

Tospaa

Impact Report

This impact report has been prepared with the consultancy of BCtA, under the **imece impact Accelerator Program** that took place in November 2020 – September 2021. imece impact Accelerator Program takes place with the main partnership of **Zorlu Holding**, the knowledge consultancy of **Business Call to Action** supported by UNDP, the strategic partnership of the **Business Council for Sustainable Development Turkey (BCSD Turkey)**, and the investment partnership of **Startup Wise Guys**.

Main Partner



Knowledge Consultant



Strategic Partner



Investment Partner



Tospaa Impact Report

Country : Turkey
Sector : Education



Business Model

Turkey is home to over 10 million primary and middle school age students that belong to the early coding age. In terms of access to technology, however, the learning environment of these students reflects significant inequalities.¹ For instance, 33% of students reported not having a computer they could use for school work in Turkey.² Moreover, according to the OECD Policy Outlook, the percentage of students enrolled in disadvantaged schools with access to a computer at home that they can use for school work is around 40%, almost half of the OECD average.³ Whereas Turkey faces one of the biggest gaps in access to computers by students in advantaged and disadvantaged schools.⁴

Tospaa is a social enterprise that produces game-based coding tools for schools, teachers, and families, targeting students that do not have access to such technology.

Over 40% of schools benefiting from the programmes provided by Tospaa in collaboration with BTE Association (Bilişim Teknolojileri Eğitirmicileri Derneği) do not have



¹ MEB (2020), Ministry of National Education National Education Statistics Formal Education 2019-2020

² OECD (2020), School education during COVID-19: Were teachers and students ready? Turkey Country Note

³ OECD (2020), OECD Policy Outlook Turkey Country Profile

⁴ OECD (2021), 21st-Century Readers: Developing Literacy Skills in a Digital World, PISA, OECD Publishing, Paris, <https://doi.org/10.1787/a83d84cb-en>.

access to a single computer. Tospaa is working towards reducing inequalities by providing quality education and bridging the digital divide through physical and digital coding tools.

The company's first product, Tospaa Unplugged Coding Game, is a fun board game that enables screen-free coding education. It has been featured as a source by CodeWeek Turkey and has become the third most used coding tool in Turkey. With Tospaa's products and services, students can develop the tools for the basis of coding, algorithmic and computational thinking, in an accessible, entertaining, and exciting way.

Tospaa's online platform/website (tospaa.org) has been in operation since 2016, participating in several business incubation cohorts (including imece impact accelerator) and has won the 2019 İbrahim Bodur Social Entrepreneurship Award. In 2020, Tospaa became a social enterprise by developing partnerships to disseminate coding education and publishing both free and paid educational content. Tospaa sells educational materials, and its revenue model is based on product sales. Tospaa Unplugged Coding Game sold more than 700 copies in 2020.

Key Stakeholders



Tospaa collaborated with the BTE Association to identify disadvantaged schools and reach 860 schools from 77 cities in Turkey through the Hayallerim Var project.

Out of these, 355 schools do not have access to computers, even though 296 of them have ICT teachers, they do not contain computers.⁵

