



ChangeCorp

ENABLEM

ChangeCorp and EnableM  
Announce Initiative of Mobile Technology for Education  
Pilot to Launch in Colombia at Shakira's Fundacion Pies Descalzos Schools

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**New York, December 16, 2011**—ChangeCorp and EnableM announced the launch of a unique, joint venture with non-profit **Foundation for Social Change (FSC)** to promote women empowerment through mobile technology and education.

The programme will launch the tablet application **eLife - Economic Opportunity for Women and Girls**, which provides life and business skills to girls in disadvantaged locations around the world. The initial pilot will be launched in Colombia through Fundacion Pies Descalzos, an NGO founded by the international artist Shakira, and the Foundation for Social Change, a 501(c)(3) non-profit US-based corporation. The programme will use EnableM's existing 'Magic Pencil' platform that converts traditional classrooms into engaging learning interactions between teachers and students using a combination of tablets and rich multimedia content.

FPD supports five public schools in Bogota, Barranquilla and Quibdo with over 4,000 students. The pilot for the eLife tablet app will take place in the FPD School in Barranquilla training for 40 teachers and 1,700 students. The students are children who have been victimized by poverty and displacement.

eLife's powerful curriculum of life, business, financial, communication and health skills provide young women and girls the opportunity to realize a more productive life of economic and social empowerment.

Changecorp works with the United Nations Office for Partnerships, UN Women, New York University Stern School of Business, Cherie Blair Foundation for Women and many NGOs around the world who provide educational services to women and girls in need.

"Our goal is to provide scalable mobile technology for schools and community centers teaching our valuable eLife program," states Louise M. Guido, President of ChangeCorp. "eLife offers these young girls and women the best chance for success to realize their dreams by giving them the skills they need to succeed. By using mobile technology we can reach more schools, more teachers, more girls and have a dramatic, significant impact on the world than more traditional training programs."

The project seeks to bridge the gap in teachings between day classes of regular studies and real-life skills training to teach income-generating opportunities among young women. According to Fundacion Pies Descalzos, there are over 1 million children in school who are displaced from their homes due to violence, internal strife and drug wars. These children - mostly girls - need decision-making, critical thinking and problem-solving skills to help their families become more stable.

The Foundation for Social Change's core mission is educating women and girls in disadvantaged areas around the world, and convening both corporate and NGO leaders in both social and environmental sustainability.

eLife training via a mobile tablet application offers scalability, efficiency and immediate impact from the training. This program hopes to correct the economic problem of Colombia - and other middle income, emerging economies through eLife by providing much-needed educational support for income generation.

Commenting on the initiative CEO EnableM, Amit Zaveri, says:" the relationship and its partners will not be extended or limited to a single initiative but to multiple programmes across multiple emerging economies. We have to bring the strength of the Magic Pencil platform to benefit millions in these countries.

### **About EnableM**

EnableM, a pioneer in mobile learning and a trendsetter in mobile education technology, has earned kudos from academic world and the technical community alike for its path-breaking work in delivery of education through mobile devices.

EnableM's Magic Pencil platform is aimed towards making learning **engaging, efficient and collaborative** for teachers & students. The platform supports multilingual content delivery, seamless content update and authoring, and enables real-time interactions besides other powerful features. EnableM has developed a strong eco system of publishers, operators, device manufacturers and corporate clients and devised myriad mobile learning solutions in partnership with them.

### **About ChangeCorp**

A "for-benefit social enterprise" designed to provide life, business and health skills training through mobile technology, including tablets, mobile phones and web-based platforms servicing the bottom-of-the-pyramid. Primarily a content provider to mobile technology, ChangeCorp also offers consumer mobile apps for learning life skills, private label applications for corporations to support their corporate responsibility initiatives and tablet applications for employee training.

### **About the Foundation for Social Change**

The Foundation works with corporations and NGOs around the world to create programs that define how **doing good is good for business**. It is not charity. It is not philanthropy. It is not impact investing. It is just doing the right thing. There is a bottom-line financial impact to solving problems.

### **About Fundacion Pies Descalzos**

FPD's mission is to make education universally available to every child. FPD supports sustainable and innovative education programs while working to educate policy-makers about the vital importance of education. The mission is inspired by its founder, the international recording artist and philanthropist, Shakira. A native of Barranquilla, Colombia, Shakira promised herself that she would help children like those she saw living on the city's streets. When she was just 18 years old, Shakira kept that promise with the launch of her Pies Descalzos Foundation, dedicated to helping Colombian children who have been victimized by poverty and displacement. Pies Descalzos supports five public schools in Bogota, Barranquilla, Quibdo

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