

Coca-Cola Egypt Launches 60 Learning Centers with Discovery Channel Global Education Partnership

Posted on: Jun 08 2010

Coca-Cola Egypt, The Coca-Cola Africa Foundation and the Discovery Channel Global Education Partnership (DCGEP), in collaboration with Creative Associates International and USAID and the Egyptian Ministry of Education, announced the launch of 60 school-based Learning Centers and a robust teacher training program.



From left: Rania Shoukry (USAID), Ghada Abdelhamid (Public Affairs & Communications Manager) and Chinwe Effiong (Discovery Program Director) present a recognition award to the principal of Beni Suef School.

The launch ceremony highlighted the accomplishments of the Egypt Learning Center project and provided an opportunity for partners to visit one of the participating schools. The Discovery project will train teachers from 60 primary schools in Alexandria and Beni-Suef to use educational media technology to complement classroom learning and engage the community. In addition to providing a school-based program, the Learning Centers will share valuable resources to benefit parents and community members on a range of topics. Approximately 220,000 individuals are benefiting from the project (1,800 teachers, 54,600 students and 160,000 community members).

The program, which began in October 2009 and runs through March 2011, provides each school with a library of approximately 150 high-quality, customized educational videos designed to encourage students' active participation in the learning process. The short-form videos have been mapped against Egypt's national curriculum and customized to be used as part of educational programming in the classroom. Teachers in participating schools will receive at



Students watch a science lesson on their first day in the Discovery Program Learning Center.



Students interact in the Learning Center with audio/video materials supplied by the Discovery Program.

least six months of Discovery training on how to effectively integrate the videos into primary school classrooms and how to engage and serve their communities. Schools also receive extensive pedagogical training and media technology packages including desktop and laptop computers, projectors and Internet access.



Project representatives with the Beni Suef school principal and students at the launch event.

William Asiko, President of The Coca-Cola Africa Foundation, said, "We recognize that education is a key factor in realizing Africa's development potential. It is therefore gratifying to learn that the project is already having a positive impact on pupils and teachers alike. The Coca-Cola Company through The Coca-Cola Africa Foundation will continue to invest in the wellbeing and progress of our communities here in Egypt, as this is the basis for sustainable business growth. We thank our project partners, the Ministry of Education, and the authorities of the various schools whose exemplary collaboration is making this partnership a success."

Aric Noboa, President, Discovery Channel Global Education Partnership, added, "The level of collaboration in Egypt is a great example of the power of partnerships. We are grateful to The Coca-Cola Africa Foundation for its commitment to increasing educational opportunities in Egypt, and to the Egyptian Ministry of Education, USAID and Creative Associates International (CAI) for their invitation to partner in Alexandria and Beni-Suef. We look forward to learning together and working with educators to increase the use of media technology to achieve positive educational outcomes in classrooms and the community at large."