



# Two new programmes to empower youth in digital skills

Livity Africa, in partnership with the British Council Connect ZA and the British High Commission will launch two initiatives to empower young people with access to digital skills development, job opportunities and insights into the industry. The events take place in Johannesburg on 25 and 26 June 2015.



The initiatives, Digify Bytes and Digital Hustles, will empower and educate youth about the endless opportunities in digital through shared expertise and training programmes offered throughout the country.

"Digital technology provides a fresh solution to issues of youth unemployment faced by many young people today," says Gavin Weale, Livity Africa founder. "These initiatives will not only empower young people with skills that are in high demand, but will also provide access to fresh insights and perspectives that may be otherwise hard to find."

## Digify Bytes Programme

Digify Bytes is an extension of the successful Digify ZA programme, which was launched in partnership with Google and the IAB SA in 2014. In an effort to broaden its reach and impact, Digify Bytes was created to provide short-form workshops offering digital skills and development to students and young people through universities, colleges and youth organisations countrywide.

"South Africans already socialise online as part of their daily lives; more and more business is moving online too. Digify Bytes gives thousands of young people skills to take advantage of this shift. It's about learning the skills that companies want their staff to have now that will be indispensable in the future," says Tom Birtwistle, Deputy Director South Africa - British Council.

Experienced Digify ZA alumni starting in Johannesburg will facilitate the free workshops. Participants will gain hands on experience with different elements of social media, content marketing, search, analytics and more. Organisations interested in bringing a Digify Bytes session to their facilities can email Gugu Kheswa at [gugu@livity.co.uk](mailto:gugu@livity.co.uk) or call +27 (0)11 028 7487.

## Digital Hustles

Digital Hustles is an entertaining series of conversations, gatherings and activities focused on bringing awareness to digital skills and creativity. A facilitator will lead each event, from a line-up of industry professionals and entrepreneurs who have utilised technology or digital platforms to create a viable business or 'hustle'.

Digital Hustles will take place in various locations in Johannesburg, Cape Town and Durban throughout the year. The first Digital Hustle will take place at Jozi Hub (44 Stanley Ave.) on 26 June featuring entrepreneur Rohan Gunatillake, director of UK-based Mindfulness Everywhere and advisor who specialises in digital innovation in the arts and wellbeing through technology.

Other panellists will include self-taught web designer and founder of Fashion Church Sanego Motsweni, South African marketer and app developer Pearl Sokhulu and digital expert, Sarah Blake. Tegan Bristow, lecturer at the Digital Arts Division of the Wits School of the Arts will facilitate the event. To attend the Digital Hustle, register [here](#).