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PROJECT PROGRESS

1. Project objectives for the period

The DIGITALJOBS project formally started on 1 February 2014 and therefore the first year period ended on 31 January 2015. It must be noted that in order to facilitate the dissemination of the DIGITALJOBS activities and to clarify the link of the project to the Grand Coalition for Digital Jobs, in all communication external to the project, the consortium is referred to as **The Secretariat of the Grand Coalition**. This was agreed with the Commission.

All Work Package (WPs) leader started their activities on the first day of the project, as many of the tasks were foreseen to begin at the very early stages. Other activities instead were activated later in the course of the year. Overall, DIGITALJOBS project required intensive activities in all WPs.

In a logical order, the very first objectives to be met were those related to **WP1 on Project management, monitoring and reporting** whose main aim is to ensure the management of the project according to the Grant Agreement. In line with this, the main objectives of WP1 for the first period were the following:

- establishment of a project management structure to facilitate the coordination of all project tasks. This included the creation of a governance structure composed by the following bodies: an Advisory Board, a Steering Committee and a Project Management Body;
- setting up of project management document repository to facilitate the communications and the circulation of relevant material within the consortium;
- creation of a Project Roadmap (Deliverable 1.1) to define the overall approach of the project as described in the Description of Work (DoW), including the definition of the tasks and responsibilities, project deadlines, reporting rules, and the communication channels within the consortium;
- establishment of reporting and financial management process, which encompassed a regular monitoring of the spending of resources and budget of the consortium partners (these rules have been included in the project roadmap);
- continuous overview of the progress of the project tasks and activities through the organisation of project meetings and online conferences with all consortium partners;
- development of a Quality Plan to describe the internal quality procedures and processes related to the submission of the project deliverables and reports;
- performance of quality assurance controls, including review of tasks, actions, milestones and deliverables, and monitoring of risks related to the implementation of the project tasks;

- maintenance of a direct communication channel with the Commission to inform about the progress of the project and to define the best approach to the different tasks in line with the Commission's expectations;
- preparation of annual activity and financial report to Commission covering the first period of the project (second deliverable of WP1).

All objectives set for the first period in relation to WP1 have been met, and activities will continue during the second project period.

The main objective of **WP2 on Training for digital jobs** is to raise the level of e-skills in the workforce through training so that jobs can be improved. In order to reach this ambitious goal, the following main objectives have been set for WP2 for the first project period:

- scaling a higher education Student Placement Programme across Europe (using among others the model developed in Malta) through the identification of interested stakeholders;
- identification of the five most sought after ICT job profiles;
- ensuring that knowledge about existing pledges related to training for digital jobs is disseminated in all Member States through the Local Coalitions (LCs);
- working with relevant providers of ICT training, assisting in maximising the links between existing pledges and pledgers in order to boost economies of scale,
- identifying new models of best practice of training for digital jobs, and disseminate these through the LCs,
- identifying additional pledges and show case these through the LCs,
- work with SMEs to ensure them relevant supply of upgraded skills for the existing ICT workforce.
- Work with labour market and educational organizations to ensure the right training courses are accessible and known by SMEs and employees
- share best practices from formal/non formal educational programmes that can be multiplied and up-scaled at regional and/or European level

While all these actions have been already undertaken, in order to assess the achievement of the objectives set for the first period, it must be taken into account that all the tasks of WP2 are linked to long term related strategy are expected to be concluded in the second period of the project. Likewise, all deliverable of WP2 are to be submitted in the second project period.

The main aim of **WP3 on Mobility** is to assess how ICT practitioners could be hired from across Member States to meet the demand of employers. In line with this, the following objectives have been set for the first period of activities:

- identify regions with an existing gap between demand and supply and where solutions based on mobility could be envisaged in the short term;
- collect best practices in connection with labour mobility to be exported across EU Member states (Deliverable 3.1);

- develop short-term mobility package solutions for the identified regions;
- set up a group of regional experts on labour mobility to help in the identification of features of possible mobility packages;

All objectives set for the first period in relation to WP3 have been met, and activities will continue during the second period of the project.

The main aim of **WP4 on Certification** is to promote the adoption of a common language to describe and certificate digital skills across Europe. The strategy set to accomplish this goal in the first period included the following objectives:

- stimulate the promotion and take-up of the e-Competence Framework (e-CF) through promotion of the e-CF platform;
- provide support and guidance on the e-CF as an important mechanism to help people to understand a complex certification environment;
- compile best practice guidance for a range of stakeholders to support the improvement of training and certification opportunities for ICT practitioners to advance their careers (Deliverable 4.2)
- promote the e-CF benchmarking tool to help ICT professionals identify their digital competences and best match them to those required by ICT jobs (Deliverable 4.3);
- share best practice around certifications supporting employability especially entrepreneurs and educators;
- promote the e-skills Quality Label for ICT training and certification.

All objectives set for the first period in relation to WP4 have been met, and activities will continue during the second period of the project.

WP5 address one the main focus areas of the Grand Coalition for Digital Jobs, namely **Attracting people to ICT by awareness raising activities**. The objective of WP5 is to raise awareness on the Grand Coalition and its results and to engage more stakeholders in its activities. WP5 complement the activities of another major initiative for the European Commission the eSkills for Jobs campaign of the Commission whose main focus is to raise awareness about the many job opportunities that are available for those who have the right e-skills. Accordingly, the main objectives of WP5 are:

- engage with the pledgers of the Grand Coalition to contribute to the dissemination of their activities across Europe;
- promote the activities of the Grand Coalition to engage with additional stakeholders and involve them in these activities, especially through a pledge;
- enlarge the Grand Coalition to the ICT-using industry;
- promote the implementation of the Grand Coalition at a national and local level through the development of a Toolkit to support the implementation of National and Local Coalitions (Deliverable 5.2);
- measure the progress of the pledges (through the Pledge Tracker tool) and assess the roll out of the Grand Coalition both at EUN and National level (Deliverable 5.3);

- inform policy makers at EU and national level about the opportunities of the Grand Coalition;

All objectives set for the first period in relation to WP5 have been met, and activities will continue during the second period of the project.

Attracting people to ICT shall be ensured also **by innovative learning and teaching** methods. The main objective of **WP6** is to boost the supply side for ICT jobs creation through more aligned educational schemes as well as structural changes inside educational systems. In order to achieve this goal, the following objective have been set for the first period:

- organisation of regional and European roundtables linking education, training, industry and wider stakeholders to identify and exchange best practice in primary and secondary teaching and learning about ICT;
- deploying teacher training, both online (MOOCs course) and face to face to encourage practitioners to take up innovative and best practice in teaching and learning about ICT and computer science, and to give young people a more realistic view of technology studies and careers;
- identify education relevant training and teaching and learning resources and disseminate them to key education stakeholders;
- promote ICT awareness activities to teachers and young people, including coding activities.

While all these actions have been already undertaken, in order to assess the achievement of the objectives set for the first period, it must be taken into account that all the tasks of WP6 are linked to long term related strategy are expected to be concluded in the second period of the project. Likewise, all deliverable of WP6 are to be submitted in the second project period.

WP7 is a horizontal work package that is focusing on **scalability and sustainability**. The objective of WP7 is to promote, advertise and disseminate the actions of the Grand Coalition throughout Europe. In addition to the activities undertaken under WP5, this work package focuses on National and Local Coalitions, by promoting and exploiting the actions and outcomes of the Grand Coalition at a national and local level. Therefore the main objectives of WP7 can be articulated as follows:

- Development of a dissemination plan to define the dissemination activities to be undertaken by all consortium partners at national and local level to raise awareness of the Grand Coalition and to multiply its actions through the participation of multiple stakeholders and target groups (Deliverable 7.1);
- Management of the Grand Coalition website to ensure the dissemination of the activities of the Grand Coalition outcomes of
- Encourage the setting up of National and Local Coalitions for Digital Jobs to peer support and the creation of Regional Clusters;

- Support National and Local Coalition in the implementation of their dissemination and action plans.

It must be noted that in line In line with the agreement reached with the Commission, the consortium is using the Commission Grand Coalition website as the central project website. Furthermore, it was also agreed with the Commission that the project conference will be postponed to the second period. More details about the plan for the DIGITALJOBS conference are provided in this report.

The sustainability of the Grand Coalition, which is also one the main objectives of WP7, will be dealt with in the second period of the DIGITALJOBS project.

All objectives set for the first period in relation to WP7 have been met, and activities will continue during the second period of the project.

2. Work progress and achievements during the period

2.1. WP2 Training for digital jobs

Status	In progress
Leader	DI ITEK
Expected ending	M24

The objective of WP2 on Training for digital jobs is to raise the level of e-skills in the workforce through training and matching.

Aiming to create a number of temporary job placements through the introduction of a Student Placement Programme (SPP) at higher education level, MITA disseminated information about its successful SPP to a number of relevant stakeholders, including the signatories of the [Davos Declaration](#), members of the DIGITALJOBS Consortium and the [European Commissions' Digital Champions](#). The purpose of this communication was to share best practice and put MITA in touch with organisations who would like to replicate a similar model. The SPP, as a model, was also promoted at a national level both by DIGITALEUROPE through its [National Trade Associations](#) and by Telecentre Europe through an email distribution to the National Coalitions. EuroCIO and CIONET also contributed to the promotion of the SPP through an update in their e-newsletters.

DI ITEK has succeeded in getting industry and other stakeholders involved in the DIGITALJOBS project activities through meetings, dissemination and communication activities. These activities had a positive impact on the decision of the Danish Government to implement new policies to address the mismatch between demand and supply in the ICT sector, supported by the work of DI ITEK to define in more detail which job profiles and competences are currently needed on the market. The five most sought after ICT job profiles have been identified through round table discussion with all relevant stakeholders including industry, professional associations and educational providers. This was essential to target the efforts aimed at filling the e-skills gap effectively. Stakeholders from industry, labour market and job placement organizations and educational providers are now taking joint actions to ensure that more people gain the identified skills.

Furthermore, a Local Coalition digitaljobs.dk has been launched with ICT professionals associations and companies, and will be formally established March 2015, as the Danish platform aimed to involve the local ecosystem.

In order to support the overall objectives of WP2, EUN has started to collect best practices related to industry-government cooperation policies and programmes promoting the development of digital skills and ultimately aimed to enhance young people's employability.

These education and training initiatives, which include also internships programmes, are identified and gathered by EUN through a number of sources, namely: parallel relevant EUN projects (inGenious, eTwinning, Scientix, etc.), EUN stakeholders and teacher's community, Grand Coalition relevant pledges and the regional workshops on computer science education. Moreover, in order to collect additional policies and programmes a template has been developed with the scope of circulating it amongst potential contributors such as the Secretariat partners and the Grand Coalition relevant stakeholders namely the Digital Champions and National/Local Coalitions.

The policies and programmes collected will be compiled in a synthesis report (Deliverable 2.3 - Best practices and recommendations on formal/non formal educational programmes that can be up-scaled at regional and/or European Level - M18), which will serve to promote best practices at national, regional, EU level and private stakeholders. To further promote industry-government cooperation, dedicated workshop slots have been scheduled during relevant up-coming events and conferences, bringing together Ministries of Education officials and industry representatives. The results of the identification phase will be also shared with the Regional Clusters set up by Telecentre Europe in the context of Task 7.2. Finally, the main event where the synthesis report will be officially presented and discussed with key policy makers in the field of education is the EMINENT conference planned to take place in November 2015 which gather about 200 representatives of Ministries of Education and ICT companies committed to support the education sector.

2.1.1. Task 2.1 Scaling a higher education Student Placement Programme (SPP) across Europe

Status	In progress
Leader	MITA
Expected ending	M24
Deliverable(s)	None in Y1

MITA created supporting documents (marketing information) to promote the SPP with interested parties.

