

## PRESS RELEASE

### Partnership between the Didier Drogba Foundation and 01Talent Africa to identify, train and support new African digital talent

- The Didier Drogba Foundation and 01Talent Africa signed in Abidjan, a strategic partnership to address the challenges of the digital transformation of the continent through an inclusive and sustainable approach to human capital development
- The Didier Drogba Foundation reaffirms its mission to promote the fundamental right to education for all without distinction and more specifically for the most vulnerable populations (unemployed youth, women and girls, migrants, ...)
- 01Talent Africa, co-founded by Nicolas Sadirac and Deror Sultan, is committed to the identification, development and provision of professional support to more than 1 million digital talents in Africa through the establishment of inclusive business schools ("Zone01") without any financial or academic barriers, true catalysts and accelerators of opportunities for youth and innovation.
- Didier Drogba and his foundation become international ambassadors for 01Talent.
- From autumn 2021, an ambitious pan-African campaign will be launched to identify and reveal the digital talents and entrepreneurs of tomorrow, driving the continental tech ecosystem.



*Presidents Didier Drogba and Deror Sultan sign strategic partnership agreement*

**Abidjan, 20 June 2021**

The Didier Drogba Foundation and 01Talent Africa have formalised the signing of a strategic partnership to carry out actions to transform the educational landscape and the African tech ecosystem.

The values of sporting success and surpassing oneself to reach a level of excellence, which are carried by Didier Drogba and his Foundation, are perfectly reflected in the educational model promoted by 01Talent Africa.

It is because the Didier Drogba Foundation and 01Talent Africa share this vision of a fairer, more inclusive world in which diversity is a resource that they have chosen to build this partnership.

Through this agreement, African football legend Didier Drogba and his foundation become international ambassadors of 01Talent co-founded by Nicolas Sadirac and Deror Sultan.

This commitment is perfectly in line with the primary mission of the Didier Drogba Foundation, which is to support local, sub-regional and continental economic development initiatives and to contribute to the improvement of the living conditions of populations in general, but more specifically of vulnerable populations.

01Talent Africa, like a football club, aims to identify, train and deploy 1 million young talents over the next 10 years, by setting up more than 100 Zones of Collective Intelligence ("Zone01"), real talent accelerators which include

- An institution for learning coding, computer engineering and innovation, with no teachers, no courses, no tuition fees and no academic prerequisites, following the pedagogy invented by Nicolas Sadirac, which has already trained more than 100,000 very high-level collaborative talents:
- A professional training zone designed to support the digital transformation of local and regional companies through "reskilling" and "upskilling" programs;
- A Talent Agency that will support the careers of "01Talent" from the coding learning zones with companies in the partner ecosystem.

The first Zone01 on the continent will be inaugurated in Praia, Cape Verde, in September 2021 and will host 300 young talents from Cape Verde and 26 other African partner countries.

These talents will be selected based on their potential and motivation and will then follow a peer-to-peer 01Edu educational program, training them in 2 years in code and digital innovation

The Didier Drogba Foundation and 01Talent Africa are committed, in partnership with the umbrella organisation of African local governments UCLG Africa, to supporting the growth of the digital economy through the development of exceptional entrepreneurial skills.

Our initiative will bring about a profound change in the way talent identification and digital education are conducted in Africa, by identifying local talent, particularly among vulnerable populations often neglected by traditional education systems, and creating new prospects and future ambitions by contributing to the creation of local jobs and businesses.

From autumn 2021, the partners will launch an ambitious pan-African campaign to identify and reveal the digital talents of tomorrow, drivers of the continental tech ecosystem.

The objective is to provide each African country with a cognitive testing platform accessible from any mobile phone or computer (private or public).

Candidates will be identified through online tests, accessible to all and requiring no prior knowledge of computers. In the form of games, these tests will make it possible to identify and measure the cognitive aptitudes, creativity and motivation of candidates in a perfectly meritocratic way, and thus to identify the best digital talents who could not be identified by the traditional systems.

Each participating country will be able to identify its best candidates who will join the first Zone 01 program in Praia, Cape Verde.

