



# Supporting High Quality Career Focused Education

Innovation Africa  
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# Pearson helping learners access education & make progress in their lives



**Supporting learners** from early years to lifelong learning



Supporting over **100 million** learners



**70 Countries**



**Progression to** further study, higher education & career throughout their life



Responding to social & economic needs – driving GDP, productivity & social mobility

# Global Challenges

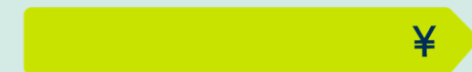
- Top 20 emerging & growth economies - population of circa **730m** in **15-24 age group**
- **103m youth** worldwide lack basic literacy skills
- Demand for access to high quality, career focused education responding to the needs of a **changing world**
- **Lifelong learning, upskilling and reskilling** is becoming increasingly important
- Demand for **enterprise and entrepreneurial** skills
- **2.7 million new teachers** required globally



# 65%

of today's 12-year-olds will do jobs that don't yet exist

Source: UNESCO/World Bank 2015



By 2020 the collective GDP of **emerging markets will overtake that of developed economies**

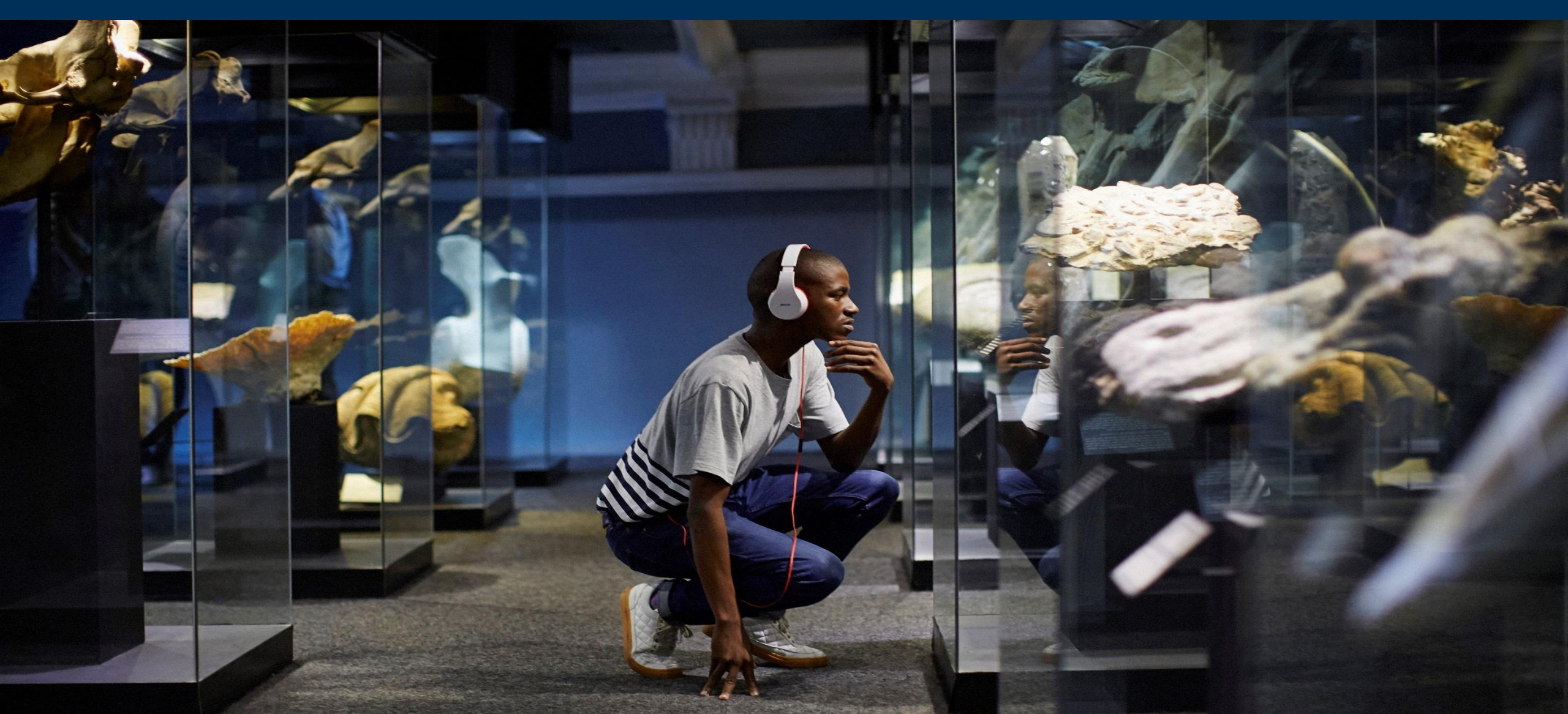
for the first time

Source: McKinsey & Company

# Changing skills landscape

- Industrial Strategy 4.0
- Emerging and priority sectors
  - Agriculture & agri-tech
  - AI & automation
  - Services
  - Construction
  - Oil and Gas
- Emerging demand for workforce with the right skills & knowledge to drive growth





