Raspberry Pi Foundation

Experience AI

Global impact report

Democratising access to AI education for millions of young people

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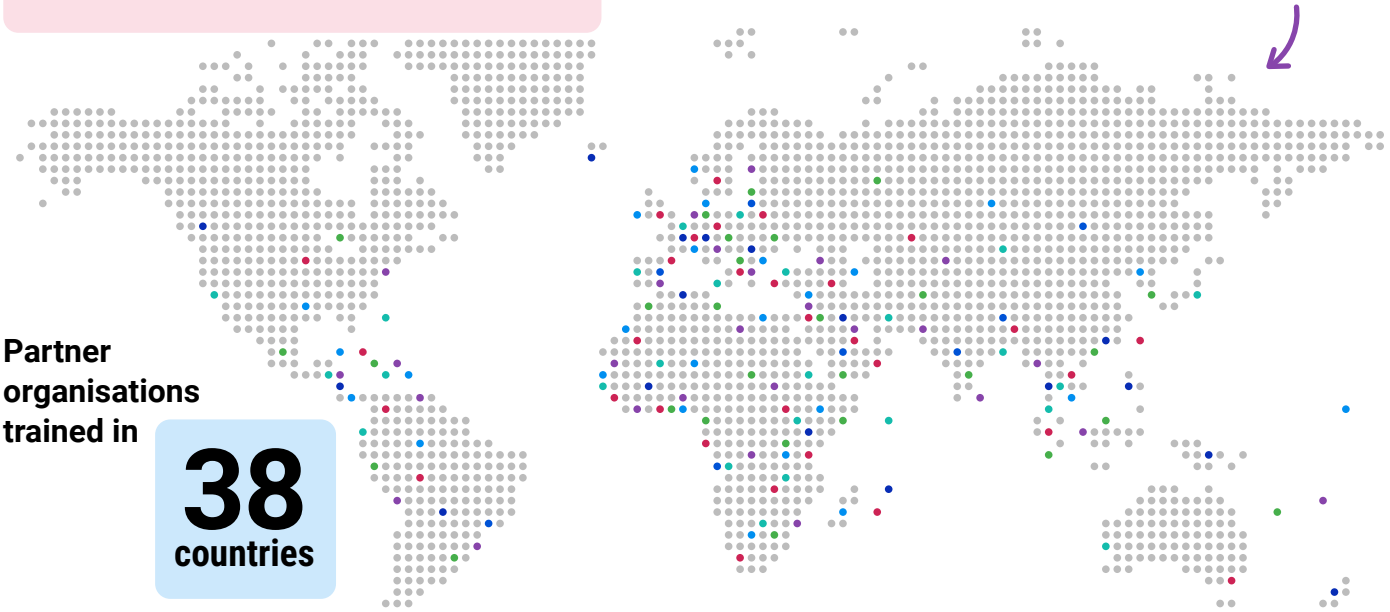
↗ Students using Experience AI in the classroom in Malaysia

Impact highlights

More than **30,000** educators trained, who can reach an estimated **2.9 million** young people

Over **700,000** resource downloads in more than 180 countries



Partner organisations trained in **38 countries**

90% of educators agreed Experience AI increased their students' knowledge of AI concepts

89% of students agreed that they better understand what AI and machine learning are

93% of educators agreed that Experience AI training increased their knowledge of AI concepts

87% of students agreed that they know more about the benefits and risks of AI

Resources available in 19 languages and partial bilingual translations in 3 languages

1 UNESCO prize: Laureate for the 2025 UNESCO King Hamad Bin Isa Al-Khalifa Prize for the Use of ICT in Education

Foreword by Philip Colligan CBE, CEO, Raspberry Pi Foundation

Artificial intelligence is already reshaping the way we live, learn, work, and interact; and we are only at the beginning of what promises to be one of the most significant waves of technological innovation in history.

Equipping all young people with the knowledge and skills to not only participate in, but proactively shape that AI-enabled future is one of the most important educational challenges we face. That's why we partnered with Google DeepMind to create Experience AI.