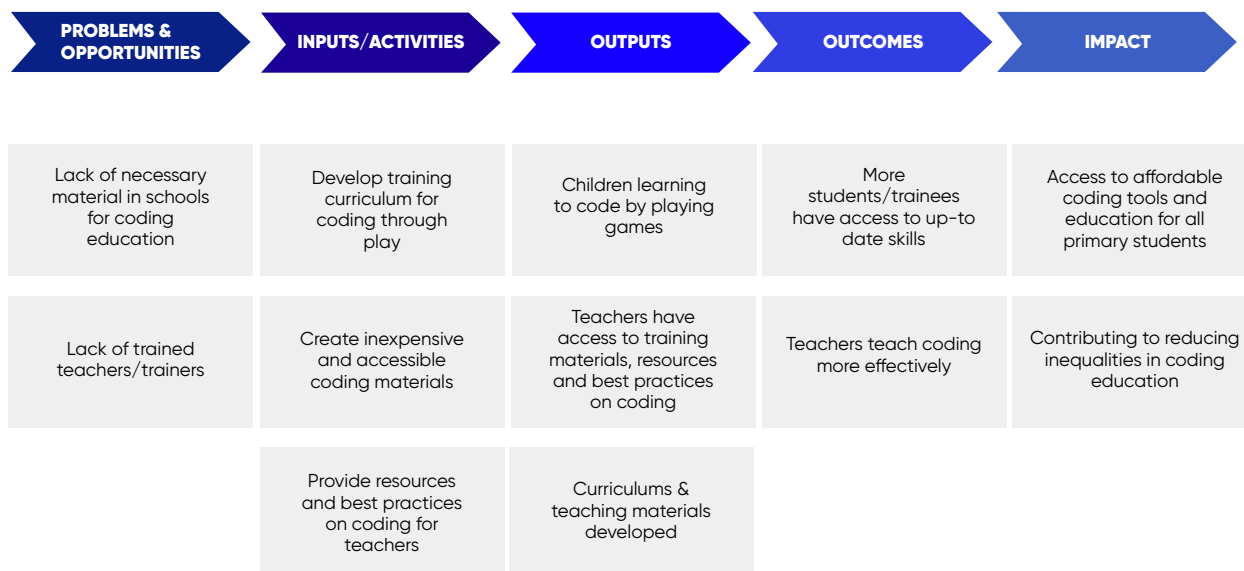
⁵ <http://hayallerimvar.org/stats.php>

A: Planning for Impact

Tospaa seeks to address the lack of materials, resources, and trained teachers to impart coding skills to school-going children. To address this gap, the company developed a training curriculum for coding through play as well as affordable and accessible materials to support students' learning. As a result of its activities, Tospaa notes an increase in the number of students learning to code through play and more teachers have access to training resources and best practices in coding.

In the mid-term, Tospaa's outputs lead to more students having coding skills and teachers being able to teach coding effectively. The company's long-term impact goals include access to affordable coding tools for all primary students in Turkey regardless of racial and financial backgrounds of students and reduce inequalities in coding education.

Impact Value Chain



B: Framing Impact

Indicator	Baseline at 2020	Target for 2021	Stakeholders	Data Collection Method	Indicator Source	Data Source	Linked SDG Targets
Number of clients who received free products/services from the organization during the reporting period.	7,968	15,000	Teachers	Administrative	IRIS+ (PI9622)	Company Records	4.1 4.3
Number of sales or client transactions during the reporting period.	600	5,000	Customers	Primary	IRIS+ (PI5184)	Company Records	4.1 4.3 10.2
Number of teachers who received free training from the organization during the reporting period.	549	10,000	Teachers	Primary	Custom Indicator	Company Records	4.1 4.3
Number of teachers who used computer-free coding tool during the reporting period.	56	400	Teachers	Secondary	Custom Indicator	Published Reports	4.1 4.3
Number of children who used coding app during the reporting period.	0	5,000	Students	Administrative	Custom Indicator	Company	4.1 4.3 10.2
Number of children who received paid training from the organization during the reporting period.	25	100	Students	Administrative	Custom Indicator	Company Records	4.1 4.3 10.2
Number of unique children who received free products from the organization during the reporting period.	17,506	35,012	Students	Secondary	Custom Indicator	Magazine	4.1 4.3 10.2
Number of new materials developed during the reporting period.	1	3	Company	Primary	Custom Indicator	Company records	4.1 4.3 10.2

C: Measuring Impact

Tospaa's free educational materials including content for educators can be accessed on the company's website. The team collects data through APIs provided by Google Analytics for analysis and evaluation every month. In addition to the free materials, Tospaa accumulates its product sales. To communicate its impact, Tospaa partners with 3 Taş, an educational magazine for kids where it publishes articles monthly. This magazine also shares sales data that provides information on clients reach.

Through these administrative data sources, Tospaa is able to approximate its outputs such as number of children learn coding through the company. Tospaa also keeps a record of teachers accessing training resources and aims to gather additional information on students reached through these teachers. By doing so, Tospaa is able to better track performance against targets and better manage its impact.