MITA disseminated the information to a host of European stakeholders, including the signatories of the [Davos Declaration](#), the [Digital Champions](#), and to the network of the DIGITALJOBS partners. This communication was aimed to both share best practice, and to put MITA in touch with organisations who would like to replicate a similar model. The SPP, as a model, was further promoted a national level both by DIGITALEUROPE through its National Trade Associations and by Telecentre Europe through an email distribution to the National Coalitions. EuroCIO and CIONET also contributed to the promotion of the SPP through an update in their e-newsletters.

Student Placement Programme

Grand Coalition for Digital Jobs

Scaling Student Placement Programmes across Europe

A. Grand Coalition for Digital Jobs

As one of the members of the Secretariat for the Grand Coalition for Digital Jobs, the Malta IT Agency (MITA) is seeking to contribute to reducing the European mismatch between supply and demand for ICT practitioners.

MITA is the central driver of the Maltese Government's Information and Communications Technology (ICT) policy, programmes and initiatives in Malta.

Over the past 7 years MITA has been running a successful ICT Student Placement Programme (SPP) during the summer months in Malta so as to provide students with a temporary work experience. In its role in the Secretariat for the Grand Coalition for Digital Jobs, MITA is willing to assist employers, Governments and businesses to explore a similar placement programme.


MITA will be working to:

- Identify interested parties who would like to devise, set-up and run an SPP of their choice;
- Arrange a focus group to create recommended best practices on running an SPP;
- Implement individualized road maps and create action plans that outline objectives, tasks, accountability, timeframes, and expected outputs for the interested parties;
- Provide supporting documents for the interested parties to promote the initiative with additional stakeholders in the form of brochures, leaflets, explanatory materials.


MITA will further work in an advisory role with the parties that agree to implement an SPP (the organisers) and support them with the following:

- Promoting an SPP to secure placement prospects with the private industry, voluntary sectors and public sector players;
- Creating evaluation materials to assess experiences in an SPP;
- Initiating registrations for an SPP with students and potential employers;
- Sharing documentation and processes for the mapping process between the placement prospects and the student applications;
- Matching mentors/employers with students applying – depending on the roles identified as being available;
- Distributing CVs to participating managers/employers for these to hold interviews;
- Initiating the actual placements and managing the administrative processes with relevant employment bodies and local authorities;
- Guiding the employers on the selection process of students and providing support with holding introductory sessions for employers;
- Managing and providing support for the students' induction sessions and giving further guidance for students to maximise the benefits from the SPP opportunity;
- Helping organisers conduct planned 'review sessions' during the placements;
- Supporting organisers to conduct exit interviews and evaluations of the placement;
- Guide organisers on how to conclude administrative tasks related to termination of employment;
- Support the organizers in carrying out the evaluation of the SPP running locally, regionally or on a nation-wide basis.

Should you wish to run an SPP in your country, please contact the Digital Outreach Unit at MITA on Tel: (+356) 2599 2963 or e-mail: fabianne.ruggier@gov.mt



PARLIAMENTARY SECRETARIAT
FOR COMPETITIVENESS
AND ECONOMIC GROWTH



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1. Figure: MITA' communication on the SPP

To date MITA has not received any interest from stakeholders interested in running an SPP in their locality, region or country. MITA emailed many contacts with the information and followed up with telephone calls as well, but the response was very limited. One of the responses from the developed Member States, for example, stated that in that particular country the established apprenticeship schemes cannot be promoted/managed through Ministries/Governments but through the educational institutions (see side insertion).

"We have had an apprenticeship system in place over decades, it still comprises around 120.000 students (out of a total of 480.000 in our VET-system). Collaboration in setting up apprenticeship schemes can only be achieved bottom up by educational institutions, in the Netherlands that's not up to the

2. Figure: Dutch response on apprenticeship schemes

Indeed, the SPP concept envisaged that a Ministry / Government / Main Entity takes on the responsibility of driving and promoting the initiative.

The Tech Partnership (former e-skills UK) was one of the entities that MITA approached and confirmed its interest to work jointly. MITA worked directly with The Tech Partnership to promote their internships in the UK with a number of employers. The UK internships are similar to a student placement programme, and therefore MITA dedicated time and effort to promote in collaboration with The Tech Partnership these current opportunities for employers in the UK. MITA agreed with The Tech Partnership the common goal of promoting internship/placements opportunities to the industry. The Tech Partnership is also an established organisation which is geared at providing and facilitating these opportunities, whilst the ICT industry in the UK is suffering from a skills gap and is motivated to participate in such programmes, meaning that the conditions to achieve a result with The Tech Partnership were favourable.

MITA wishes to make a success out of task 2.1, but the response from National/Local Coalitions and Digital Champions was unfortunately very limited. MITA therefore recommends that for the second year of implementation this Task be slightly modified to reflect the lack of interest and to base it on the lessons learned over the past year of trials. It is proposed to strategically identify a number of National Coalitions that have just been established and intend on implementing projects similar in nature to the SPP, and these are encouraged and directed by the Commission and by the Secretariat to actively explore a SPP. MITA will provide the necessary support as was envisaged in the original Task. A more detailed written proposal is currently being prepared by MITA and will be submitted to DG CNECT for approval.

DIGITALEUROPE

DIGITALEUROPE assisted MITA in making contact with possible organisations within the Member States to promote the Student Placement Programme (SPP) concept and seek to elicit interest from these in participating in the programme. DIGITALEUROPE drafted a letter for MITA which MITA used to reach out itself to third party organisations. DIGITALEUROPE also reached out to the following stakeholders:

- Industry players and pledgers to the Grand Coalition including Cisco, HP, Microsoft, SAP, Oracle, Liberty Global, to name a few, with the intent of seeking their support in participating in the pilot.
- Members of the European Round Table of Industrialist, in particular during its Societal Changes Working Group Meeting in October 2014 where the skills shortage was addressed.
- DIGITALEUROPE's [National Trade Associations](#) (NTAs) in the occasion of the annual summit in June 2014 and by email on several occasions to ask them to identify organisations willing to participate in the programme. See example below of the email sent to the NTAs to promote the SPP.

Message Student Placement programmes_Secretariat of the Grand Coalition.pdf (312 KB)

Dear colleagues,

I am writing to you to propose you a very exciting opportunity to benefit from a collaboration with [the Secretariat of the Grand Coalition](#).

One of our main priorities is to reduce the mismatch between demand and supply for ICT practitioners. To achieve this, we are promoting **Europe-wide Student Placement Programmes** with ICT employers and working with existing ICT training providers to improve their offering to students. We are doing this with the help of our Secretariat partner Malta Information Technology Agency (MITA). The SPP is normally co-financed by the national Government.

What we need from you

We are very keen to help your members to set up a Student Place Programme and make sure they can access to public funding to train young students with the digital skills they need to remain competitive in the digital era. We therefore warmly invite you to:

- Share with your members the attached document which explains more in details how the SPP works and the benefits for your members
- Provide us with the contact details of interested ICT employers so we can help them to set up a SPP

What are the benefits for your members

- Gain financial support from the Government to run Student Placement Programmes
- Bridge the gap between their needs and the skills of the available workforce
- Identify training programmes that meet their e-skills needs
- Identify effective placement services that will successfully employ ICT practitioners

See more about Giusey Cannella.



3. Figure: E-mail sent to NTA members of DIGITALEUROPE on the SPP

However, as these actions were not successful in securing the interest of targeted stakeholders, DIGITALEUROPE has already started bilateral conversations with MITA to develop a new action plan for task 2.1 to ensure that the expectations of the Commission for this task are met.

EUROCIO

EuroCIO collaborated with the Malta IT Agency on the Student Placement Programme. EuroCIO disseminated material received from MITA. In addition, EuroCIO set up a banner headline on the EuroCIO homepage, linked to the material. EuroCIO briefed the membership in the monthly newsletter and at the following network meeting. Many of the members feel that student placements are a good thing and several have schemes already in place. It is an opportunity to identify potential future employees and there have been instances where placements have led to future job offers.

PIN-SME

Following a one-to-one meeting with MITA on Student Placement Programmes (SPP), the proposal elaborated by MITA was distributed to 12 national SME associations-members of PIN-SME. Further information was provided to three national SME associations during dedicated conference calls. As result of this one national SME association (UKITA for GB) came in direct contact with MITA and explored further opportunities.

2.1.2. Task 2.2 Training unemployed graduates and matching with employers' needs ICT jobs

Status	In progress
Leader	DI ITEK
Expected ending	M24
Deliverable(s)	None in Y1

The activities of DI ITEK aimed to implement task 2.2 can be divided in three sets of actions: a) Stakeholders involvement in training and matching activities for graduates; b) Five most sought after ICT job profiles; c) Matching unemployed graduates with industry needs.

a) Stakeholders involvement in training and matching activities for graduates:

This action included the implementation of the following activities during 2014:

28 January - Presentation of the Grand Coalition and of the [e-CF](#) to the DI ITEK educational committee composed by the following companies: IBM, Microsoft, TDC, 3D Vision Lab, Delta, Martin Professional, Netcompany.

4 June - Presentation of Grand Coalition and of the e-CF to the DI ITEK electronics committee composed by the following companies: Danfoss; Grundfos; GN Resound; Vestas; KK-group; B&K Sound and Vibration; 3D-Vision Lab; DEIF; Dantrafo; GPV international, Servodan

13 August – Strategy and action plan for digital jobs and competences 2014-2018 finalised with the DI ITEK board (Ericsson Denmark; Siemens; Danfoss; IBM; TDC; DEIF; Oracle; SMB; Microsoft; Neupart; GN Resound)

30 January 2015 – Presentation of the Grand Coalition and match activities in Denmark to DI ITEKs Task force for Digital Learning composed by the following companies: Simcorp; Deloitte; Edutasia; Alexandra; key2know; Skillscreator; Cad people.

As a results of these meetings stakeholders in Denmark are now familiar with and support the activities of the Grand Coalition and have committed to take action to address the e-skills gap in Denmark. Furthermore, there is a strong political will to cooperate with these stakeholders and to get a better understanding of which skills are currently in demand so to develop a tailored action plan.

b) Five most sought after ICT job profiles

In order to identify the five most sought after ICT job profiles, DI ITEK has analysed the following data:

- empirica: "[E-skills for jobs in Europe](#)", February 2014
- DI ITEK: "Frameworks to describe profiles", March 2014 (in Danish)

- Danish survey about competencies needed, April 2014
- Statistics on recruitment and competences needs, December 2014

The data gathered by this desk research has been integrated with the results of round table discussions with relevant stakeholders aimed to identify the skills currently needed on the market. This process is detailed below:

March 2014 - A paper has been drafted to describe different job profile frameworks based on the e-CF.

March-April 2014 - A survey on recruitment of talents and specialists among Danish ICT and electronics companies was carried out.

2 April and 22 May 2014 - Local partners participated in roundtable discussions about the five most sought after ICT job profiles and the e-CF. These stakeholders include the Danish industry (TDC; Terma; B&K sound Vibration) and labour market organisations (PROSA; DJOEF; IDA).

26 May 2014- The data gathered has been presented to the DI ITEK educational committee (IBM, Microsoft, TDC, 3DVision Lab, Delta, Martin Professional, Netcompany) who has validated it.

4 June 2014 - The data gathered has been presented to DI ITEK electronics committee (Danfoss; Grundfos; GN Resound; Vestas; KK-group; B&K Sound and Vibration; 3D-Vision Lab; DEIF; Dantrafo; GPV international, Servodan) who has validated it.

8-9 September 2014 – DI ITEK has presented and discussed the results during the Meeting in the Nordic Baltic cluster.

