



# Corporate impact in Latin America

The Case of Globant

Latimpecto

## The Initiative

Code Your Future is a global program with a strong presence in Latin America whose core mission is to democratize access to technology education, with a focus on vulnerable communities.

The program operates through partnerships, scholarships, mentoring, and professional development opportunities in the technology field, seeking to foster innovation and employability to create fairer opportunities in the digital economy for people over 18 years of age.

This initiative is aligned with Globant's "Be Kind to Humanity" pillar, which aims to ensure that the company can generate a positive impact on society through technology in all its areas, with technology education as a fundamental priority.



### **Corporate:**

Globant.

### **Economic sector:**

Technology.

### **Company Description:**

Globant is a software engineering and technology services company that specializes in the development of end-to-end digital solutions, including software engineering, artificial intelligence, data analytics, cloud, cybersecurity, user experience, blockchain, IoT, and the metaverse, among others.

### **Program Name:**

Code your Future.

### **Countries of implementation:**

More than 15 countries worldwide.

### **Target population:**

Historically marginalized communities.

### **Capital invested to date:**

USD +7 million.

# Impact Strategy Context

## The Challenge



In Latin America, high youth unemployment affects well over 25 million young people who are neither working nor studying, despite growing demand for talent in the rapidly expanding technology industry.

At the same time, large segments of the population—especially those in vulnerable situations with limited access to education and professional networks—remain excluded from the technology labor market. This reality is even more acute for historically marginalized groups such as refugees, people impacted by armed conflict, war veterans, people with disabilities, and young people from low-income backgrounds, whose substantial hidden talent faces a persistent lack of opportunities for development.

At its core, the gap between the industry’s demand and the untapped potential of millions of young people represents a pressing challenge.

## The Solution



Technology has the capacity to transform territories and communities into vibrant tech hubs, helping to reverse problems such as migration, unemployment, and poverty by generating high-quality jobs and boosting the export of services.

The central objective of Code Your Future is to bring education and employment opportunities in technology to communities that currently lack them, as a first step toward transforming their realities.

By helping to consolidate local technology ecosystems through skills development, the program seeks to attract greater investment, more educational institutions, and new technology companies in the regions where it operates, creating a virtuous cycle that significantly drives local development.

# Governance Strategy

## The role of the corporate

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Globant is comprehensively and strategically involved in the development of Code Your Future; its contribution goes beyond funding to include specialized technical expertise, profound industry experience, and cutting-edge training methodologies.

The Sustainability area leads coordination with organizations and other partner entities and mobilizes employees across the company to participate actively as volunteers. This participation takes shape through mentoring programs and technical and inspirational talks that foster genuine engagement with beneficiaries.

Technology teams play a crucial role in the design and continuous updating of curricula and define the specific technologies that the program will prioritize for scholarships, bootcamps, and internships.

This interdepartmental coordination—which also involves areas such as Employer Branding, Communications, Recruitment, Finance, and People & Learning—is directly championed by senior management, ensuring comprehensive and efficient program implementation.

## The role of external allies

The scope and nature of partnerships vary according to Globant's level of presence and prior knowledge in each local context.

In regions such as Latin America, where the company has a strong track record and consolidated presence, it implements its large-scale programs and works closely with strategic partners to drive and scale these initiatives.

In contrast, in markets where Globant's presence is more recent, the company adopts a collaborative approach built on local alliances, prioritizing active listening and contextual learning to co-design relevant and sustainable solutions.

# The Value of Partnerships

The program's collaborative approach is grounded in explicit recognition of the expertise of local and governmental organizations, which hold invaluable knowledge about the context and needs of the target populations.

The strategy is to complement this local expertise with Globant's technical capabilities and training methodology, creating a synergy that maximizes the program's impact.



The implementation of Code Your Future relies on partnerships between Globant and local actors to broaden the program's reach and amplify its impact.

## The Impact Strategy

Code Your Future offers solutions tailored to different levels of need through a flexible, adaptable model that recognizes the specific characteristics of each region while preserving a common purpose and set of objectives.

At its core, the program provides scholarships and technical training as an entry point into the technology ecosystem, followed by bootcamps that deepen the practical application of knowledge and facilitate workplace immersion, with employability as the ultimate goal—either through direct hiring or by helping to build a talent pool for other companies in the sector.

In addition, Code Your Future is complemented by The Inspire Garage, a sister program created by Globant that focuses on inspiring children and young people to explore the world of technology, serving as an introductory and playful stage in the chain of needs. By structuring the pathway from early awareness and motivation, through technical training and bootcamps, to practical internships and employment opportunities, the program tackles multiple barriers to entry into the technology sector and scale its impact.



**Flexible and adaptable model that respects each region's specific characteristics.**



Facilitates participants' insertion into the labor market directly with Globant or contributes to expanding the technology industry's talent ecosystem.

Three-month bootcamps or internships for university students that combine work and training in specific technologies.



Scholarships in key areas of technology, delivered in collaboration with NGOs, educational institutions, or through the "Code Your Future by Globant University" scholarships.



