



THE LAUNCHPAD TANZANIA EXHIBITION REPORT

The National Week of Education,
Skills and Innovations 2024.

Held from 25th to 31st May 2024 in the Tanga Region.

INTRODUCTION

The Launchpad Tanzania is a not-for-profit organization established in 2017 with the main purpose of contributing to human capital development and sustainable development programs. Our programs are underpinned by sustainable development and equitable inclusion through gender equality and inclusion, where we believe in prioritizing those groups in society who are marginalized (the youth, women, and those living with disabilities).

VISION AND MISSION

The Launchpad Tanzania aspires to serve as a comprehensive civil society entity dedicated to advancing programs for the empowerment of women and youth. Our vision centers on fostering sustainable development through programs that prioritize gender sensitivity and cater to the needs of the younger generation.

At our core, we actively engage with Tanzanian youth, women, and individuals with disabilities, creating tailor-made development initiatives tailored to address specific demands. We advocate for the advancement of human capital, transformation in education, gender equality, and inclusive participation, championing these as sustainable pathways to ensure that no individual is left behind.

EXHIBITION

The National Week Exhibition of Education, Skill and Innovation organized by COSTECH (Commission of Science and Technology), the Ministry of Education and Science, and the Tanzania Commission for Universities (TCU), was held in the Tanga region. This five-day event, which operated from 08:00 PM to 05:00 AM, served as a platform for showcasing advancements and initiatives in education, skills development, innovation, and technology. It brought together various stakeholders, including educational institutions, technology companies, and government bodies, to exhibit their programs, products, and services, fostering collaboration and knowledge sharing in these critical areas.

Exhibition Highlights

The Launchpad Tanzania participated in the National Exhibition of Education, Skill and Innovation, held in the Tanga region. The event, organized by COSTECH, the Ministry of Education and Science, and the Tanzania Commission for Universities (TCU), provided an excellent platform for showcasing

our programs and initiatives.



Booth Location and Advantages

Our booth was strategically situated under the COSTECH booth, which provided significant advantages:

Visibility: The prime location ensured that our booth was easily noticeable to attendees.

Accessibility: Being centrally located made it convenient for visitors to approach and engage with our representatives.



OPENING REMARKS

On the first day of the event, during the opening remarks, we were honored by the presence of the Minister of Education, Science, and Technology, Prof. Adolf Mkenda, who was accompanied by several other government personnel. Minister Mkenda encouraged designers in the country to

approach the Ministry and institutions like COSTECH for support in developing their designs. He addressed a common misconception by stating, "There has been a feeling that designers are not being developed, no, there are more than 40 innovations that have been developed and now the products are on the market.

Link of the coverage: "



Minister of Education, Science, and Technology, Prof. Adolf Mkenda.

<https://millardayo.com/prof-mkenda-elimu-ujuzi-na-ubunifu-zinachangia-maendeleo-kiuchumi-na-ki-jamii/>

Programs Showcased

At the exhibition, The Launchpad Tanzania showcased several key programs:

1. Digital Tanzania

- a. Under this flagship, we facilitate digital training programs that focus on enabling youth, women, and young professionals to achieve digital skills through digital training.

Kids Boot Camp: This program is aimed at equipping young minds with essential digital skills. It attracted considerable interest from parents and educators. This basic program is meticulously designed for students, aiming to cultivate their extracurricular knowledge and skills, with a special focus on the dynamic digital landscape. Participants will acquire vital competencies, including effective communication, critical thinking, creativity, basic computer proficiency, coding, and expertise in digital marketing.

For Professionals: Targeted at working professionals, this program focuses on advanced digital skills, catering to the needs of the modern workplace. This course does not only provide a diverse skill set but also enhances participants' employability, positioning them confidently in the ever-evolving job market. The Launchpad provides training on how to get these results. Current courses include digital marketing, coding, UX/UI design, and graphics design.

For Women: Emphasizing digital literacy and empowerment for women, this program received significant attention and positive feedback.

2. **Women and Technology**

This initiative highlighted the importance of women's participation in the tech industry, fostering gender equality and inclusion. To celebrate International Women's Day each year, LP Digital coordinates a conference event aimed at providing a platform for stakeholders and women to convene, discuss, exchange, and learn from one another on progress, opportunities, and challenges for women and technology in Tanzania. This program is dedicated to seeing women and youth thrive in social and economic development through various sectors in the technology spectrum.

3. **SHETECH**

A program dedicated to supporting women in technology, providing resources and networking opportunities to enhance their careers. The SheTech Incubator and Accelerator program is aimed at supporting women to innovate and design solutions and technology from a gender lens. **We are** officially supporting Feminist Technologies and Women to co-design digital solutions that work for them. The digital solution can be in any or category including:

- **Health Tech**
- **Fintech**
- **Edtech**
- **E-commerce**
- **Other (as long as it falls under Essential Services)**

The program exposes participants to a pipeline of support as they work on their digital solutions including training on entrepreneurial and business development, paired with mentors and coaches who will support you through the process and linkages to resources to scale up.

