Scaling Up
Local Creativity & Partnerships

Eleanor Murphy, Apps for Good
Wouter van Tol, Samsung Electronics

ELIG 2014
25% youth unemployment ➔ 900,000 ICT vacancies

Samsung’s answer: investment in ICT skills

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

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**

<table>
<thead>
<tr>
<th>Jobs I applied for</th>
<th>Current</th>
<th>Archived</th>
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</thead>
<tbody>
<tr>
<td>Duck feeding</td>
<td></td>
<td></td>
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<tr>
<td>Babysitting 20</td>
<td></td>
<td></td>
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<tr>
<td>Cleaning out garage</td>
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<tr>
<td>Walking my Labrador dog</td>
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</tbody>
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### Duck feeding
- **Date:** 28/12/2013, 8:28pm
- **Location:** Twyford
- **Rate:** £5
- **Duration:** 3d

### Babysitting 20
- **Date:** 27/12/2013, 7:00pm
- **Location:** n166t
- **Rate:** £10 per hour
- **Duration:** 3h

### Cleaning out garage
- **Date:** 08/12/2013, 2:30pm
- **Location:** EC2A 4BX
- **Rate:** £3 per hour
- **Duration:** 4h

### Walking my Labrador dog
- **Date:** 27/12/2013, 7:00pm
- **Rate:** £5
- **Duration:** 3h
Thank you