

FOR IMMEDIATE RELEASE

COOi Studio Partners with Richards Bay Minerals (RBM) to Launch the COOi Sustainability Coding Bootcamp for Young Girls in Northern KZN

Johannesburg, South Africa – 26 June, 2024 – COOi Studios is proud to announce a philanthropic partnership with Richards Bay Minerals (RBM) to launch the COOi Sustainability Coding Bootcamp, aimed at empowering young girls in Northern KwaZulu-Natal (KZN). This programme, commencing on June 30th, 2024, as a key culmination of Youth Month in South Africa, will provide participants with essential coding skills and expose them to cutting-edge technologies, fostering a new generation of tech leaders committed to sustainability.

The Coding Bootcamp addresses a critical problem: the gender disparity within the Information and Communication Technology (ICT) sector in South Africa, which presents a formidable obstacle to achieving gender equality and economic prosperity. Despite efforts to promote inclusivity, women remain underrepresented in technology and innovation, perpetuating gender inequality and impeding inclusive economic growth and sustainable development.

Key Objectives of the COOi Sustainability Coding Bootcamp:

- 1. Foster Gender Inclusivity in Technology:**
 - Increase the proportion of young women actively engaged in technology and innovation.
 - Provide equal opportunities for girls in grades 8 to 9 to develop digital literacy and technical skills.
- 2. Empower Young Women in STEM Fields:**

- Equip participants with the necessary knowledge and confidence to pursue careers in STEM (Science, Technology, Engineering, and Mathematics) disciplines.
- Offer mentorship and networking opportunities to support the professional growth and advancement of female participants.

3. Promote Inclusive Economic Growth:

- Contribute to the diversification and inclusivity of the ICT sector by empowering a new generation of female technologists and innovators.
- Foster innovation ecosystems that harness the diverse perspectives and talents of women, leading to more impactful and sustainable solutions.

Key Highlights of the Bootcamp:

- *Introduction to Web Development* : Participants will gain hands-on experience in both frontend and backend web development, learning the fundamentals of HTML, CSS, JavaScript, and server-side programming.
- *Technology Immersions*: The boot camp includes interactive sessions on mixed reality (VR/AR), data analytics and artificial intelligence (AI) These sessions aim to inspire participants and broaden their understanding of emerging technologies.
- *Demo Day*: Teams will engage in a collaborative hackathon, developing innovative solutions to real-world challenges. This experience will cultivate teamwork, creativity, and critical thinking skills. The learners will then demonstrate their solutions to the RBM team.

"We are thrilled to partner with RBM for this transformative initiative, I wish I had such an opportunity whilst growing up" said Sandiso Sibisi, Director of COOi Studios.

"Their support is instrumental in providing these young girls with the resources and opportunities they need to thrive in the tech industry. Positioning the importance of selecting Core Maths as a part of their subject selection and forgoing Maths Literacy. This selection will enable the girls to actively position themselves to seamlessly integrate into the ICT industry not only in South Africa but also globally. Together, we are not only teaching coding skills but also instilling a commitment to sustainability and community impact."

RBM's sponsorship reflects their commitment to education, sustainability, and community development. By investing in this programme, they are helping to bridge the gender gap in technology and empower young girls to become future innovators and leaders.

"At RBM, we take pride in our association with this program, as it strongly aligns with one of our core values: curiosity. Through this initiative, we aim to inspire youth to embrace curiosity and seek innovative ways to improve" notes Bheki Nowele, GM Communications and Community Relations at Rio Tinto

Join Us:

COOi Studios and Rio Tinto/RBM invite individuals, organisations, and community members to join this exciting journey. There are numerous ways to contribute, including mentorship, sponsorship, and volunteering. For more information or to explore ways to get involved, please contact us at operations@cooistudios.com.

Event Details:

- Date: June 30th, 2024 - July 5th, 2024
- Location: Northern KZN

Together, let's empower young girls, drive innovation, and build a more sustainable future.

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About COOi Studios:

COOi Studios is a technology design company that helps the world's leading large enterprises to build their digital core by delivering data driven strategic direction, inclusive and resilient product designs and rapid application development using emerging technologies. Our proven innovative methodologies of design and technology have allowed us to deliver solutions in key sectors namely financial services, consumer goods, resources, telecommunications, health and public. Through our ecosystem partnerships with tech giants and start-ups we have delivered tangible outcomes that create value for our clients, communities and the environment.