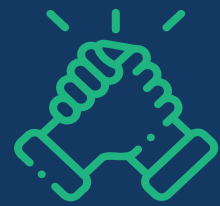# The factors behind Code.org's success story

Code.org is a non-profit organization launched in 2013 to raise awareness on computer science and provide universal access to it

Supported by **GLOBAL** political, social and economic **LEADERS**

Funded by the **WORLD'S LEADING** companies, institutions, governments and philanthropes

FREE ACCESS to programs aimed at training teachers and students with a special focus on **WOMEN AND MINORITIES**

The platform with **the HIGHEST NUMBER OF USERS**[1] worldwide:

+45 languages
+1bn Hours of Code

[1] Alongside Khan Academy

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Since its inception, Code.org has gained significant traction and has administered countless activities across its pillars

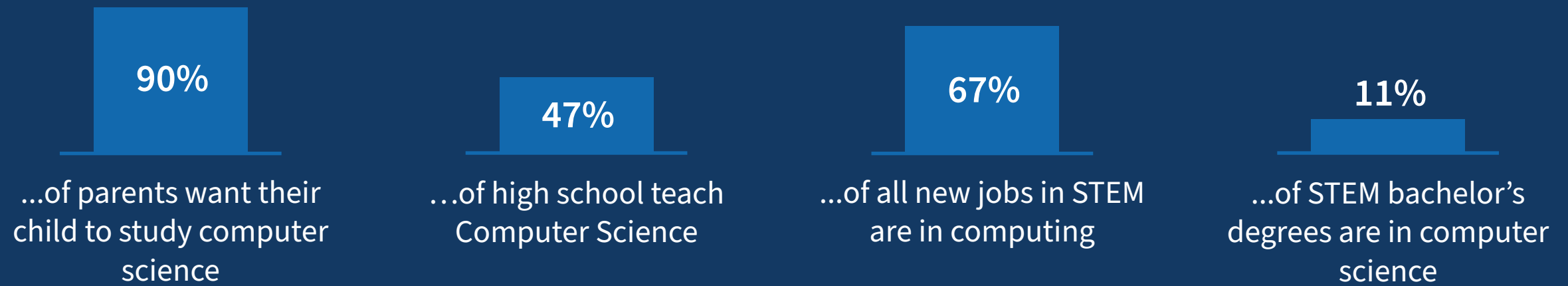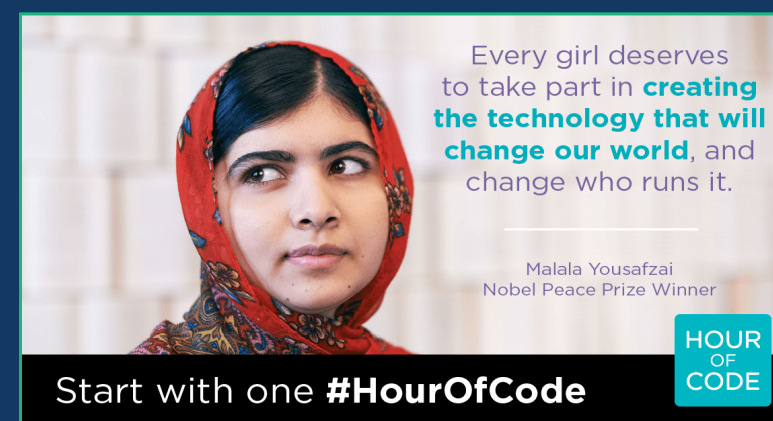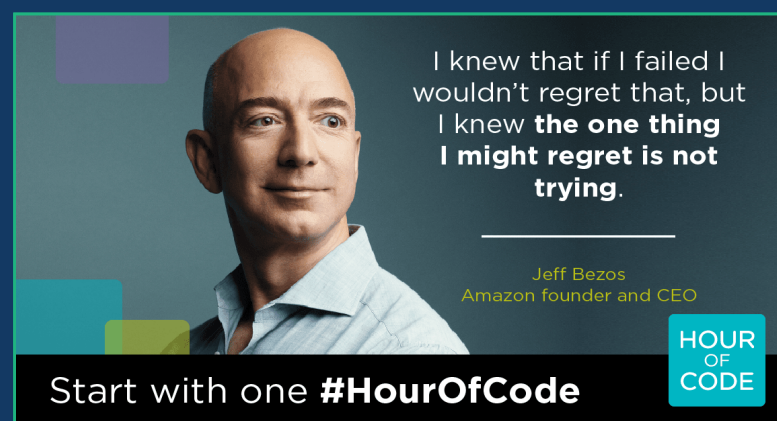|		
15% of all students around the world have accounts on Code.org	More than **50 countries have changed or plan to change policies** to support Computer Science	Hour of Code tutorials in over **45 languages**
More than **1.4 Bn Hours of Code administered around the world**	**200+ partners in 196 countries**	**45% of Code.org** students are girls

