

Case Study

Empowering the Next Generation:

Mido Foundation and KnowBe4 Student Edition



Industry

Non-Profit Focused on Education and Digital Skills Development

Location

South Africa

Challenge

Introduce cybersecurity awareness training to under-resourced schools and empower young girls with digital literacy skills.

Mido Foundation is dedicated to transforming lives through technology, equipping young learners in Africa with the confidence and skills needed for successful employment. As part of its mission, the foundation launched **Cyber Power Girls**, a 10-week program designed to provide cybersecurity awareness training for young girls aged 16 to 18.

The program was introduced in under-resourced schools where access to digital literacy education is limited. Recognizing the growing need for cybersecurity awareness for young girls, Mido Foundation sought an effective product to educate learners on digital safety and threats.

“We identified a significant gap in cybersecurity awareness among learners, particularly young girls. There was a critical need to empower them with the knowledge and skills to navigate digital spaces safely,” says Michelle Kim Swartland, Project Coordinator for Cyber Power Girls.

This realization led the foundation to partner with KnowBe4 and implement KnowBe4 Student Edition, security awareness training curated specifically for learners ages 16 and up.

At a Glance

- ▶ 150 female learners participated in the Cyber Power Girls program, using KnowBe4 Student Edition
- ▶ 10-week pilot program provided critical cybersecurity awareness training
- ▶ Positive learner engagement, with strong feedback on video-based learning content
- ▶ Increased learner awareness of phishing, malware and online safety among learners
- ▶ Strong interest in continuing the program pending additional funding



Implementing KnowBe4 Student Edition

With the support of KnowBe4, Mido Foundation integrated Student Edition into its digital literacy initiatives. “It’s important for us to meet learners where they are educated, so we have established digital hubs in various schools that serve as training centers,” Swartland says.

Implementation was seamless, thanks to KnowBe4’s intuitive platform. “The setup was straightforward, and our facilitators quickly became comfortable delivering the content,” Swartland says. “The learners engaged well with the KnowBe4 Student Edition training, especially the video modules, which made complex cybersecurity concepts more accessible.”

KnowBe4 Student Edition training modules, each of which were usually about 10 minutes long to keep the learner’s attention, were conducted twice a week over the 10-week program. The training covered essential cybersecurity topics such as phishing awareness, safe web browsing, malware identification, and online scams and extortion.

“Our Cyber Power Girls would watch the engaging security awareness videos and then have a quick quiz after to reinforce their learning,” Swartland says. The program also incorporated real-world scenarios to help learners recognize and respond to potential cyber threats.

“The learners engaged well with the KnowBe4 Student Edition training, especially the video modules, which made complex cybersecurity concepts more accessible”

Michelle Kim Swartland, Project Coordinator,
Cyber Power Girls

Learner Engagement and Program Impact

The response from learners was overwhelmingly positive. As expected, many had never received cybersecurity training before and found the lessons eye-opening. “Some of the learners had already encountered real phishing attempts or online scams but didn’t fully understand them. The KnowBe4 Student Edition training gave them the knowledge to protect themselves,” Swartland says.

The Cyber Power Girls pilot program was funded by the UK Government's Commonwealth Secretariat, so it was important to understand what worked and where there was additional opportunity. After the initial 10-week pilot program, Swartland felt confident reporting the following:

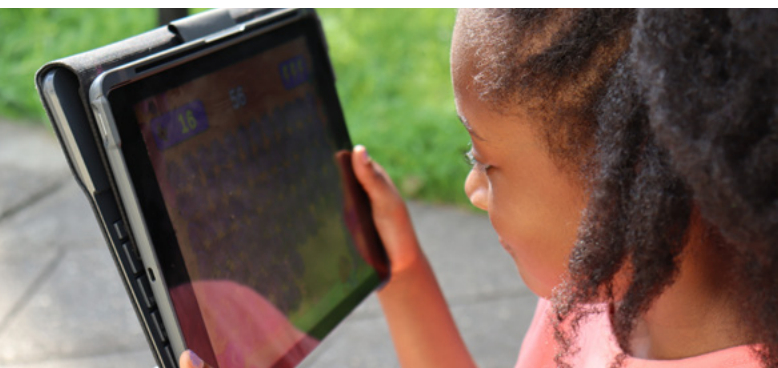
- **Preference for video-based learning:** Learners found the video content more engaging compared to text-heavy materials
- **Increased confidence in identifying cyber threats:** Many learners reported feeling more equipped to recognize and avoid online scams
- **A spark of interest in cybersecurity careers:** While the program wasn't designed to funnel learners directly into cybersecurity careers, it successfully piqued the interest of some participants

The Future of Cyber Power Girls

The 10-week pilot program is complete and Mido Foundation hosted a Certificate Ceremony to celebrate the achievements of the young girls who completed the program. Funders expressed strong support for the initiative, and Mido Foundation plans to submit a proposal for renewed funding to continue and expand the program.

"We're incredibly proud of the young girls who completed this program, and hope to bring it back next year and further refine our approach. We'd love to continue working with KnowBe4 because their platform made a huge difference," Swartland says. "KnowBe4 has the expertise to develop such an engaging and relevant curriculum, so KnowBe4 Student Edition was invaluable."

By fostering cybersecurity awareness at an early stage, Mido Foundation is helping to create a new generation of informed digital citizens, equipped with the skills to navigate an increasingly complex digital world.



"KnowBe4 has the expertise to develop such an engaging and relevant curriculum, so KnowBe4 Student Edition was invaluable."

Michelle Kim Swartland, Project Coordinator,
Cyber Power Girls

KnowBe4

KnowBe4, Inc. | 33 N Garden Ave, Suite 1200, Clearwater, FL 33755
855-KNOWBE4 (566-9234) | www.KnowBe4.com | Sales@KnowBe4.com

© 2025 KnowBe4, Inc. All rights reserved. Other product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.