

Impact Report

PwC and Phoenix Space
Digital Heroes Programme
Feb 2025

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PROGRAMME OVERVIEW

Launched as a partnership between Phoenix and PwC Middle East, the Digital Heroes programme supports disadvantaged individuals, including refugees, aged 17-35 years old, to develop and enhance their digital acumen and skills to support their journey to employment and/or further academic opportunities.

The 2025 cohort consisted of 44 students from 2 partners: Hayat Education Fund and AlHussein Technical University, both located in Jordan. Students originated from Jordan, Syria and Palestine.

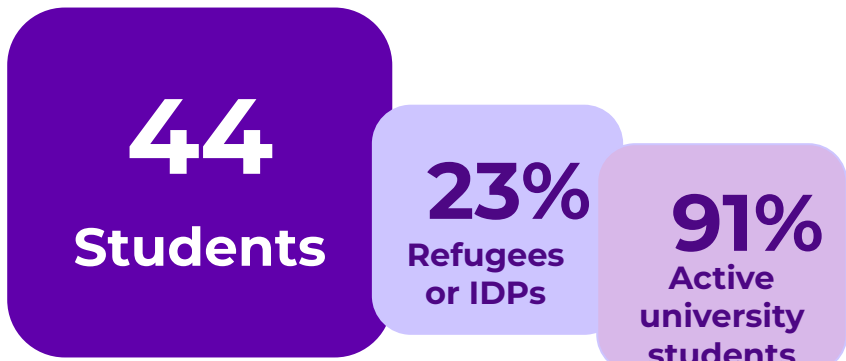


All the courses were clear, very useful, and enjoyable. Even the tests were truly beneficial, as they were a practical application of what I had learned. The platform is wonderful and easy to use.

