

## Africa Digital Skills Conference 2022: Impact Report

**Date:** November 8th – 10th, 2022

**Format:** Virtual (Online via Zoom)

**Organizers:** Mobile Web Ghana and Partners

**Theme:** Bridging the Digital Skills Gap for Future Jobs

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### 1. Executive Summary

The 2022 Africa Digital Skills Conference (ADSC) marked the third edition of this pivotal pan-African event. Organized by Mobile Web Ghana, the conference continued its mission to democratize digital education by providing a platform for knowledge exchange between experts and African youth.

Against the backdrop of a rapidly digitizing global economy, the 2022 conference successfully mobilized thousands of participants, offering high-quality training in basic, intermediate, and advanced digital skills. This report outlines the conference's reach, curriculum impact, and contribution to the continent's digital ecosystem.

### 2. Key Impact Statistics

- **Total Attendance:** Approximately **2,997** session attendees.
- *Growth Context:* This represented a significant consolidation of the community, paving the way for the explosive growth seen in the subsequent 2023 edition (which reached over 7,000 attendees).
- **Geographic Reach:** Participants joined from over **27 African countries**, reinforcing the event's status as a continental bridge for digital inclusion.
- **Content Delivery:** The event featured a diverse array of sessions led by trainers from across the globe, facilitating knowledge transfer from international experts to local talent.

### 3. Curriculum & Skills Development

The 2022 agenda was strategically designed to address the "Digital Skills Gap" identified by the International Finance Corporation (IFC), which projects that 230 million jobs in Sub-Saharan Africa will require digital skills by 2030.

## **Key Training Pillars:**

- **Data & Analytics:** Sessions on Data Science, Machine Learning, and the role of data in business transformation.
- **Digital Marketing:** Practical training in Social Media Marketing (Twitter, LinkedIn) and E-commerce strategies.
- **Creative Skills:** Picture editing (e.g., Lightroom) and digital content creation.
- **Technical Skills:** Introduction to Cloud Computing and Mobile App Development (including No-Code solutions).

## **4. Strategic Outcomes**

### **A. Bridging the Skills Gap**

By offering these sessions virtually and accessibly, the conference directly lowered barriers to entry for African youth. It provided critical upskilling opportunities for students, entrepreneurs, and professionals who might otherwise lack access to high-level technical training.

### **B. Fostering Pan-African Collaboration**

The event served as a networking nexus, connecting knowledge seekers with knowledge sharers. This "digital synergy" fosters a collaborative ecosystem where African professionals can share local solutions to local problems using global technologies.

### **C. Empowering the Youth Demographic**

With a focus on the 18–35 age demographic, ADSC 2022 directly targeted the continent's future workforce. The skills acquired—ranging from soft digital literacy to hard technical coding—enhance employability and entrepreneurship capabilities among the youth.

## **5. Stakeholders and Partners**

- **Lead Organizer:** Mobile Web Ghana
- **Key Partners (Historical & 2022):** The event has historically been supported by organizations such as GIZ and Digital Skills Accelerator Africa, ensuring the content remains industry-relevant and free or low-cost for participants.

## **6. Conclusion & Future Outlook**

The Africa Digital Skills Conference 2022 successfully built upon the foundations of the 2020 and 2021 editions. By securing nearly 3,000 attendees and delivering critical training in

high-demand tech sectors, the conference solidified its reputation as a premier capacity-building event in Africa.

The success of the 2022 edition set the stage for a massive scale-up in 2023, proving that the demand for digital skills education in Africa is not only present but growing exponentially. The ADSC remains a vital instrument in preparing Africa's workforce for the Fourth Industrial Revolution.