



Blue Road
ACADEMY

Impact Report

2023



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Impact Report
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Thank you!





World-class Talent



Our Impact Partners.

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Without our dedicated partners, delivering our programs and changing lives would not be possible. Thank you for your enduring trust and support.

Global Impact Partners

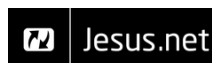


Regional Impact Partners



Design-Led
Salesforce
Consulting

Local Impact Partners



New Brand. Same Mission.

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Because it is not our story to tell...

At the end of 2022, we officially rebranded. Formerly known as "RefugeeForce", we proudly shared our new name and brand with the world.

Humble beginnings.

What began as an evening volunteering project has blossomed into a global movement, paving the way for a new way of thinking and interacting with our community. We can be proud of what we have accomplished so far but we are just getting started. In this spirit, we have set ambitious goals over the coming years and believe that building a strong brand is an indispensable part of our journey.

Words matter.

Since 2019, we have worked to create lasting social impact through our program for the people whom we serve. However, we recognize that many still face challenges due to a highly stigmatised landscape, discrimination in hiring practices, and misconceptions about talent. This is why we, like many organizations, also choose to remove the word 'refugee' from our brand and materials. We believe that it is not our role to broadly define our participants, but to amplify who they want to be and be as a partner in their future.

*"We embrace change and progress. Our programs and our organization are dedicated to incredibly resilient individuals who are faced with a complex transformation. We have always shared this burden with them. With this re-brand, we take an important step in our evolution in line with our mission. Change is not always easy, but we are fully up for this challenge."
– Co-Founder & Managing Director, Gaspar Rodriguez*

Impact first.

As Blue Road Academy, our mission remains unchanged – advancing the careers of our participants with technical training, professional development, and direct connections with top employers. To our participants, we offer an unparalleled environment for learning digital skills, technical leadership, and professional development. To our recruitment partners and customers, we continue to help them find motivated talent they would not have come across otherwise.

Our Values.

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01

Community.

There is no such thing as a self-made professional. Everyone has had someone who has helped them get to where they are. This is the power of community. We believe in bringing people together, bring people along, and bringing out the very best potential in the people with whom we work.

03

Trust.

Trust comes by foot and leaves on horseback. We instill the highest sense of integrity and accountability in order to earn and keep the trust of our community. We are committed to establishing long term relationships with those who share our values.

02

Performance.

We believe that there is always room for growth and improvement. We do not settle. We continually take a hard look at what we do and focus on improvements. We are life long learners. We strive to ensure the highest quality and professionalism in our work.

04

Inspiration.

The world is not a fair place and neither is tech. Challenging the status quo is what inspires us. We are not afraid to think and do different. We question, we dare, and we act. The stakes are simply too high to bury our heads in the sand.

Education. Employment. Equality.

4.4

Equitable quality education

Increase the number of adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

8.5

Decent work & economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



10.2

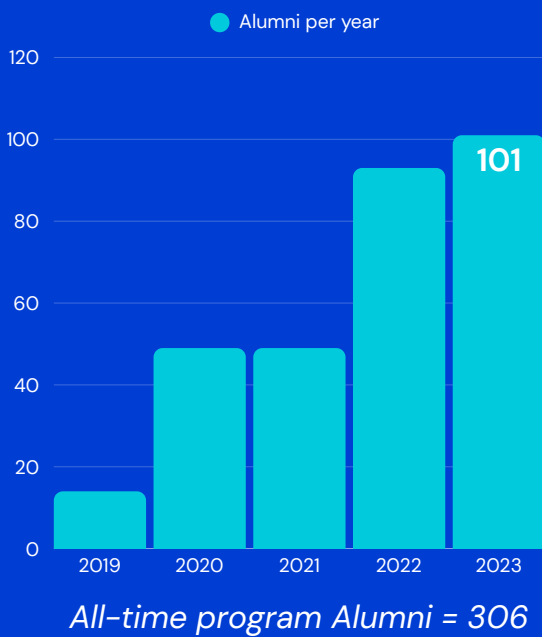
Reduce Inequality

Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

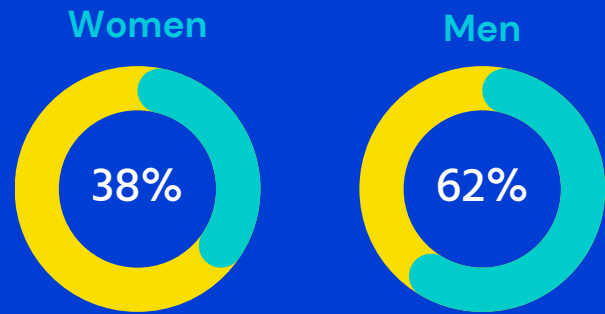
Let's talk numbers.