The Didier Drogba Foundation will naturally support the various talent recruitment campaigns for 01Talent's Zones of Collective Intelligence around the world, such as 01Founders in Great Britain, for example, by mobilising young people and encouraging them to apply to the many Zone01s that will be set up around the world.

This strategic partnership between the Didier Drogba Foundation and 01Talent Africa takes place in a context of high demand for EdTech initiatives in Africa. In a continent where 70% of the population is under 30 years old, new educational technologies can reduce educational inequalities and meet the growing training needs of the labour market in the midst of the digital revolution.

**Didier Drogba, President of the Didier Drogba Foundation said:**

« Africa is a young continent. Rich in this living force, these young people are at the heart of our priorities. The Didier Drogba Foundation and myself as President pay particular attention to these young people, for whom I personally have great hope for the future of our continent.

This is why I am excited to seize the opportunity of this partnership with 01 Talents Africa, in an ongoing effort to help young Africans, especially those most in need.

This is why the signing of this partnership is in line with the desire to build a more dynamic Africa whose populations have easier access to education; a stronger Africa that we will be proud to leave to our children.

African youth, who today more than ever, need to be equipped and guided, will thus be able to benefit from support and open up new horizon for many. New talents will emerge; new ways of learning, a new way of dreaming and shining will be possible. Sport should not be the only "escape" for our children. Other alternatives must be possible. We are proud to seal this forward-looking partnership. »

**Deror Sultan, Deror Sultan, Chief Executive Officer of 01Talent Africa said:**

« We are very proud to kick off this great partnership between the Didier Drogba Foundation and 01Talent.

We share the same values of success and above all a feeling of love for our continent and the men and women who animate it.

This project is for me, an entrepreneur of African origin, born in Israel, and having devoted 30 years to the service of scarce human resources and having worked for the development of numerous projects in more than 30 countries, a necessary commitment for all African countries which already have the most precious resource of all: the youth of its human capital.

A big thank you to Didier Drogba, one of the greatest African talents, for the trust he has placed in us by committing himself fully to our side. ". Together we will eliminate the word "impossible" and give hope to one of the most creative youth in the world, and ensure that they take their destiny back into their own hands. »

**Nicolas Sadirac, co-founder and educational director of 01Edu, said:**

« Being born in Africa, I am committed to the idea of contributing to the identification and training of tomorrow's digital champions. They are part of the African youth that will soon represent more than half of the young people under 25 years of age in the world!

We believe that talent is evenly distributed but that opportunities are not. The best way to rebalance them is to activate the tools (network, skills and career opportunities) that will shape the future of these young people. That's why we focus on potential over profile, in a model of success very similar to that of top-level sport, which Didier Drogba embodies perfectly."

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## **Note to Editors**

### **About the Didier Drogba Foundation**

The primary mission of the Didier Drogba Foundation is to support local, sub-regional and continental economic development initiatives in order to contribute to the improvement of the living conditions of the population in general, but more specifically of vulnerable populations. The Foundation's objectives to improve the quality of life in Africa are in line with the United Nations' objectives for sustainable development. The strategy of the Didier Drogba Foundation consists of implementing educational projects and programs that contribute to offering better prospects for improving the lives and future of children. It has therefore set itself the objective of promoting the fundamental right to education for all children without distinction.

### **About 01Talent Africa**

01Talent Africa is the pan-African talent agency of the 01Talent International Group, which aims to identify, develop and connect to the professional world 1 million high-level developers worldwide by 2035 through a combination of a proven educational model in over 40 countries and a sustainable and exponential business model.

01Talent Africa is based on 01Edu, the ultimate upgrade of the "peer-to-peer" (teacherless) and gamified pedagogical approach developed by Nicolas Sadirac and his team, which is a learning platform designed to address the growing shortage of IT developers.

This pedagogical model that develops entrepreneurial spirit, creativity and collective intelligence has already been deployed by our co-founder Nicolas Sadirac and his Alumni in more than 40 countries around the world, training more than 100,000 Talents in the last 10 years.