
We Are Play Lab

but you can call us WAP :)

WE ARE ACCELERATING POSITIVE CHANGE IN K12 EDUCATION



EXECUTIVE SUMMARY

Our mission and vision



We Are Play Lab is a nonprofit organization on a mission to empower children with the skills, attitudes and knowledge they need to thrive in the future. To achieve our vision, we elevate public discourse around the importance of 21st century skills and we create effective, convenient and affordable new ways to deliver 21st century education. Fearlessly challenging the status quo, we develop projects, products and interventions supporting parents, educators and communities to transform ordinary places into extraordinary playful learning opportunities infused with essential 21st century skills.

Bridging the 21st century skills gap

Technological innovations, changes in the workforce, and the global nature of many challenges our society is facing require a big shift in how education is defined and delivered. The digital economy requires individuals to be able to filter, analyse and create meaning from the vast amount of information available online. Social and emotional skills as well as complex reasoning and abstraction skills can empower kids to take advantage of the opportunities in the digital economy and thrive in the future.

To prepare children for the future, we need 21st century education approaches. According to *WEF's Future of Jobs Report 2016*, 65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist, most of which will be supported by technology. In such a rapidly evolving employment landscape, the ability to anticipate and prepare for future skills requirements is increasingly critical for businesses, governments and individuals in order to fully seize the opportunities presented by these trends.

Accelerating positive change is K12 education

We believe that parents, educators and communities have extraordinary powers to influence a child's development. By supporting them with actionable insights on 21st century skills, they can raise the caring, creative, competent and responsible citizens of tomorrow.

Informed by research, together with our partners and through participatory design interventions, we create effective, convenient and affordable learning opportunities in everyday places. We support the key participants in the life of children to empower them with the breadth of skills (*Center of Universal Education at Brookings, Skills for a Changing World, 2016*) they need to thrive in their future work and life.

We are at the very beginning of our journey and in full prototyping mode. Through the first projects launched in Switzerland this year, we are testing and validating our approach. Learn more about our journey: wap.rocks