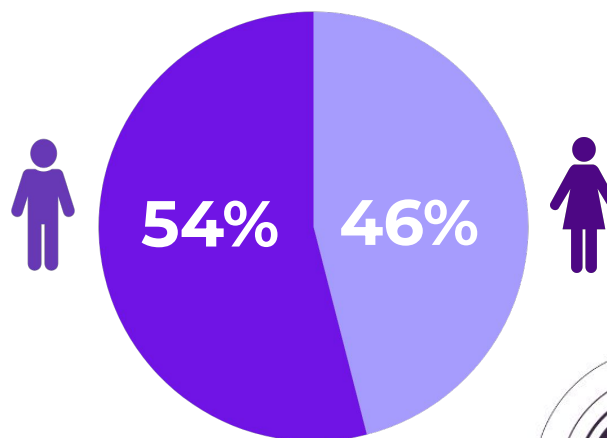
Mohammad, M, 24, Jordanian



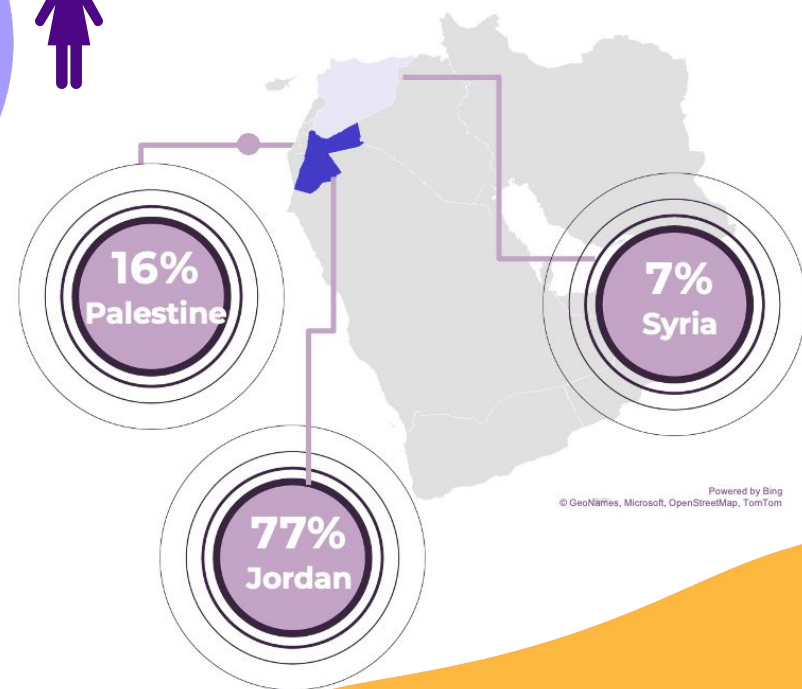
Student Demographics



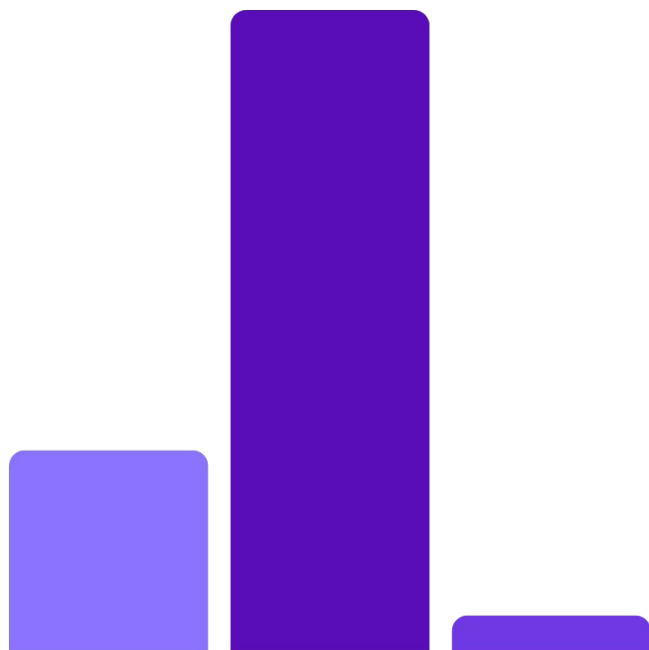
Gender Distribution



Students' country of origin



● 17-19 ● 20-29 ● 30-39



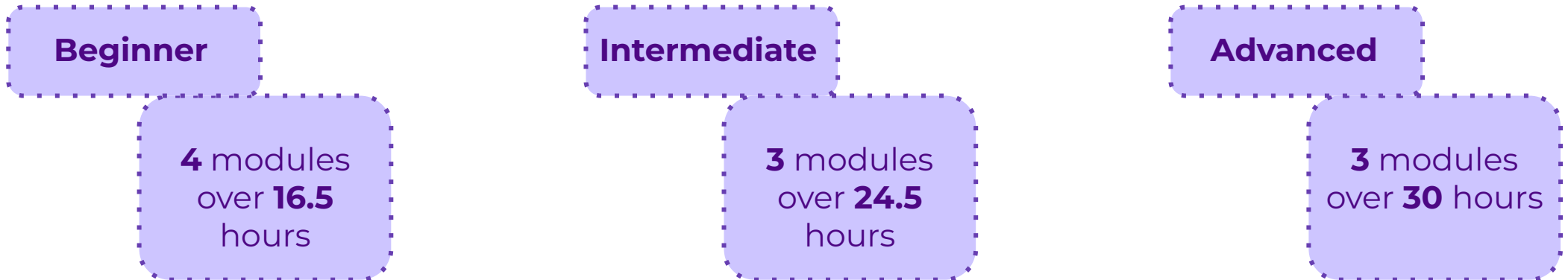
Average Age

20.6

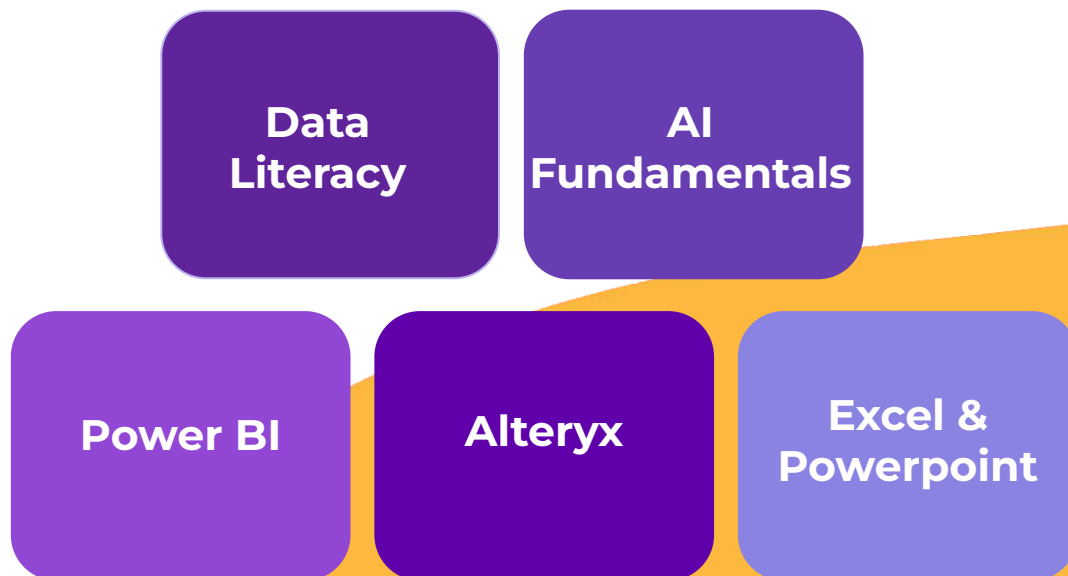
