directly to their experiences, perspectives, and priorities. Through open dialogue and active listening, we gained valuable insight into the social, economic, and cultural challenges they face in their daily lives, including limited access to tools and knowledge needed to create and manage social media profiles that could help them share their work and reach wider audiences. These conversations helped us understand the areas where support would be most meaningful, such as education, skills development, access to resources, and opportunities for economic empowerment.



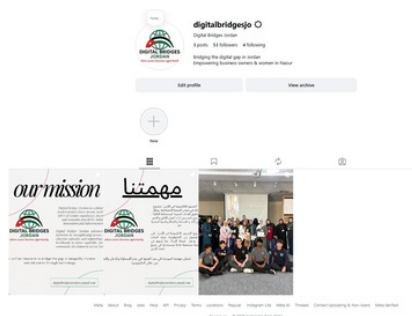
Garnering external support and advise

- Our project relied on cost neutrality for long term sustainability. Therefore we relied on support from willing volunteers and advise from experienced advocates. We met and discussed our plans with numerous individuals and companies, which saw the evolution of our initiative. We discussed with NGOs like EFE Jordan who highlighted the importance of data in providing proof of concept. Support from the school's PSA team also proved instrumental to the success, where we were given a channel to directly discuss with parents of our school for help. This meeting was a turning point in our project as it is how we came to know and meet Ms Lina Ayoub, a business growth educator who was the key to our first workshops success. She created a presentation and delivered an over 1 hour long workshop to support these women.



Starting our Instagram page

- An Instagram page was vital to our mission. It was a way to share our progress to the world. Although more importantly was an avenue to promote the workshop model and in the long term support and promote the business we plan to help.



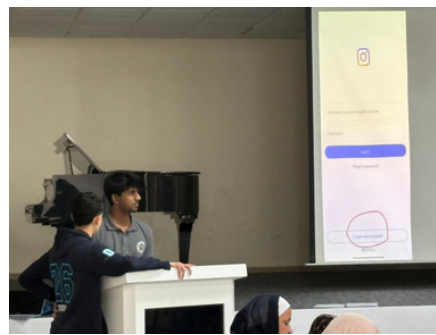
Conducting the workshop to support women in business.

- Finally, we commenced the main of our project focused on supporting women in business. With the help of our guest speaker, Lina Ayoub, we showed the value of social media as a powerful tool for business growth. The session provided practical insights into building an online presence, and we offered hands-on guidance to help participants set up and begin their own Instagram accounts, enabling them to promote their products better and connect with a wider audience.



Workshop results

- A total of 22 women attended the workshop, with 75% supported in setting up a social media account to grow their businesses. The session began with guest speaker Lina Ayoub, who introduced the importance of social media in expanding business reach and engagement.
- This was followed by a presentation from Abdurahman and Marwan on how to set up an Instagram page. They also provided hands-on support to participants, particularly in overcoming language barriers, to ensure that all attendees were able to successfully create their accounts.



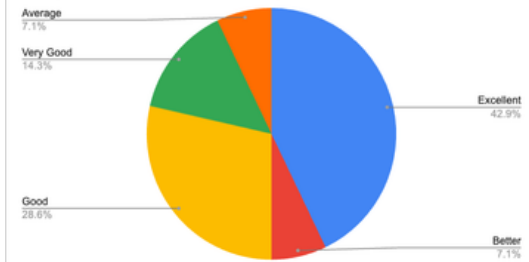
Feedback

We sent a form to the women who attended 2–3 weeks after our first workshop to evaluate the success of the model and attain constructive criticism. Firstly we have seen the model provide a impactful difference in the technological confidence, from the responses we have received so far. Aside from digital literacy, their was postive feedback regarding finacial literacy and business skills. This proved a good framework and the potential of the project.

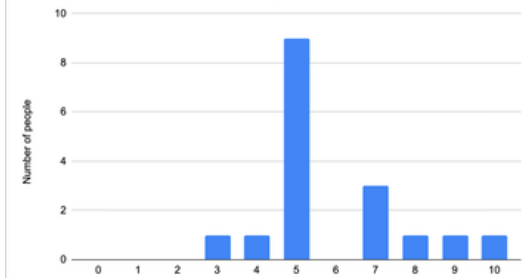
Although we have also seen what could be improved. Their is still a struggle in marketing and converting followers to sales. Additionally it is evident a longer lasting tailored workshop is required to make tangible changes.

This is all feedback we will take on board and aim to improve within our coming projects, ideas and visions.

Count of Customers' opinion/feedback on your work now compared to before the workshop?



Number of people and technological confidence



Qualitative analysis

What part of the workshop had the greatest positive impact on your project?	What is the biggest challenge you face in scaling your business?	Do you need additional training or support in [a specific area]?
Product photography skills	Expanding marketing and reaching customers	Product photography skills
Time management and organization	Marketing and reach	Marketing skills
Photography and form	Marketing and visibility	Marketing and product display
Defining project goals	No challenges currently	Project management course
How to calculate profit and loss	Reaching more customers	Marketing methods
Calculating costs	Expanding my project	Training in administration and computer
Marketing products	Getting people to know my products	Marketing and sales training
Pricing	Pricing	Marketing and financial management
Follow up and taking work more seriously	Follow up on products and sales	Marketing and sales training
Product pricing	Raw materials	Marketing training
Self confidence and knowing profit and cost	Continuing work	Always attending such workshops
In the project feasibility study	Marketing the project	Project management training
In the project feasibility study from the start	Marketing the product	Support in marketing
My mistakes and how to deal with customers and marketing	Marketing	Marketing
A full marketing plan for the project	Competition with others	Marketing on social media
Publishing skills and more content	Technology use	Computer and technology
Project management method	Technology	Computer and technology

Future Visions

Immediate future plans

- To further support the women and increase the visibility of their businesses, we have arranged for them to be provided with several stands at our school's summer fair. This will offer them an opportunity to showcase and sell their products, engage directly with customers, and gain greater exposure within the community. Additionally we hope to continue with the workshop model providing another one with different speakers in a range of business topics.

Long term plans

- Our long term plans is to give the model autonomy and the ability to become sustainable. This includes building a website where people can access sample social media templates and recorded lectures. Additionally we are looking at ways to maintain this project long term through student leadership teams within our school. Moreover we are also looking at the possibility of starting a computer lab. All with the goal of long term sustainability and progress.