

2023



Annual report



ReDI School of
Digital Integration

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01

Looking back on 2023

In 2023, ReDI School of Digital Integration DK continued its mission with a focus on community, innovation, impact, partnerships, and growth, driving our ongoing mission to create meaningful change for marginalized women, non-binary individuals, tech companies, and society at large.

Dansk Statistik indicates that ReDI School's target group - especially women who come to Denmark with degrees - potentially comprises 40,000 individuals, highlighting the enormous potential for integration!

Thanks to the tremendous effort of our team in 2023, we doubled our student enrollment compared to 2022, empowering 560 women+ with non-western backgrounds through tech courses, career opportunities, and our supportive community.

Dedicated to creating the greatest possible impact and expanding our influence we strengthened our existing offerings while expanding our network of partners, enhancing our financial sustainability, and paving the way for new growth opportunities.

Our commitment to business partnerships and the exploration of new target groups has demonstrated our ability to adapt and reach more potential students, volunteers, and corporate partners. We have established robust structures around administration, finance, and HR to strengthen our work processes and ensure efficiency.

In conclusion, I would like to thank our staff, students, volunteer instructors, business partners, and philanthropic foundations for their dedication and support to ReDI School of Digital Integration DK in 2023.



563

Students participated in
ReDI School in 2023

ReDI School programs 2023



Photo: Student panel at DemoDay hosted by Danske Bank, December 2023

Copenhagen

In Copenhagen, a total of 81 women took part in our Digital Beginners Program, learning essential computer skills. We arranged Beginner courses for 33 participants in other municipalities; Høje Taastrup, Odense, and Kolding.

Meanwhile, our Tech Program comprised 230 students in 2023. We added an additional Frontend Development class and introduced Introduction to AI in collaboration with Microsoft.

Aarhus

In Aarhus, 146 women went through our Tech Program and the associated career & personal development-oriented workshops.

63 students graduated from the Digital Beginners Program. In collaboration with Boligsocial Helhedsplan for Aarhus V and SOSU Østjylland, we developed courses tailored for new target groups.



Photo: Students at workshop in Aarhus, April 2023

Highlights

**ReDI students
and volunteers**

Enabling more women to find jobs in care

“I recommend this class to others because it has a nice atmosphere and you make a lot of friends”

Farzanah, 39 years old and from Iran, joined our Digital Beginner courses in Aarhus to become better at solving problems on her computer.

As a trained nurse, she needed digital competencies to manage a job in Denmark. She also wanted to improve her Danish language skills.

Over the 12 weeks of the course, she gained significant confidence in both IT skills and Danish. She excelled as a student and even helped many of her peers in the class.

In the end, Farzanah demonstrated her new skills to an audience of over 100 people - just a few weeks after learning how to create a slideshow for the first time!



‘Computer til SOSU’ is a class within our Digital Beginners’ Program. It teaches basic computer skills necessary to succeed in everyday life in Denmark, as well as manage the digital requirements as a Social og Sundhedsassistent.

In 2023, 19 women have graduated from this class, and we experience a lot of interest from the target group in joining the program.

We collaborate with SOSU-Østjylland who visit the class to inspire and guide the ReDI-students to take the leap and apply!

Many of our Digital Beginner students find, that acquiring digital skills is the first step to finding stable, skilled employment. In 2035, Denmark will need 42.000 more SOSU-workers (FOA). Creating this labour pipeline is a win for our students and society!



Ukrainian women increasingly seek out ReDI

One of them is Maryna Zhukovska, a 23-year-old Ukrainian woman who sought refuge in Denmark in 2022.

She began her educational journey at ReDI School Aarhus in March, starting with the "Introduction to Javascript" course. In September, she continued with "Javascript 2 with React".

Maryna found a supportive community, essential skills, and a constructive mindset, ultimately enabling her to secure a job as a Front-end developer at Netcare International ApS.

