



**EDUCATION DESIGN
UNLIMITED**

COMPANY PROFILE



Education Design Unlimited (EDU) is a Kenya-based consulting firm working in education and youth employment. We work with education organisations, skills providers, corporates, investors, foundations, governments, intermediaries and other consulting firms to support improved learning and income-generation outcomes for children, youth and adults across the African continent.

At EDU, we believe that understanding the goals and needs of learners is at the core of creating effective, relevant and stimulating learning experiences. We help our partners create intentional designs that look holistically at the people, products, activities and environments in which learning occurs and create seamless, evidence-driven learning experiences for their learners. Our designs are deeply-rooted in learners' needs and provide direction on communication, strategy, culture and more. And all of our designs focus on building in feedback loops and success metrics so that you are able to iterate and continuously improve.

Our Services

We help our clients by providing them with evidence, connections, resources and experiences that will drive their teams and work forward.

Research

We provide partners with insights into the education or youth employment ecosystem in which they work. We help uncover gaps and opportunities, spotlight outstanding initiatives and make recommendations about how organisations can use this information to achieve their strategic goals and create systems-level change. Examples of work include:

- President's Strategic Unit, Kenya: [The Promising Future of Digital Learning in Kenya](#)
- Acumen East Africa: [Kenya Education Market Research](#)
- Imaginable Futures: Youth Skilling Landscape Scans in Kenya and South Africa
- EdTech Hub: [Kenya Country Scan](#) and [Keep Kenya Learning Sandbox](#)
- IREX: [Technology Enabled Learning in Kenya](#)
- British Council: #Learning2Code research in Kenya
- Education Development Center (EDC): Research partner for Kenya Tech & Play initiative (KPLAY)
- Hatua Network, RefuSHE, ZanaAfrica and UPSkill: Research for digital and nondigital product development

Network Development

We believe in the power of community to accelerate progress and achieve collective action. We help partners to build, engage and drive their networks towards greater outcomes. We help clients design collective learning experiences, to create intentional networking opportunities, and to build trust and vulnerability for deeper peer engagement. Examples of work include:

- [EdTech East Africa](#): a community of over 3600 edtech professionals and enthusiasts across the East African region (cofounded by EDU CEO, Jennifer Otieno)
- [Youth Employability Peer Learning Network](#), hosted by Umsizi Fund: a community for youth employment professionals in Africa and the Middle East representing organisations that are demand-driven and focused on systems change
- Kenya Solutions Exchange Convening 2020, supported by Harambee Youth Employment Accelerator, LGT Venture Philanthropy, Vitol Foundation, Imaginable Futures and Umsizi Fund: brought together leaders from public and private sectors, funders, skills organisations and youth empowerment groups to collaboratively design initiatives to address gaps in the Kenyan employment ecosystem
- [Jobtech Alliance](#), a continent-wide initiative supported by Mercy Corps, which aims to create a stronger ecosystem for those working to provide skilling, linkages to jobs and employment protection through tech platforms

Learning Design and Programme Implementation

We provide partners with engaging and research-driven online, blended and offline learning experiences. We help clients transform their learning objectives into programme designs, lessons and activities, and assessments. We work to create culturally-relevant solutions that make the learning experience rich and engaging. Examples of work include:

- [Village Capital NextGen Ecosystem Builders Africa 2020](#): In partnership with African Management Initiative, we designed a virtual accelerator for young talent leading entrepreneur support organisations
- Tellistic Technology Services: Through this partnership, we designed content for accelerator programmes in Kenya and Uganda for Microsoft, the Uganda Ministry of ICT, and UK-Kenya Tech Hub (an initiative of FCDO); we've supported expansion and localisation of this programme to Ghana and Nigeria
- Future Fund for Education: We supported the design and implementation of 6-week [accelerator](#) for African education entrepreneurs in partnership with the African Leadership Group



- Kenyan Caregiver Digital Literacy Training: Through [Keep Kenya Learning](#) and with the support of FCDO's Digital Access Programme, we designed training to be delivered by community partners, school leaders and parent associations to caregivers in rural and urban low-income communities in Kenya

Training & Facilitation

We provide training to build skills and mindsets, and to give internal trainers the facilitation skills they need to more effectively lead learning experiences. We empower teams to effectively utilise tools, lead initiatives and make research-driven decisions. Examples of work include:

- Busara Center for Behavioral Economics: Designed and delivered short and long-term training for client management (1 day training) and executive teams (9-month journey)
- Kim-Fay: Training and coaching for Kenya-based senior leadership team
- Moringa School: Training series for senior leadership team
- Population Council: Facilitation of a community stakeholder engagement meeting in Wajir to understand barriers and opportunities for girls empowerment programme implementation

Our Team

We work with a team of talented individuals to provide our clients with the insights and resources they need to effectively achieve their goals.

Jennifer Otieno, Chief Executive Officer

Ema Muita, Chief Programme Officer

Winnie Muchina, Learning Designer

Chebet Seluget, Researcher

Clara Njeru, Researcher & Product Designer

Faith Mbatha, Learning Designer

William Mutua, Facilitator

Agnes Oloo, Programme Coordinator, EdTech East Africa

Juliet Awuor, Marketing Associate, EdTech East Africa

Rita Mburugu, Operations and Finance

We also work with numerous outstanding contractors with local expertise and technical skills in research, data analysis, learning design, communications, visual design, web development, and strategic planning.



www.edu-design.co