We wanted to empower teachers to provide their students with a foundational understanding of AI technologies, how they are built, the opportunities they create, and their limitations. We wanted to inspire young people about the potential for AI technologies to solve problems, and enable them to make informed decisions about the role they want AI to play in their lives.

As with all of our work, we started with original research to define AI literacy, going beyond promoting superficial awareness of AI applications to ensure that young people develop a deeper understanding of the engines, models, and data that power AI systems. Working with research scientists at Google DeepMind ensured that the Experience AI lessons reflect the latest state of the field and were brought to life through compelling, real-world applications and inspirational role models.

Thanks to generous funding from Google DeepMind and Google.org, we have built a global network of education partners that have helped us localise the classroom resources and that are delivering culturally relevant training and professional development to educators in 38 countries.

As this impact report shows, we are already making a difference on a global scale by helping millions of young people develop AI literacy, and we are only just getting started. Over the coming year we are expanding the range of content, expanding our global network of education partners, and welcoming new funding partners and supporters, including the Broadcom Foundation, Infosys Foundation, and others. AI literacy is a global challenge that can only be solved through a genuinely global movement. That is what we are building.

I want to thank our colleagues at Google DeepMind and Google.org, and all of our partners for making this possible. I also want to pay tribute to the tens of thousands of educators who are working so hard to ensure that their students are in the best possible position to share in the benefits that AI technologies promise.

Philip Colligan CBE

CEO, Raspberry Pi Foundation

Foreword by Melanie Eusebe, AI in Society Director, Google DeepMind Impact Accelerator

At Google DeepMind, we believe that for AI to benefit humanity, people everywhere should be empowered to understand it and shape its future. This conviction led us to co-create Experience AI together with the Raspberry Pi Foundation in 2022, not just as a reaction to the rapid pace of innovation, but as a commitment to the fundamental importance of AI literacy.

We saw a unique opportunity to bridge the gap between our frontier research and the classroom by bringing high-quality, research-informed resources to young people.

Experience AI's success is rooted in the strength of collaboration. Our work with the Raspberry Pi Foundation demonstrates when frontier AI researchers and expert educators join forces, we can create meaningful change at a global scale. Reflecting on our progress in 2026, we are proud not just of the numbers, but of the vibrant global community working to democratise access to AI education.

Our role in this journey has been one of both scientific stewardship and global enablement. A dedicated working group of Google DeepMind scientists and engineers worked closely with the Raspberry Pi Foundation to ensure that the resources reflect the real-world complexities and ethical foundations of modern AI. We are particularly proud that these materials feature Google DeepMind research and role models, giving students a window into the diverse teams and transformative projects driving the field forward.

Beyond technical insight, we were privileged to provide the foundational funding to help transition the programme from its initial pilot phase to implementation across countries including Malaysia, Canada, Romania, India, Nepal, and Kenya. Through continued partnership with our colleagues at Google.org, this support has further expanded to reach educators across Europe, the Middle East, and Africa, as well as the recent expansion into Latin America.

As we celebrate these milestones, we remain inspired by the creativity and dedication of the global educator community. The true heart of this impact lies with the extraordinary teachers who have embraced this challenge. These teachers are the essential guides for the next generation, helping students move beyond being mere users of AI to becoming critical thinkers who understand its benefits, risks, and societal implications.

Together, we are enabling young people to navigate and understand AI with confidence, responsibility, and agency.

Melanie Eusebe

AI in Society Director, Google DeepMind Impact Accelerator

Executive summary

Experience AI is a free educational programme that helps teachers and students learn about artificial intelligence (AI). It was developed in collaboration with Google DeepMind and includes lessons, classroom resources, and hands-on activities to help students develop a foundational understanding of AI technologies, their social and ethical implications, and the role that AI can play in their lives.

Working with a growing partner network of educational organisations around the world, we localise and translate resources, deliver teacher training, and create opportunities for young people to understand how AI works and how to use it responsibly.

To date, Experience AI resources have been downloaded over 700,000 times across more than 180 countries and are available in 19 languages. We have upskilled a network of partners in 38 countries, who have trained more than 30,000 educators reaching an estimated 2.9 million young people.