Key Impact Indicators

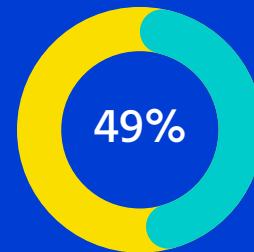
Program Alumni



Program Gender Mix



Employment Rate (full time careers)



Program Activities

12 Programs completed

4 Countries
The Netherlands
Germany
Sweden
Denmark

8 Cities
Amsterdam
Groningen
Arnhem
Eindhoven
Berlin
Munich
Copenhagen
Stockholm

232 Classroom sessions

871 Classroom hours

145 Salesforce Certifications
Achieved by Alumni



Amsterdam



Eindhoven



Groningen



Munich



Berlin



Arnhem



Copenhagen



Berlin

Impact Evaluation.

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Over the past 2 years, our programs in The Netherlands have been part of an extensive, independent qualitative and quantitative process evaluation. Open Embassy commissioned the independent research agency RegioPlan to investigate the initiatives that are part of the Platform Newcomers & Work. The central question of this research is to what extent the Blue Road Academy program has proceeded as intended. These results include both a process evaluation and an impact evaluation.

Research conducted and authored independently by RegioPlan and supported by Open Embassy and the Goldschmeding Foundation



Research Methodology & Activities.

Profiles, data and characteristics of the participants who have been reached and the results they have achieved. To keep track of this, the project leaders from Blue Road Academy collected various characteristics from the participants.

RegioPlan conducted a survey among the participants. The survey was distributed among 67 participants; 39 participants responded to the survey.

Various interviews were conducted with stakeholders, including:

- Multiple conversations with the project leaders of Blue Road Academy about the design and implementation of the project
- Process evaluation with the project leader
- Interviews with mentors and trainers (3)
- Interviews with program participants (9)
- Interviews with employers (3)

Impact Evaluation.

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"At Blue Road Academy, we always say we recruit participants that already come with the things we cannot teach them. This includes motivation, ambition, perseverance, and dedication. We firmly believe that, with these characteristics and attitudes in hand, anyone can learn the technical skills that we teach during the program."

- Gaspar Rodriguez, Co-founder & CEO

Effective Elements.

The research focuses on the effective elements that make up the core pillars of the Blue Road Academy program.

- Admission to the program is based on motivation, ambition, and interest in IT.
- Technical training is provided by experts in the field.
- Participation in the program is free.
- The classes are not too large (max 15 participants) and are held in person.
- Investment is made in soft skills and job coaching.
- Each participant receives 1 on 1 support through our Mentorship Program.

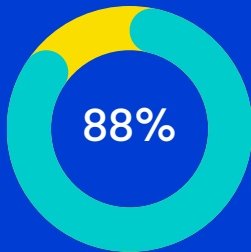


Impact Evaluation.

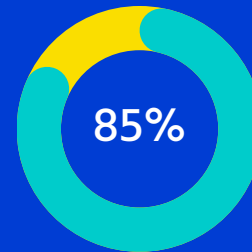
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Feedback from program participants.

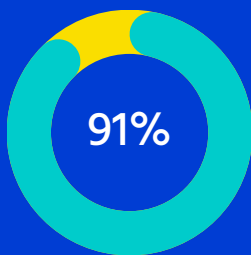
88% of the respondents are positive about the technical skills curriculum



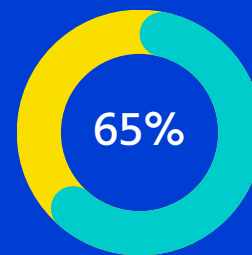
85% of respondents joined the program because they want to obtain a position as a Salesforce professional



91% of respondents would recommend the Blue Road Academy program to friends or family



68% rate the Blue Road Academy program as 10/10



"By getting my Salesforce Certification I can apply now to many jobs. Blue Road Academy helped me with my resume, motivation letter, connected me to a network, and sent my resume to many companies."

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"I greatly prefer face-to-face lessons. They are a significant motivator for me. In a face-to-face setting, I can directly ask the teacher questions and seek help when needed. It also facilitates better interaction with my peers. I believe I wouldn't get the same level of support and interaction in an online setting – face-to-face learning is undoubtedly the best."



"We really try to create a community already in class since Salesforce is all about community."

Thank you!

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We welcome comments and feedback on this Impact Report: hello@blueroadacademy.com

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