Globally, over 70M students accounts and 2M teacher accounts learn Computer Science on Code.org's platform.

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What factors contributed to the global spread of the movement?

The movement addresses a current fundamental gap in society...

90%
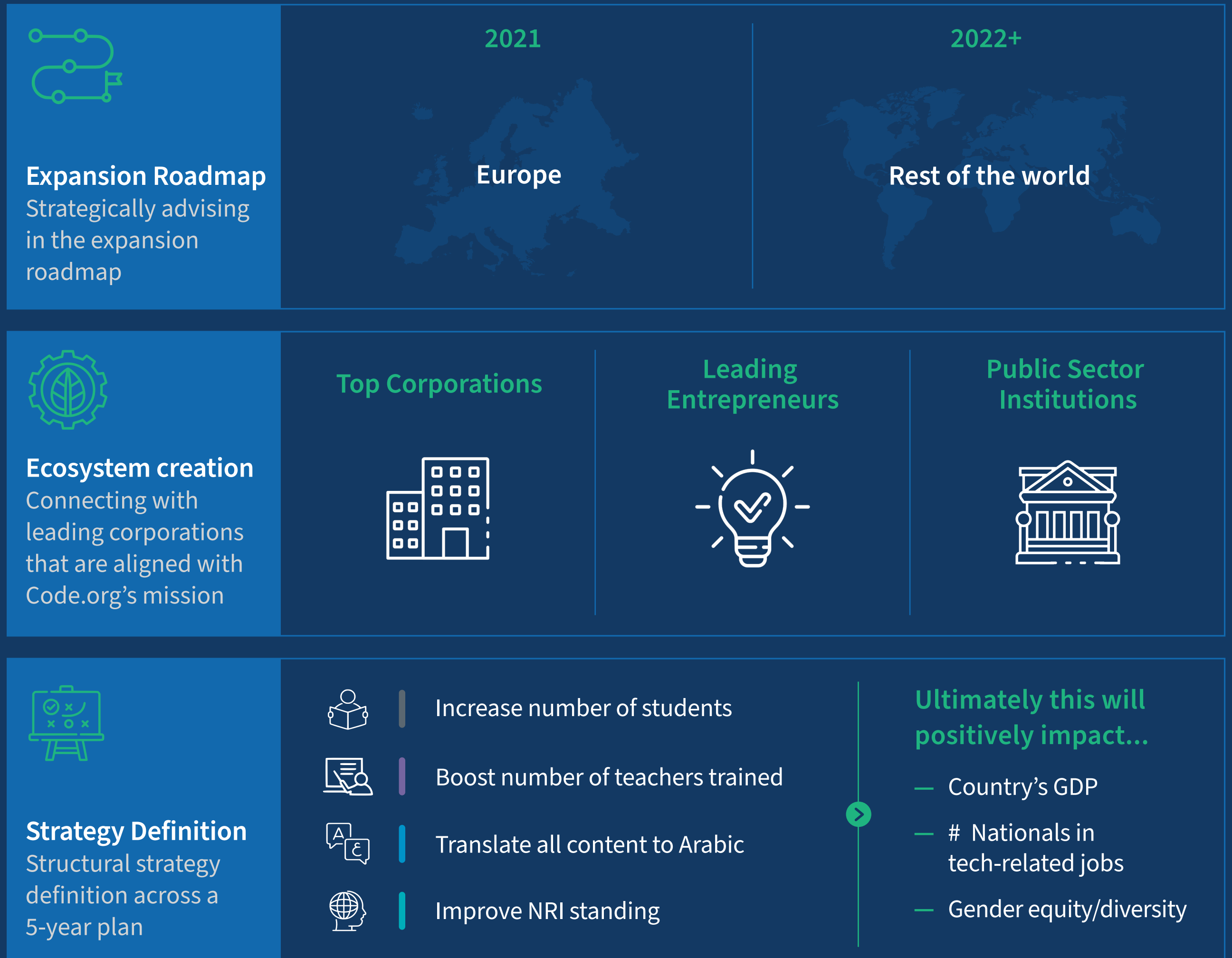...of parents want their child to study computer science