Our evaluation findings show strong impact: the vast majority of educators trained through Experience AI report increased knowledge of AI concepts, while most students say they better understand both how AI works and its benefits and risks after taking part in Experience AI lessons.

In 2025, Experience AI was recognised as a laureate for the UNESCO King Hamad Bin Isa Al-Khalifa Prize for the Use of ICT in Education. The Prize's independent, international jury commended the programme for its strong ethical foundation and wide international reach.

This impact report[1] describes how Experience AI strengthens teacher confidence, deepens student understanding, and supports the development of AI literacy in classrooms around the world.

↗ At the award ceremony of the 2025 UNESCO King Hamad Bin Isa Al-Khalifa Prize. © Government of the Kingdom of Bahrain

[1] The data included in this report is correct as of 16 February 2026.

Our approach to creating impact with Experience AI

Research-informed design

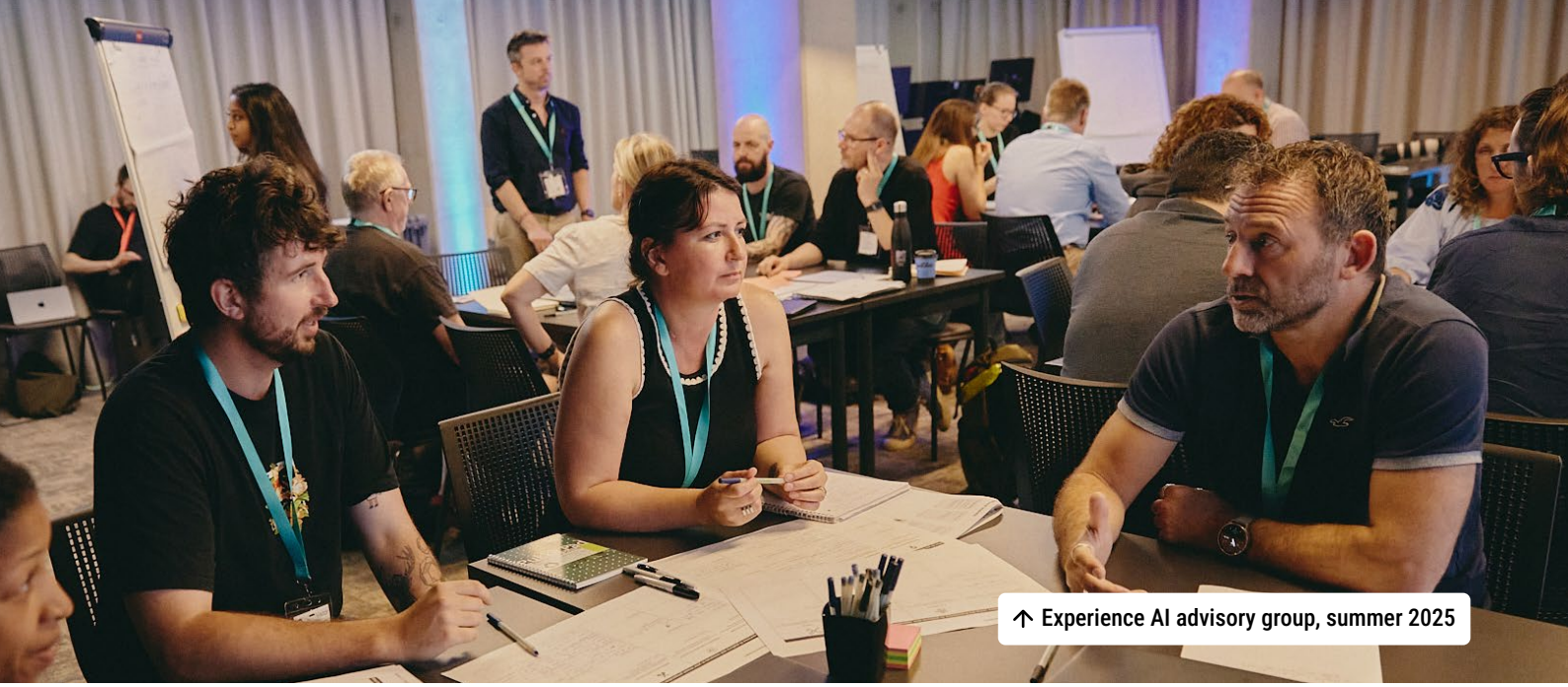
At the heart of all Raspberry Pi Foundation products is a research-informed approach that ensures our resources are grounded in evidence about how young people learn about computing and artificial intelligence.

