



**DigiBayanihan**  
TOUCH. TRAIN. TRANSFORM

A Social Action of





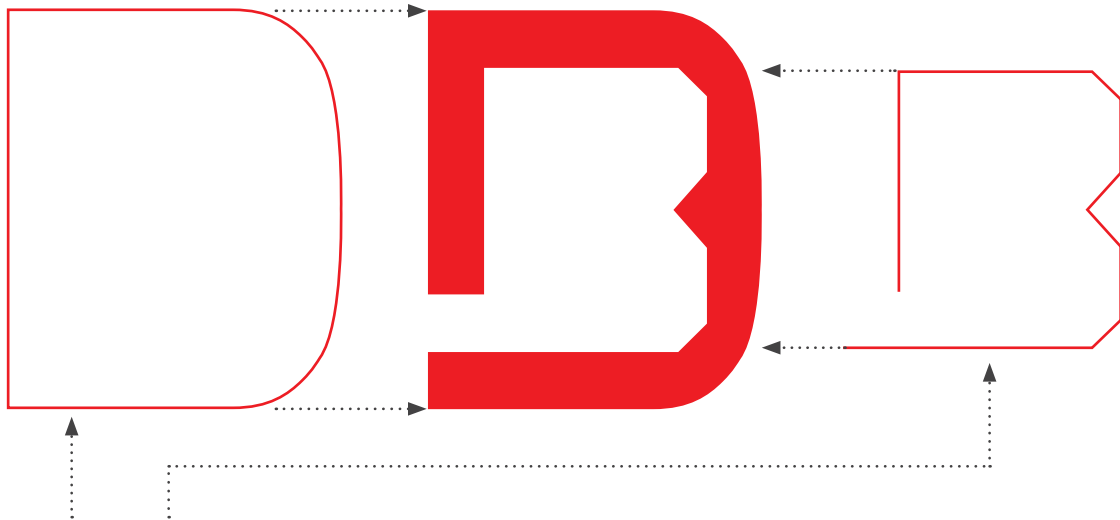


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# Our Logo Concept

## Identity



The initials **D** and **B**, which stand for DigiBayanihan, are combined in one icon. The design is minimal, signifying a straightforward brand positioning, which specifies what each letter stands for.

The logo's single color theme is bright, emphasizing that it's targeted to the evolving digital world of today where people are driven by technology and should gear toward digital literacy and empowerment.



## Rationale

The opening on the left side of the logo symbolizes inclusion of digital advancement and opening of doors signify new opportunities for the targeted audience to be more attuned to digital literacy and education.



## Why We Do What We Do?

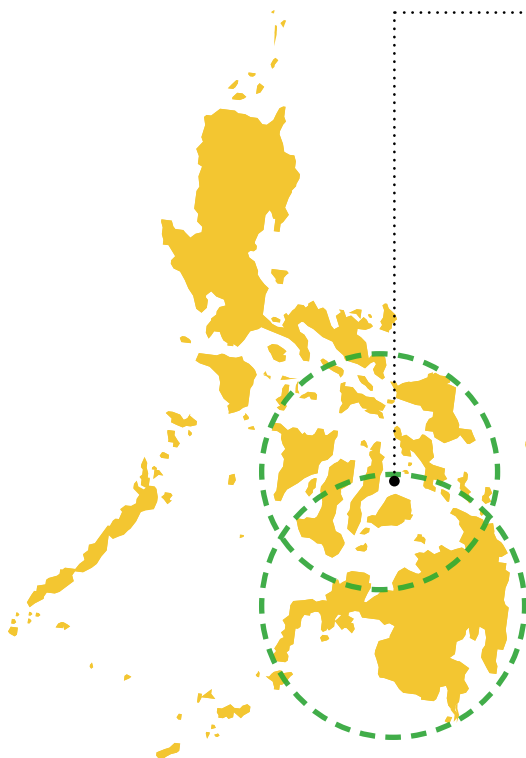
The need for the Philippines to progress digitally is crucial for the country's economic growth and its ability to stay at par with the digitally evolving world.



