

# IDB transforms public sector capacity across Latin America with Coursera, reaching 41,000+ learners



**Industry**  
Government and  
International Development



**Location**  
Latin America and  
the Caribbean



**Size**  
41,000+ learners

## Overview

The Inter-American Development Bank (IDB), a member of the IDB Group, promotes economic and social development across Latin America and the Caribbean. Through its BIDAcademy—the Group’s learning platform for addressing the region’s development challenges—the IDB identified important gaps in institutional capacity and technical expertise. To address these needs, BIDAcademy sought a scalable, high-impact training solution for government officials and development professionals. In 2023, IDB partnered with Coursera to build a comprehensive learning ecosystem addressing critical skills in digital transformation, sustainable development, and project management. With 41,350 learners in 2025 alone, the initiative demonstrates measurable impact on public sector capabilities throughout the region.

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*Coursera’s platform has empowered us to create impactful training solutions that address the specific needs of our region, making a real difference in how our public sector operates.*



**Rodrigo Morosoli**  
Learning & Knowledge Specialist, BIDAcademy



### Snapshot

**41,350**

total enrollments in 2025

**67**

Net Promoter Score

**73%**

completion rate

# The Challenge

Public institutions across Latin America and the Caribbean face complex barriers to professional development. Geographic distances and resource constraints limit access to traditional training, particularly in rural areas. Government professionals urgently need expertise in rapidly evolving fields—digital transformation, data analytics, climate action, and social inclusion—yet existing methods couldn't scale to meet this demand.

BIDAcademy needed a transformative solution capable of delivering consistent, high-quality training across multiple countries while accommodating different languages, connectivity levels, and institutional contexts. The goal was ambitious: Create a flexible ecosystem that would enable officials throughout the region to build capabilities aligned with critical development priorities.



*Coursera's flexibility has helped us overcome barriers and maximize our reach, supporting targeted interventions that address real, immediate challenges faced by government officials across our region.*



**Rodrigo Morosoli**

Learning & Knowledge Specialist, BIDAcademy

## The Solution

In 2023, BIDAcademy launched a strategic partnership with Coursera, built upon three key pillars to address these challenges effectively:

### **Pillar 1: Enterprise learning for internal staff development**

The first initiative focused on providing extensive training resources to enhance the capabilities of IDB's internal teams.

Coursera's diverse catalog—covering a wide range of subjects including digital transformation, AI, and project management—has enabled learners to continuously upskill and reskill. This initiative ensured that IDB's workforce remained at the forefront of emerging trends and innovations, thereby improving the organization's overall effectiveness.

### **Pillar 2: Knowledge dissemination through industry partner agreement**

To amplify IDB's reach, this partnership leveraged Coursera's platform to host and disseminate the Bank's expert content. Under this arrangement, IDB's cutting-edge research and expertise were packaged into accessible formats, maximizing reach of the Bank's publications, datasets, and relevant knowledge products. By addressing critical learning needs across Latin America and the Caribbean, this pillar helped build regional capacity in crucial areas of sustainable development.

### **Pillar 3: Customized training through BIDAcademy scholarships partnership initiative**

IDB created tailored training programs for government officials and external partners. This initiative featured personalized monitoring tools to assess outcomes, track progress, and maintain ongoing engagement. Coursera's flexible platform allowed BIDAcademy to implement country-specific programs that addressed local needs, such as:

- Women leadership training in Paraguay
- Green housing initiatives in El Salvador
- Digital government training in Chile
- Project formulation and design training in Colombia reaching +500 participants; the use of scholarships helped IDB in strategic training for the promotion of a culture of impact in the region

IDB also introduced innovative approaches—integrating Coursera MOOCs into internal training programs and piloting features like Coursera Dialogues and AI Assessments for enhanced learning experiences.

# The Results

IDB's partnership with Coursera led to impressive outcomes, significantly exceeding industry standards for online learning and demonstrating the program's extensive impact across the region.

In 2025 alone, the initiative achieved remarkable results:

- 41,350 total enrollments
- 76% Applicability Index, indicating practical application of skills
- 73% course completion rate
- 70% engagement rate
- 1,523 scholarships deployed across 13 countries
- Net Promoter Score of 67, highlighting strong participant satisfaction
- MOOC Quality Index of 4.31, showcasing the high quality of Coursera courses

The whole training initiative achieved a strong 73% overall completion rate, demonstrating broad engagement, with standout courses like Creative Entrepreneurship reaching nearly 90%. In 2025, 41,350 enrollments were recorded, showing high learner demand. These metrics illustrate the success and sustainability of the learning ecosystem created by IDB and Coursera.

Real-world impact emerged through participant testimonials. One official reported: *"The project management course had a significant impact on my job performance. Thanks to what I learned, I was able to implement a more effective tracking and control system for the projects I lead at my company, which resulted in improved efficiency and reduced delivery times."*

Another participant shared: *"The IDB Digital Government course provided me with tools that I applied directly to redesigning the document management system of a public entity, allowing a 40% reduction in file retrieval time and improved internal management transparency."*

These outcomes demonstrate how strategic learning initiatives create ripple effects across government institutions, enhancing public service delivery and building sustainable capacity throughout Latin America and the Caribbean.

## Outcome Snapshot

**76 %**

of learners successfully apply skills in their work

**70 %**

learner engagement rate

**1,500 +**

scholarships deployed in 13 countries



## Elevate your public sector workforce

Scale high-impact, role-aligned government training.

[Explore Coursera for Government](#)