Course Details

The choice of 3 course levels to complete in 32 days

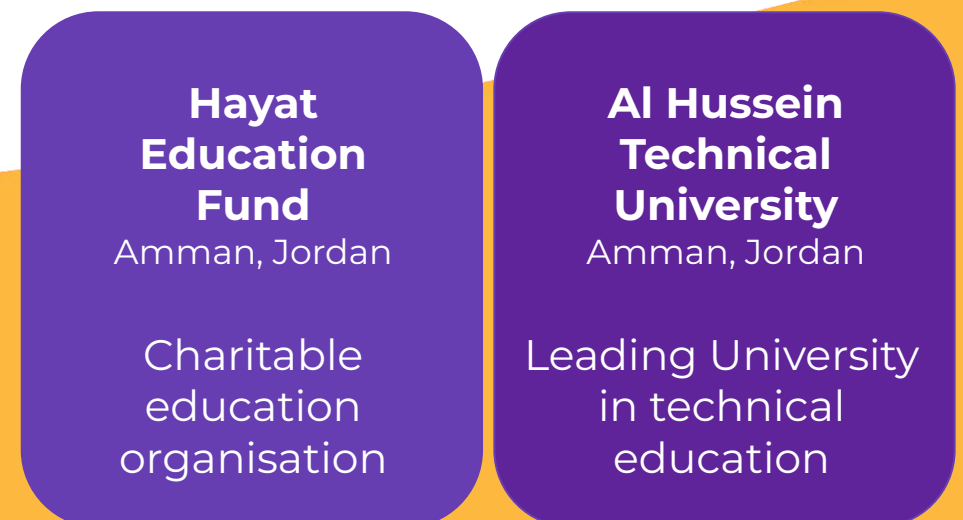
Course Duration



Course Modules



2 Key Partner Organizations



Course Details: Digital Accelerators

The Digital Accelerator Mentors are PwC employees who volunteer their time to support the Digital Heroes students throughout the course.

