



 **DESTINATION  
IMAGINATION.**  
**IN AFRICA**

*Inspiring the next generation  
of innovators, leaders and  
creative problem solvers*

**DI IN  
AFRICA  
PROFILE**

# STEAM PROJECT INTRODUCTION

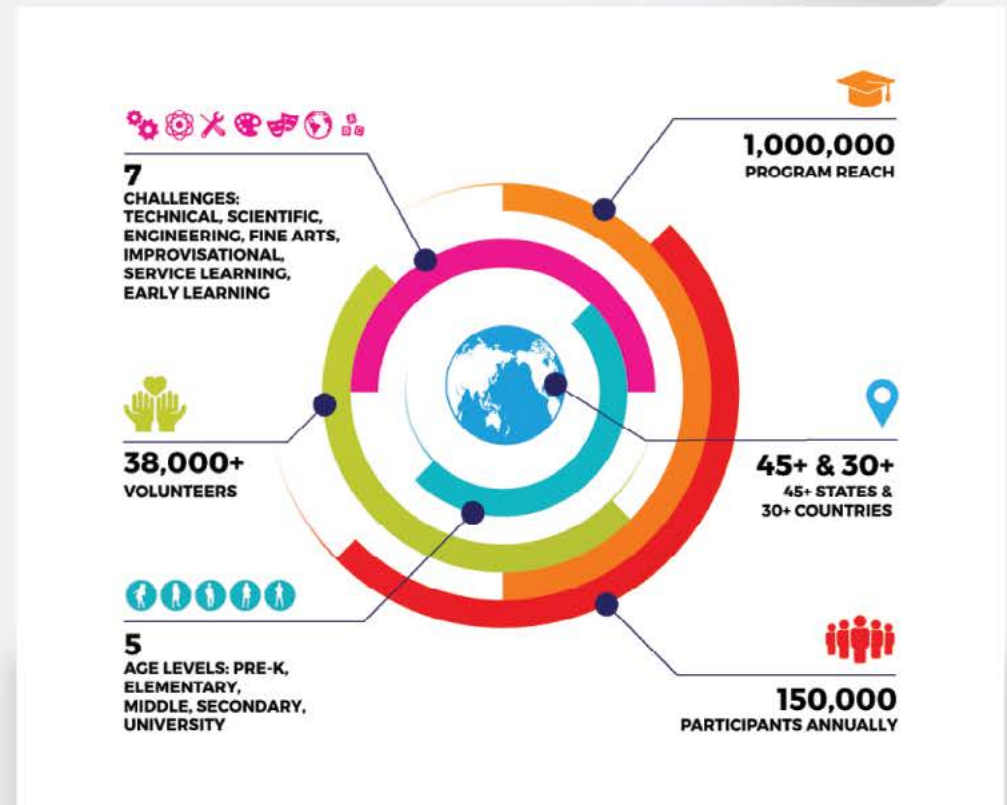
## About Destination Imagination

Destination Imagination's (DI) is a 23-year-old 501(c)3 nonprofit organization headquartered in New Jersey, USA, which operates educational programs and activities in 47 states and in 25+ countries. Each year, more than 12,000 student teams (100,000+ youths) participate in our programs, which are supported by an estimated 30,000 volunteers.

Through DI's educational experiences, participants develop the skills necessary to become successful leaders in whatever future career path they choose. In DI, students from around the world, Alabama to Australia, Nebraska to Nigeria, organize into regional teams that choose and solve one of DI's suite of challenges.