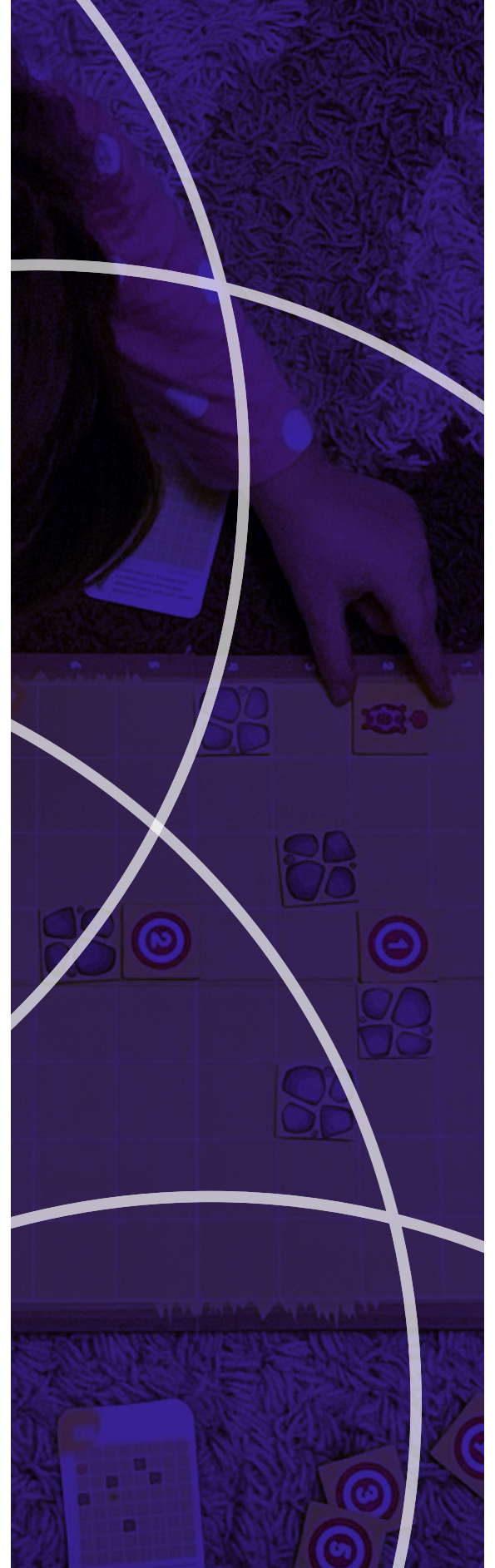
In addition, the company gathers feedback from its users regularly. Some of the teachers who have used Tospaa's materials in their classes felt that Tospaa is providing "the first step for the software developers of the future and eliminating obstacles in coding education". Interesting, the company has discovered "How to Play Tospaa" video tutorials posted on Youtube by Tospaa's users.

"Tospaa is a great game that provides the opportunity to learn coding in a fun way without the need of a technological medium."

Senem Karataş, Teacher at İstanbul
Kılıçaslan İmam Hatip Secondary School

"Learning to code has made a significant impact on our children's development. Our children's problem-solving skills have improved and they have learnt coding easily through the stories and games they've have created with Tospaa."

Feedback from a parent



4.1 by 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes

4 QUALITY EDUCATION



SDG Contribution

10 REDUCED INEQUALITIES



10.2 by 2030 empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Lessons Learned

The company found impact management to be an effective tool for improving the quality of its educational services and products. This exercise helped the company to clarify next steps to maximize impact by collecting data through meaningful stakeholder engagement. The COVID-19 pandemic has exacerbated inequalities where some households lack access to electronic devices that can enable learning. It is crucial to deliver accessible and affordable learning tools where such digital divides exist in Turkey. The ongoing stakeholder mapping efforts with local partners such as BTE Association will further allow the company to enhance its positive contributions, in Turkey and beyond.