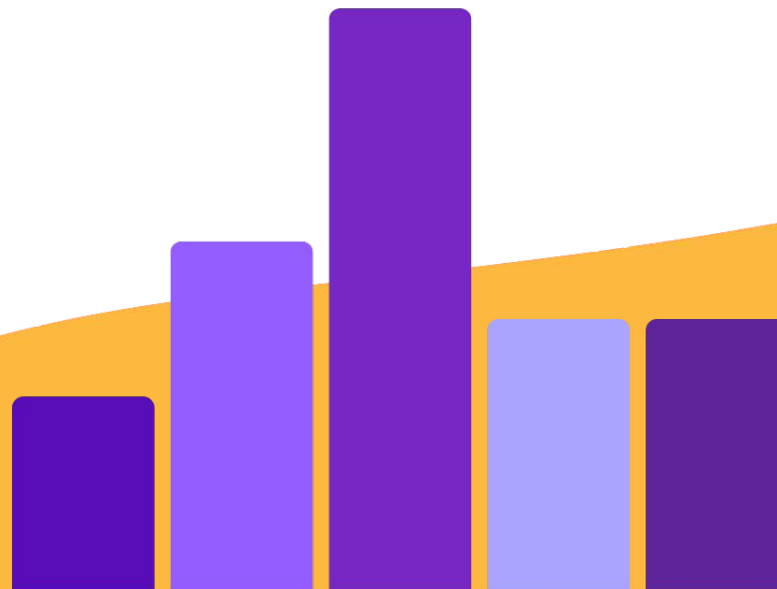
PwC DA Mentors

35+
Mentor clinics

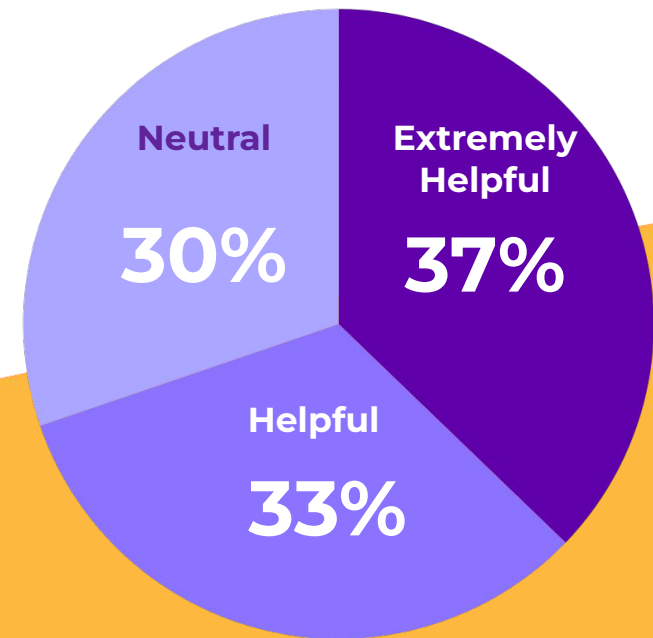
8
DA's

How many DA clinics did you attend?

● 0 ● 1-2 ● 3-4 ● 5-6 ● 6-8

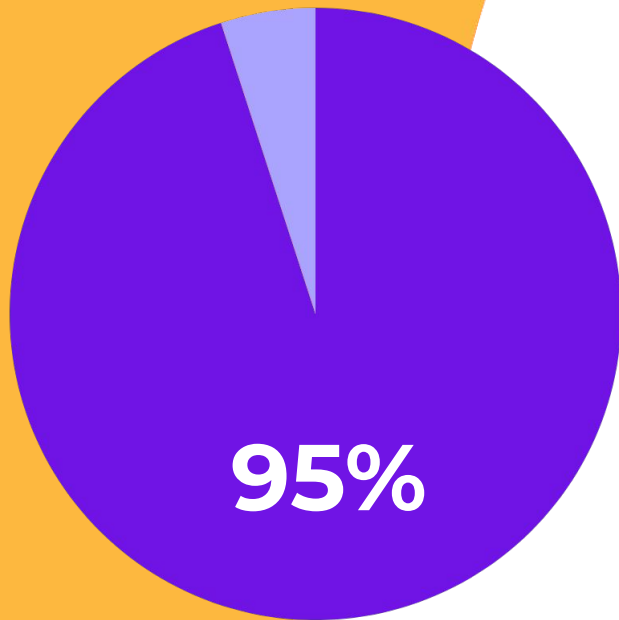


How helpful and supportive was DA?



Graduate Data

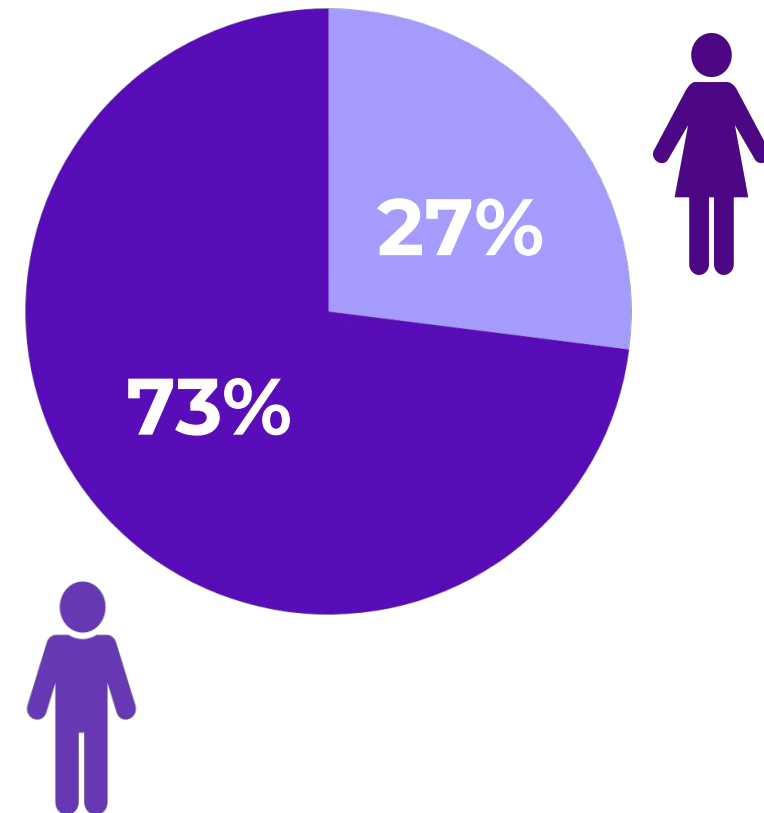
How many students completed at least 1 module?