47%
...of high school teach Computer Science

67%
...of all new jobs in STEM are in computing

11%
...of STEM bachelor's degrees are in computer science

...it generates awareness across the globe by involving socially influential people

I knew that if I failed I wouldn't regret that, but I knew **the one thing I might regret is not trying**.

Jeff Bezos
Amazon founder and CEO

Start with one **#HourOfCode**

HOUR OF CODE

Every girl deserves to take part in **creating the technology that will change our world**, and change who runs it.

Malala Yousafzai
Nobel Peace Prize Winner

Start with one **#HourOfCode**

HOUR OF CODE

...and it has a leadership that can connect business and political leaders globally

Coding with Justin Trudeau

SPEAKER

G20
ARGENTINA 2018

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How is FTI Delta supporting the expansion of the movement?

Expansion Roadmap
Strategically advising in the expansion roadmap

2021	2022+
Europe	Rest of the world

Ecosystem creation
Connecting with leading corporations that are aligned with Code.org's mission

Top Corporations

Leading Entrepreneurs

Public Sector Institutions

Strategy Definition
Structural strategy definition across a 5-year plan

- Increase number of students
- Boost number of teachers trained
- Translate all content to Arabic
- Improve NRI standing

Ultimately this will positively impact...
— Country's GDP
— # Nationals in tech-related jobs
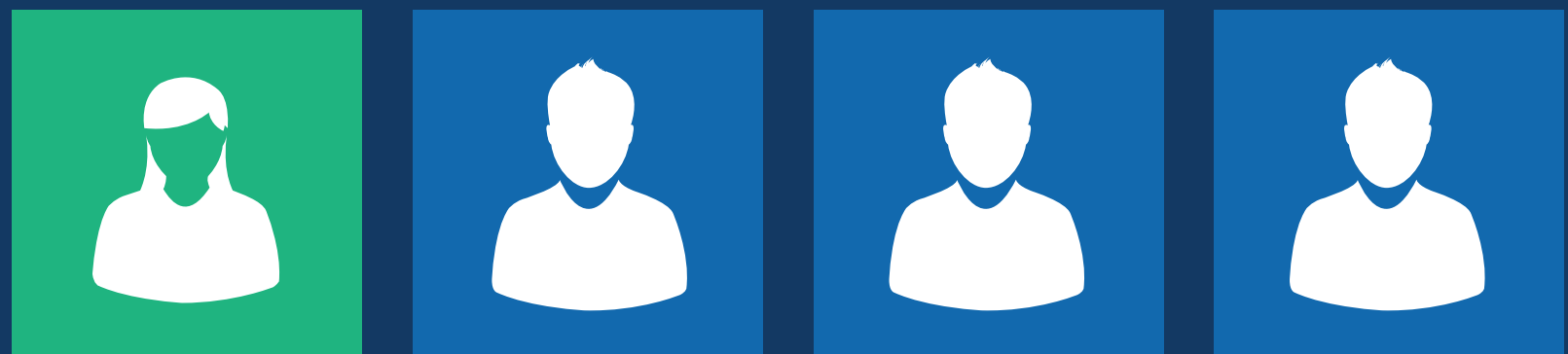— Gender equity/diversity

[1] Network Readiness Index.