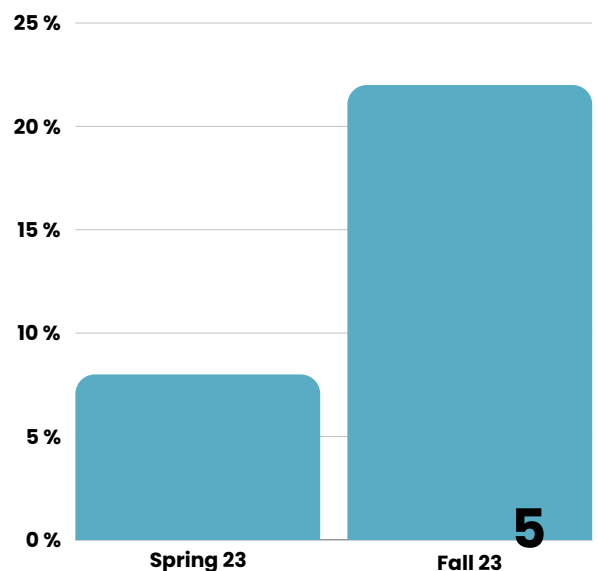
Maryna is now returning to us as a volunteer Javascript instructor. She is ready to guide and inspire others, and share her new professional insights.

UKRAINIAN REFUGEES IN REDI SCHOOL

In Spring 2023, 8% of our students came from Ukraine. In Fall 2023, that number had increased to 22% of our students.

We see women from Ukraine joining all of our courses from basic digital literacy to advanced Cyber Security courses.

We're happy that many women consider ReDI School a trampoline to advance their studies and career as they prepare to remain in Denmark for a number of years in the future.



Career partnerships open doors

A dedicated effort in 2023 couldn't have yielded better results for Marie Kobli, who could kick off 2024 as an Data Analyst at Novo Nordisk. Marie is convinced that the opportunity to speak concretely and reflectively about her professional expertise persuaded the company that she has what it takes.

Originally from the Ivory Coast, Marie is a political refugee in Denmark with a background in finance. She supported herself and her children as a housekeeper, until she joined ReDI School and gained access to a new and strong community, professional development with courses in Data Analysis and AI, and importantly, experience in opening the door to a potential job through networking and persistence.

Marie started her new job at Novo Nordisk earlier this year and has had a great start with helpful colleagues and the continued support of her co-students and our volunteers.



CAREER PARTNERSHIPS

Marie's example highlights the importance of the partnerships we have developed with companies in Denmark who expand their talent pipeline by supporting our career activities.

As one partner representative said, ReDI helps them "see the talent we are NOT hiring".

We engage companies through networking events, softskill workshops, internship programmes and corporate volunteering.

Our longstanding partnership with Danske Bank paves the way.

In 2023, Danske Bank onboarded 16 ReDI alumni as interns, working in different sections of the bank and a strong awareness of the collaboration has been shared with other potential partners.

This is a valuable opportunity for our graduates to gain work experience and expand their network. And it's a way for Danske Bank to invest in diverse talent!

Empowering women to find careers in AI



“Teaching at ReDI School is always about mutual inspiration. The students' commitment to enhancing digital skills and navigating the challenges is truly commendable. Their enthusiasm and drive keeps us motivated. I always felt positive and happy even when I reached back home at 10pm after teaching, and that is because of our students' motivation and dedication to learn. The stories of these women overcoming challenges underscore the transformative power of education and determination.”

**Ajuna Azad, AI & Cybersecurity
volunteer teacher, ReDI
Copenhagen**

Artificial Intelligence was one of the most important words of 2023 in general, and also the headline for our newest ReDI DK course.

In collaboration with Microsoft, we provided 'Introduction to Artificial Intelligence' to 30 women in 2023.

Together, we enable more women from diverse backgrounds to become part of building and assessing the most critical technologies of our age!