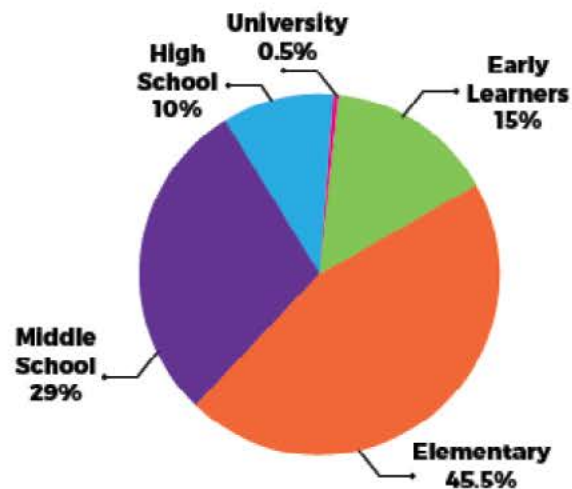
Here's how our educational experiences work. Teams work with a limited budget and limitless creativity as they respond to their chosen DI Challenge using only their own ideas and skills. They transform simple materials, household items and technical components into a 5-8-minute mini production that aims to integrate artistic expression, STEM skills and storytelling. They may contain well-designed set pieces, team-created works of art, or expertly engineered inventions.

After teams imagine and create their unique solutions, they showcase them at local events, with the hopes of being recognized for their innovative problem-solving style and their collaborative spirit. Participants embark on a journey of self-discovery that empowers them to become tomorrow's leaders.



## 2020 Global DI Team Participation Numbers

In 2020, nearly 9,000 teams from across the United States and 3,168 international teams participated in DI. Each team represents seven students plus at least one team manager, along with their adult parents or caregivers. Typically, about 10 percent of all global teams attend Global Finals.



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## Testimonials

“

Our experience in DI has been great and we're glad that we joined it because we wouldn't have gained the skills we got from DI. It was an amazing journey and we absolutely loved it.

Team Uchiha & Team Hashira

Ledumang Senior Secondary School

”

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# OPPORTUNITY

With an estimated 10-12 million people in the African continent joining the labour force each year and the current rates of unemployment and poverty in part due to the current health pandemic, there is a need to create a sustainable network of interested in improving the quality of teaching.

A large proportion of university graduates are finding it difficult to find jobs, as they lack employable skills or face skill mismatches with labour market requirements. While technical skills are very important in the workforce, we want to ensure that learners are developing the critical and creative thinking skills that will make them able to adapt to the workforce and learn and apply new content quickly. This is accomplished through learning that is student-led; they follow their interests and are encouraged to explore, create and then apply what they have learned to other situations in their life.

Girls are consistently underrepresented in STEM in Africa and often boys do not develop the creative thinking, collaboration and communication skills needed in the workforce.

“Destination Imagination is interested in offering our STEAM-based experience under a model that will allow existing organisations to train their staff in independent STEAM-based learning and bring the experience to youth in Africa with a focus on inclusivity for all regardless of gender, marginalized societies, economic status, etc.”

By combining STEM and A for arts, all learners follow their interests and are exposed to the full range of employability skills.

We also believe that people feel more accomplished when they are active and able to share their knowledge. We encourage Accelerator Programmes to bring in community members to provide skills workshops and chats to the learners around both technical and soft skills.

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BOTSWANA




Lorato Lucy Koosimile

Ledumang Senior Secondary School

Testimonials

“

My DI journey was exciting yet exhausting...it was and is a pleasure being part of this because I experienced a lot of growth, I got to be creative and discovered a lot I never thought I'd do. This just drastically improved my logic knowledge. I also realized how important it is to learn from my failures...growth is truly a series of mistakes. Through Teamwork, Loyalty, Respect, Attainability and last but not least Patience I am unstoppable. In conclusion I'd say I learnt that the harder the battle the sweeter the victory

”

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# Destination Imagination and the SDGs

We believe that quality education goes hand-in-hand with gender equality. All learners regardless of gender must be exposed to and develop technical and soft skills. Through our STEAM-based challenges, we offer a platform where girls and boys develop technical skills based on their interests in an environment that encourages soft skill acquisition.

