

## Red InnCol Foundation

June, 2019

Red InnCol is a citizen participation platform that promotes social innovation in Colombia and the world.

We aim to promote and coordinate the active participation of citizens in the search for solutions that increase the social, economical and institutional development of Colombia, by means of creating long term links with academia and the private sector from Colombia and the world.

We are a non-profit organization registered in Colombia with NIT 901258404-9.

## Our projects



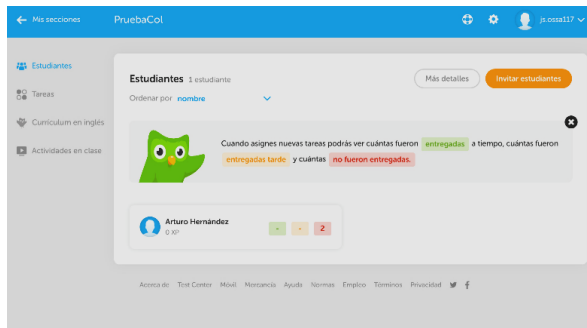
Since 2017 we have focused on promoting English as second language for public school students in Colombia. We believe that improving public education is the most important challenge as a country. Our main project, APPrender Paga (“Learning Pays Back”), promotes the use of Duolingo to reach this goal. Duolingo is a free online tool that can be accessed from any electronic device. Among its advantages are the large number of topics that it includes, the easiness to use it, and the internal algorithms that allow to analyze each user separately to identify their strengths and flaws, and personalize the teaching material accordingly.

Our methodology complements the use of this app with a system of incentives to bond participants with the tool, and rewards them as a function of their individual and group performance. This system of incentives is inspired by behavioural economics theories, looking to maximize the long term impact on the participants (learning English) by using short term rewards.

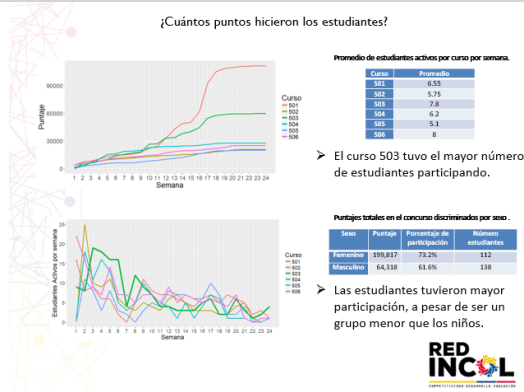


Red InnCol provides all the necessary logistics to introduce the students and teachers to these tools. This includes creating new accounts for the students, explanations on how to use them, monitoring their

performances, analysing the content of this tools compared with the Colombian syllabus, and provide support to the participants.



Additionally, we provide a qualitative analysis to identify factors that would allow students to improve their knowledge of the language. This process includes individual and group interviews as well as focal groups. All these services do not are free for the school and the students since all expenses are covered by Red InnCol.



In the most recent version of the project, APPrender Paga promoted the use of Duolingo to some students from the school Fernando Mazuera, located in the Bosa district, in Bogotá, during seven months. Nearly 250 students from fifth grade, participated in the competition, which was backed by the school directors, the English teacher, and Red InnCol personnel.



The results showed that nearly 25% of students had a very active participation in the project, while nearly 60% logged into the app at least once. The individual incentives promoted the healthy competition between students, generating a significant improvement in their English and in their motivation to continue using this kind of online tools.

For its 2019 version, the project has almost twice the number of students, this time including students from fourth and fifth grades. The results will be published in our webpage by October, 2019: <http://www.redinncol.com/>

## Our dream

We want to spread out APPrender Paga, to help all public schools in Colombia to actively use Duolingo, Khan Academy and Scratch, amongst other online tools. Furthermore, we are developing our own apps to help students to prepare for academic exams in Colombia like Saber 11 tests (standardized exams for last year high school students). In both cases, we want to keep providing the support to the schools at no cost for them. In order to do this, we have identified four fronts in which we want to advance with the support of different external parties:

New alliances  
with schools

Contacts with  
education  
professionals

Cooperation for  
the  
development of  
new tools

Alliances and  
donations to  
keep working

**New alliances with schools:** The first step to increase the impact of APPrender Paga is to involve more students. Therefore, we are looking for more schools interested in making alliances with us to develop new versions of this project together.

**Contacts with education professionals:** We want to receive as many recommendations and feedback about our projects as possible. We are interested in meeting people with experience in education that are willing to help us with our objectives.

**Cooperation for the development of new tools:** We have identified a potential opportunity to develop our own tools, both to continue teaching English and to expand the project to other areas and other needs of the students. For this we are looking economic and technical cooperation that allow us to develop these new ideas.

**Alliances and donations to keep working:** Since we are a not-for-profit organization, and we do not ask for economic remuneration from schools, we depend on alliances with other foundations and donations to keep developing our mission. The next figure shows some of the economic support packages that we have worked with. However, we are open to analyse any other option that fits the interests and budgets of donors.



## Contact

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