Numbers

**Impact and
economy**

Growth

560+ graduates

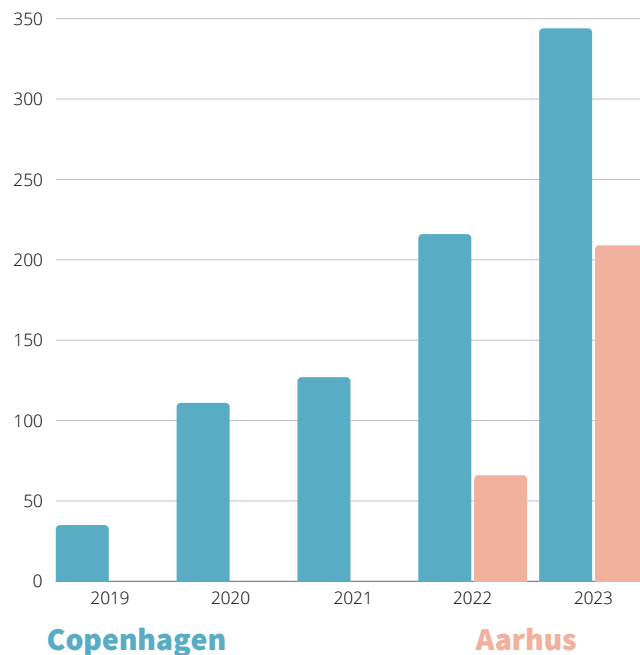
Since ReDI School ran its first classes for 35 students in Denmark in 2019, our student numbers have continued to grow every semester. In 4.5 years, we've 15-doubled our number of graduates.

That adds up to 1098 talented women, who work hard to create new professional opportunities for themselves in Denmark. And we continue to be grateful that they choose ReDI School as their community for doing so.

1098



Students have completed a ReDI DK course from 2019-2023



We've expanded our program dramatically, doubling our student numbers from 2022 to 2023.

But that has not impacted the quality of our program or our impact, measured by how many of our students continue into employment after ReDI School.

The feedback from our graduates also remains positive, with 99 % stating that they would recommend ReDI to others.

67 %

of our Digital Beginner students are in further education, internships or regular jobs 6 months after the ReDI program.