- Dropouts
- Graduates

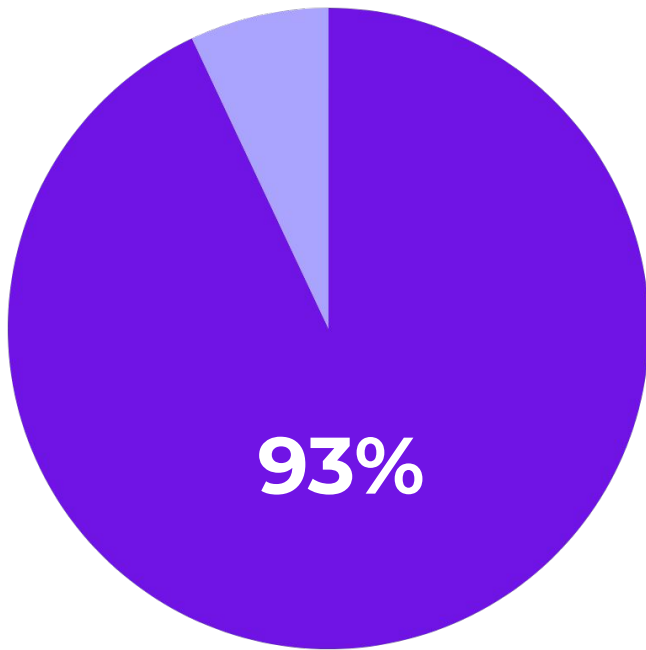


Graduate Gender Distribution



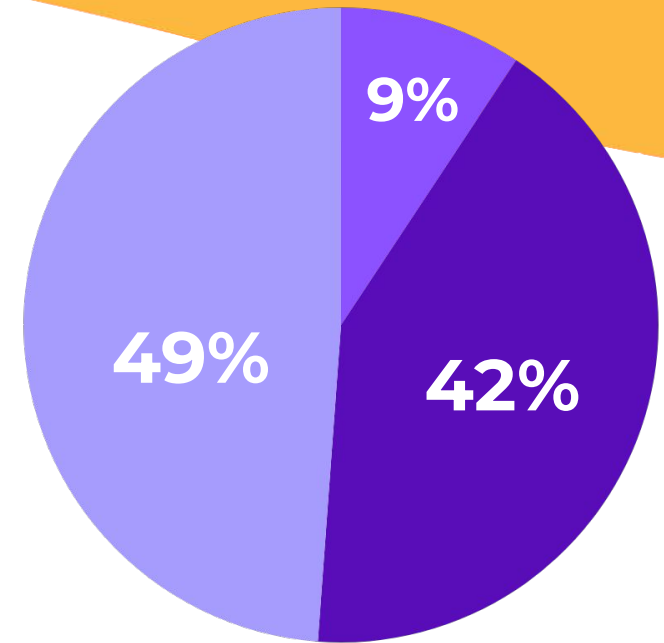
Student Feedback

Do you plan to continue your learning on the Kubicle platform?



- Yes
- No

Would you prefer more/ the same/ less time to complete the course?



- Same Time
- More Time
- Less Time



Engagement & Skills Development

75%

Of students were
more motivated to
learn data analytics
and other digital
platforms

