

## IBM's early education program having global impact



Since its launch 10 years ago, IBM has invested more than \$106 million in the KidSmart Early Learning Program. It is now in 60 countries, reaching more than 10 million students and 100,000 teachers.

IBM's KidSmart Early Learning program, designed for children ages 3–7, is achieving dramatic results with the world's youngest students, according to independent studies.

For example, in Asia, several Ministries of Education, including those in Australia, China and Vietnam, have adopted the program in both pre and in-service teacher training institutions. In the Middle East, KidSmart has been a major influence in the early education sector in Jordan, where much of the information and communication technology training is based on the KidSmart program model.

In Latin America, the National Ministry of Education in Chile recognized KidSmart as a valuable learning tool for preschool students. In Europe, KidSmart has been integrated into French national early childhood education policies and strategies and institutions using KidSmart are given a 'badge of honor', indicating a best practice in the use of technology in early education.

### **An Independent Success**

IBM's KidSmart program includes the Young Explorer™, a computer housed in brightly-colored, kid-friendly Little Tikes™ furniture and equipped with

*“KidSmart has played an important role in stimulating innovation in teaching and learning methods across the region, and supported early education curriculum development in a number of European countries as well as in the Middle East and South Africa.”*

*Larry Hirst  
Chairman  
IBM Europe, Middle East and Africa*





The Young Explorer™ units that are part of IBM's KidSmart program are targeted to areas where children have limited, if any, access to computers at home.

award-winning educational software to help children learn and explore concepts in math, science and language. The computer centers can also help children learn important socialization skills such as how to work together and share. Exploration and socialization skills are important to prepare children for future success in school, help level the playing field and ensure all children have access to educational tools.

Many studies, starting with the first by Bank Street College of Education and confirmed by international studies, have concluded that the IBM program leads to substantial improvements in teaching and learning and to significant positive outcomes for children and teachers in disadvantaged communities, and that teachers participating in the KidSmart program are more confident in their approach to using computers in their classrooms.

#### **Access where it's most needed**

From remote areas to underprivileged areas of towns and cities around the world, the IBM KidSmart program is

bringing together technology and the world's youngest students.

In China — where the KidSmart program has now reached more than 110 cities including the provincial capitals and second and third tier cities and counties — IBM has been awarded the inaugural Education Sponsorship Special Contribution Award due in great part to the successful implementation of the program.

Additionally, the Vietnamese Ministry of Education is providing KidSmart teacher training to all early childhood education teachers utilizing the country's National Education Channel.

To expand the benefits of KidSmart beyond grant sites, IBM created the Web site, [kidsmartearlylearning.org](http://kidsmartearlylearning.org), in collaboration with the Center for Children and Technology, Bank Street College of Education and the United Way. The Web site, available in eight languages, helps parents guide their children's use of technology and supports pre-school teachers in using technology effectively in their classrooms.



© Copyright IBM Corporation 2009

Printed in the United States of America  
09-09  
All Rights Reserved

IBM and the IBM logo are trademarks of International Business Machines Corporation in the United States and/or other countries.

Other company, product, and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

For more information on IBM Corporate Citizenship and Corporate Affairs, visit [ibm.com/ibm/ibmgives](http://ibm.com/ibm/ibmgives) or call 914-499-1900.

#### **KidSmart Early Learning program: Key Comments**

- "The support of IBM for innovation in learning and teaching is greatly appreciated by the Ministry of Education."  
*- Dr. Khaled Toukan, Minister of Education, Jordan*
- "I find IBM's partnerships truly multinational. IBM has the potential to be a catalyst for the cross-pollination of simple and sustainable ideas, for the potential realization of communities in different countries."  
*- Dr Sonali Nag of The Promise Foundation in India.*
- Monica Jimenez, Chile's Minister of Education, has encouraged teachers to integrate KidSmart into their classrooms because KidSmart's "educational practices are grounded in technology and promote better learning opportunities that help children more easily transition from pre-kindergarten to kindergarten."