Launched in mid-2014, DigiBayanihan was born out of the partnership among the **Department of Science and Technology-Information and Communication Technology Office** (now called **Department of Information and Communications Technology**), **Intel Philippines**, and the **Asia Society for Social Improvement and Sustainable Transformation (ASSIST)**. Since then, the movement has touched one million Filipino lives with its digital literacy and volunteering initiatives.

In 2017, DigiBayanihan was re-launched, but with a bigger focus on Visayas and Mindanao regions. The new DigiBayanihan movement intends to supplement traditional education by providing practical digital literacy skills that prepare Filipinos for the world of work.

By taking advantage of the declining costs of digital technology, DigiBayanihan aims to close the digital divide between those with and without access to technology so that more Filipinos have the life skills they need to succeed in their lives. DigiBayanihan hopes to continue to empower all Filipinos through digital literacy to support the country's next phase of development. Thereby, DigiBayanihan aims at transforming ordinary citizens into digital heroes, who'll be confident with using available digital platforms to support their communities and the country.



## About DigiBayanihan

**DigiBayanihan** is an innovative digital empowerment movement spearheaded by ASSIST and supported by a multi-stakeholder partnership, with the aim of providing digital literacy, digitally-enabled literacy and digital citizenship amongst all Filipinos.

### Our Vision

**DigiBayanihan** strives toward opening the doors to digital success. It aims to:



**Empowering**  
Filipinos  
through digital  
advancement



**Accelerating**  
the country's  
digital growth



**Helping**  
the people  
become digitally  
competent





**We will not be able to achieve a liberating, collective intelligence until we can achieve a collective digital literacy, and we have now, more than ever, perhaps, the opportunity and the technologies to assist us in the human project of shaping, creating, authoring and developing ourselves as the formers of our own culture. To this end, we must create the conditions for people to become wise in their own way.**



**Poore, M**

Digital Literacy and its impact on today's generation

## Our Suggested Ecosystem

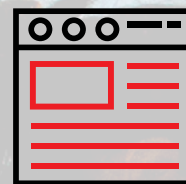
While having comprehensive technological knowledge is a part of digital literacy, the social practices applicable to our understanding of using technology for the global good are just as important.

DigiBayanihan aims at inculcating digital literacy to the Philippines in the following ways-



### Digital Learning

Helping Filipinos understand how to use the internet and the various digital platforms (social media, websites, applications)



### Digital Information

Enabling the Philippine population access what's available online and use it for their benefit (employment, skills improvement, interacting with the world)



### Digital Connections

Letting Filipinos realize the importance of digital safety, intercultural awareness and collaboration through online, social and networking media



### Digital Empowerment

Imparting the right digitally enabled literacy, encircling all of the above means to help Filipinos become socially responsible digital citizens

# Impact & Highlights

## Our 12-Month Action Plan

Establish  
**6 DigiBayanihan  
'Center of  
Excellence'  
centers** in  
the Philippines



Conduct **4  
DigiBayanihan  
development  
forums** and **4  
mini forums** with  
partner associations



Get **2 'Train  
the Trainers'**



**volunteers** for  
DigiBayanihan

Join hands with **10  
DigiBayanihan  
Champions** to  
spread the word



Attain **500K  
signups** on  
DigiBayanihan



## Our Current Milestones

### **4 DigiBayanihan 'Center of Excellence'**

Together with DigiBayanihan partner, **Molave Development Foundation Inc.**, 'Center of Excellence' centers have been set-up in Cebu, Bacolod, Butuan and Davao.

DigiBayanihan's partner, **TEVSAPHIL**, has helped in reaching out to **480+ people** in the digital literacy workshops as our **Train the Trainer volunteer**

**11 DigiBayanihan workshops** have been done since **October, 2017**





Some of the workshops where DigiBayanihan was present-

- De La Salle University: Anchor Your Future: Career Day
- Digital Strategies for Development Forum 2017
- MDM Hackathon
- National ICT Summit
- National Literacy Conference 2017
- EdTech Team Manila Summit
- Code NGO: SocDev
- The Asean 50: Infinite Possibilities in Government and Development
- Google Serve







# Snippets

from DigiBayanihan's relaunch event  
October 2017

DigiBayanihan aims to encourage as many Filipinos as possible to understand how to use digital devices and services through comprehensive digital skills training.

