

We inspire and equip participants to achieve anything they can imagine in life through STEAM-based challenges that are designed to build confidence and develop extraordinary creativity, critical thinking, communication, and teamwork skills.

CASE STUDY DI QATAR



Overview

The Destination Imagination (DI) is run through local affiliated licensees in countries, states and provinces around the world. Each Affiliate sets up the business model that suits their economy, culture and education system.

The license for DI Qatar was given to an individual who moved to Qatar and began to recruit schools in the main city of Doha. With two schools interested, the licensee had a meeting with a local charity that was just recently set up and looking for projects to in-

Each DI season culminates in a celebration event and tournament. In 2015, it was held at a sponsoring school with 31 teams in attendance using over 100 volunteers. Ministry officials, school principals and potential sponsors were invited to the event.

Goals

- Reach 1200 students by 2016.
- Expand beyond Qatar further into the GCC region.
- Ensure 95% returning schools each year.

Funding

Local funding for pilot year was provided by AlFaisal Without Borders. Continued funding was provided based on success and growth within the market.

MEDIA EXPOSURE WAS VITAL TO THE SUCCESS OF THE PILOT YEAR

invest in. The pilot year for DI Qatar included a media launch and a student forum where a few teams were invited to showcase their skills in front of an audience of 350 people. Media exposure was vital to the success.

In our second year, we aimed to recruit 150 teams through our successful partnership with the Ministry of Education. We reached 250 teams and had to move venue and create a much larger multi-day event. Due to the success, funding was increased through our sponsoring charity. This funding included hiring eight part-time organizers and relying on over 150 volunteers. Due to the growth, Destination Imagination offered to partner with AlFaisal Without Borders to hold an international invitational tournament in 2016 with 315 teams in attendance from 5 countries.

Watching my students discover their voice was an amazing experience.





Result



2014	31 teams, 5 schools, 200+ students	Pilot Year
2015	220 teams, 70 schools, 1200+ students	600% Growth
2016	315 teams, 70 schools, 2000+ students	Steady Growth

Conclusion



As more schools, teachers and students saw the benefits of Destination Imagination, more attention was drawn from the community.

01. Ministry of Education continued to endorse the program
02. Companies were more interested in supporting the initiative
03. Growth became possible outside of the country

Measuring Success

100% of team managers reported transference of perseverance skills into the students' other subjects.

97% reported transference of creative problem solving, independent thinking, and teamwork skills.

BEYOND QATAR

After our pilot year, we received interest from a partner company in Jordan who began to run the DI program. This partnership brought in funding as well as the opportunity to expand into another Arabic-speaking country and provide international experiences for the students. This partnership included in-country training support and invitations to teams to attend the DI Qatar Tournament in our third season. This relationship continued and eventually Jordan became its own Affiliate.

82% learned from failure with average to excellent development.

MINISTRY SUPPORT

Due to the media push and the testimonials of the students who traveled to the United States for the international DI competition, Global Finals, the approval of DI as a certified offering in Doha with the Ministry of Education was achieved. This allowed schools to make a direct decision about running DI and made access for students much easier.

DATA COLLECTION

During the 2015 season, we began to formally collect feedback where team managers indicated development in the skills targeted by the DI program. This enabled us to show impact and lead to another jump in enrolment and an increase in funding to then run the international invitational tournament in 2016.

The Benefit

While all teams showed an increased ability to innovate, 79% showed average to excellent development. DI teams practice perseverance with 75% having above average or excellent development.