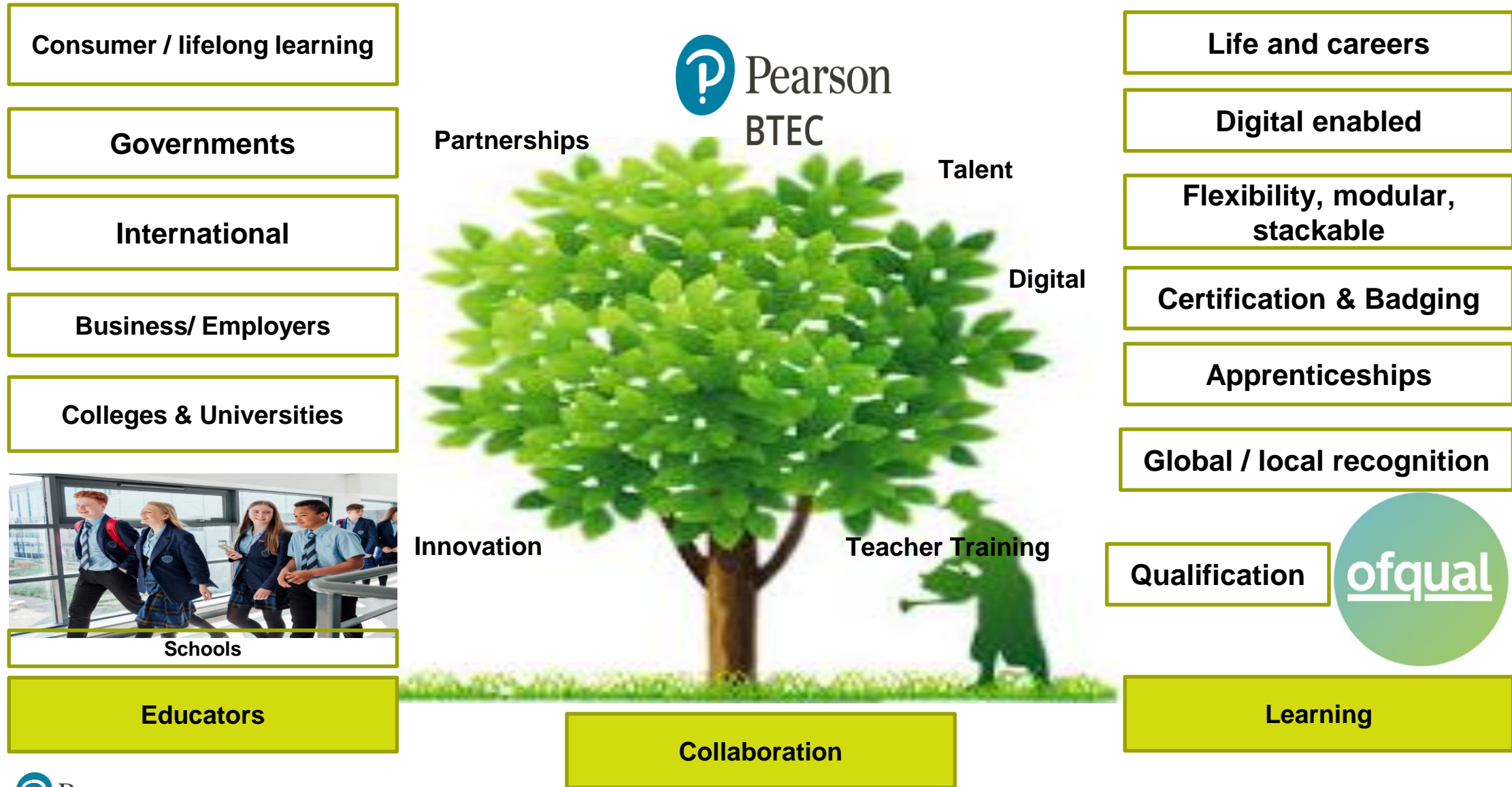
**The exponential increase in technology advancement over the last 30 will only continue**





**Technology – greater access, breaking down financial & geographical barriers.**

# The increasing role of career focussed education





# The Future of Skills – for life and work





**Lifelong learning is fundamental to building strong companies, economies and communities.**



**Young people want to keep their options open.  
They want:**

- **'DIY Learning' - modular, stackable**
- **Soft skills**
- **Flexibility and choice**

# In conclusion:

- Use technology to expand the effectiveness of learning
- Amplify & value the importance of vocational and career focussed education
- Fully embed soft skills, especially adaptability into learning
- Create a culture & love of lifelong learning
- Keep options open for learners who will want & require flexibility.

# Meet the panel



Deputy Minister Hon Twum Ampofo is the Member of Parliament for Abuakwa North constituency in the Eastern Region of Ghana. With a passion for education Gifty Twum Ampofo is a Deputy Minister for Education in charge of Technical Vocational Education and Training (TVET).



Dr. Hazel Berrard Amuah is the HR Director for Diageo Africa. She is a fellow of the African Leadership Initiative and an inaugural fellow among 100 Africans in the Pan African ALI. She has worked across 22 countries in central and West Africa covering FMCGs, the Energy and the Financial sectors.

# Q&A

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