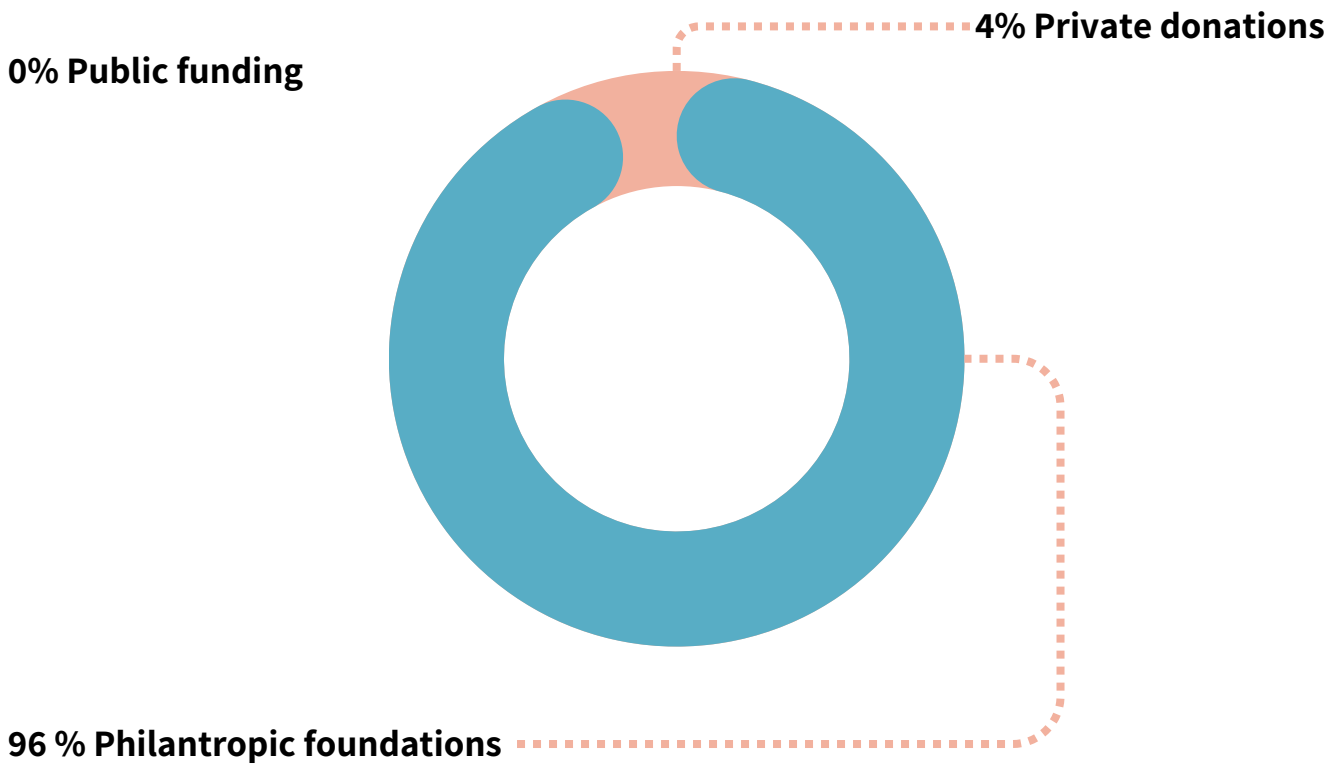
For many of our Digital Beginners, ReDI provides essential digital independence, the skills to navigate and participate in Danish society and the skills necessary to complete any kind of formal education.

62 %

of our Tech Students have found fulltime jobs, paid internships or continued in formal education 6 months after the ReDI program.

None of our Tech students are in relevant employment before they join the program.

Our income



Foundations

Our activities are almost completely financed by the generous support of philanthropic foundations.

We are extremely thankful for the trust these foundations convey to ReDI DK as a sound, social business case and a transformative community that uplifts marginalised people.

Company partnerships

Throughout 2023, we concretized models for partnerships with companies, ensuring that we can provide our students with more opportunities for internships and targeted career activities.

This sets the stage for continued focus in 2024, where we plan to expand the number of partnerships.

Under the ESG headline, these models are designed to contribute to reporting on the 'S' (Social) aspect of ESG. We are working closely together with corporate partners to develop concepts that are mutually beneficial and value-creating.

Who were our students?

70 % had a BA or MA degree

Meanwhile, none of them work in relevant jobs matching their qualifications

17.7 % had a forced migration background

Additionally, many of our students have residence statuses that don't reveal their original reasons for being in Denmark

Our top-5 nationalities were

1. India 26.5 %
2. Ukraine 15 %
3. Iran 7.6 %
4. Syria 6.1 %
5. Somalia 3.4 %

Our student group comprised 69 nationalities in total.

The average age of a ReDI Student was **38** years in 2023.



Photo: Fationa Bode and new graduate at the Digital Beginners DemoDay in Copenhagen, June 2023

Investing in ReDI DK

In a pragmatic scenario, the consultancy Analyse & Tal finds that ReDI School contributes 142.000 DKK per student to society over 10 years.

Analyse & Tal chose to focus only on the direct economic rewards for Danish society in the form of increased tax revenue per ReDI student. The indirect economic as well as social benefits for our students, their employers or Danish society are not factored in.

The analysis is furthermore based on the assumption that the tax revenues for each graduate is static. In other words, it is a quite conservative estimation that still demonstrates why ReDI School is a solid social impact investment.

