Scaling Up
Local Creativity & Partnerships

Eleanor Murphy, Apps for Good

Wouter van Tol, Samsung Electronics

ELIG 2014

Background: Samsung Corporate Citizenship in Europe

25% youth unemployment

900,000 ICT vacancies

Samsung's answer: investment in ICT skills

Reaching over 400,000 young people (2013-2019)

SAMSUNG experience

Grand Coalition
for Digital Jobs

Partnerships are key to success

- **Most on local level**

- **Experience**

- **Expertise**

- **Org. capability**

- **Network**

About Apps for Good

Inquiry-led education   Real-life problems   Tech

Launch: Samsung & Apps for Good European partnership

Creating shared value:

- **Enabling young people to change their world using technology**

- **Scaling up Apps for Good in Europe**

- **Delivering leading-edge content for Samsung's Smart Classrooms**

What problems to solve with apps?

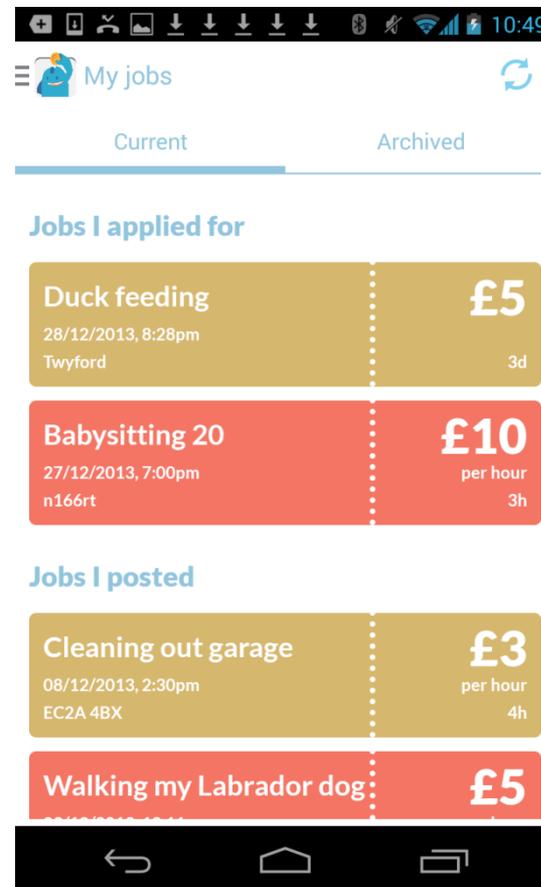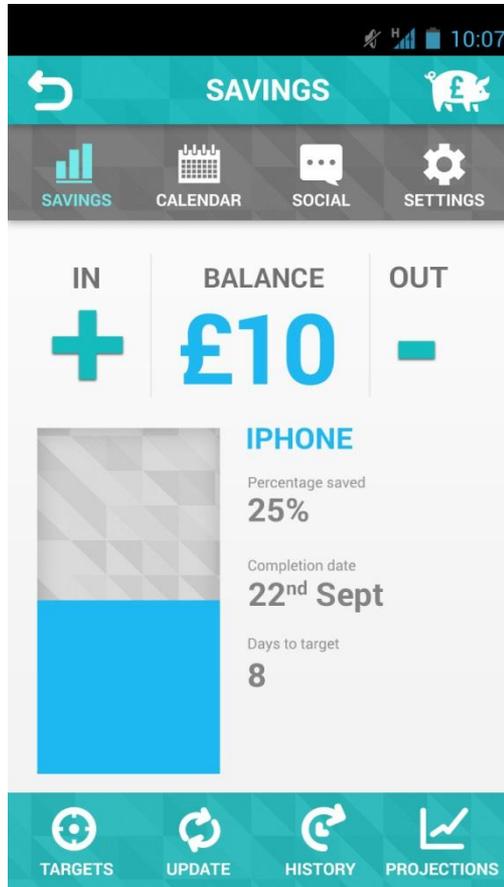|		
Familiar	**Frequent**	**Specific**
Irritant	**Expensive**	**Unpredictable**

Project-based learning products

Thank you

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