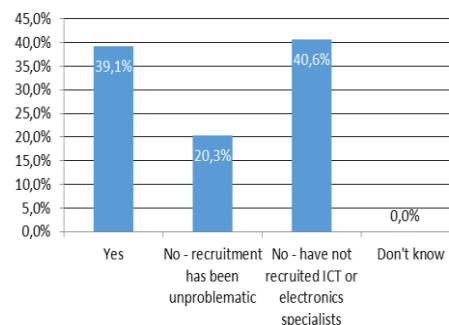
Overall, in the course of its analysis aimed to better understand the mismatch between demand and supply of ICT practitioners, DI ITEK has gathered the following data:

Findings in the Danish survey

In order to better understand the e-skills gap in Denmark and which skills are most in demand, DI ITEK has conducted a survey within its members in spring 2014 70 companies of a membership of 256 companies participated in the survey.

The results of the survey showed that a large part of the ICT companies - 39% of respondents – has had difficulties recruiting new employees, and 20% experienced easy recruitment. Around 40% did not recruit ICT or electronics specialists or talents (Figure below).

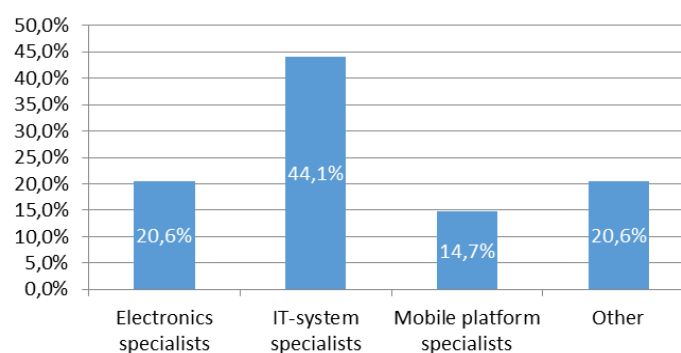
Table 1: In the past 12 months has your company had difficulties hiring specialists and/or talents for positions within IT and electronics?



4. Figure: In the past 12 months has your company had difficulties in hiring specialists for IT and electronics positions?

Companies had the most difficulties in attracting IT-system specialists. 44% of companies has had difficulties in recruiting this group of professionals, whereas 20% has had difficulties in finding electronics specialist, as shown in figure 5.

Table 2: Which kind of specialists were they?

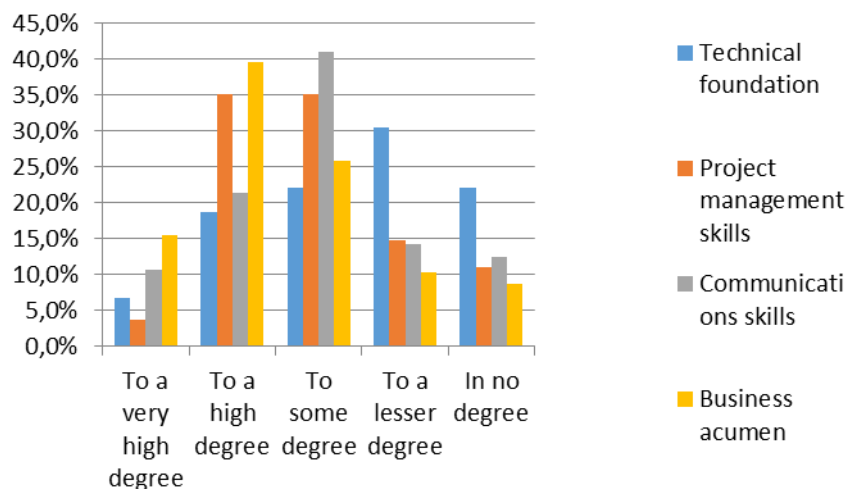


5. Figure: Which kind of specialists were they?

Skills gap

The difficulties in filling ICT vacancies appears to stem from a gap between the qualifications companies need, and those available among job the candidates. This seems to be ultimately linked to the competences taught at university that are not completely aligned with industry needs.

Table 3: To what degree do highly educated ICT graduates lack the following competencies?



6. Figure: To what degree do highly educated ICT graduates lack competencies?

Figure 6 shows that according to industry graduates typically are lacking project management skills and business acumen, whereas the technical foundation of graduates is more or less sufficient.

Statistics on recruitment and competences

According to statistics at the European level (EU28), 8% of the companies (none-financial sectors) in 2012 tried to recruit for jobs requiring ICT professional skills. Of these 38% found it hard to fill vacancies. Among the small companies (10-49 employees), 6% had tried to recruit ICT specialists and 33% of those found it hard to fill vacancies.¹

One out of four Danish companies employs ICT-experts, and in 2013 one out of eight (12%) tried to recruit ICT experts. 41% of the companies, which tried to recruit, experienced difficulties in doing so, in particular among SME's.²

The competences, that has been the most difficult to for Danish companies to acquire covers both ICT and electronics:

Competences difficult to acquire

- IT system architecture – 58%
- Combined it and business development – 39%
- IT project management – 30%
- Embedded software development – 30%
- Data specialisation – 29%

¹ Eurostat

² Statistics Denmark, December 2014

Findings in roundtable discussions with relevant stakeholders

On **2 April and 22 May 2014** local partners participated in roundtable discussions about the five most sought after ICT job profiles and the e-CF. These stakeholders include the Danish industry (TDC; Terma; B&K sound Vibration) and labour market organisations (PROSA; DJOEF; IDA).

Input for the roundtable discussion has been the above mentioned survey, the e-CF and other STEM competence frameworks. The findings around the kind of competences currently needed on the market are:

- In ICT and in electronics industry job candidates must be technically very qualified and have a strong understanding of mathematics, algorithms, data structures, programming languages and architecture
- In ICT as well as in electronics job candidates must be strongly business minded and command the ability to create new business from the changing ICT landscape
- In the telecom sector we will see a stronger focus on content - where product development, consumer behaviour, market and business orientation is essential and less need for highly-trained telecommunications engineers
- In electronics, there is a need for graduates, who can work with both hardware and software who are strong in systems engineering, requirement management and model-based development. Electronics further requires experts in a wide variety of domains, such as power electronics, high-power, embedded systems, RF (RadioFrequency) and HF (HighFrequency) technology.

In general, from the roundtable discussions with relevant stakeholders it emerged that all graduates would need:

- Strong team competences
- Business acumen
- Interdisciplinary understanding insight and understanding in how technology is developed, and agility to cope with this.

Furthermore, new subjects expected to be mastered are:

- Internet of Things and cyber physical systems
- Big data
- Web security.

Conclusion: The five most sought after ICT job profiles

Based on the findings from the industry survey, statistics, round table discussions and the empirica's analysis on the e-skills gap, the five most sought after ICT job profiles are the following:

1. ICT system architect

for example developing and designing ICT systems as a whole

2. Chief Information Officer (CIO)

for example managing ICT systems at a corporate level

3. ICT project manager

for example managing larger ICT projects

4. Embedded systems developer

for example developing and designing software and hardware embedded in other equipment than a PC

5. Data specialists

for example optimizing the capture, structuring and distribution of data in very large ICT systems.

Under suggestion of DG CNECT, DI ITEK is currently matching these job profiles to the e-CF to demonstrate their applicability at EU level. Furthermore, DI ITEK is looking closely into the all relevant reports shared by DIGITALEUROPE around the topic of ICT jobs profiles.

c) Matching unemployed graduates with industry needs

The following activities have been implemented by DI ITEK in 2014 in order to facilitate the matching between unemployed graduates and industry needs:

November – December Dialogue with local pledges (Accenture; Microsoft; SAP; Intel)

3 December Meeting with local partners on national match activities (Simcorp; Academics association; DJOEF; Prosa; IDA; DI ITEK).

14 January – Meeting with local partners on an action plan for national match activities (Simcorp; Academics association; DJOEF; Prosa; IDA; DI ITEK).

18 February 2015 – A finalised action plan for matching of unemployed ICT graduates has been agreed to be carried out in three events planned for April-October 2015. The events will be formed in such a way that competences demanded by SMEs will be identified in more detail through these match events and validated through National and Local Coalitions.

Matching and training schemes for graduates have been explored with the Nordic Baltic cluster.

DIGITALEUROPE

DIGITALEUROPE has worked with DI ITEK to identify the most sought after ICT job profiles. This task was primarily undertaken by DI ITEK. DIGITALEUROPE provided data points that DI ITEK could use to help in its task. All relevant reports published and gathered by DIGITALEUROPE were forwarded to DI ITEK, such as the empirica report 'e-skills and jobs in Europe'.

Other reports included the following non exhaustive list (just a sample): Telefonica's 'A Digital manifesto – An open and safe internet experience for all', European Internet Foundation's 'The Digital World in 2030', data from CEDEFOP, McKinsey' Education to Employment: getting Europe's Youth into Work', Facebook's 'Guide for Educators – a tool for teaching and learning', the Kosovo association of information and communication Technology's report on 'ICT Skills Gap Analysis', OECD's Skilled for Life – Key findings from the Survey of adult skills', the Commission DG EMPL's European Vacancy Monitor and European Job Mobility Bulletin, the Atlantic Council ' Strategic Foresight initiative – Big data is changing your world....More than you know', INSEAD and WEF's Insight report ' The Global Information Technology Report 2013 – Growth and Jobs in a Hyperconnected World', IDC's White paper on 'Post crisis: e-Skills are needed to drive Europe's innovation Society', infographic on ICT job profile infographics from the Skills Malta Foundation, and many more.

DIGITALEUROPE also brought to DITEK's attention those pledges made within the context of the Grand Coalition which would be useful to acknowledge and possible work with to help identify the five most sought after job profiles.

In order to support the overall objective of WP2 to raise the level of e-skills in the workforce through training for digital jobs, DIGITALEUROPE has worked with industry players in assessing how to export easing training programmes to a vendor neutral platform. This has resulted into a close collaboration with SAP and Oracle to support the establishment of a single central platform for training and learning, a project initiated under the auspices of ex Commission Vice President Neelie Kroes. DIGITALEUROPE has become a member of the dCOP (Digital Competences) working group established by SAP and Oracle to pursue the implementation of such vendor neutral platform, starting from the existing SAP's Academy Cube. Since its establishment in June, the dCOP members have had weekly regular calls and DIGITALEUROPE has held two meeting at its premises on 29 July 2014 and on 18 November 2014.