Before the course, many students were financially dependent on their spouses and had limited employment. After the course, they have gained access to various employment opportunities in the tech industry, including prominent companies such as 3Shape, Maersk, Deloitte, and Danske Bank.

“Women who participated in the course have, after 12 months, achieved various forms of employment. This includes UX Design positions at Maersk, consulting and IT roles at Deloitte and Semler, as well as positions as web developers. Some have progressed to become agile coaches and QA engineers at major companies such as Danske Bank and TDC. Others have been hired as Customer Service Specialists, HR Associates, and even Cybersecurity Engineers at NNIT. The course has thus contributed to a wide range of outcomes for these women.”

Analyse & Tal, ‘Samfundsværdien af ReDI Schools indsats for uddannede indvandrerkvinder’, 2023

62 %

of our Tech alumni find jobs, paid internships or continue in relevant education after ReDI

ReDI makes the headlines

**Press, publicity
and awards**

ReDI in the media

Impact Insider

At the beginning of the year, Impact Insider covered our onboarding of Vibe Lindgård Bach as new CEO and our plans for expanding and increasing our student numbers in the year to come.



Finanswatch

ReDI graduate and current Danske Bank employee Priyanka was profiled by Finanswatch, highlighting the importance of our successful partnership around internships.

PROSA

PROSA covered ReDI School's tech courses and the opportunities for becoming part of ReDI as a volunteer teacher or career coach. Among others, you can meet our student Poornima.



Awards



Photo: Mie Skovmand and Leonel Barbe at the NWiT awards in Iceland, November 2023.

Nordic Women in Tech Awards

We're thrilled that our Tech program in Aarhus was nominated for the "Initiative of the Year" by the Nordic Women in Tech Awards.

Not only were we selected as the best in Denmark, but we also made it to the finals in the entire Nordic region.

This recognition is a testament to the hard work and dedication of our team.

Digital Dogme

In December, we were thankful to be awarded with the price of 'Årets Kompetenceløft 2023: Social Impact' by Digitalt Dogme.

“ReDI School Denmark is making an outstanding effort to create social impact through digital upskilling, demonstrating that digital skills have life-changing potential for individuals and are a tremendous strength for society as a whole. The organization is pushing the boundaries of what digital skills can mean for individuals and families. In a world where an increasing number of people are fleeing from war, hunger, and poverty, it is crucial that we find ways to provide refugees with resources and skills. This is especially important for women, who can be particularly vulnerable but also play a significant role in their families' ability to thrive.”



Photo: CEO Vibe Lindgård Bach, Nooshin Lashgari, former student and current ReDI volunteer, and André Rogaczewski at the Digital Dogme award ceremony December 2023.