The Experience AI resources were developed using work from the Raspberry Pi Computing Education Research Centre. At the time, their work on AI education included an analysis of AI education materials that identified gaps and opportunities for structured learning. The Research Centre had also developed the SEAME framework for categorising AI learning content. SEAME groups concepts across social and ethical aspects, applications, models, and how AI systems work. We used both these pieces of work to inform and balance the content in the Experience AI resources, ensuring that learners gain both conceptual understanding and critical awareness of AI technologies.

We developed research-informed design principles for Experience AI. One key principle is avoiding anthropomorphism in explanations and images. By avoiding words and images that imply AI has human traits or intentions, learners can more easily understand that AI systems are data-driven technologies created and governed by people. Another principle is highlighting the differences between data-driven and rule-based paradigms of computing and computational thinking[2] in order to help learners avoid misconceptions about how machine learning works.

We have mapped our curriculum directly to the UNESCO AI Competency framework for students. Our analysis shows a strong alignment between our foundational lessons and UNESCO's core pillars, particularly in fostering a human-centred mindset and establishing a data-driven approach to problem solving. This framework provides a research-backed roadmap for our future development. It helps us identify specific areas for expansion, such as deeper application and creation skills, to ensure we continue providing young people with the essential values and knowledge needed to navigate AI technologies.

[2] See this Pedagogy Quick Read for a summary of one research team's view of the differences in teaching about these two paradigms.



↑ Experience AI advisory group, summer 2025

Collaboration with partners and educators

Experience AI's impact is amplified through collaboration with partners around the world. Culturally relevant teaching is key to meaningful AI literacy, so we work with educational organisations to localise materials to ensure students in different contexts can relate to them. Rather than simply translating language, localisation adapts real-world examples and lesson scenarios to align with learners' everyday lives and cultural backgrounds, drawing on local partners' expertise to make concepts tangible and relevant. In this way, collaboration helps ensure Experience AI is not only globally accessible but also locally meaningful, supporting teachers and learners to engage deeply with AI topics through resources that reflect their lives and communities.

We also have an advisory group of educators who we call upon for feedback on early stage developments for Experience AI. Last summer, we brought together a subgroup of teachers from the UK at Google DeepMind headquarters in London to gather their input on some of our latest updates. This included feedback on an early version of the chatbot for the Experience AI website. Launched in September 2025 and powered by Gemini 2.5, this tool is intended to address teachers' common questions and help them navigate and understand the resources and the concepts to be taught.

Rigorous impact evaluation

Like all Raspberry Pi Foundation initiatives, Experience AI is rigorously evaluated to help us understand the impact it makes for young people, and decide how to improve the programme.

We measure the impact of Experience AI using a mixed-methods approach comprising:

- Resource download data from the Experience AI website
- Monitoring data from partner organisations
- Survey responses from partners, educators, and students
- Qualitative data captured by partners through lesson observations, teacher interviews, and student focus groups

This combination of approaches allows us to capture data across a wide range of contexts. The data gathering and evaluation activities inform iterative improvements to the Experience AI resources and training.

Impact story

From puzzlement to curiosity

John Pierce, Mwingo Academy Primary School, Kenya

Educator John Pierce at Mwingo Academy has seen first-hand how Experience AI has transformed both his teaching practice and his students' engagement with technology. He believes that AI education should begin early, as it helps shape young people's future pathways and helps them understand the world beyond their local environment, "not only where they grow up, but globally".

Before joining the programme, John admits, "I thought that AI was complicated — maybe a puzzle". Through the training and ready-to-use resources, his perspective shifted. He now teaches students that "AI is not here to replace humans, but AI is here to work in collaboration with humans".

The impact is clear in his classroom. "My learners are really enjoying the lessons," he says, with students eagerly asking when the next computer class will be. Their engagement extends beyond the classroom, with students sharing what they have learned at home and parents providing positive feedback.

