

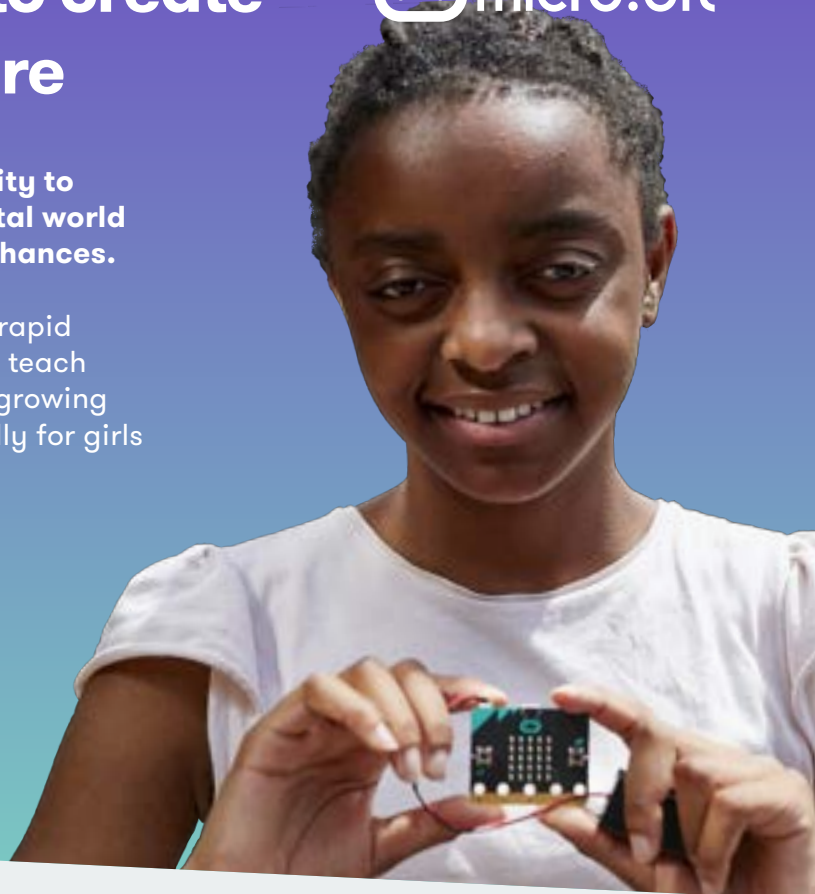
Inspiring every child to create their best digital future



Technology is transforming our lives. An ability to understand, participate and work in the digital world is vitally important to a young person's life chances.

Education systems are trying to keep pace with rapid change, but there is often insufficient support to teach these digital skills. As a consequence, there is a growing deficit in opportunity for young people, especially for girls and those from other under-represented groups.

Without more diverse perspectives influencing the creation of technology, we will perpetuate – even deepen – social and economic inequity due to the pivotal role technology now plays in every aspect of modern life.



How we're making a difference

Product

We create products specifically designed to make learning digital skills fun, relevant and accessible for children of all interests and abilities.

We design our products to be easy to use, affordable and durable, so they meet the needs of students and teachers globally.

Partnership

We work with expert partners to research, develop and deliver products that have impact globally.

We support local, national or regional ownership of programmes, tailoring our approach according to the context.

Content

We produce educational resources that make it easy to teach and learn with the micro:bit.

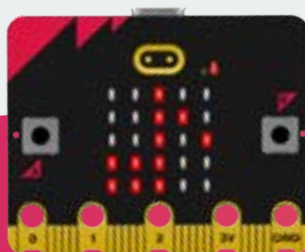
We create user-friendly resources to support teacher professional development.

We translate core content to increase accessibility.

Impact

We always seek to understand and overcome barriers to access.

We implement programmes to broaden participation in tech – with a particular focus on under-represented groups.



Our core goals are for the micro:bit and its ecosystem to:

- Be **simple** and **easy** to use
- Be the most effective tool at **teaching digital skills** and **creativity**
- Bring **inspiration** to a **diverse** range of people



All of this will lead to...

More teachers feeling confident about teaching digital skills

More young people feeling confident in engaging with technology and motivated to pursue further studies in tech

Increased diversity, including girls and under-represented groups studying STEM subjects and considering careers in STEM



Which will contribute to the following long-term outcomes...

Teachers and educators are supported so they can inspire all young people to gain the digital skills they need for their personal and professional lives.

All young people are equipped with the digital skills that they need for the 21st century, increasing their opportunities and improving social and economic equity.

Greater diversity and creativity in the digital workforce increases representation, addresses bias and supports technology's ability to serve all, contributing to the creation of a more equitable society.

We've set ourselves a goal of benefitting 100 million students worldwide by 2025.

 **micro:bit**



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