



UBBU

FACT SHEET 8

Supporting children's digital skills development



PRESENTATION

Ubbu is a European educational platform that aims to introduce children aged 6 to 12 to programming, computational thinking, and digital issues in a fun, inclusive, and responsible way. Developed for integration into schools, Ubbu offers a structured learning path for coding and algorithmic logic, while addressing civic issues such as sustainable development, digital rights, and online security. Thanks to a progressive method, turnkey educational resources for teachers, and a child-friendly interface, Ubbu helps train the digital citizens of tomorrow from a young age, while strengthening equal opportunities in access to digital skills.

Through gamification, interactive activities, lessons, and projects, UBBU introduces young learners to the world of programming, logic, and problem-solving, while stimulating their curiosity and creativity. This initiative aims to address the shortcomings of current education systems and help children adapt to the demands of today's world.



UBBU IN A FEW WORDS

Ubbu is an educational platform designed to introduce children ages 6 to 12 to programming and logical thinking, while developing their digital literacy in a fun and progressive way. Through gamified activities, creative projects, and content aligned with the Sustainable Development Goals, Ubbu makes it easy for teachers to integrate coding into their classrooms, even without technical expertise.

IN A FEW NUMBERS

This project has already reached more than 300,000 students in 20 countries and continues to prepare future generations for the digital world. In 2023/2024, in mainland Portugal, the platform was used in approximately 370 school groups (AE/Ena), by more than 1,400 teachers and 48,000 students, who completed more than 8.8 million activities.



Would you like to know more?

<https://ubbu.io/pt>

PARTNERSHIPS & COLLABORATION

The development and deployment of Ubbu are based on a strong dynamic of public and private partnerships. The platform benefits from the institutional support of the Portuguese Directorate General of Education, as part of the INCoDe.2030 program, as well as from the Foundation for Science and Technology (FCT).

It also receives financial support from committed stakeholders such as Siemens, which is supporting the project for three years.

At the European level, Ubbu has been recognized by the European Commission, which awarded it the European Digital Skills Award 2023. This recognition reflects a commitment to collaboration with public schools, educational authorities, teachers, and educational innovation stakeholders to promote digital inclusion from an early age.

OBSTACLES AND SOLUTIONS

In its mission to introduce coding lessons on a large scale in primary schools, Ubbu faced several obstacles: lack of teacher training, unequal access to digital tools, and resistance to change in some educational environments.

To address these challenges, the platform was designed to be intuitive and accessible to all teachers, even those without technical skills, with turnkey educational resources and step-by-step support.

Furthermore, Ubbu is free for public schools, thus reducing financial barriers, and encourages the use of existing equipment.

Finally, the platform's gradual integration into national educational curricula and institutional support strengthen its adoption and legitimacy in the field.



VISION OF THE FUTURE

Ubbu is an online platform created with the social mission of preparing all children for the new digital society by teaching computer science and programming.

It aims to contribute to positioning Portugal at the forefront of developing computational thinking and digital literacy among public school students in the first and second cycles of basic education, with the support of the Directorate-General for Education.

In July 2024, the European Commission recognized the project by awarding it the European Digital Skills Award 2023, in the "Youth Digital Empowerment" category.

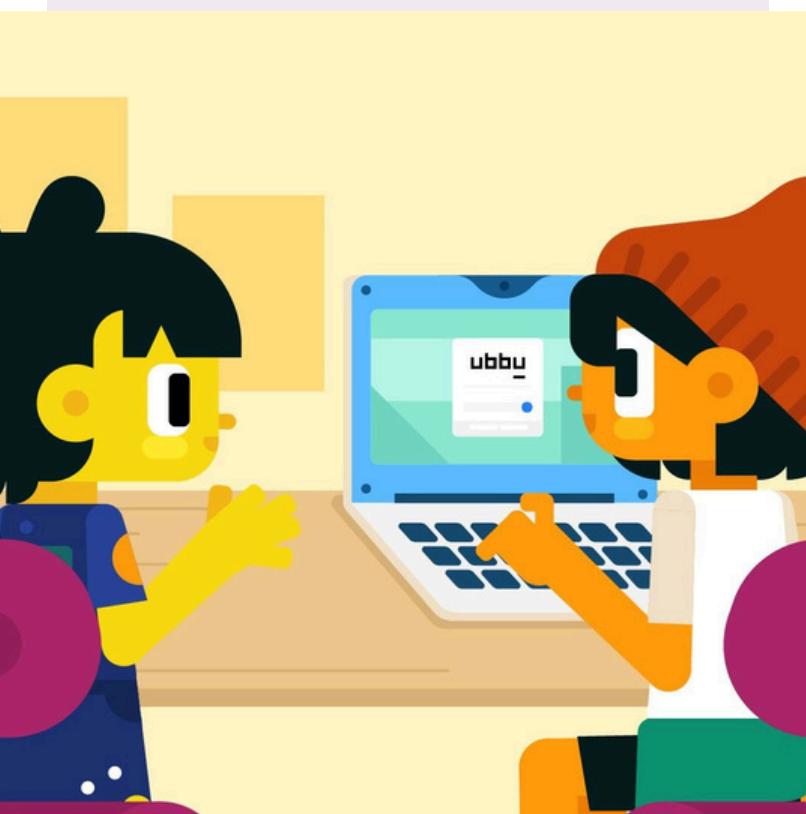
POSTURE OF THE DIGITAL MEDIATOR

The role of a digital mediator with young people, particularly in the context of a project like Ubbu, is based on a caring, playful, and educational approach.

It's not just about imparting technical skills, but also about awakening curiosity, valuing trial and error, and creating a safe environment where each child feels empowered to learn at their own pace.

The mediator acts as a facilitator, encouraging exploration and cooperation between children, while translating abstract digital concepts into concrete, accessible, and motivating activities.

They adapt their language, demonstrate active listening, and encourage children's gradual autonomy, while remaining vigilant about issues related to digital citizenship, security, and respect in connected environments.



SPECIFICITIES TO TAKE INTO ACCOUNT

Working with a young audience requires taking into account several specific factors related to children's age, cognitive development, and attention spans.

Digital mediators must adapt their methods to maintain engagement and interest, favoring an interactive, rhythmic, and visual approach.

It is essential to create a reassuring, structured yet flexible environment where children can learn without pressure, valuing individual progress rather than performance.

The level of abstraction of concepts must be gradually introduced, drawing on concrete examples and everyday situations.

Furthermore, the playful dimension is central: games, storytelling, and role-playing are powerful levers for facilitating the acquisition of knowledge.

Finally, it is important to keep in mind the diversity of profiles, particularly in terms of maturity, familiarity with digital technology, language, and self-confidence, and to adjust support accordingly.