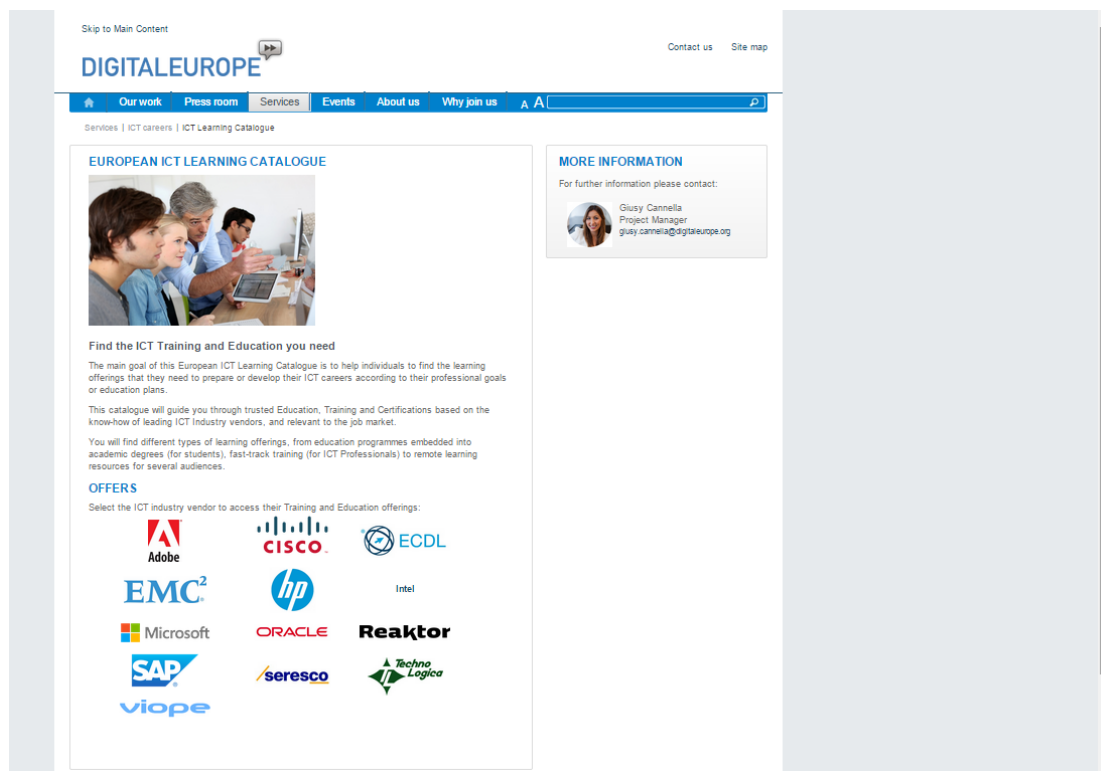
In this context, DIGITALEUROPE has developed and launched the EU ICT Learning catalogue. The EU ICT Learning catalogue, hosted on DIGITALEUROPE's website (<http://www.digitaleurope.org/Services/ICTcareers/ICTLearningCatalogue.aspx>) aims to collect in one single online platform ICT training and learning offers currently available on the EU market. Thanks to the EU ICT Catalogue, students, young graduates and job seekers will be able to easily access a broad number of training and learning courses to acquire the skills needed start a career in the ICT sector. This is in line with the Grand Coalition goal to address the growing demand of ICT practitioners in Europe. This is why the initiatives has receive strong support from the Commission and great interest from different stakeholders.

In order to attract stakeholders to this platform, DIGITALEUROPE has reached out to the following stakeholders:

- ICT vendors and pledgers to the Grand Coalition including Adobe, Cisco, HP, Microsoft, Intel, Google, Facebook, Samsung, Liberty Global, to name a few;
- DIGITALEUROPE's National Trade Associations. These have been asked to share information about the EU ICT Learning Catalogue with their respective members and to identify a list of ICT training providers that could be interested to join the catalogue;
- National and local ICT training providers.

After identification of interested stakeholders, DIGITALEUROPE contacted them directly to provide a value proposition for joining the catalogue. Once a stakeholder agreed to contribute to the catalogue, DIGITALEUROPE provided a template to collect the training and learning courses they offer and a legal agreement to receive the organisation logo and display it on the EU ICT Learning Catalogue webpage. Often this process required direct phone calls to the organisation's responsible for ICT training and education, in order to make sure that the content provided was in line with the DIGITALEUROPE's requirements.

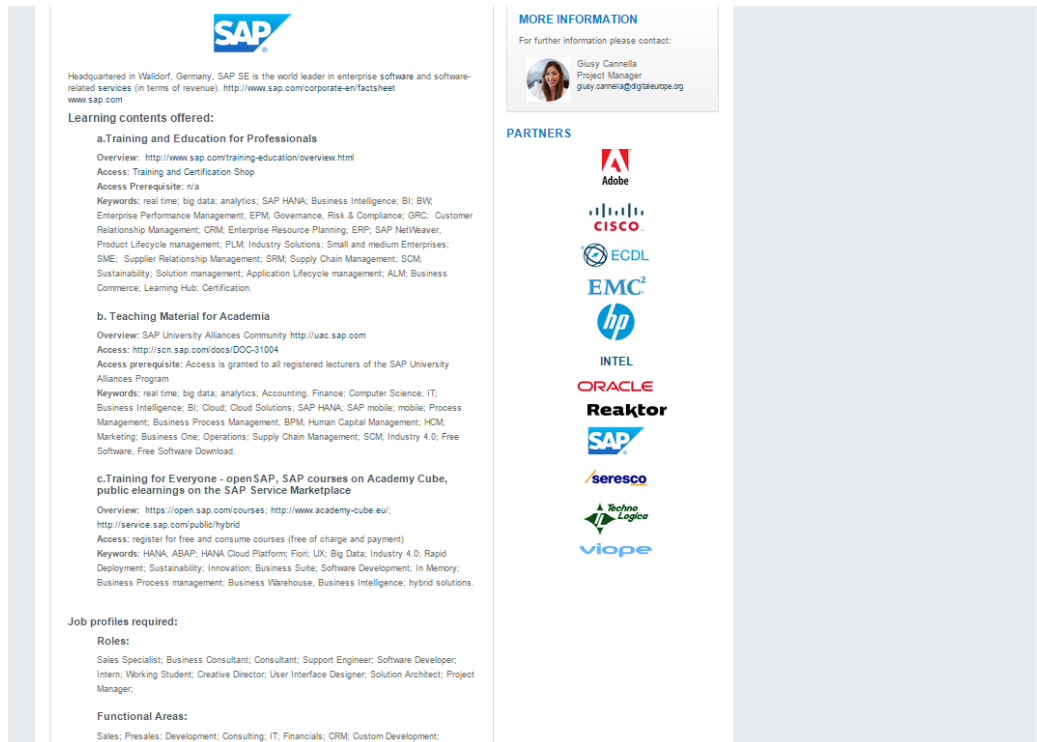
As a result of these outreaching efforts, currently the EU ICT Learning Catalogue host the offering of 13 ICT training providers, including: Adobe, Cisco, ECDL, EMC2, HP, Intel, Microsoft, Oracle, Reaktor, SAP, Seresco, TechnoLogica and Viope.



7. Figure: ICT learning catalogue accessible at the website of DIGITALEUROPE

The EU ICT Learning Catalogue contains a main page displaying the logos of all participating organisations. By clicking on the logo the users is redirected to the organisation's dedicated section where together with a short description of the organisation,

a list of training and learning courses offered is available. People/students interested in these offers can then visit the organisation dedicated webpage.



8. Figure: Example of the ICT Training Catalogue –SAP courses

By including not only some of the main pledgers of the Grand Coalition, but also national actors, DIGITALEUROPE has ensured that the catalogue has both an European and national and local dimension, thus ensuring that users have been able to find content in their own language.

DIGITALEUROPE will continue throughout 2015 its efforts to enlarge participation to the catalogue to as many stakeholders as possible.

2.1.3. Task 2.3: Ensure continuous training of local employees and unemployed people in view of possible full time employment especially in SMEs

Status	In progress
Leader	DI ITEK
Expected ending	M24
Deliverable(s)	None in Y1

The issue around the importance of ensuring continuous training of the SMEs' workforce has been one of the main topics discussed by DI ITEK during the meetings and the

roundtable discussions organised in the context of task 2.2 (Details about these meetings are provided in the section above).

In order to identify ICT skills required by SME's, DI ITEK has organised a number of round table meetings with the ICT industry and ICT professionals associations. These discussions have underlined that SMEs need very basic ICT competences, especially those who are outside the ICT sector.

A report prepared for the Danish Governments ICT growth team by the Iris Group found that most Danish companies (76%) only make basic use of ICT typically within one function such as accounting or as local standalone solutions to improve some processes. This seems to be the case all across Europe. Most SME's are lacking a fundamental understanding of how ICT professionals can strengthen their businesses and the roles and tasks they are able to carry out. Rather than job profiles, SME's outside the ICT industry are more likely to look at competences to develop their business and to spur change. Furthermore, many graduates as well as experienced professionals are not good in communicating their own abilities to do so. Thus in terms of job profiles, it was found that SMEs needs e-leaders, CIO's with insight into digitization across of business' functions and use of technology in business models.

Moreover, it was found that competencies in subjects such as privacy/security, big data, and agility would be important for SME's workforce to master.

Information security is now gaining growing importance, especially in the SME world. SMEs need to upgrade skills and knowledge about the information security issues fast and effectively. To this end, a number of organisations have joined forces with DI ITEK organizing a series of free training courses for SMEs. In collaboration with the Danish Security and Intelligence Service, DI ITEK and partners has offered a training course in threats and human behaviour and with recommendations about how participants could improve the security culture in their own organizations. Experts provided and shared current knowledge ensuring that businesses stayed updated. As an outcome of the information security training, a tool for self-assessment of a given company's needed level of information security is being now developed. This tool will recommend any given company about the tools and skills its workforce should master to cope with the company's specific information security issues. This is now to be tested with SME's.

DIGITALEUROPE

DIGITALEUROPE has supported the collaboration between DI ITEK and PIN-SME in order to ensure that the two organisations develop a strategy to work together on the implementation of this task. In order to facilitate this collaboration, DIGITALEUROPE has organised bilateral calls with DITEK and physical meetings with PIN-SME to find potential synergies among the activities that these two partners were implementing in order to address the need for SMEs to upskill their workforces. DIGITALEUROPE has encouraged

DI ITEK to get in direct contact with PIN-SME to discuss an action plan for this task, and has also suggested DITEK to follow closely the activities of the [e-Leadership for SMEs initiative](#) in which PIN-SME is very much active.

As the two organisation have come to an agreement on how to work together on this task only at the end of the first year of the DIGITALJOBS project, during 2015 DIGITALEUROPE has committed to provide further support to DI ITEK and PIN-SME to help them develop a concrete action plan for the implementation of the specific activities aimed to ensure a continues training of SMEs workforce. With this in mind, DIGITALEUROPE has already started in January 2015 bilateral conversations with DI ITEK and PIN-SMEs to identify obstacles they may have encountered during the first year of activities, and to fine tune their approach for 2015.

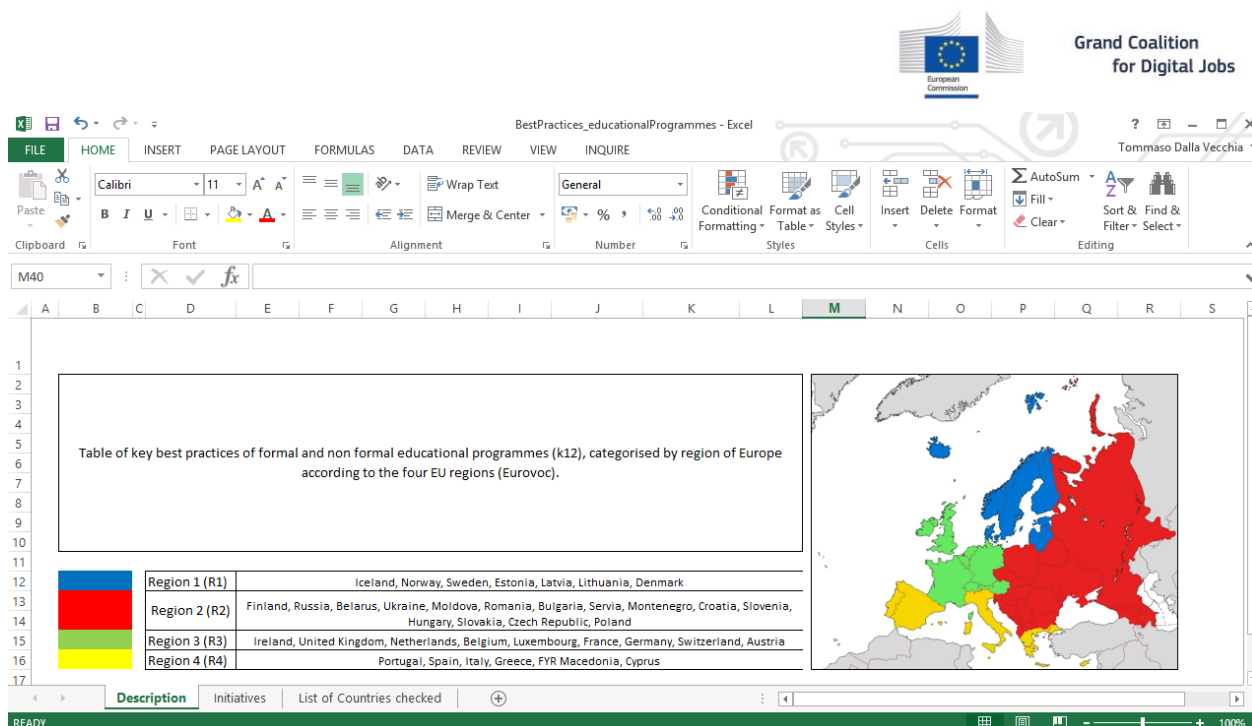
PIN-SME

Specific collaboration was established between PIN-SME and DI ITEK, whereby the Danish national SME association-member of PIN-SME, IT-Forum, was identified as potential partner and involved. IT-Forum gave its availability to invite SMEs to events and workshops organised by DI ITEK and to inform/consult SMEs on specific activities.