## Technical Skills

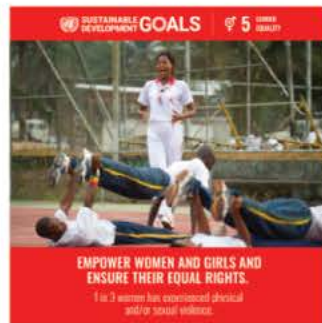
- Project management
- Electrical engineering concepts
- Structural engineering concepts
- Coding
- Performing arts
- Propulsion systems
- Scientific concepts (force, gravity, axis, etc.)

## Soft Skills

- Creative problem-solving
- Critical thinking
- Collaboration
- Communication
- Perseverance
- Resilience
- Risk-taking



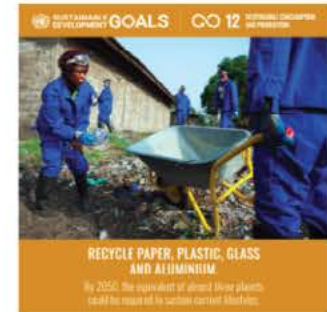
Goal 4: Quality Education



Goal 5: Gender Equality



Goal 10: Reduced Inequalities



Goal 12: Responsible Consumption and Production

Teams are encouraged to use recyclable, reusable materials when possible to find solutions that benefit the environment. Responsible consumption and production during the DI season not only helps with waste but also motivates learners to find innovative solutions with locally sourced materials.

DI also offers a discounted cost to help reach marginalized learners with support in finding local sponsors and partners to ensure that we reduce inequalities. Materials can be printed and delivered locally with local materials used during the experience or, where possible, teachers can access the digital copies and print out locally for teams.

Africa has the youngest population in the world and youth unemployment surged to above 35 per cent in 2018, with more than 55 per cent of young people unemployed or underemployed. We are looking to create a network of NGOs that will help the teachers in Africa increase their technical teaching skills while mentoring learners in the development of skills that will enhance innovative thinking and solutions for Africa.



Goal 8: Decent Work and Economic Growth



Goal 9: Industry, Innovation, and Infrastructure

# So what does **Destination Imagination** look like?

We offer a suite of educational experiences which can be combined or used alone to create a solution unique to the landscape of needs for each country.

## THE imagine experience

The imagineXperience is designed to inspire teams of K-12 students to collaborate, innovate and learn new STEM skills in a noncompetitive environment. It gives students living in underserved communities access to a project-based learning challenge and tools that will reinforce social-emotional learning (SEL) competencies while helping them learn about cutting-edge topics like Artificial Intelligence and explore the world of creative storytelling.

## CHALLENGE EXPERIENCE

The Challenge Experience is our competitive program focused on developing project management skills and cross-discipline thinking. K-12 student teams are presented with complex challenges which they solve over the course of a few months developing valuable 21st century skills. Our six challenges fall into the categories of technical, scientific, engineering, fine arts, service learning and improvisation.



For our youngest learners, the Early Learning program offers a classroom curriculum as well as an introductory challenge experience developed to tap into the innate creativity of children ages 4-7 in a non-competitive environment. These teams explore SEL skills and STEAM concepts through literature, play and curiosity.

Destination Imagination was created to help learners gain the skills needed for success in school and their future careers. Most of today's learners will be employed in jobs that have yet to be invented. We believe the best way to guarantee their success is to teach them the social-emotional skills that will help them in any endeavor. These are the skills that will allow today's learners to forge their own paths through the 21st century.

