

10 learnings for co-creating digital education products and services for developing markets

- 1 Package your expertise into a clear productized offering to a specific problem.
- 2 Have a local well established partner. It is a crucial success factor.
- 3 Include local partners in the planning from the very start.
- 4 Uncertainty in multistakeholder collaboration is normal - embrace it.
- 5 There are possibilities also for small actors in the international collaborations.
- 6 Situations change a lot so you need adaptability and solution driven attitude.
- 7 Make decisions with the information what you have in hand.
- 8 Challenges are inevitable, things do not always go as planned but don't give up.
- 9 Explore target market early and do fieldwork with those who are already there.
- 10 Build connections and relations with local authorities and decision makers.

This poster is based on experiences from PINO Network education professionals in ScaLED-project. Poster is collected by Eeva Kiuru from the Diakonia University of Applied Sciences and Aija Saari from the University of Oulu. Poster has been presented in Finnish Centre of Expertise in Education and Development's FinCEED Forum -event in 2-3 November, 2022.

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