4. **SAUTI ZAO**

Sauti Zao aims to promote and protect the voices of women and youth online and offline. Launched in January 2023, this project visits various parts of Tanzania to educate young people and women on safe digital platform use and gather their opinions on online safety. The first phase focused on capacity building, content production, and research across five regions (Dar es Salaam, Morogoro, Dodoma, Singida, Shinyanga, and Mwanza).

5. **HELPLINE**

This initiative, particularly the Helpline service, garnered widespread interest. It offers support and guidance to women facing various challenges, reinforcing our commitment to social responsibility.

Digital rights include the right to use the internet, stay online, work, own property, and access information on digital devices. LP Digital has launched a helpline, operational since January 2022, to assist anyone facing online gender-based violence (OGBV) such as social media harassment, cyberbullying, revenge porn, and non-consensual distribution of intimate images.

6. 100 TANZANIA SHEROES

Each year, we honor 100 Tanzanian women making significant contributions to our community. For 2023, the focus is on women in technology. Nominations open in July 2023, and selected candidates will be spotlighted from August 2023 to October 2023, in time for the International Day of the Girl Child.

7. KONGAMANO NA SOKO LA WANAWAKE & DIGITAL

This event provided a unique stage for digital entrepreneurs and small-scale business owners to exhibit their products and digital innovations designed to aid women in their day-to-day lives.

FEEDBACK ON OUR PROGRAMS

Our programs seem so interesting to the audience whereby on each program the specific targeted group wanted to be a part of the program by any means whether physical or virtual. Particularly the Helpline service garnered widespread interest. The most demanded program is Digital Tanzania both categories and SheTech.

VISITOR'S RECOMMENDATIONS

Online Sessions: Based on visitor feedback, we should offer online sessions to allow people from different regions to participate in our programs.

Regional Training: Establishing branches or conducting training sessions in various regions will make our programs more accessible and increase our reach.

Public School Engagement: Conducting digital training in public schools will help broaden our impact and contribute to digital literacy at the grassroots level.



FINAL DAY

The final day of the exhibition saw an overwhelming turnout, largely due to the presence of the Prime Minister, Kassim Majaliwa, who visited the stadium for the closing remarks AS a guest of

honour. His attendance underscored the importance of the event and provided an additional boost to the visibility and impact of our booth. Link:



HON:Prime Minister, Kassim Majaliwa

<https://www.pmo.go.tz/index.php/news/anzisheni-madawati-ya-sayansi-teknolojia-na-ubunifu-waziri-mkuu>

CHALLENGES

While the exhibition was largely successful, we encountered several challenges:

1. **Language Barrier:** Some parents interested in our programs faced language barriers, which hindered effective communication and understanding of our offerings.
2. **Misconceptions:** A number of visitors mistakenly believed that The Launchpad Tanzania was a beneficiary of COSTECH, rather than an independent exhibitor.
3. **Short Notice:** Due to the short notice, we were unable to prepare adequate marketing materials, such as T-shirts for exhibitors, business cards, and an organizational profile.

RECOMMENDATIONS

To improve our participation in future exhibitions, we recommend the following:

1. **Branded Gazebo:** For the next year's exhibition, we should have our own Launchpad Tanzania branded gazebo to enhance our visibility and establish a distinct presence.
2. **Early Preparation:** We need to start preparations early to ensure we have sufficient marketing materials, including promotional items and program-specific information.
3. **Increased Staffing:** Having at least two staff members at the exhibition will enable us to engage more effectively with visitors and manage the booth more efficiently.

Conclusion

The Launchpad Tanzania's participation in the National Exhibition of Education, Skill, Innovation, and Technology was a resounding success. The strategic booth location under COSTECH enhanced our visibility and accessibility, allowing us to effectively showcase our diverse range of programs. The engagement from attendees, especially in our Digital Tanzania and Women in Technology initiatives, was highly encouraging.

The Prime Minister's visit on the final day further highlighted the significance of our efforts and the broader event, contributing to a memorable and impactful exhibition. We look forward to leveraging the connections and insights gained from this experience to further our mission of digital empowerment and innovation in Tanzania. By addressing the challenges and implementing the recommended strategies, we aim to enhance our future exhibition experiences and extend our reach and impact.

WIZARA YA ELIMU, SAYANSI NA TEKNOLOJIA

KILELE CHA MAADHIMISHO YA KITAIFA YA ELIMU, UJUZI NA UBUNIFU 2024

MGENI RASMI
MHE. KASSIM MAJALIWA MAJALIWA
Waziri Mkuu wa Jamhuri ya Muungano wa Tanzania

31 Mei, 2024
Viwanja vya Shule ya Sekondari Papatlal, Tanga

KAULI MBIU
ELIMU, UJUZI NA UBUNIFU KWA UCHUMI SHINDANI

NYOTE MNAKARIBISHWA!

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PICTURES OF THE ACTIVITIES

Day 1: <https://drive.google.com/drive/folders/1LhjmUynUATiThQwvI22THfumICljS1T?usp=sharing>

Day 2: <https://drive.google.com/drive/folders/1vbW7OLJf9M1J31DSrFGitd9cB0iNgP7?usp=sharing>