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PRESS RELEASE

JCC-SYF Partners with Caribbean School of Data and Respect Jamaica on Digital Skills and Advocacy Training

Kingston, Jamaica; June 3, 2021. The Jamaica Chamber of Commerce – Sameer Younis Foundation (JCC-SYF) initiative to provide and upgrade digital literacy and advocacy skills to young people from at-risk communities islandwide, is now underway.

Themed “Training Today’s Youth to Become Leaders of Tomorrow” the programme focusses on digital and data literacy, community advocacy, human rights, climate change adaptation and mitigation strategies is being delivered by the Caribbean School of Data (CSOD) and Respect Jamaica and is funded by the US Embassy.

The self-paced training in digital literacy is being delivered free online to 80 enrollees who are expected to complete the programme in 12 weeks. Participants are being supported by a trained facilitator tasked with ensuring that they have the requisite tools to successfully complete the programme. The training covers the five domains and twenty-one competencies outlined in the European Commission’s Digital Competence for Citizens (DigComp 2.0). Successful participants will be well-placed to pursue careers in such areas as Search Engine Optimization Clerks, Online Ad Monitors, Mobile/Web App Testers, Data Processors and Market Researchers and will receive Certificates of Achievement from the Mona School of Business and Management.

Participants will also retain the electronic tablets provided at the beginning of the activity.

The current programme is the second such initiative being spearheaded by the JCC-SYF. In 2019-2020, it partnered with the CSOD, the Jamaica Social Investment Fund (JSIF) and Changemakers, to execute a pilot programme to provide digital and data literacy training to young people, primarily based in the Corporate Area. Plans for the rollout of that programme were put on hold with the onset of the COVID-19 pandemic.

As noted by JCC-SYF Chairman and JCC Past President Warren McDonald during the virtual launch of the new programme, “what we learned from the first cycle was that many of our young people are ready and willing to upgrade their competencies so that they can play a more active and fulfilling role in their communities and in the wider society. We are very pleased that CSOD, Respect Jamaica and the US Embassy share the same view and have been willing to partner with us”.

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