2.1.4. Task 2.4: Share best practices from formal/non formal educational programmes that can be multiplied and up-scaled at regional and/or European level and promote joint industry/government actions on internships and training

Status	In progress
Leader	EUN
Expected ending	M18
Deliverable(s)	None in Y1

EUN started to collect best practices related to industry-government cooperation policies and programmes promoting the development of digital skills and ultimately aimed to enhance young people's employability. These education and training initiatives, which include also internships programmes, are identified and gathered by EUN through a number of sources, namely: parallel relevant EUN projects (inGenious, eTwinning, Scientix, etc.), EUN stakeholders and teacher's community, Grand Coalition relevant pledges and the regional workshops on computer science education. Moreover, in order to collect additional policies and programmes a template is being developed with the scope of circulating it amongst potential contributors such as the Secretariat partners and the Grand Coalition relevant stakeholders namely the Digital Champions and National/Local Coalitions.



9. Figure: Table of key best practices of formal and non-formal educational programmes categorised by regions of Europe according to the four EU regions

The policies and programmes collected will be compiled in a synthesis report (Deliverable. 2.3 - Best practices and recommendations on formal/non formal educational programmes that can be up-scaled at regional and/or European Level - M18) which will serve to promote best practices at national, regional, EU level and private stakeholders. To further promote industry-government cooperation, dedicated workshop slots have been scheduled during relevant up-coming events and conferences, as for instance the EMINENT conference taking place in Barcelona in November 2015 bringing together Ministries of Education officials and industry representatives. The results of the identification phase will be also shared with the Regional Clusters. Finally, the main event where the synthesis report will be officially presented and discussed with key policy makers in the field of education is the EMINENT conference planned to take place in November 2015 which gather about 200 representatives of Ministries of Education and ICT companies committed to support the education sector.

2.2. WP3 Mobility

Status	In progress
Leader	BRAIN
Expected ending	M23

The aims of WP3 on Mobility are to assess how ICT practitioners could be hired from across Member States to meet the demand of the employers. Indeed, increasing labour mobility in Europe is one of the shortest-term solutions available to address the e-skills gap many countries are facing today.

In the context of task 3.1 BRAIN has conducted researches to:

- identify regions with an existing gap between demand and supply and where solutions based on mobility could be envisaged in the short term;
- Identify general profiles: what kind of ICT skills are available on the supply side and identify ICT vacancies on demand side.

A detailed report on the outcomes of this research has been produced and shared with the Consortium partners. The report is titled “Identifying regions with an existing gap between demand and supply”. The main conclusions of this report are:

- Countries with high demand of ICT practitioners (top 3): Germany, UK/Scotland, the Netherlands;
- Countries with high supply of ICT practitioners (top 2): Poland and Spain.

This report, welcomed by the experts on labour mobility (more detailed provided in Task 3.2), complements the findings of Deliverable 3.1 Summary of European Best practices in connection with labour mobility, aimed to identify successful public and private initiatives aimed to increase cross border labour mobility and that could be easily exported to other EU countries.

Based on the identification of these best practices, BRAIN worked to identify short term mobility package solutions for the regions identified in task 3.1. This task (3.2) has been undertaken with the support of a virtual working group of experts on labour mobility set up by BRAIN in the second half of 2014. Seven mobility experts from different EU countries were identified by BRAIN with the aim to gather information about policies and initiatives in their countries aimed to increase cross border labour mobility. Experts Groups have been interviewed in February 2015, therefore more details about the outcomes of these interviews and the attached deliverable (D3.2 Visibility of European expert network and global best practices) will be provided in the next period report.

Based on these findings, BRAIN is now starting to implement task 3.3, consisting of three actions already defined in 2014:

1. Selection of a reasonable sample of large, medium and small companies, lead organisations and employment agencies with a lack of ICT skilled people in the demand countries, namely:
 - UK/Scotland: Edinburgh region (Lothian)
 - Germany: Baden-Württemberg (Stuttgart region)
 - Netherlands: Amsterdam Metropolitan Area
 - Netherlands: Brainport Eindhoven Region
2. Selection of unemployed ICT skilled labour force, including:
 - Students enrolled in STEM university courses that will be graduating in 2014/2015;
 - Unemployed people looking for a job in ICT or willing (and suitable) to be retrained;
 - ICT professionals that are looking for a new job, possibly abroad.

This information will be gathered by BRAIN with the help of local, regional and national employment agencies or other organisations in the selected supply regions, namely:

- Spain: Madrid region
 - Spain: Barcelona region
 - Poland: Warschau
 - Poland: Kraków
3. Establishment of a pilot to match the people with right skills from the supply side with the available ICT jobs in the demand side, either directly or through (re--training). The outcome will be actual placements of people.

Besides the activities implemented in relation to tasks 3.1, 3.2 and 3.3 there have been two main activities that were important for the achievement of the overall objectives of WP3, namely the participation into two conferences: one in Rome and one in Brussels:

- eSkills for Jobs High Level Conference in Rome, October 2014

The very broad and diversified audience composed of policy makers, industry leaders, entrepreneurs, ICT practitioners and young people gave BRAIN a better view on the market demand on e-skills and therefore was essential for the implementation of the three tasks of WP3. Indeed, to implement a successful mobility pilot it is vital to get in contact with the leading IT-companies on the demand side and getting in contact with the (future) ICT practitioners. The e-Skills for Jobs conference made this all possible.

- European e-Skills 2014 Conference

The participation in this conference has enabled BRAIN to discuss the latest developments on e-leadership and ICT professionalism with leading stakeholders and experts from government, academia and industry. Information about the latest figures and forecasts (2020) on the ICT workforce and talent pool gave BRAIN an useful important insights for the development of WP3 related activities. Exchanging best practices on talent attraction and retention will help the process with the goal of

matching demand and supply across the EU. Another part for this next step is exchanging knowledge on job profiles and competences. This event has also helped BRAIN to get more familiar with the e-CF and its use in the context of labour mobility. During conference there was lots of interaction between the Digital Jobs partners, discussing new developments in their region and seeking collaboration opportunities. Together with all the Digital Jobs partners, BRAIN will continue to contribute to help filling the gap between demand and supply. The event in Brussels certainly created the ideal setting to stimulate this process.

2.2.1. Task 3.1 Identify regions with an existing gap between demand and supply and where solutions (mobility packages) could be envisaged in the short term

Status	In progress
Leader	BRAIN
Expected ending	M13
Deliverable(s)	D3.1 in M6

Task 3.1 aims to identify the countries and regions in Europe with an existing gap between demand and supply. In this context, BRAIN conducted a profound qualitative and quantitative research online and live with the help from the WP3 partners CIONET, DE, DI ITEK, ECWT, empirica, EUROCIO and PIN-SME. As a result, BRAIN wrote a report, titled 'Identifying regions with an existing gap between demand and supply'.



The report analysed the mismatch between demand and supply in the European ICT labour market. It gives insight into where the expected ICT job vacancies are concentrated and what types they are. The report also assesses where the potential ICT practitioners are concentrated and what kind of skills they have. Furthermore it gives insight into the factors that influence ICT labour mobility in the EU and how this can be improved to reduce the growing gap.

In order to prepare this report, BRAIN firstly defined the objective and formulated it as follows: *'Identify several EU regions with an existing gap between ICT labour demand and ICT labour supply and see what affects labour mobility in the EU and how it can be improved in the short term'*

10. Figure: Cover page of the report on regions with an existing gap between demand and supply of ICT practitioners

Three sub-objectives were formulated per defined subject:

- ICT labour demand: indicate and specify EU regions with a shortage of ICT practitioners;
- ICT labour supply: indicate and specify EU regions with a surplus of ICT practitioners;
- ICT labour mobility: identify and interpret the effects and status of ICT labour mobility in the EU.

In order to achieve these objectives, BRAIN has implemented the following steps:

- Qualitative research online: literature and statistics;
- Quantitative research via a survey through the WP3 partners and via diverse expert interviews with ICT recruitment agencies and HR managers;
- Define the scopes and limitations;
- Content writing of the report and analysis of the statistical data, translating these into valuable models.

The following persons were interviewed:

- Wim Renders from Brainport Development, about the ICT sector in general;
- Marius Monen from Brainport Development about the ICT sector and e-skills development;
- Peter van de Grinten from EURES about searching data in the EURES network;
- Ronald Timmermans from the TMC Group about recruitment;
- Frits Bussemaker from CIONet about labour market;
- Hennie Brons from Ajilon IT about the ICT sector in the Netherlands and especially in the Brainport Eindhoven Region;
- Werner B. Korte from empirica about quantitative and qualitative approach and research data;
- Tobias Hüsing from empirica about the calculations on labour market asked and received;
- Jonathan Murray from DIGITALEUROPE about the project and pledges;
- Giusy Cannella from DIGITALEUROPE about the project and pledges;
- Tonni Tielens from Sioux about the ICT sector in the Netherlands and especially in the Brainport Eindhoven Region;
- Birthe Ritter from DI ITEK about the ICT sector;
- Wieger Cornelissen from Sioux about the ICT sector;
- Maarten Fekkers from Nspyre about recruitment;
- Richard Narine from Randstad about recruitment;
- Jaap Buis from Randstad about recruitment;
- Paul Costelloe from EuroCIO about ICT and e-skills;
- Eva Fabry from ECWT about diverse subjects concerning labour market;
- Ulla Scherfig Gilberg from DI ITEK about the ICT sector.

Before starting with the interviews a guidance was set up in order to define the appropriate questions to be asked and to obtain as much information as possible to support the research and to be able to come to well-founded conclusions. The guidance is inserted below.

Guidance Interviews WP3.1 Mobility DIGITALJOBS

Working title:
Brain circulation: bridging the gap of European ICT employment and labour mobility

Note:
This is used merely as a guidance for the conversation to ensure coverage of the relevant topics

1. ICT sector

- 1.1. What are the most notable recent and future developments in the ICT sector?
- 1.2. What type of companies are emerging or in what way are they specialising?
- 1.3. What do you consider restraining factors for the growth of the ICT sector (e.g. lack of investment, workers, specific skills)?
- 1.4. What do you regard as the most meaningful European ICT clusters? In which countries/regions is the ICT sector performing extraordinarily?
- 1.5. What are the most important European ICT educational facilities (universities, schools)?
- 1.6. What parts (countries, regions) of Europe would you envisage having a significant shortage (demand) and surplus (supply) of ICT practitioners?

2. Vacancies

- 2.1. What type of ICT vacancies are currently dominant in your organisation or service area (e.g. Europe, country, region)?
- 2.2. What parts of the business process (manage, design, develop, service and operate, support) have the highest demand of vacancies?
- 2.3. What skill level are most vacancies (high, medium, low)?
- 2.4. How do you expect that the demand will develop in the near future?