With our partner outreach and direct approach to the end users, DigiBayanihan is able to

**provide digital literacy training through its Center of Excellence hubs** (digital labs that have been set-up in various parts of the Philippines), which invite people to learn how to access digital devices and online information to uplift their livelihood

**highlight the interest and value of digital inclusiveness** in the country through its partner volunteers or DigiBayanis aka DigiBayanihan Champions

# Partners

What our partners  
say about  
DigiBayanihan?



“

Our partners from ASSIST and Tech4Ed project management office decided to relaunch what I thought 3 years ago, would be a very effective vehicle for ensuring that we inclusively get everyone on board in this bandwagon. We can't do it alone. ASSIST can't do it alone. We need everyone to work with us, engage with us in all of these initiatives.

”

**Monchito Ibrahim**

Undersecretary  
Department of Information and Communications Technology

“

We currently have 1,984 centers nationwide in all regions of the country including ARMM. The content of DigiBayanihan will actually be part of the educational segment of the Tech4Ed platform.

”

**Tess Camba**

Director  
Department of Information and  
Communications Technology



“

Due to the fast advancement of technology, the world has become smaller for everyone. Millennial or not, one has to keep up with the technology otherwise suffer being left behind. It is inevitable that these technologies have both advantages and disadvantages in our lives. To make use of these technologies, USC is partnering with ASSIST through its Social Actions program, DigiBayanihan.

”

**Fr. Emmanuel Sarabia SVD**

Director, Student Personnel Services  
University of San Carlos



# DigiBayanihan Initiatives

Through digital technology, DigiBayanihan aims to deliver simple-to-understand job preparation and career development modules as well as university examination preparation materials to the young Filipinos.

The two platforms devised for this purpose target college and vocational graduating (or newly graduated) students as well as high school children who're preparing to get into a college of their choice. These platforms are The Career Engine and Test Hero.



**The Career Engine** is an online platform designed to provide soft skills training to recently graduated (or graduating) students of colleges and Technical and Vocational Education and Training (TVET) Institutes.

The Career Engine is an open source website portal that consists of:

1. comprehensive, easy-to-understand training videos
2. downloadable supplementary materials (and)
3. self-assessment questionnaires that are purposely designed and available
4. in English, Filipino and a variety of other local dialects

## Key Benefits



**Training modules to help college** as well as vocational graduating students or recently graduated students become "job ready"



**Soft skills training modules for students** to help them understand how they can present themselves in their first job interview



**Downloadable supplementary materials** for those who have difficulty to access our online materials due to low/poor internet connectivity



**5-step career readiness modules** covering all phases of applying for a job, preparing for a job interview, excelling at a job, and even maintaining a good work-life balance



**Self-assessment questionnaires** to evaluate one's soft skills and analyze the areas of improvement



**Test Hero** is an online test preparation site, which seeks to ensure that learners, regardless of field, can train and practice for their respective examinations. It is in line with the greater goal of democratizing education by making the various content free, comprehensive, and accessible to all users. At its current phase, Test Hero aims to support graduating high school students in their preparation for university entrance exams.

### Key Benefits



The site is meant to **supplement the learning of students** from their daily school work through numerous and various practice multiple choice questions and drills. There is also varied content planned, starting with educational modules, instructional guides, and videos.



**Collaborative** - Connect with other learners who are trying to master the same topic by asking questions in the forum and participating in the open discussion.



Students can progress through their own **pace, time, and place**.



**Progress Tracker** - Armed with graphs to keep track of one's test scores, the learner/user can tell how he/she is doing with his/her understanding of the lessons.

## Reasons to Partner

Be one of the pioneers of our sites to help us achieve our endeavor of accomplishing seamless and continuous digital growth across the entire Philippines.