> **"My learners are really enjoying the lessons… They keep asking, 'Teacher, when are you having computer classes?'"**

For John, Experience AI has transformed AI from a daunting concept into an engaging, practical learning opportunity. It has increased his confidence and helps him inspire his students to see themselves as active participants in the future of technology.

Global reach

To date, Experience AI resources have been downloaded over 700,000 times in more than 180 countries. The first Experience AI resources were published in April 2023, designed for UK secondary educators and freely accessible anywhere in the world.

Later in 2023, with support from Google DeepMind, we started work to bring Experience AI to young people in 8 countries including Malaysia, Romania, India, and Kenya in partnership with local educational organisations. Thanks to funding from Google.org, we have since onboarded partners spanning a further 20 countries across Europe, the Middle East, and Africa throughout 2024 and 2025. In 2026, we are bringing the programme to even more areas including New Zealand and Latin America.

We work with Experience AI partner organisations to localise and translate the resources for their contexts. The resources are so far available in 19 languages, and partial bilingual translations in a further three.

Partners also collaborate with us to train educators to use the resources in their classrooms. We provide educator development via a cascade training model where we train representatives from partner organisations who then train local educators.

To date, we have trained more than 300 representatives in 38 countries. They in turn have trained over 30,000 educators, who can reach an estimated 2.9m young people with Experience AI.

↑ Teacher training, Kenya

↖ Lee Siew Ling

Impact story

From uncertainty to confidence

Lee Siew Ling, SJK (C) Kai Chee, Malaysia

For Lee Siew Ling, Senior Assistant (Administration) at SJK (C) Kai Chee, AI education is not just about awareness, it is about helping young people understand how technology works so they can use it wisely and responsibly.

Before finding out about Experience AI, Madam Lee was familiar with basic AI tools but felt she lacked the resources to teach the topic in depth. “Before this, I just shared simple examples of short videos without proper resources,” she explains. “It was too hard to explain the concepts clearly to my students.”

Experience AI has changed that. The clear, structured lessons and hands-on activities made complex ideas accessible. “The materials make it easier to teach AI because the lessons are clear and simple,” she says. “My students can now understand complex ideas through hands-on activities.”

> **“After using the materials and seeing how my students enjoyed the lessons, I became more confident to teach and guide them.”**

Although Madam Lee initially felt nervous about teaching a new and rapidly developing subject, her confidence quickly grew. “After using the materials and seeing how my students enjoyed the lessons, I became more confident to teach and guide them.”

The resources have also reduced preparation time, allowing her to focus on supporting her students rather than creating material from scratch.

Through Experience AI, Madam Lee has moved from feeling nervous about teaching AI to confidently guiding her students through complex technological concepts, equipping them with the understanding they need to navigate the future responsibly.

Impact for educators and young people

The Experience AI training and resources help educators to build their knowledge, skills, and confidence in preparation for teaching students about AI. In the post-training feedback survey[3]:

93% of educators agreed the training increased their knowledge of AI concepts

87% of educators agreed the training increased their confidence to teach AI concepts

Moreover, our surveys found that 86%[4] agreed the Experience AI session resources were high quality and useful to support their teaching. This is backed up by qualitative feedback from partners and educators.

"The training is structured, very well planned, sequential, and clear to understand."

– Educator trained by Latvian Experience AI partner Latvijas Interneta Asociācija

"The training was really useful. The resources which have been recommended are excellent."

– Educator trained by Irish Experience AI partner Kinia

"It's a great learning experience. High-quality materials and resources."

– Representative of Nepalese Experience AI partner Digital and Beyond

Educators' feedback on outcomes for learners was equally positive. In the follow-up survey:

90% of educators[5] agreed that Experience AI had increased their students' knowledge of AI concepts

91% of educators[5] agreed that Experience AI had increased their students' understanding of how AI is changing the world and can be used to solve problems

89% of educators[6] agreed the sessions increased their students' understanding of the societal and ethical issues involved with AI technologies and how to critically evaluate them

[3] Sample size: 16,955 educators
[4] Sample size: 12,067 responses to educators' post-training and follow-up surveys
[5] Sample size: 1104 educators
[6] Sample size: 725 educators who taught the respective lessons

"For other educators, I would highly recommend giving the Experience AI lessons a try. The resources are well-structured, accessible, and adaptable across subjects — even if you don't have a technical background. As a Biology teacher, I found the materials easy to connect with real-world scientific themes like genetics, health, and environmental science. The lessons not only build student understanding of AI but also encourage critical thinking and creativity."

