



[Policy plan of Stichting Demera.](#)

DEMERA

**Digital Empowerment for a More
Equitable & Resilient Africa**

Stichting DEMERA

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1. Foreword

Policy plan of Stichting Demara. Stichting Demara was established on November 8, 2023. The DEMERA initiative is firmly anchored in our statutes, aiming to promote digital education in Ethiopia and to reform the educational landscape to ensure inclusivity, diversity, and equal opportunities. At the core of DEMERA's vision lies the belief in education as the foundation for positive socio-economic change.

We are a non-profit organization made up of Ethiopian ICT professionals and enthusiasts currently living in Europe and Ethiopia, united by an inspiring vision: to significantly contribute to the country's long-term sustainable development by investing in the transformation of the education system. Our primary goal is to establish a fair educational landscape, addressing inequalities in access to education and empowering historically marginalized student groups, including women.

The DEMERA initiative is committed to promoting digital education in Ethiopia and transforming the educational landscape to ensure inclusivity, diversity, and equal opportunities. We strongly believe that education is the cornerstone of positive socio-economic change and recognize the enormous potential of digital tools to enhance the learning experience. Our main mission is to support and promote digital education.

The Meaning of "Demera": In Amharic (the national language of Ethiopia), "Demera" loosely translates to "light" or "brightness." It symbolizes enlightenment, knowledge, and enlightenment. Our choice of the name "Demera" reflects our commitment to shedding light on innovative solutions, nurturing and sharing knowledge to stimulate positive change in Ethiopia's education sector.

This policy plan provides insights into our mission, vision, ambition, objectives, target group, activities, finances, ANBI application, and communication.

2. Mission, Vision, and Ambition

2.1 Mission

As DEMERA, we aim to mobilize and inspire young people, primarily young women, with digital education, 21st-century skills, and the confidence that will enable them to participate in an inclusive digital economy.

2.2 Vision

Our vision is to assist young women and men in realizing their potential in an inclusive digital economy. Here, we aim to help create a world-class workforce, particularly empowering young women with the skills and knowledge needed to excel in an international work environment. This vision aligns with the perspective that digital tools have the potential to significantly enhance the impact of education. DEMERA places a central emphasis on enabling and supporting digital education.

2.4 Ambition

Our objective is to train 2000 students within a period of 3 years. We aim to primarily offer young women a chance. Our goal is to be active across Wolo University (Northern Ethiopia) with a yet-to-be-determined number of students starting from January 2024. In the short term, we focus on increasing our visibility and recognition, both in the European Union and in Ethiopia.

We believe in the power of technology to transform how students learn and prepare for their future. Our team consists of passionate educators, technical experts, and community leaders, all committed to creating a practical, long-term educational approach that promotes critical thinking skills and adapts to new technologies.

3. Objectives

Implementing new technology and introducing a digitalized curriculum available oU'line/online. Adding long-term value to Ethiopia's education system with sustainability in mind. Promoting inclusive e-learning technological solutions for individuals with disabilities that are user-friendly and provide special support to ensure inclusivity, diversity, and equal opportunities.

At the heart of DEMERA's vision is the belief in education as a foundation for positive socio-economic change. We aim to contribute to improving digital education. This vision aligns with the perspective that digital tools have the potential to significantly enhance the impact of education. DEMERA's central focus is on enabling and supporting digital education.

Above all, we emphasize that technology should serve as a tool to facilitate education, with the student always at the center. Our ultimate goal is to cultivate globally recognized professional skills through comprehensive skill development.

3.1 Social Issue

We aim to improve the quality of life for people with disabilities, focusing on independence and resilience. We support this through donations and activities.

3.2 Initiative Goal

To oU'er young women the opportunity to access quality education in these fields, allowing them to be part of the digital age and bridge the gender gap in technology-related industries, thus strengthening the position of these young women.

4. Target Group

4.1 Target Group Description

Our target groups are students, particularly young women with an interest in ICT.

4.2 Target Group Engagement

We engage our target groups by sharing their stories in our communication, thereby creating awareness of their value and needs.

5. Volunteers

Our volunteers are an indispensable part of our organization and contribute to the success of our activities. We select our volunteers based on their specific expertise and their commitment to our mission. We maintain active contact with our volunteers through regular physical meetings, where we engage in personal conversations, share experiences, and exchange ideas. Additionally, we use various digital communication channels to keep lines open, share updates, and communicate eU'ciently. Thus, we work closely as a team to achieve our goals. We value and recognize the invaluable contribution of our volunteers; their involvement is invaluable in realizing our mission.

6. Financial Forecast 2023

To achieve

our mission and objectives, we aim to secure a budget of €100,000 for the year 2023. This budget will enable us to cover operational costs, invest in necessary equipment and resources, and execute our planned activities effectively. Our financial strategy includes a mix of fundraising activities, grants, and donations to ensure a sustainable and diversified revenue stream. We are committed to financial transparency and will provide regular updates on our financial status to our stakeholders.

7. ANBI Application

We have applied for ANBI status to enable us to offer tax benefits to our donors and enhance our fundraising capabilities. This status will also help us build credibility and trust with our supporters. We are committed to complying with all regulatory requirements and ensuring transparency in our operations.

8. Communication

Communication is crucial to our success. We actively engage with our stakeholders through various channels, including social media, newsletters, and public events. Our communication strategy focuses on sharing success stories, educational content, and updates on our activities to raise awareness and support for our mission. We prioritize clear, honest, and effective communication to build strong relationships with our community and stakeholders.

This policy plan outlines our strategic direction and serves as a guide for our activities and initiatives. We are committed to making a significant impact on digital education in Ethiopia and contributing to a brighter future for our target groups. We welcome collaboration, support, and participation from all those who share our vision and are eager to join us in this exciting journey.

9. Remuneration Policy

The foundation comprises a board and volunteers. The board fulfills its duties on a voluntary basis and does not receive a salary or any other form of compensation for their work. Board members are entitled to a statutory expense allowance to cover costs incurred in the execution of their duties.

Currently, the foundation does not employ any paid staff. Should this change in the future, it will be announced here and transparently documented in the annual financial report.

The foundation may engage external institutions or companies to facilitate its activities and fulfill its objectives.

Board of Stichting Demara