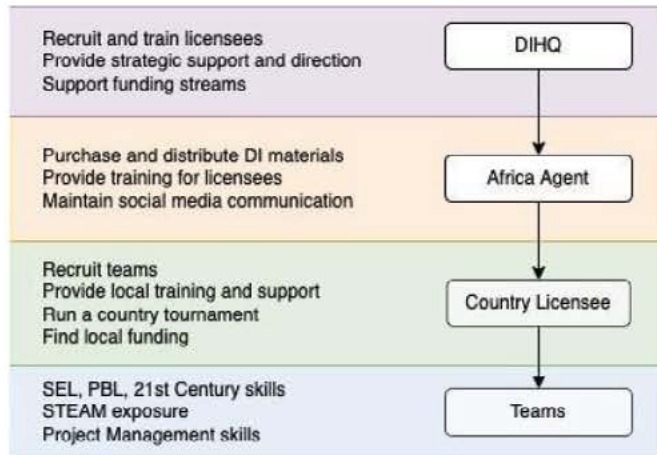
# STRUCTURE

Our efforts in Africa have been championed and led by Sally Kimangu, of Kenyan descent, our DI Africa Licensed Agent. Her knowledge of STEAM content and learner-centered education as well as her active role in promoting healthy education styles in EdTech has made her an ideal agent for establishing a landscape of the wider educational needs on the continent.

As our agent, Sally networks and strategises to find the most suitable partners to bring employability skills to youth across Africa. These organisations become licensees.

Our Licensees hold an exclusive license to promote DI within their geographic area.

The final beneficiaries of the program are youth and teachers.



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## Funding Models

Destination Imagination, Inc. uses a partnership model reliant on volunteers to bring our philosophy to youth around the world. In order to continue reaching more marginalized communities, sustainable funding is a necessity. We have had success with grants and corporate sponsorship and are working to expand our portfolio. Working in Africa has provided perspective for other types of sustainable funding to ensure that scalability is possible with the right partners.

Our goal is to work directly with country partners for implementation coupled with their Ministry of Education to ensure that STEAM-based education becomes accessible for all.

## Affordable

Destination Imagination, Inc. is dedicated to offering our program free of charge to the final beneficiaries. An excellent education that prepares you for a successful future is a right for all. We work with local economy knowledge to do a cost analysis in an effort to recognize the efforts of the people who are leading the world's youth while keeping cost to families minimal to zero.

## Scalable

As more organizations learn about DI, they will have a proven model to follow within Africa. With involvement and backing of the Ministries of Education, the core skills can be embedded into curriculum or used as a curriculum elective. Preparation and funding makes DI easily accessible.

## Sustainable

By using locally sourced reusable and recyclable materials, learners will truly apply knowledge on a local level with a global mindset; a great recipe for innovation and success. As we keep costs accessible for implementation partners and Ministries of Education and, donors and sponsors will see the effectiveness of the program and new partnerships and grants will become available.

## Expectations

Our licensees benefit from our growing network worldwide and the use of our DI branding. We provide all the tools needed to implement all of our programs from training to strategy consultations to running world-class events on a budget.

Destination Imagination would provide the quality tested digital materials, marketing materials and opportunities for global outreach.

Our licensees would provide local support and organize the capstone events for teams across Africa to compete and share their solutions.

DESTINATION IMAGINATION BOTSWANA

## Testimonials

“ I really had a fantastic journey in participating in DI for it taught me a lot -like you reap what you sow and I and my teammates did reap august results from the hard work we exhibited even though it was difficult for us but we made it and that's what matters mostly!

