

Grow with Google Turkey



Nazlıcan Yöney / April 19, 2018

“
At Google, our mission is to
make sure that information
serves everyone- not just a”

~~few.~~
Sundar Pichai



Grow with Google

New skills. New opportunities.

The context



Technology is opening a world of new possibilities. But for all the progress that technology enables, not everyone is taking part. Equipping more people with the skills and tools needed to access new opportunities is critical to making progress.

The initiative



Grow with Google is a global initiative that aims to create more opportunity for everyone. In EMEA, Grow with Google provides free training courses, tools and face to face coaching to help people get the right skills to find a job, advance their careers or grow their businesses.

Impact to date



Our Digital Workshop programmes are active in 53 countries in EMEA. Here is the **impact to date**:
188K+ people found a job, started a business or started freelancing
30K businesses took on more staff
530K+ businesses reported growth in revenue and customers.

Our pledge

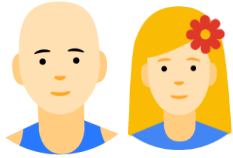


EU: We will help 1 million people in Europe find a job or grow their business by 2020.

Africa: We will train 10M people in Africa on digital skills, including 100K developers, by 2020.

Grow with Google in Turkey

Lack of digital literacy among Turkish society



Turkish Kids are digitally illiterate

- 1 computer per 45 students
- Ranked 50th out of 72 country at Pisa survey



Turkish Youth is unemployed & digitally illiterate

- #1 OECD Country in youth unemployment
- TR has the lowest ICT Staff Capability (makes 1% of total employment vs EU 14%)



Turkish SMBs do not know to use technology in their jobs

- 50% of SMBs do not have an email address
- 75% of them do not have a website
- 33% of them do not know how to use technology at all

Digitalizing Turkey

We believe in the future of Turkey. That's why we're working with thousands of people, and hundreds of businesses, to develop their digital skills and help them find a job or grow the business - hand-in-hand with Turkey Public Employment Service.

In Turkey, Grow with Google provides free training courses and tools to help people get the right skills to find a job, advance their careers or grow their businesses.



Grow with Google Turkey in a Nutshell

Online Trainings

Online Platform / More than 100 videos / Certified / Trained **57K user**

Offline Trainings

F2F trainings / SMBs and YJSs / Cover all regions / Trained **14K user**

Impact Results*

73% Jobseekers

feel more confident in their digital skills thanks to the training

60% SMBs

reported positive business results thanks to the training

* Reported impact through independent and ongoing survey conducted by Ipsos.



Thank You!

“Finally I could find a job”

- YJS from Izmir
- Could not find a job after graduation for two years
- Attent Iskur + Google trainings
- Noticing digital world potential
- Getting certificates about digital world
- Found a job in a digital agency last month after 2 years



Dilara, 24, İzmir