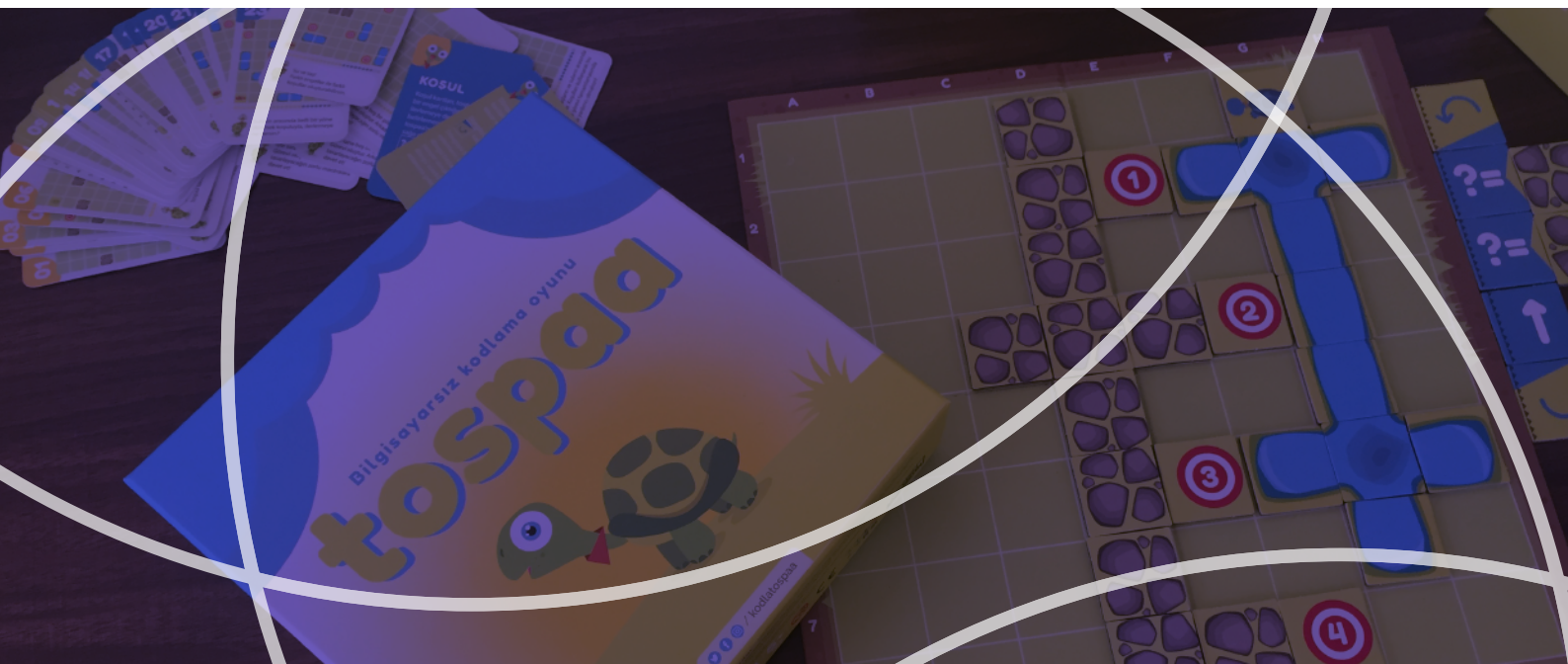
Way forward

Tospaa contributes to outcomes such as more opportunities for students to access up-to-date skills, accessible coding tools and curriculums, effective coding education delivered by teachers equipped with resources and best practices. Developing a plan for impact management enabled the company prioritize key areas to focus on.

First, Tospaa will reach more schools while maintaining the quality of education and scale up impact. Through the research done with the BTE Association to identify disadvantaged schools, Tospaa is able to reach those that have the least access to technology in Turkey and lack skilled teachers to deliver coding education to students. Tospaa will do strategic outreach to schools in these identified areas of need to maximize its impact and reduce the digital divide.

Secondly, Tospaa will increase the shipment of free e-resources for students and teachers every school year, increasing access to educational tools. In doing so, the company can continue to build evidence of impact through data.

Lastly, Tospaa envisions its business model across the region outside of Turkey. To do this, Tospaa will translate its educational products in more languages and address different coding education needs with new and entertaining digital applications.



For more information



tospaa.org



imece

imece.com