**Angela Kaelo**  
Ledumang Senior Secondary School

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# Project Information Table

Inputs	Strategies/ Activities	Outputs	Impacts
<p>Online, interactive training for facilitators/staff through the Destination Imagination Learning Management System</p>	<ul style="list-style-type: none"> <li>• Independent learning</li> <li>• Team development strategies</li> <li>• Rapid problem solving learning strategies</li> <li>• Project Management</li> <li>• Approaching Team Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitators earn e-badges and completion certificates</li> <li>• Facilitators able to promote collaborative problem-solving</li> <li>• Facilitators who feel comfortable with the content</li> </ul>	<ul style="list-style-type: none"> <li>• Learners become better collaborators</li> <li>• Learners feel secure that their facilitators will support them</li> <li>• Increase in well-being</li> </ul>
<p>Destination Imagination Challenge Programs digital materials including our set of STEAM-based challenges, rapid ideation kit, teacher curriculum guide and rules and regulations guide</p>	<ul style="list-style-type: none"> <li>• Unique STEAM Challenges</li> <li>• Activities to develop the 4 Cs of 21st century learning</li> <li>• Formats and instructions for introducing project management to learners</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to research and apply STEM knowledge</li> <li>• Introduction and practice to project management</li> <li>• Increased creative problem-solving skills</li> <li>• Increased ability to communicate and make decisions</li> <li>• Ability to identify interests and strengths</li> <li>• Increased self-awareness</li> </ul>	<ul style="list-style-type: none"> <li>• More confident learners</li> <li>• Higher self-esteem</li> <li>• Higher self-worth</li> <li>• Faster reaction times</li> <li>• Healthier reactions to failure and stress</li> </ul>
<p>Capstone event for student showcase or competition</p>	<ul style="list-style-type: none"> <li>• Teams receive feedback and scores for their efforts based on clear scoring elements for each challenge.</li> <li>• Teams are appraised by trained appraisers.</li> <li>• Teams celebrate their innovation and forge likeminded friendships</li> </ul>	<ul style="list-style-type: none"> <li>• Learn that a project is finished once the data is reviewed</li> <li>• Opportunity to participate in online forums to discuss the skills they have learned.</li> <li>• Opportunity to see other teams' presentations and practice positive feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Increased capacity to see skills application</li> <li>• More unified teams</li> <li>• Feeling part of a community of future innovators in Africa</li> </ul>

# Project Information Table

International cooperation events

Opportunities to represent Africa in events in other parts of the world.

International travel and cooperation (dependent on local visa laws and travel permission)

Global mindset and exposure of the African culture to other parts of the world..

**DESTINATION IMAGINATION** BOTSWANA



## Testimonials

“ Well...we all came to DI with an objective of building Gizmos...who could have thought it would be a whole life changing experience...gradually it did not become just about the challenge rather it became about growing...moving from the mainstream of our way of thinking...DI opened our minds to a whole new world beyond our daily lives...changed our perception on life and how we look at it's problems...I'm a changed person...Thanks to DI, you guys do not really know how many lives you touch out there...from the technical skills to the life skills at large...this is truly a life-long priceless experience... ain't there part two?? ”

**Ambrosia Bimane**  
Mogoditshane Senior Secondary School

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**DESTINATION IMAGINATION** BOTSWANA



## Testimonials

“ My experience in Di has been one memorable one. Along the way i met really great people and made new friends. I also learnt a lot of new things which I never realised that I had interest in. In Di I also unlocked my creative side and in short i could say the experience was magical. ”

**Amogelang Othusitse**  
Ladumang Senior Secondary School

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**DESTINATION IMAGINATION** BOTSWANA



## Testimonials

“ My experience working with Destination Imagination was amazing. I got to learn so many things and do things I've always wanted to do, like building a gizmo and doing something that involves physics and engineering. Even the team managers were very interactive and we related to them very well. I surely do hope to be a part of DI again some day. ”

**Dorothy Ndaba**  
Mogoditshane Community Junior Secondary School

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# Certification & Accreditation

We are proud to work with partners to ensure that program guidelines match local education initiatives and goals and count with the certification or accreditation in various countries and provinces around the world.

## **Qatar.** *Certification by the Ministry of Education and Higher Education in Qatar*

- Since 2014 to present; annual application and renewal.
- Ability to offer the program to all schools in Qatar.

## **Prince Edward Island, Canada.** *Accreditation by the PEI Department of Education and Lifelong Learning*

- Current
- Part of the curriculum, students earn credit for courses taken. Part of the creativity and innovation process of the K-6 curricula. Senior High level, they earn credits as an independent study course. At intermediate level, 7-9, it is classes under the leadership course.

## **Ukraine.** *Certification by the Ministry of Education in Ukraine*

- Current; annual approval of program implementation
- Approval to implement across all of Ukraine.

## **Shanghai, China.** *Accreditation by the Bureau of Education of Shanghai (municipal level)*

- Current
- Recognized as one of the top 5 programmes in Shanghai and teachers earn credits for participation.

## **Beijing, China.** *Certification at the county/district level certification*

- Current
- Recognized by district for teachers to earn PD credit for participation.