Globant thus offers solutions adapted to different levels of need—starting with awareness, then moving through technical training, bootcamps, and hands-on internships—with employability as the final objective, which increases the scalability of the impact generated.

## Impact Measurement

The Code Your Future program implements a comprehensive impact evaluation strategy in the short, medium, and long term, enabling a more in-depth understanding of the program's effectiveness across multiple dimensions.

In the short term, measurement focuses on operational and direct engagement metrics, such as the number of participants enrolled in the various training programs and the proportion who begin and successfully complete their courses—figures that are essential for monitoring reach and retention within each cohort.

Medium-term evaluation centers on the employability of graduates, covering both the hiring of participants within Globant and their placement in the broader labor market. The ease and accuracy of this measurement vary significantly between program components, since it largely depends on the capacity of strategic partners to track beneficiaries 6 to 12 months after they finish the program.

In the long term, the program seeks to assess transformative community-level impact, with a particular focus on intermediary cities, and has projected significant outcome measurements 10 and 20 years after implementation. This long-term evaluation looks beyond individual trajectories to examine how the program contributes to the socioeconomic and technological development of communities as a whole, especially through the consolidation of local tech ecosystems.

The case of Tandil, Argentina, illustrates how a predominantly agro-industrial region was able to become a technology hub, reversing outward migration, attracting new residents, and generating both high-quality jobs and service exports. Strengthening technological ecosystems through capacity building is expected to attract greater investment, more educational institutions, and new technology companies, thereby creating a virtuous circle that drives local development.



## The Impact Achieved



The program has contributed to training more than **70,000 people worldwide since 2020.**



In 2020, the program undertook to award **15,000 programming scholarships** by 2025 and achieved this goal one year ahead of schedule globally.



In 2024, the program deepened its alliance with NPower, a leading U.S. organization in technology training for military personnel and veterans, by supporting its SkillBridge Cybersecurity program, which seeks to facilitate the labor transition of **500 active-duty service members during their last six months of service.**



Since 2019, the program has supported and trained **more than 4,000 Colombians through various technology training initiatives,** including Code Your Future: Construye Paz, a technology education program for labor-market insertion aimed exclusively at victims of the armed conflict in Colombia and other communities engaged in peacebuilding in the country.



*"Our hypothesis is that, if we can bring opportunities to places that do not have them today, we can transform the reality of those communities. For this reason, Code Your Future's mission is to expand access to education and create social opportunities through technology.*

*But it would be a mistake to apply the same formula everywhere. It is essential to analyze and understand the reality of each local community in order to adapt the program to its needs and generate a truly positive impact.*

*This vision is part of Globant's 'Be Kind' culture and is key to fostering a sense of belonging among the Globers who join the program from each area."*

**Francisco Michref** - Director of Public Affairs and Sustainability at Globant.

## Articulation With the Business

The Code Your Future program is strategically aligned with Globant's business objectives by promoting digital transformation and more equitable access to technology, driven by the company's vision of closing the digital divide and strengthening the technology-talent ecosystem in the regions where it operates. In the long term, this initiative broadens the base of trained professionals for the industry as a whole while also generating positive effects for Globant itself, both in terms of talent availability and strategic positioning.

Direct benefits for Globant include a stronger employer brand and a reinforced reputation as a socially responsible company, while the training of local talent contributes to building a more sustainable labor market and securing a steady talent pipeline over time.

The program's comprehensive management is ensured through the active collaboration of different corporate areas, which keeps it coherent and aligned with business strategy and, at the same time, boosts Glocers' motivation and commitment: by volunteering as trainers or mentors, they connect more deeply with the company's purpose, enhancing both organizational culture and the internal work environment.



# Lessons Learned

## Flexibility is key

One of the main challenges identified is the need to adapt the program to the diverse cultural and socioeconomic realities of different geographic regions.

There is no single solution or universal training offer that can be effectively applied everywhere, since each community has its social, economic, and cultural characteristics that must be considered to ensure the program's relevance and effectiveness. This calls for a flexible, collaborative approach that is highly sensitive to local conditions.

## Corporate branding is a valuable asset

The success of the program's rollout has been significantly bolstered by the company's reputation as an attractive employer and by growing societal interest in technology as a pathway for career development.

These factors have generated strong demand in the program's calls for applications, showing that the corporate brand operates as a highly valuable intangible asset.

The credibility and appeal associated with the brand make it easier to attract participants and reinforce the perceived value of the initiative, which is crucial for its scalability and recognition.

## The value of conscious leadership

The commitment of the founders and an organizational culture grounded in ethical and social-responsibility principles — exemplified by Globant's "Be Kind" culture — have been essential catalysts for the program.

This conscious leadership has ensured the strategic allocation of financial and human resources to manage and communicate the initiative, which not only facilitates its operational implementation but also enhances its attractiveness internally (encouraging employees to participate) and externally (increasing its visibility and acceptance among potential beneficiaries).

## Learn More

<https://www.globant.com/be-kind/code-your-future>

We are grateful for the contribution to the preparation of this case study from:  
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