1. Be included in our list of esteemed partners, who want to shape the future of education and career readiness in the Philippines by enabling its population gain access to the digitally facilitated knowledge enhancement and empowerment tools for all.
2. We envision the platforms to be used, not just by our targeted end users directly but also by organizations like schools and universities involved in education training as well as government bodies involved in imparting job preparation and soft skills enhancement tips to elevate the lives of the young Filipinos.



# Let's Partner For Progress

The digital prowess of the Philippines lies in the hands of all of you.  
Let's strengthen the digital knowledge of all Filipinos with DigiBayanihan.  
Become a part of the DigiBayanihan ecosystem to

1

provide the entire Philippine population with **digital literacy skills**

2

imbibe the nation with the **digital competence** required to successfully face the technological advances – not only locally but also globally

## Our Existing Sponsors and Partners

Our current partners include government agencies, academic institutions, corporations, non-government organizations and associations. These organizations and groups will provide support via promotion, content creation, and areas for collaboration that are important in reaching DigiBayanihan's goals. These will also help in enhancing DigiBayanihan's visibility in the country.

Here's a list of our growing partnerships with Filipino international development organizations, government and intergovernmental agencies, civic groups, private institutions, and philanthropic individuals and groups that are committed to making a digitally driven Philippines.

### Sponsors



### Government



### Academe



### Non-government Organizations



## Our DigiBayanis & DigiBayanihan Champions



In order to elevate the overall visibility of DigiBayanihan and expand our network to new partnerships and users, we aim to collaborate with the ambassadors of our initiative.

Our certified DigiBayanihan Champions will be responsible to share the vision of DigiBayanihan with others and influence the targeted communities to procure the benefits of the program immediately. More like the talking heads of our program, the DigiBayanihan Champions will help us in spreading the word for DigiBayanihan by associating with other influences aka DigiBayanis, who will further, help us reach out to those who share common interests with our initiative.





## About ASSIST and ASA



**Asia Society for Social Improvement and Sustainable Transformation (ASSIST)** is an international non-governmental organization focused on capacity-building advocacies.

ASSIST runs its own social and development initiatives that aim to challenge conventional thinking, spark positive change, building enduring partnerships for progress. These are guided by the belief that providing stakeholders with the right guidance and the ability to make informed choices at the appropriate time will foster sustainable and meaningful transformation.

Although primarily based in the Philippines, the institution is also present across South and Southeast Asia as it seeks to promote sustainable practices that will address social problems in the developing world.

One of the primary sectors of ASSIST is its social actions unit that runs multiple flagship projects geared towards making a positive social impact in the society. In other words, ASSIST Social Actions (ASA) is the social arm of the organization.

The programs and projects developed under ASA are specifically targeted towards honing an engaged, empowered, and appropriately skilled youth generation. DigiBayanihan is one of the flagship programs of ASSIST Social Actions (ASA). A number of other notable programs and projects include Master of Disaster, SoLVe, I2Can, and Creativity as Catalyst for Change.

AsianNGO is the prime source of information on grants and funding opportunities, learning tools and knowledge resources, partnerships, news, events, and policy updates in the development sector across Asia.

As a social enterprise venture of ASSIST, AsianNGO is the first and only platform for Asia's social sector and was initiated to address the three main issues that NGOs face today: finding funds, partners, and relevant learning resources for better management.

## Our Managing Director



**Sreeni Narayanan** is the Founder and Group Managing Director of ASSIST.

A Chemical Engineer by profession with an MBA from the Asian Institute of Management tucked under his belt, he has led ASSIST in managing projects in over 20 countries across Asia.

Alongside these development partnerships, he has led organization's Social Actions projects, which are all internally conceptualized and independently managed by ASSIST with the aim of challenging conventional thinking, sparking positive change, and building enduring cooperation for progress in areas such as education, technology, human rights, environment, among others.



**DigiBayanihan**

[www.digibayanihan.org](http://www.digibayanihan.org)  
#Digibayanihan



[www.careerengine.org](http://www.careerengine.org)  
#TheCareerEngine



[www.testhero.org](http://www.testhero.org)  
#TestHero

A Social Action of



[www.assistasia.org](http://www.assistasia.org)

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