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How Code.org's approach can impact diversity and inclusion?
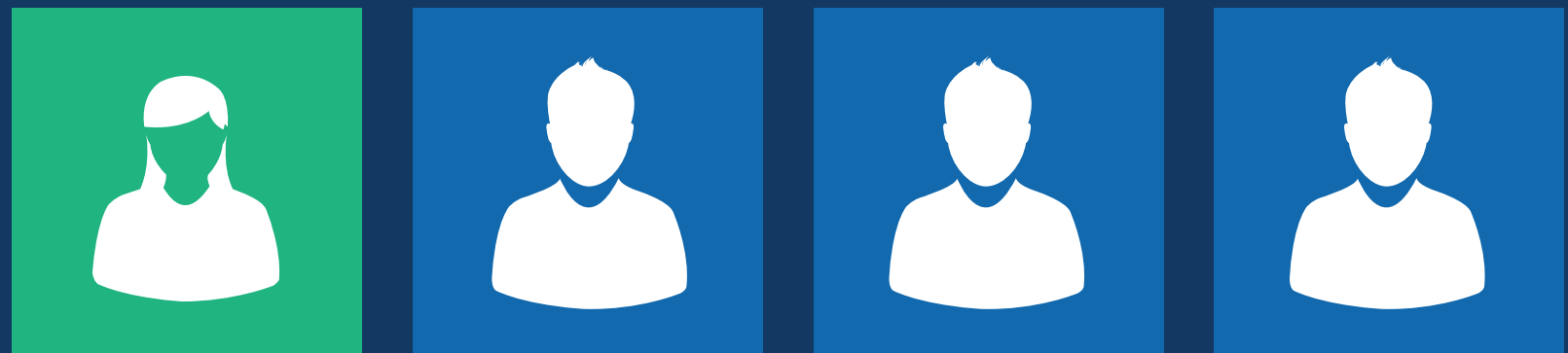
High school Computer Science courses
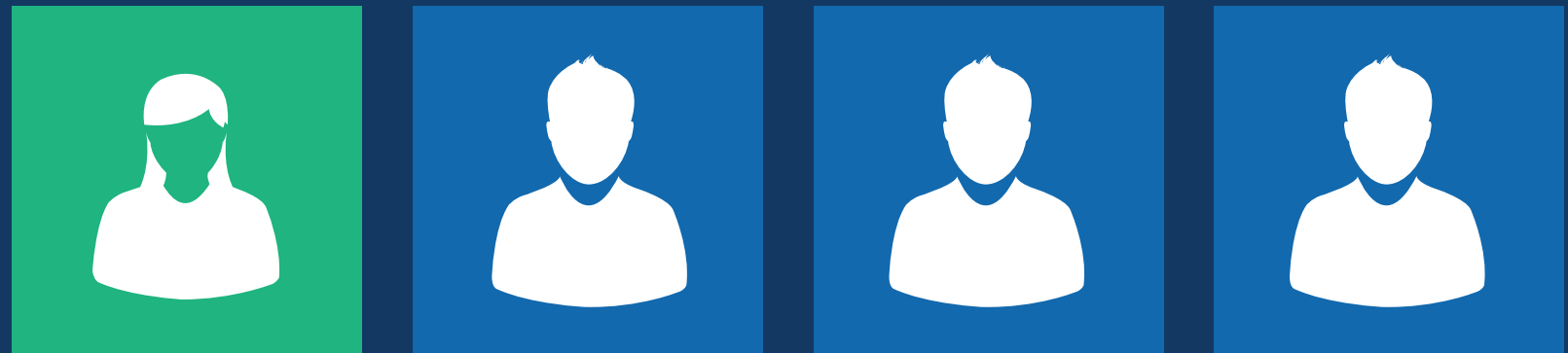
University Computer Science graduates
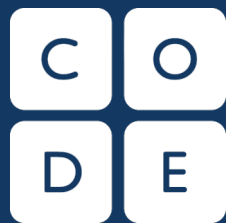
Software workforce

Women who try Advance Placement computer science in high school are **x10 more likely** to major in it, and black and latinx students are **x7 more likely.**

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Our goal
in a world with 190 million digital jobs[1] in 2025…

…any girl is able to join tech firms like Google, Microsoft, and Amazon as a developer or programmer from anywhere in the world.

CO
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