## **Australia.** *Accreditation by NSW Education Standards Authority*

- 23 February 2018 to 22 February 2023
- Professional development training for teachers in the DI philosophy and teaching techniques.



# Africa Successes



Destination Imagination Botswana is a non-governmental organization that specializes in STEAM based (Science, Technology, Engineering, Arts and Mathematics) curriculum education. DI Botswana was founded in 2021 in collaboration with Destination Imagination, Inc.

The imagineXperience has been run during two seasons reaching youth across junior and senior schools in Gaborone. The first season, 2020-21, reached 1000 students and was funded by Lumen Technologies. The second season was co-funded by the European Union (EU) and the German Ministry of Economic Cooperation and Development) BMZ and is jointly implemented by Enabel and GIZ. Through these collaborations and partnerships, Destination Imagination Botswana has served over 1000 learners in and around Gaborone, cultivating their creativity, innovation, teamwork, and problem-solving skills.

DI Botswana also uses a camp format to introduce more youth to DI and has begun to work with the private schools to reach 3000 students over their time as licensee for Botswana.

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Destination Imagination Nigeria started off with the imagineXperience project in 2021. We completed 10 projects and recorded successfully. DI Nigeria also registered 10 teams for the Challenge Experience program.

In 2022, a different approach was taken to sensitize more participation and team registration. Implementation began with a DI Nigeria official flag off event in January 2021, with over 250 children in attendance. Out of that event, DI Nigeria registered over 20 teams who worked on the team project for the session with their team leaders.

DI Nigeria has initiated ongoing correspondence with private school owners and the Ministry of Education in some states to run DI at in public and private schools. Furthermore, DI Nigeria is currently recruiting and training team leaders to enable expansion and wider reach of children.

# Testimonials

DESTINATION IMAGINATION BOTSWANA

## Testimonials



**Lefa Disho**

Marang CJSS

“

My experience in this GoGo Gizmo challenge was exciting, challenging, and a lot more. Being part of this made me a different person because it made me way more cooperative, understanding and creative. I am proud to say that I am a young Innovator.

”

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DESTINATION IMAGINATION BOTSWANA

## Testimonials



**Botshelo Bimasiku**

Mogoditshane Senior Secondary School

“

My time here at DI was one of the best things that could ever happen to me mainly because it keeps me in school for an extra our to learn something new and useful as it is my dream to be a game programmer This is Botshelo team leader of Tech Legends and thats why I love DI.

”

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## Our **licensed partners** to date

Destination Imagination currently has a licensed agreement with Sally Kimangu, Director of EduStore Africa, located in Botswana, and with Nneka Chukwulobe, Director of Creative Builders, located in Nigeria. With their extensive background in STEM education, we are looking forward to offering a development opportunity for learners and teachers in Africa to develop their employability skills, both technical and soft.



**Sally kimangu** · 1st   
Edtech/STEM Education Enthusiast.  
Botswana · [500+ connections](#) · [Contact info](#)



**Nneka Chukwulobe** · 1st  
Founder at Creative Builders Club  
Nigeria · [500+ connections](#) · [Contact info](#)



**Khadija Shariff** · 3rd  
Head of Programs at Milele Zanzibar Foundation

If you are interested in becoming a country licensee for DI in Africa, please contact Sally Kimangu at [sally@di4africa.org](mailto:sally@di4africa.org).

We offer Introduction to DI webinars every two weeks, please register [here](#) for an introduction to Destination Imagination.

# Staff Profiles



**AMOS ONYANGO**

Marketing Executive  
Destination Imagination Africa

**KENYA**



**SHYLINE MUTHONI**

DI Botswana Operation Manager  
and Director at Discovery Club

**BOTSWANA**



Tshiamo Brian **Badubi**

Project Coordinator  
Destination Imagination

**BOTSWANA**

# DI Strategic Partners



Implemented by



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INVESTMENT  
& TRADE CENTRE**



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Botswana



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## Partner Schools



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