Sonae

Press Release

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NoCode Institute and Sonae join forces to promote digital upskilling of 100 professionals

- **The "Digital New Talent Academy" launched by NoCode Institute and Sonae is one of the winning projects of the 2023 Sonae Education Award.**
- **The initiative targets professionals with no experience or technical training who wish to transition into digital careers.**
- **Applications are open until May 12th.**

NoCode Institute and Sonae announce the launch of the Digital New Talent Academy, one of the winning projects of the 2023 Sonae Education Award. This initiative arises in response to the growing need to empower career transitioning professionals with digital skills, essential for the new digital economy.

Portugal faces challenges in meeting the digital transition, presenting a gap between the digital skills of professionals and those demanded by the job market to keep up with the rapid technological evolution. This digital skills gap is rapidly expanding, with many job positions remaining unfilled due to a lack of candidates with the necessary skills. Moreover, the rapid evolution of technology requires professionals to stay constantly updated with the latest trends and digital tools.

The Digital New Talent Academy program offers a solution to this pressing need by empowering participants with practical skills in software development, without the need for programming, through No-Code tools. By participating in this program, professionals will have the opportunity to acquire valuable digital knowledge and skills sought after by the job market, enabling them to explore new career opportunities in the ever-evolving digital economy. The program will unfold in four phases: The first being an Immersion phase with the Career Restart Bootcamp, followed by an Acceleration phase with Technical and Practical Training, an Incubation phase with Training or Internship on a real project, and finally, the Reintegration phase with the Career Relaunch Bootcamp.

The program is free for participants and will operate 100% remotely, in post-work hours and in a hybrid format with asynchronous content and synchronous training sessions. Learning occurs practically through the completion of projects and weekly challenges in a guided and supported manner, while fostering independence and autonomy among professionals.

Sonae exists to create a lasting positive impact on businesses, people, communities and on the planet. Managing a diverse portfolio of businesses in retail, financial services, technology, investments, shopping centres and telecommunications, we make the most of our expertise and push ourselves to create the future we all want and need. Creating today a better tomorrow, for all.
Find out more at www.sonae.pt

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"We are committed to empowering more Portuguese professionals with the digital skills necessary to thrive in the new digital economy," says Miguel Muñoz Duarte, co-founder of NoCode Institute. "Through this partnership with Sonae in the Digital New Talent Academy program, we hope to open new doors of job opportunities for career transitioning professionals, introducing them to the world of No-Code and Artificial Intelligence. Additionally, we are dedicated to ensuring that access to this opportunity is inclusive and equitable, prioritizing candidates from more disadvantaged backgrounds."

Applications for the first edition of this Digital New Talent Academy are now open and will run until May 12th, through the NoCode website, with the program scheduled to take place between May and October.

About NoCode Institute

NoCode Institute is a digital upskilling academy with an innovative model that promotes inclusion and technological democratization through empowerment in No-Code technologies, i.e., technologies that enable software development without coding. Its mission is to digitally empower all individuals, especially those without technical backgrounds or expertise, particularly segments such as career transitioning professionals, women, NEETs (Not in Education, Employment, or Training) youth, unemployed individuals, precarious workers, or those at risk of obsolescence, to enter the digital economy without the need for specialized coding knowledge. Through intuitive, no-code online platforms, it provides a wide range of pre-built models and modules that can be easily customized to meet specific requirements, thus enabling all individuals and organizations to develop software such as websites, mobile applications, online stores, portals, platforms, and marketplaces, internal tools, process automations, chatbots, as well as general software creation.