80%

Made me believe I can
figure out anything if I try
hard enough

91%

Made me
feel more confident trying
new technologies

71%

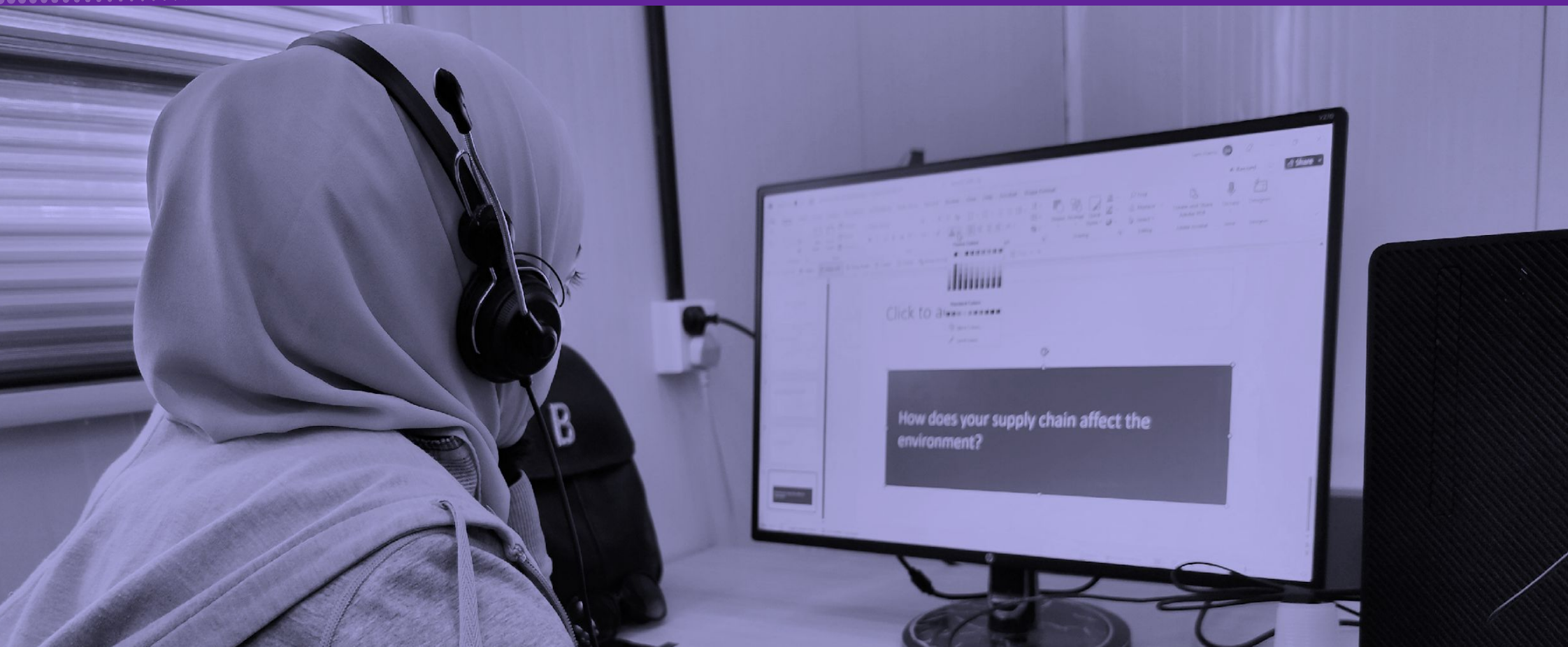
Made me feel more confident
reporting and presenting my
analytical findings to others.

82%

Made me feel more comfortable
finding finding solutions to
problems.

73%

Made me feel more confident
analysing data and drawing
conclusions from it.



“

Power BI and Excel skills are already helping me very much in my university work. I also find myself using excel for my personal budgeting.

**Raghad,
F, 18, Jordanian**

“

This course gave me self-confidence to face challenges and difficulties and to break through my fear of technology.

**Mohammad, M, 21,
Palestinian**

“

I would like to start a small business with friends and these softwares can help us manage it.

**Aseel, F, 31,
Jordanian**

“

This course helped me learn how to manage my time more effectively and work towards a deadline.

**Samer, M, 18,
Jordanian**



Sajeda, F, 24

Jordanian student
at HTU

Sajeda, 24, from Jordan, is an HTU student. She completed all 4 modules of the Beginner Digital Heroes course.

I appreciated the practical approach of the course, which provided hands-on experience with essential digital tools like Excel, Power BI, and PowerPoint.

The structured learning made it easy to grasp fundamental data skills, and I found the real-world applications particularly valuable.

Additionally, I enjoyed the opportunity to enhance my ability to analyze, visualize, and present data effectively, which will be beneficial in both academic and professional settings.



Mohammad, M, 28

Syrian Student at
HTU

Mohammad, from Syria, now lives in Jordan. He was a successful graduate of the Intermediate level of the Digital Heroes course.

The practical approach of the course, through practical exercises and real-world examples, helped to consolidate my understanding and application of these tools.

The availability of mentors for guidance also made a big difference in my navigation through complex topics.



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