3. Recruitment

- 3.1. How do you recruit skilled ICT practitioners (e.g. intermediaries, portfolio networks, advertisements)?
- 3.2. What is the scope of your organisation for attracting ICT talent?
- 3.3. Would you consider attracting/ do you attract ICT practitioners from other parts of Europe? Are there any areas or countries you would prefer? If so, why?


4. e-Skills

- 4.1. What type of skills do you consider the most relevant according to the current vacancies within your organisation or service area?
- 4.2. Are the relevant skills applicable to certain job profiles?
- 4.3. What additional skills do you find important for ICT practitioners from within the EU (e.g. language, business skills)?

5. e-Competence Framework (e-CF)

- 5.1. Are you actively implementing e-CF within your organisation or service area? In what way does this need improvement?
- 5.2. Is it embedded in your job recruitment and selection? Are there any barriers?
- 5.3. To what extent do you consider the e-CF meaningful for attracting talent?

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Brainport
Development

11. Figure: Guidance for Task 3.1 interviews

The main findings of the report are:

ICT labour demand

For labour demand the data was used from 2012 and further that was available mainly through desk research. In 2012 the ICT labour force in the EU (EU-27) comprised 7,4 million workers or 3,4% of the total European workforce, of whom 20% (1,5 million) are management level practitioners. The share of ICT practitioners of the total workforce is above average in most Northern and Western EU Member States; with the UK, Germany

and France accounting for half of all the practitioners. Italy has a relative large share of ICT technicians and associate professionals, while the Netherlands, Sweden and Finland have a relative large share of ICT management jobs. The overall trend is that the share of ICT jobs in management, business architecture and analysis will dramatically increase in the near future at the expense of lower skilled level jobs.

ICT labour supply

For the ICT labour supply in particular the following data was found. In early 2014, 26 million people were unemployed in the EU, of whom 5,8 million in Spain alone (23%). Over a quarter of the workforce of both Greece and Spain is unemployed, whilst only one in twenty labourers is without a job in either Germany or Austria. Based on a 2% ratio estimation, there are potentially over 110.000 unemployed ICT practitioners in Spain, while France, Italy, the UK and Germany all have expectedly around 50.000 each. In 2010 there were 115.000 Computer Science graduates throughout the EU. More than half of these where in the United Kingdom, France (both 19.000), Germany (17.000) and Spain (15.000). The overall labour mobility was 3,3% in 2013 and has increased over the last decade from 4,7 million to as high as 8 million, mainly due to the EU enlargement in Eastern Europe. Germany and the UK have the most incoming EU labourers (3 million), whilst Romania (1,2 million) and Poland (1 million) have the most dispersed labour force.

The above data resulted in the following findings: to identify the theoretical ICT labour shortage and surplus in the EU, a balance is made of the number of potential ICT practitioners minus the expected ICT vacancies. This shows ten Member States with a shortage, all of them - except for Malta - in northern and western parts of Europe; with most demand in the UK (60.000) and Germany (40.000). Seventeen Member States have a supposed labour surplus, all of them - except for Ireland - in southern and eastern parts of Europe; with by far the most supply in Spain (110.000). There are 24 ICT labour shortage regions identified, mainly around ICT hubs and most of them concentrated in the most densely populated area in north-western Europe. On the surplus side there are 28 regions identified, most in southern and eastern European areas with relative high unemployment and a technological history.

ICT labour mobility

The research gave an insight in the labour mobility and explained why the key reasons people consider ICT labour mobility are mainly linked to the career or profession. These are followed by personal motives, either socio-economic or cultural. The most common barriers for labour migration are language or not having the possibility to move because of family ties. Practitioners who are young, male, highly educated and unmarried or without children tend to have the highest labour mobility rate. Some countries see departure of their talent as a 'brain drain', but when experienced practitioners resettle in their home country again, it can be perceived as a 'brain gain'. The attraction of talent hinges on providing services to support migration services, based on the behaviour, needs and preferences of the ICT practitioners.

Conclusion

The conclusion of the report is that in north-western EU Member States together with Malta have a theoretical shortage of ICT practitioners, whereas the south-eastern members and Ireland have an expected surplus. The UK, Germany and the Netherlands have the highest demand with a focus on management level vacancies and Spain has by far the highest potential supply due to high unemployment. Most vacancies are in programming, web and mobile development, whilst the skills of potential practitioners lie in programming, platform administration, ICT services and mobile development. Capital cities in shortage regions show a lack of ICT talent in media related jobs for apps and web, while industrial regions are in need of software developers for their high-tech engineering purposes. Surplus regions have a focus on outsourced ICT services and telecommunications. The general labour mobility rate in the EU was 3,3% in 2013 and the most important motives for labour mobility are career driven and socio-economic, while barriers are merely cultural (e.g. language). To improve the ICT labour mobility, services are provided for coming to, settling in and living in the designated city or region.

In the context of task 3.1, BRAIN has also produced Deliverable 3.1, a summary of the best practises in connection with labour mobility in Europe.



12. Figure: Cover page of the deliverable 3.1

In order to define the best practices in connection with labour mobility a qualitative research online was performed. From this research the following labour mobility initiatives were defined for further research and interviews:

- 5x5 Welcome to Aachen – research online
- Academy Cube - research online
- Amsterdam Metropolitan Solutions
- ASTER Talents and Knowledge - research online
- Berlin Startup Jobs & London Startup Jobs – research online & live interview
- Bizkaia Talent Relocation Services – research online & live interview
- Brainport Talent Centre – research online & live interview
- CentralBaltic JobFerry - research online
- CSC Service Centre Lithuania - research online
- Erasmus for Young Entrepreneurs – research online & live interview
- FIT Training for Employment Programme – research online & live interview
- International House Copenhagen – research online & live interview

- IT Specialists for the Øresund Region - research online
- JobTribu - research online
- Karlsruhe TechnologyRegion Skills Alliance – research online & live interview
- Make IT In Ireland – research online & live interview
- Professional Cloud Training and Certification – research online & live interview
- Talentum Startups – research online & live interview

After defining these best practises a quantitative research was done which consisted of diverse telephone interviews with the people responsible for the specific best practise. BRAIN spoke to the following persons:

1. Emma Beatty from FIT (Ireland) about pledge on Grand Coalition for Digital Jobs and best practise;
2. George Ryan from FIT (Ireland) about best practise;
3. Manus Hanratty from FIT (Ireland) about best practise and pledges;
4. Jonathan Murray from DIGITALEUROPE about the project and pledges;
5. Giusy Cannella from DIGITALEUROPE about the project and pledges;
6. Tonni Tielens from Sioux about the ICT sector in the Netherlands and especially in Eindhoven;
7. Laura Fiabane from ALTEN about the pledge;
8. Marcel Heilijgers from CCC about the pledge;
9. John Dennehy from Zartis about the pledge;
10. Frederic Michel from Telefónica about the pledge.

The report can be used as a guidance for countries and regions as an example for best practises concerning labour mobility.

DIGITALEUROPE

In order to receive support the implementation of task 3.1, DIGITALEUROPE provided BRAIN with specific information about the ICT skills available in the identified supply regions. To address this request, DIGITALEUROPE provided BRAIN with data coming from its National Trade Associations and its own analysis mapping (undertaken in 2013 as a precursor to the launch of DIGITALJOBS). DIGITALEUROPE also helped BRAIN to define a methodology and draft an outline document to carry out the analysis aimed to identify regions with a mismatch with demand and supply of ICT practitioners.

DIGITALEUROPE also spent time reviewing, commenting, updating and adding to the draft deliverable document D.3.1 “Summary of European best practices in connection with labour mobility” (resulting from task 3.1) before this was submitted to the Commission. After submission of the deliverables, DIGITALEUROPE helped BRAIN to address the comments from the Commission to the document, in particular with regard to the criteria for the selection of the best practices and the key learnings that according to the Commission were missing. As a result of this joint work, an updated version of the deliverable has been

submitted which reflect much better the expectations of the Commission. Finally, DIGITALEUROPE tried to liaise with DG EMPL (through the help of DG CNECT) to ask for an expert opinion on the content key learnings of D3.1. DG EMPL has not responded to our request.

ECWT

ECWT contributed to the EU ICT Labour Market Report 1 & 2 (WP3). ECWT focused on the e-skills and ICT jobs situation in the Nordic countries and provided best practices of the Swedish ICT clusters in Kista (Stockholm) and Mjärdevi (Linköping) and some EU projects with Scandinavian partners e.g. <http://www.jobtribu.eu/> , TET-Tori: <http://www.peda.net/veraja/tori/english>

ECWT provided also some best practices collected by the National Point of Contacts e.g. in Italy (www.eportfoliobilco.it , <http://www.progettotrio.it/trio/>), in Spain (<http://www.educaweb.com>). In UK and Greece (<http://yourock.jobs>) in the Nordic and Baltic counties (<http://www.cbjobferry.eu>).

empirica

Empirica supported the work of BRAIN in WP through the following actions:

- Provision of relevant reports, results and data from previous and ongoing empirica research on this subject;
- Revision and editing of several drafts of Deliverable3.1;
- Clarification of misunderstandings on the use of the empirica model and explanation of the empirica model for the calculation of 'potential vacancies' (e-skills gap) and forecasts;
- Identification of inconsistencies in the use of this model resulting in a model incoherent to the empirica approach and different conclusions;
- Comment to some of the (in empirica's view incorrect) analysis results, and provision of suggestions of how to more correctly interpret specific figures and results for improvement of the report which heavily draws on empirica work.

PIN-SME

To support the work of BRAIN under WP3, PIN-SME carried out a survey among experts in national ICT SME associations on ICT labour mobility. The survey was made of 10 key questions focusing on job vacancies, conditions for practitioners and mobility. Answers were collected from the following countries: France, Germany, UK, Bulgaria, Denmark and Serbia. The results were consolidated and taken into account in the final report edited by BRAIN.

A further contribution to the mobility report was the proposal to consider not just physical mobility of labour from one country to another, but to include also the opportunity of exploiting local business networks in countries with exceeding supply for near-shoring from companies in demanding countries. Such an option has indeed the advantage of allowing

better development of the local economic operators, especially SMEs, thus better overall sustainability for the European societal and economic system. In this respect, PIN-SME proposed an expert to be consulted: Andrea Scalia from Confartigianato, Italy.

2.2.2. Task 3.2 Identify short-term mobility package solutions for these regions

Status	In progress
Leader	BRAIN
Expected ending	M13
Deliverable(s)	None in Y1

Task 3.2 is aimed to identify short-term mobility package solutions for the regions with an existing gap between demand and supply of ICT practitioners.

In order to be able to identify short-term mobility package solutions for labour mobility it was first necessary to set up an expert group on the subject of 'labour mobility'. This group had to consist of at least ten members who were able to meet on a needed basis live and via online channels. The working group consisted of persons representing amongst other: employers, employment agencies, local, regional, and national governments (where appropriate), EURES and partner members of DIGITALJOBS.

In order to complete this task, the following steps were performed:

a) Defining the experts and providing a template for identifying experts

At first it was necessary to ensure that the expert group was composed of members working for different entities and from different European countries. After consulting the WP3 partners, experts were approached from The Netherlands, Ireland, Denmark, Germany, Sweden and Spain.

The entities the experts work for are very diverse: regional development boards, government, employment agencies, pledger(s), expert companies on talent attraction management (TAM) and other interesting organisations.

