ANNUAL REPORT 2023
GENERACIÓN CODE & CODE.ORG

CODE.ORG ACCOUNTS

57,558
new students' accounts on Code.org
(170% increment from 2019 to 2023)

1,360
new teachers' accounts on Code.org
(96% increment from 2019 to 2023)

TEACHER TRAINING

14
enthusiastic Emirates School
Establishment (ESE) trainers underwent a
two-day training session, marking the first
Train the Trainer session in the Middle East.

CHILDREN'S TRAINING

150
children of e& employees participated in
an 8-week e&-branded coding bootcamp
utilizing Code.org resources.

AWARENESS

11,000+
The 2023 Hour of Code digital campaign
generated strong media impact with 11k+ likes
and 400+ reshares on LinkedIn with posts by
prominent business leaders such as e&
Group's CEO and Majid Al Futtaim's CEO.

65+
digital billboards were set up across the
Mall of Emirates for 2+ weeks encouraging
mall goers to do an Hour of Code.

893,381
Hours of Code served in the UAE in 2023
(30% increase from 2019 to 2023)

▶ **WATCH HOUR OF CODE DIGITAL CAMPAIGN VIDEO**

FEBRUARY

- **Code.org signed MoUs with the Ministry of Education in the UAE, the Artificial Intelligence Office UAE, e& group and Majid Al Futtaim.** These agreements are designed to enhance computer science education in the UAE, fostering collaborations that will significantly benefit students and advance digital literacy.

SEPTEMBER

- Successfully conducted the **first Train the Trainer session in the Middle East with the Ministry of Education and Emirates School Establishment (ESE).** 14 enthusiastic members of the ESE training team were trained over the course of 2 days.

- **150 children of e& employees participated in an 8-week e&-branded coding bootcamp** utilizing Code.org resources. The bootcamp was highly well received by both parents and students, with 100% of parents pleased their child was able to participate in the course and 100% of parents planning to continue training their child in programming & computational thinking.

NOVEMBER

- **2023 Hour of Code digital campaign was launched in Q4 2023** and featured appearances by His Excellency Dr. Ahmad Belhoul Al Falasi (UAE Minister of Education), His Excellency Omar Sultan Al Olama (UAE Minister of State for Artificial Intelligence, Digital Economy and Remote Work Applications), Her Excellency Sana Mohamad Suhail (Director General of Abu Dhabi Early Childhood Authority), Hatem Dowidar (Group Chief Executive Officer at e&), Ahmed Galal Ismail (CEO of Majid Al Futtaim) and Lars Faeste (FTI Consulting EMEA Chairman).

- The campaign generated **strong media impact with 11k+ likes and 400+ reshares on LinkedIn** with posts by prominent business leaders such as e& Group's CEO and Majid Al Futtaim's CEO.

- **65+ digital billboards were set up across the Mall of Emirates for 2+ weeks** encouraging mall goers to do an Hour of Code.
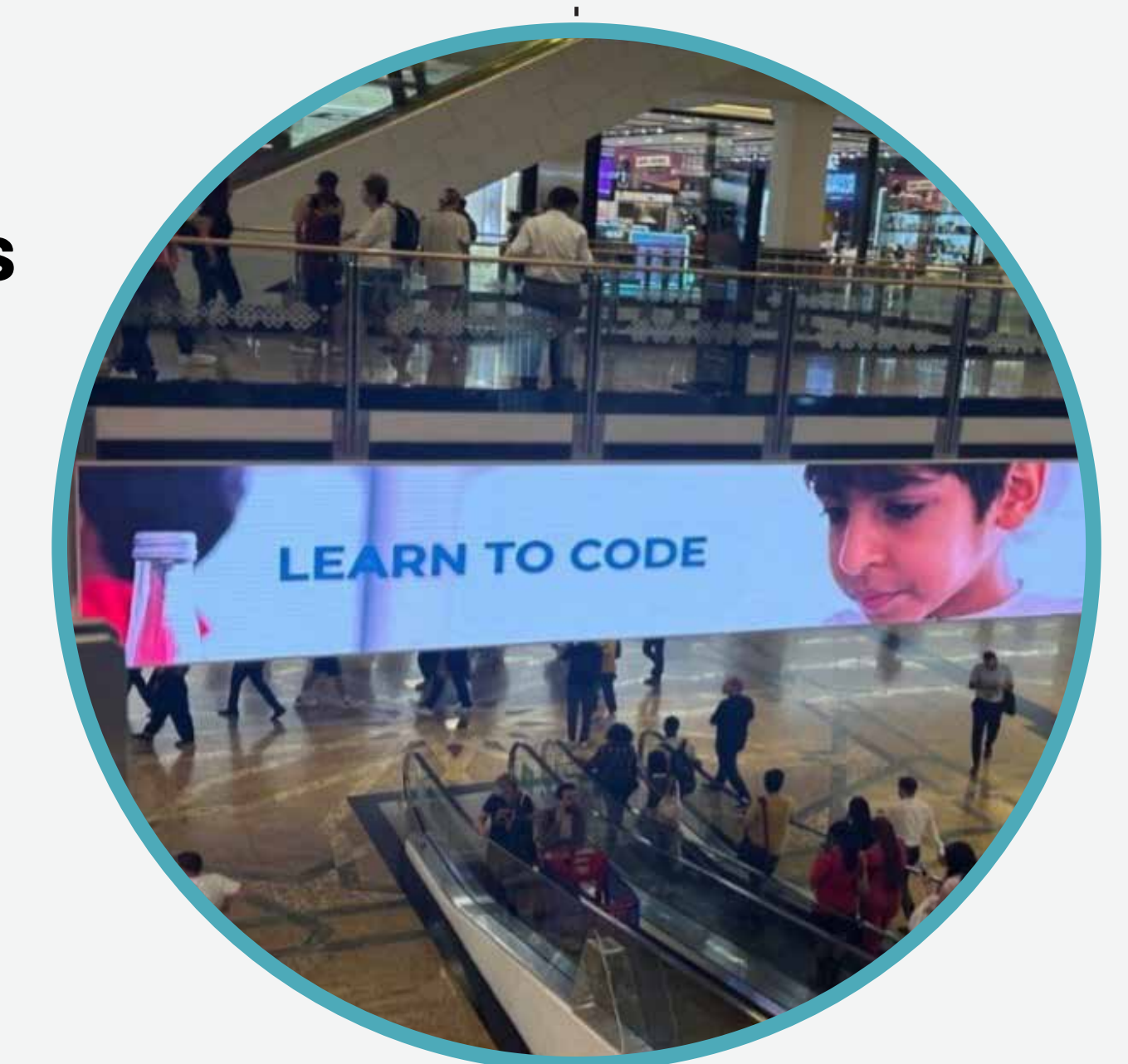
DECEMBER

- **Hosted the 'AI for Oceans' Hour of Code with the Ministry of Education in the UAE at COP28.** The goal of this event was to educate school-age students about the importance of environmental sustainability and how technology can be a key driving force to address climate challenge.