

EDUCATION

YNAP heads back to school to teach digital skills

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YNAP's Hour of Code aims to give students education in technology. Image credit: YNAP

By STAFF REPORTS

Retail group Yoox Net-A-Porter Group is looking to increase awareness and access for technological education.

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The company is participating in Code.org's Hour of Code initiative by teaching coding classes in primary and secondary schools. With technology an essential part of the ecommerce group's operations, providing skills to students of all ages has been a key cause for YNAP.

Coding classes

The Hour of Code is being held during Computer Science Education Week Dec. 4-10, with events across 180 countries.

YNAP is focusing on London and Bologna, with events in both cities. Along with offering their time as teachers, the group's technologists will assist IT teachers and host talks.

In Bologna, YNAP is partnering with Fondazione Golinelli to volunteer in local schools and host public workshops for those aged 6 to 10.

So far in 2017, YNAP has educated more than 1,400 youth in digital subjects as it works to ensure the next generation has necessary skills and give greater access to training. The company is part of the European Commission's Digital Skills and Jobs Coalition, which aims to train 1 million students for digital jobs by 2020.



YNAP's Imperial Codelab teaches students digital skills. Image courtesy of YNAP

YNAP's Imperial Codelab program with Imperial College London saw 400 students participate, 70 percent of whom were girls and 15 percent of whom received free school meals.

With Fondazione Golinelli, YNAP has taught workshops on subjects such as robotics, visual coding and virtual reality to more than 1,000 children.

"We are extremely pleased to be involved once again with Hour of Code, which highlights the importance of providing children with strong digital knowledge," said Alex Alexander, chief information officer of Yoox Net-A-Porter Group, in a statement. "As the job market becomes more digital and competitive by the day, it's important that we provide the younger generations with the relevant skills they need."

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