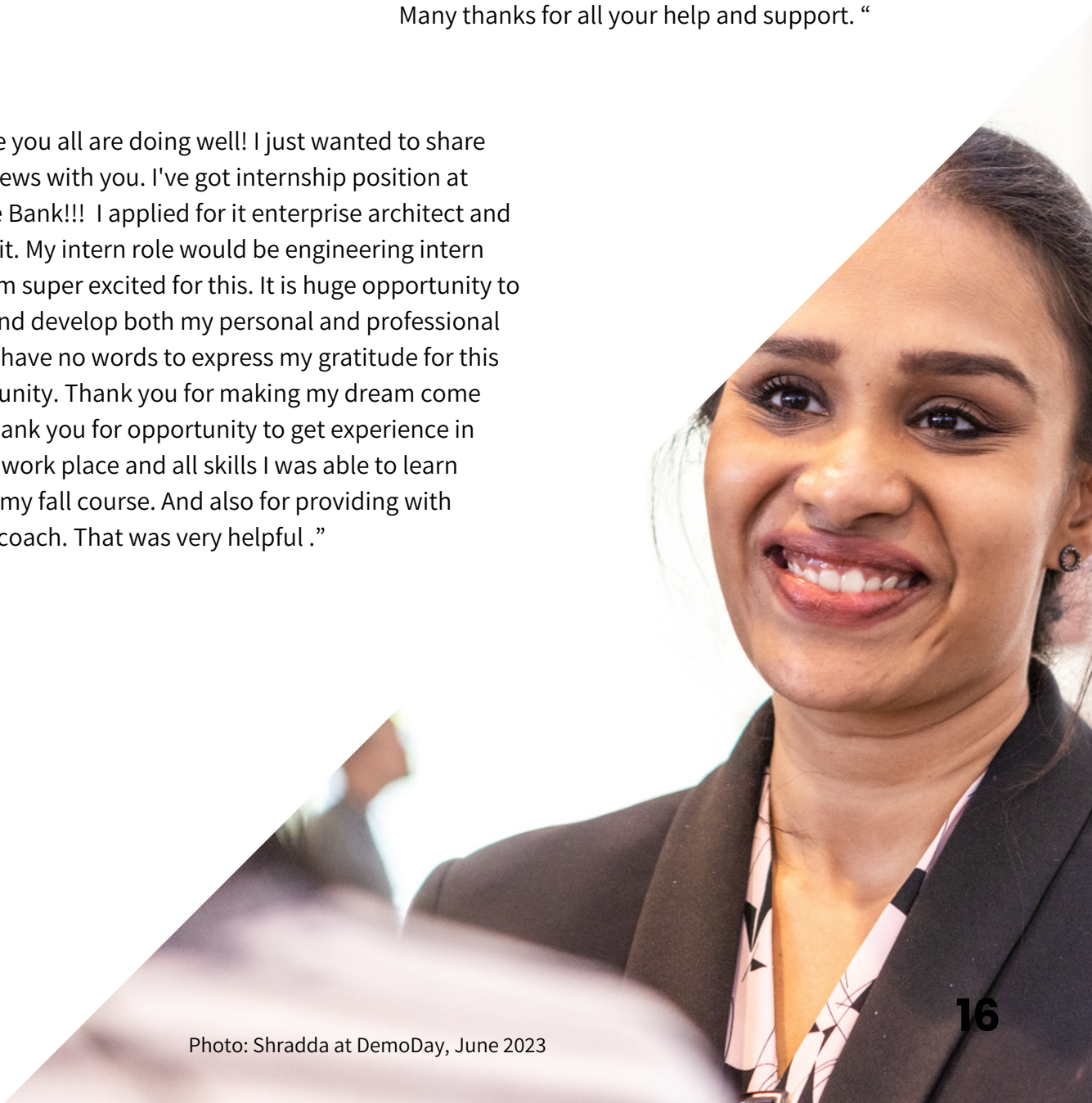
Messages from our students

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“I want to share some good news with you! That finally I got a job! I cannot thank you and ReDI School enough for giving me the opportunity to explore a new career field that I never thought that I could be in before and keep pushing me. I guess it's pretty much a life changing experience for me as I decided to change my career path after the Data Analytics course. I started this month as a junior data analyst at Energi Danmark. Many thanks for all your help and support. “

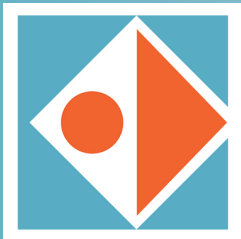
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“I hope you all are doing well! I just wanted to share great news with you. I've got internship position at Danske Bank!!! I applied for it enterprise architect and I've got it. My intern role would be engineering intern and I am super excited for this. It is huge opportunity to learn and develop both my personal and professional skills. I have no words to express my gratitude for this opportunity. Thank you for making my dream come true thank you for opportunity to get experience in danish work place and all skills I was able to learn during my fall course. And also for providing with career coach. That was very helpful .”



They made ReDI School possible in 2023





ReDI School of Digital Integration Denmark is a non-profit IT school for women who want to strengthen their digital skills in order to be included in Danish workplaces and society

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