

# FOR IMMEDIATE RELEASE

## **AB4IR AND PARTNERS TO HOST ITS SECOND DIGITAL YOUTH FESTIVAL- DYF**

### **The Future is Digital**

Tshwane, Gauteng, Thursday, 24 March 2022 – The Digital Youth Festival is an initiative by AB4IR, a Digital Innovation Hub located at the Tshwane South TVET College in Mabopane. The Festival is in its second year and has grown from three provinces to five provinces namely, Gauteng, Free State, Limpopo, North West and Eastern Cape respectively.

This initiative, was developed with the intention to create a platform to share and expose the youth from disadvantaged communities to the opportunities in the digital space. The tag line for the Digital Youth Festival is **“THE FUTURE IS DIGITAL”**.

The Covid- 19 pandemic accelerated the world into the digital space in which the 4IR took the front seat regardless of how ready or not everyone was. This unfortunately only widened the digital divide hence the Digital Youth Festival.

The Inaugural Digital Youth Festival took place in June 2021, and it was hosted in three provinces – Gauteng, Limpopo, and Eastern Cape and attracted approximately 8 000 participants over the 6 days. A key takeaway from the festival by Former Deputy Minister of Small Business Department, Ms Rosemary Capa who attended the Eastern Cape event was; “ There are a lot of opportunities in the digital creative sector that are not yet untapped , the Digital Youth Festival platform allows us to explore available opportunities and effectively unpack strategies that can create opportunities and are easy to support digital skills and creative innovations to capacitate the youth in our communities for entrepreneurship or unemployment. All that we need to do is keep innovating and tap into the platforms such as the Digital Youth Festival”.

This year, the summit is going to be bigger and better as we aim to impact more youth in these five provinces and availing the streaming access on all social media platforms for the benefit of the remaining four provinces. AB4IR will be collaborating with other hubs that are also focused on the ICT (**Information and Communication Technology**) sector; Mahikeng Digital Innovation Hub in North West, Vhembe TVET College on Limpopo, Softstart BTI in Free State, Casi Group in Eastern Cape.

The elements incorporated in this year's DYF include:

- Speakers representing various technical fields in the digital creative space
- Exhibitions
- Masterclass
- Pitching Den
- Showcasing/demonstration of different technologies



“People think that township youth are not focused. They think the youth is not interested in learning and expanding. Yet, nothing could be further from the truth. The youth simply lack resources and access to get involved, start innovating and accelerating opportunities to increase the knowledge economy and take our country to the next level,” Kelebogile Molopyane, CEO of AB4IR, explained.

The festival is open to all youth to participate. Kindly click here [www.dyf.co.za](http://www.dyf.co.za) for more information on the Youth Festival and the programme for all the provinces, including the list of speakers kindly visit [www.ab4ir.org](http://www.ab4ir.org)

Do follow us on our social media platforms for updates and news bites, as we lead up to the event. Together we can increase the awareness of the challenges experienced by the youth, especially those in the townships and bridge the **digital divide**.

**Ends:**

Visit us at: [www.dyf.co.za](http://www.dyf.co.za) and [www.AB4IR.org.za](http://www.AB4IR.org.za)

Twitter: @ab4ir\_sa

Facebook: @AB4IR

Instagram: @AB4IR\_sa

for media interviews, please contact:

**Ms Keorapetse Makole**

**PR and Communications**

**0676655047**

**keom@ab4ir.org**