– Educator, UAE

"These lessons help students use the digital world more consciously."

– Educator, Turkey

Educators found the resources well-structured, with clear objectives and explanations that support student learning. They saw that the lessons were engaging for learners, particularly the interactive activities. During lesson observations, partner representatives witnessed high student engagement. Learners were able to provide examples of knowledge they had gained through the lessons.

In the student survey[7]:

89% of students agreed they better understand what AI and machine learning are

87% of students agreed they know more about how AI is used in the world

87% of students agreed they know more about the benefits and risks of AI

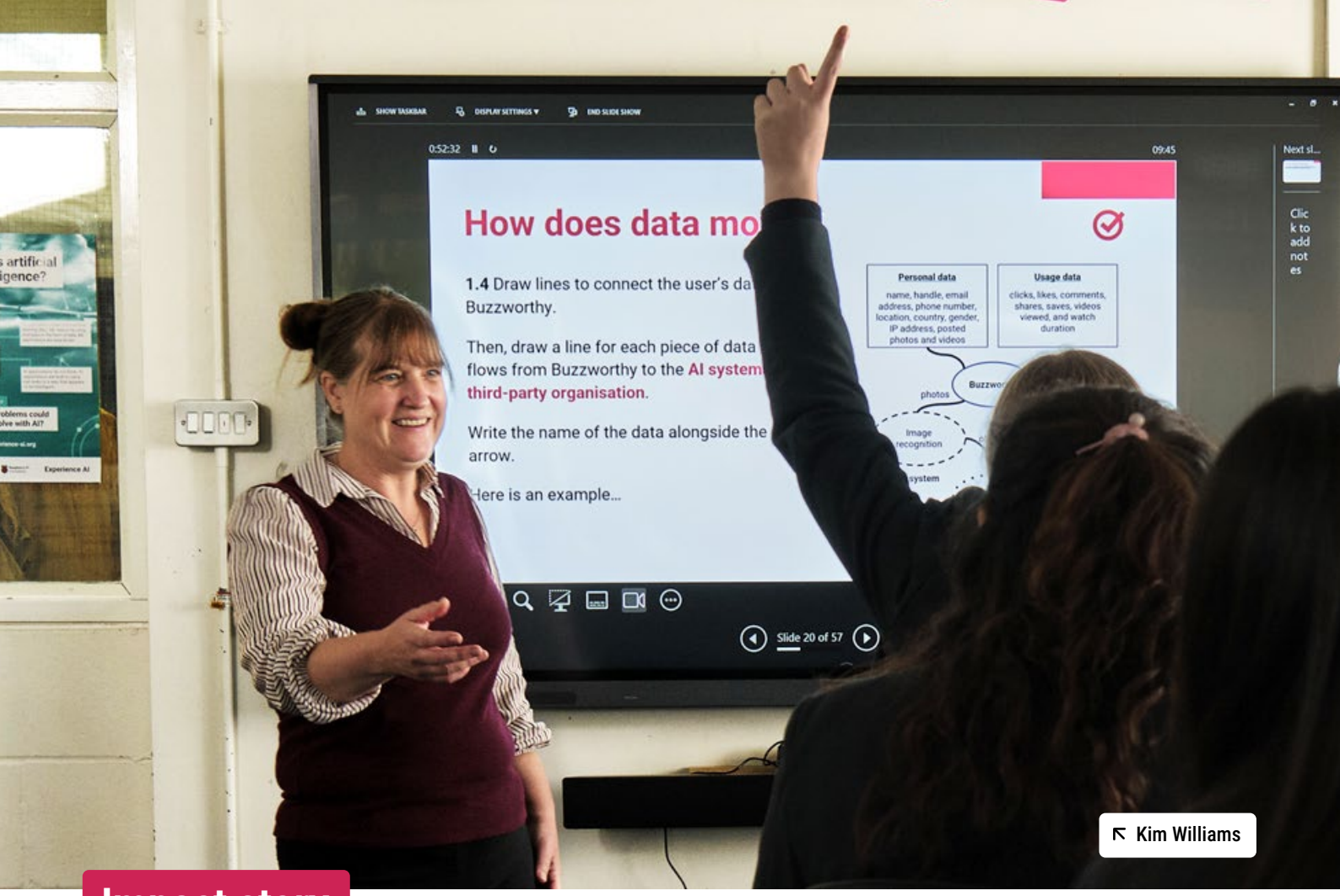
"I've learned that AI is transforming jobs by automating routine tasks, enhancing decision-making, and creating new roles in various fields."