Template for identifying experts:

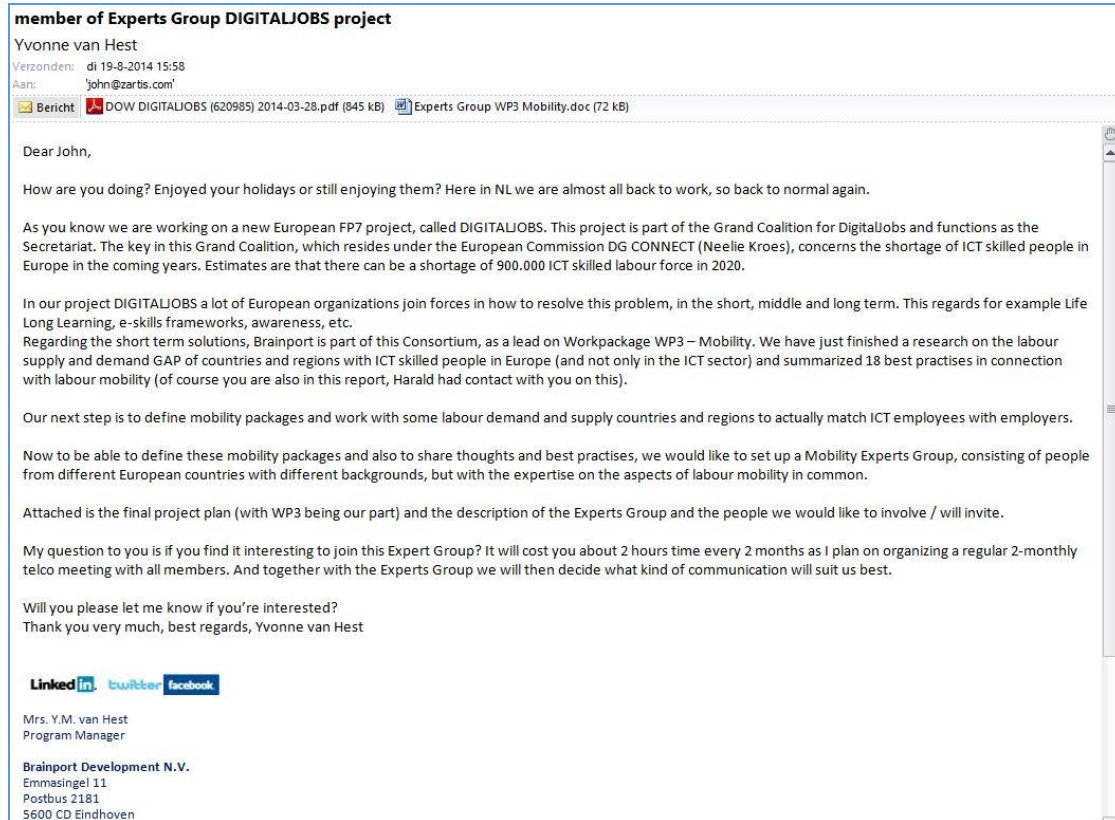
Organization Country	Regional development board	Governments & Public employment service	Employment agency	Interest organization	Industry	Pledger(s)	Expert company on TAM*
Netherlands	Brainport Development, Yvonne van Hest				X		

Organization Country	Regional development board	Governments & Public employment service	Employment agency	Interest organization	Industry	Pledger(s)	Expert company on TAM*
	Amsterdam Economic Board, Caroline Moors				X		
Ireland				FIT Ltd, Manus Hanratty		Make It in Ireland, John Dennehy	
Denmark		CopCap, Nikolaj Lubanski		DI-ITEK, Henrik Valentin Jensen	X		
Germany			CB Talents, Ricardo Nobre				
Sweden							Tendensor, Per Ekman
European Commission		DG EMPL					
Europe			Randstad, Arco Elsman				
Spain		Bizkaia Talent, Ivan Jimenez					
*TAM = talent attraction management							

13. Figure: Template for identifying experts into the labour mobility expert group

b) Inviting expert members to become part of the network

The expert members were invited through an e-mail sent out on 19 August 2014.



14. Figure: Invitation into the expert group

c) Defining the issues to be discussed and developed a questionnaire starting from the expected outcomes

Based on the conclusions of the report on labour mobility (see task 3.1) some general issues to be discussed were defined:

- Discuss about WP3 'mobility packages'
- Share best practises
- Define trends

The expected outcomes of the expert group have also been defined amongst others:

- Usable mobility packages for WP3, Task 3.3
- Best practises to be shared online and 'lessons learned'
- Trends and ideas we could build on in this project, but also in other projects: local, regional, national and European (DG EMPL)

d) Scheduling online meetings with the experts for Q1/Q2 2015

In order to prepare interviews with the members of the expert group, BRAIN scheduled online meeting via skype, google hangout, and teleconferences.

The overview of the planning on how to the expert group was assembled is inserted here.

Month	Action
April-May 2014	Ask partners DIGITALJOBS input on Expert Group
May-June 2014	Discuss the list with DIGITALEUROPE and decide who to approach
September-November 2014	Approach Expert Group members: 10-12 people preferably
November 2014	Set up LinkedIn group and invite Experts for the LinkedIn group: https://www.linkedin.com/groups?home=&gid=7300626
January-March 2015	Plan first teleconference meeting with Expert Group: <ul style="list-style-type: none"> - Define general issues (draft in this document) - Define expected outcomes & added value (draft in this document) - Define time frame of meetings & channels
Planning	To be defined after first meeting Expert Group

15. Figure: overview of the steps of the expert group establishment

Deliverable 3.2 is about policies and best practises on labour mobility. Together with lead partner DIGITALEUROPE, BRAIN decided to write this report by interviewing experts on labour mobility from as many different EU countries as possible.

The aim of this report is to identify best practices and policies on labour mobility in EU Member States and to provide recommendations to the EU for the further stimulation of labour mobility in Europe.

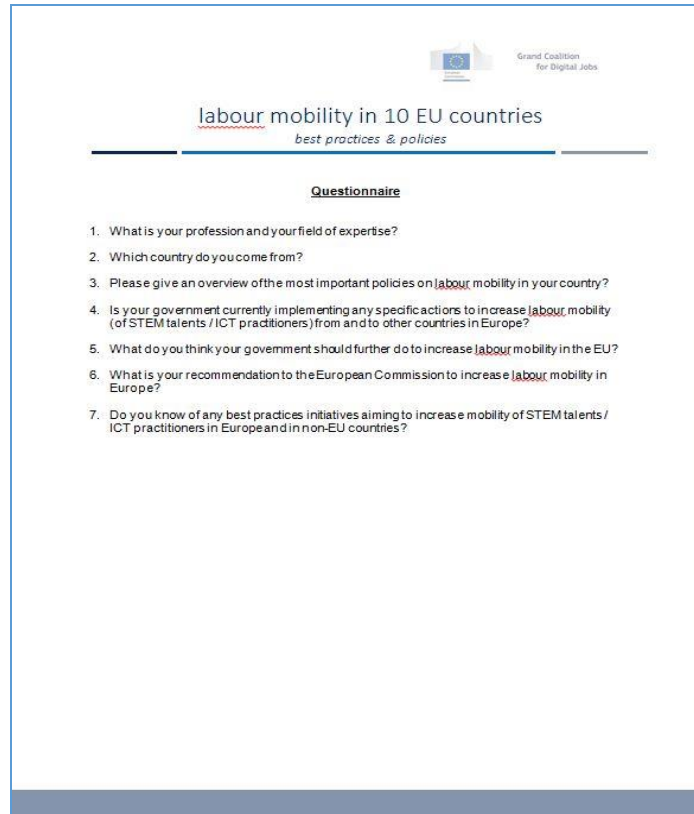
In January 2015 BRAIN started by approaching 11 labour mobility experts and setting up a questionnaire. In order to receive as much information from as many counties as possible, it was decided to invite experts from the experts group as defined in task 3.2 but also through networks from other countries. The questionnaire is inserted below.

The following persons have been invited to participate in the expert group.

1. Per Ekman from Tendensor in Sweden
2. Henrik Valentin Jensen from the Danish ICT Association, Denmark
3. John Dennehy from Zartis, Ireland
4. Fabianne Ruggier, from Malta Information Technology Agency in Malta
5. Yvonne van Hest from Brainport Development in The Netherlands
6. Ivan Jiminez from Bizkaia Talent in Spain
7. Ms. Hanna Swiatkiewicz-Zych from the Ministry of Labour and Social Policy in Poland
8. Wlodzimierz Marcinski from the Ministry of Administration and Digitalisation in Poland
9. Ricardo Nobre & Francisco Mouraz from Cross Border Talents in Portugal
10. Timo Berg from Cross Border Talents in Germany

11. Andrea Scalia from SME association Confartigianato in Italy (via Sebastiano Toffaletti)

The interviews will be conducted during February 2015. Conclusions will be reported in the deliverable D3.2 Visibility of European expert network and global best practices, available in the next period report.



The image shows a questionnaire titled "labour mobility in 10 EU countries" with the subtitle "best practices & policies". It is part of the "Grand Coalition for Digital Jobs" initiative. The questionnaire consists of seven numbered questions:

1. What is your profession and your field of expertise?
2. Which country do you come from?
3. Please give an overview of the most important policies on labour mobility in your country?
4. Is your government currently implementing any specific actions to increase labour mobility (of STEM talents / ICT practitioners) from and to other countries in Europe?
5. What do you think your government should further do to increase labour mobility in the EU?
6. What is your recommendation to the European Commission to increase labour mobility in Europe?
7. Do you know of any best practices initiatives aiming to increase mobility of STEM talents / ICT practitioners in Europe and in non-EU countries?

16. Figure: Questionnaire for members of the expert group on mobility

Based on the outcomes of the interviews, several best practices and policies were selected and further analysed. In addition to this, existing EU programmes aiming at increasing labour mobility are described in the deliverable. Information on these best practices, policies and initiatives was gathered via desk research and through direct contact with experts on the topic.

DIGITALEUROPE

In order to support BRAIN in the setting up of an expert group (virtual working group of experts) on labour mobility, DIGITALEUROPE helped BRAIN to define the Terms of Reference (ToR) of this group, including the structure, work methodology and points of discussion. Once the ToR were agreed, DIGITALEUROPE helped BRAIN draft a letter to be sent to the identified experts to formally invite them to become member of the DIGITALJOBS expert group on labour mobility by offering them a compelling reason to join. DIGITALEUROPE also supported BRAIN in the identification of potential members of the Expert Group and liaised with them when necessary.

During the preparation of task 3.2, DIGITALEUROPE discussed together with BRAIN how to collect from members of the expert group relevant information for the identification of short-term mobility packages solution for the regions identified in task 3.1. DIGITALEUROPE agreed with BRAIN that the best way to proceed was not through virtual meetings where experts could exchange views, but rather the preparation of a set of questions to be sent via email to the members of the expert group and where they could provide concrete solutions address to the mismatch between demand and supply in Europe thorough the promotion of cross border Mobility. More specifically, DIGITALEUROPE suggested seven questions (see below) to be used by BRAIN to carry out interviews with the members of the expert group, and whose answers have been used for the preparation of Deliverable 3.2 (Visibility of European expert network and global best practices):

1. What is your profession and you field of expertise?
2. Which country do you come from?
3. Could you give an overview of the most important policies on labour mobility in your country?
4. Is your government currently implementing any specific actions to increase labour mobility of STEM talents/ICT practitioners to other countries in Europe?
5. What do you think your government should further do to increase labour mobility in the EU?
6. What is your recommendation to the European Commission to increase labour mobility in Europe?
7. Do you know of any best practices initiatives aiming to increase mobility of STEM talents/ICT practitioners in Europe and non-EU countries?

DI ITEK

Henrik Valentin Jensen from DI ITEK has took part in the expert group and responded to the interview from BRAIN, provided with concrete inputs to Deliverable 3.2.

EUROCIO

Material and messages produced in the context of WP3 were disseminated through the usual channels.

In terms of measurable impact, EuroCIO discussed mobility issues at several network meetings, including the annual conference. The challenges to implementation, as seen by member organisations, will be an input to pilot scheme planning. EuroCIO's best example of a mobility scheme is a German car manufacturer that has established plants in Spain and invests in local recruitment and training. Once engineers have proven themselves, there are opportunities to relocate them to Germany to support R&D activities, where there are significant skills shortfalls. This information was provided to BRAIN.