– Student, Malaysia

"I now know what the risks of using AI are (I didn't before)."

– Student, Poland

[7] Sample size: 23,985 students



Kim Williams

Impact story

Strengthening trust

Kim Williams, Wymondham College, UK

As Head of Computing at Wymondham College, Kim Williams values the structure and credibility that Experience AI brings for her department. While her team had already been discussing AI and AI ethics, teaching relied largely on individual knowledge and examples. "Experience AI gave us a real structure to follow," she explains, along with "trusted resources" that deliver key messages clearly and consistently.

The resources have helped embed critical thinking and responsible use of AI across lessons, while also addressing common misconceptions. Kim says, "The students have loads of questions about [AI], loads of misconceptions that we can deal with through [the Experience AI Foundations unit]."

Kim also values the reassurance that comes from the programme's development partnership. She says, "It's just really reassuring when someone like Google DeepMind and the Raspberry Pi Foundation produce something for us to pick up and teach because we know we're on the right track and giving the right messages to the students."

> **"It's just really reassuring [...] because we know we're on the right track and giving the right messages to the students."**

Looking ahead

Resource updates

Based on academic research findings, impact data we gather, and feedback we receive, we regularly update and expand Experience AI to better support educators.

In January 2026, we published an updated version of the Experience AI 'Foundations of AI' resources in English. The resources are now available for download and are being tested before they will be localised and translated in collaboration with partners. Updates were made to reflect:

- New developments in AI technology
- Feedback from educators requesting shorter lesson/session lengths, simpler language, and additional hands-on activities for learners
- Outcomes from the first phase of an independent accessibility review funded by Google.org

We are also in the process of updating and improving the training that we offer to teachers, including online courses and webinars, and in-person training delivered with the global network of education partners.

We are currently also testing an approach to capturing student assessment data that will further strengthen the impact evidence for Experience AI, as well as provide valuable insights into student understanding that we will use in our future development of the resources.

↑ Senior Learning Manager, Ben Garside, with students in Kenya

New resources

In 2026, we will be developing new Experience AI resources. This will include material for cross-curricular (integrated) lessons developed in partnership with Digital Moment in Canada to enable teachers to bring AI concepts and skills into subjects such as science, language, and the arts. These resources will make it easier for many more educators to incorporate AI literacy lessons into their timetables.

The currently available Experience AI resources were designed for learners aged 11 to 14. This year, we will also develop and release resources designed for younger and older learners.

Expanding the global partner network

We will continue to expand our network of education partners, and are exploring different models of partnerships to help create opportunities for more young people worldwide. This includes work to grow our network of partners in Africa, thanks to funding from the Ezrah Charitable Trust.

By the end of 2026, we expect that over 45,000 educators from more than 45 countries worldwide will have received training and will have gained the skills, knowledge, and confidence to bring AI literacy to their classrooms through Experience AI. In total, these educators can reach an estimated 4.4 million young people.

Ensuring that young people have the opportunity to learn how AI works, how to use and create AI tools responsibly, and how to think critically about them is a responsibility we all share.

We look forward to continuing to work with educators and partners worldwide to expand access to Experience AI and bring AI literacy skills to young people all over the world.

Explore the Experience AI resources and learn more at: **experience-ai.org**

↑ Experience AI students in Malaysia

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