2.2.3. Task 3.3 Encourage the delivery of several mobility pilots

Status	In progress
Leader	BRAIN
Expected ending	M24
Deliverable(s)	None in Y1

The objective of task 3.3 is to implement a mobility pilot in Europe. Starting from the findings and conclusions of task 3.1 – the report about the gap between demand and supply – DIGITALEUROPE and BRAIN have agreed which countries and regions from demand and supply side to be involved in the mobility pilot. BRAIN drafted a plan to outline how to be undertake for this pilot in the second year of the project. This plan has been shared and discussed with DG CNECT, who has agreed to proceed with this proposal. The partners CIONET, DIGITALEUROPE, DI ITEK, ECWT, EUROICIO and PIN-SME will also be involved in this Task.

- Defined the demand and supply countries and regions from report (2) to be used for task 3.3:
 - Demand regions:
 - a. UK, Scotland: Edinburgh
 - b. Germany: Baden Württemberg
 - c. The Netherlands: Amsterdam region and Brainport Eindhoven region
 - Supply regions:
 - a. Spain: Madrid and Barcelona
 - b. Poland: Warsaw and Krakow
- The plan on how to match job seekers from the supply regions with employers in the demand regions, will address the following question and actions:
 - How to reach the job seekers in the supply regions
 - How to reach the employers in the demand regions
 - Matching them through two live events: one in May-June in Poland and one in September-October in Spain
 - Matching them through existing online platforms: this will be specified in M13-M20

This plan will be further elaborated upon in the second year of the project.

DIGITALEUROPE

In its capacity of support partner in WP3, DIGITALEUROPE discussed with DG CNECT and following their agreement, suggested to BRAIN to implement a mobility pilot through a “Digital Jobs Fair” to be organised in one of the demand countries namely Madrid, where the demand will meet the supply. More details about the event proposal and how this will be used to implement and test a mobility pilot are provided in section 2.6.5.

2.3. WP4 Certification

Status	In progress
Leader	ECDL
Expected ending	M24

The aims of this WP4 on Certification are to stimulate the promotion and take-up of the e-Competence Framework (e-CF) through promotion of the e-CF platform, to share best practice processes on e-CF based/mapped certifications, to promote the e-CF based tool, to share best practice around certifications supporting employability especially entrepreneurs and educators, and to promote the e-skills Quality Label.

The stimulation of the promotion and take-up of the e-CF along with the promotion of e-CF based tools and services within Member States are on track and making excellent progress with all tasks on track and more deliverables than planned have been produced. The promotion of the e-CF platform and pro-active engagement of industry and stakeholders in collaboration with the European e-Skills Association (EeSA) as per Task 4.1 is in progress and on track with platform meetings taking place bimonthly. These meetings have led to the identification of the key target audiences:

1. Industry, SMEs and HR Departments,
2. Educational and Training Bodies,
3. Professional Associations,
4. Public Authorities,
5. Individuals: Students and IT Professionals, and
6. National Standards Bodies to increase the uptake of the e-CF at the EU and national levels.

With industry and stakeholders now in agreement on who, what and how, various collaterals have been developed to support stakeholders with their promotion of the e-CF. So far, a leaflet with key information about the e-CF, its supporters, and the benefits for professionals, informatics associations and their members has been developed as well as slides that can be used for in-company promotion and an info graphic for HR departments. The engagement with industry to facilitate the uptake of the e-CF is fruitful and ongoing. In accordance with Milestone 7, the cooperation had been fixed and continues



17. Figure: Infographic for HR departments

throughout the project.

Deliverable.4.3 “Present national and European-level uptake of e-CF powered tool” produced by ECDL has been a huge success, engaging with thousands of individuals as well as companies in Europe and beyond. It was designed to help ICT professionals identify their digital competences and best match them to those required by ICT jobs. This enables ECDL to produce and assess an up-to-date picture of the actual e-competences of ICT professionals across Europe. The participants used an online assessment tool that is powered by the European e-Competence Framework (e-CF), the common language for ICT competences that can be understood by all. Participants indicated their proficiency level in each of the e-CF competences and provided personal information such as their gender, age, education, and career profile. Each respondent received a personalised competence gap analysis that shows their e-competences and how they rate against those required for a specific professional profile. The survey has identified the e-competences of over 2,200 ICT professionals in 28 countries across greater Europe.

Although only one report was anticipated as the outcome of this task, the success of the tool enabled ECDL to produce not only a report that aggregated all results, but also an executive summary brochure of this, and additional 8 country level reports of Belgium, Finland, Hungary, Ireland, Italy, Norway, Spain, and the Netherlands that provide an outline of professional competence in those countries. Thus, the reports summarise the uptake of the e-CF powered tool at national and European level. The tool allows ICT practitioners to identify the competences they need/lack for various ICT roles, enabling them to adapt to market labour demand and communicate their competences in a comparable manner across the EU.

National level usage of the e-CF based tool led to 8 national reports and a European report. Key findings are:

- Only 23% of respondents had the competences associated with their job. In other words, 77% of all respondents may not have all the competences required for their job,
- ICT professionals have a high level of formal education but not always in ICT: 66% of those who participated stated that ICT was the main focus of their education, highlighting that one third of the ICT professionals in the sample come from a non ICT-focused background,
- Too few women work in ICT: With only 15% of all ICT professionals who participated in this study being female, there is further evidence that attracting women to the profession is badly needed,
- Lack of young talent is a bottleneck for the profession: The average age of the ICT professional in Europe is 42 years.

EuroCIO produced Deliverable 4.2 “Formulate best practice processes to stimulate the take up of e-CF mapped certifications”. All EuroCIO input is collated through network meetings,

including the HR&Education Council. These groups include representation from the associated national body CIO associations in the various member states.

The report identifies the key target communities such as professional associations, training providers, networks, and recruitment consultants and the best communication channels through which they can be reached. It proposes the business case and marketing collateral most appropriate for targeting these respective audiences. It details guidelines for the introduction and use of the identified certifications, highlighting the arguments for encouraging and supporting the take up of the e-CF, based on the published case studies and other available assets. Best practice processes are identified for promoting the implementation of the e-CF by European organisations, both large and small. These best practice processes are:

- Development of cost benefit cases to support the existing case studies
- Production of content for inclusion in dissemination channels
- Incorporation in internal IT HR processes
- Develop additional ICT role profiles
- Fully populate the e-Skills Landscape
- Encourage recruitment agencies to incorporate the e-CF in job advertisements
- Increase visibility at European level
- Exploit vocational training channels
- Identify brand advocates and ambassadors
- Promote curriculum profiles

Under the task 4.4, the new innovative certification programme structure has been developed. It allows to create different combinations of modules and to form profiles that are tailored to individual or organisational needs. The 'new ECDL' certification programme has been deployed in 25 out of 28 Members of the European Union. More than 123,000 individuals have already taken the new certification modules. The planned ICT in Education Module was developed and is to be piloted in Q2 of 2015. It is a certification module designed for teachers who wish to acquire the knowledge and skills to start engaging in the pedagogically effective use of ICT to support and enhance teaching, learning and assessment in the classroom. The goals include helping them understand the key concepts and benefits of using ICT to support and enhance teaching, learning and assessment in the classroom; outlining considerations for planning an ICT-enhanced lesson; understand safety, security and well-being considerations when using ICT in education; outlining ICT resources that can be used to support and enhance teaching, learning and assessment; understanding how to source and evaluate ICT resources to support and enhance teaching, learning and assessment; outline the key features of classroom technologies and use the key features of a learning platform. The pilot of a new certification module targeted to facilitating entrepreneurship and digital marketing skills is foreseen for Q4 of 2015.

On task 4.5, the cooperation of empirica with other interested actors including EuroCIO, CIONET, EeSA, EXIN, and APMG International for the development, implementation and operation of an e-skills Quality Label and related processes including governance has started and is ongoing: the piloting of the e-skills Quality Label process and procedures and operation platform in cooperation with a large ICT vendor including Linux Professional Institute, Microsoft, Cisco, and CompTIA have been started and will continue this year for instance with SAP, ORACLE, and HP.

2.3.1. Task 4.1: Promotion of the e-CF platform and pro-active engagement with industry and stakeholders

Status	In progress
Leader	ECDL
Expected ending	M22
Deliverable(s)	None in Y1

The stimulation of the promotion and take-up of the e-CF along with the promotion of e-CF based tools and services within Member States are on track and making good progress. Currently, the platform brings together approximatively 40 stakeholders from industry, educational institutions, associations, and organisations, including:

A/I/M	Afnor groupe	APMG International	ASnet
Breyer Publico	CEN-CENELEC	CEPIS	CIONET
Cisco Systems	Cloud Linguistics	CompTIA	Corporate IT Forum
DIGITALEUROPE	E-SCN	ECDL Foundation	EMC
empirica	EUN	EuroCIO	European Commission
EXIN	FacilityLive	Fondazione Politecnico di Milano	Hominem Challenge
HP	IBM	ICS	Inlea Foundation
Intel	(ISC) ²	Linux Professional Institute	Linux Professional Institute Central Europe
Malta Government	Microsoft	Oracle	PIN-SME
Randstad Holding			

18. Figure: member of the e-CF platform

Throughout the first six months, an initial exchange with industry and stakeholders on the barriers and problems that hamper the uptake of the e-CF took place through regular conference calls. A first result of this fruitful discussion was that platform members identified that they lacked clear and common key messages that would help them to promote the e-

CF within their companies and more broadly to national stakeholders. The marketing of the e-CF and the production of materials to support this was the main barrier identified.

To overcome this barrier, a key messages document was elaborated for a range of target audiences and consensus was reached on how to inform various stakeholders on the added value of e-CF. This entailed identifying who the main key target audiences are for e-CF uptake. More particularly, this key messages document sets clear communications objectives to be attained for each target group along with key messages and communications material to be used.

The six identified target groups are:

1. Industry, SMEs and HR Departments,
2. Educational and Training Bodies,
3. Professional Associations,
4. Public Authorities,
5. Individuals: Students and IT Professionals, and
6. National Standards Bodies.



19. Figure: e-CF key messages document

ECDL produced the collateral for the first target group: a leaflet with key information about the e-CF, its supporters, and the benefits for professionals, informatics associations and their members as well as slides and an infographic for HR departments.



20. Figure: e-CF leaflet

In 2015, the second reporting period, ECDL will work on the remaining supporting collateral for each target group to best equip the e-CF platform with what is needed to convince their internal and external stakeholders on the e-CF. These collateral comprise a set of examples from companies and educational institutions which are already using the e-CF, sample advertisements for new or temporary ICT personnel, a comprehensive brochure, as well as an info-sheet with key information about the e-CF, its supporters, and examples of how countries that have applied the e-CF for workforce development.

Other upcoming tasks include continued regular meetings with the members of the e-CF platform with a frequency of two months until November 2015 and the production of Deliverable 4.1 “Report on lessons learnt and future”.

The deliverable will be produced until the end of the year in order to use the e-CF platform meeting in November as feedback opportunity from the group.

DIGITALEUROPE

DIGITALEUROPE participated in several online meetings to review the work of the e-CF task force and in platform. The aim was to ensure that the work was now formally part of the DIGITALJOBS project. For this reason, DIGITALEUROPE has given a presentation of the work done by the DIGITALJOBS partners, especially in the context of WP4. DIGITALEUROPE has also provided ECDL a powerpoint presentation of the DIGITALJOBS project and the Value Proposition booklet which were shared with all members of the e-CF platform. Furthermore, as a result of the participation in the e-CF platform regular meetings, DIGITALEUROPE gained access to the collaterals and marketing materials developed by ECDL and the other members of the platform to promote the update of the e-CF.

DIGITALEUROPE has disseminated to all stakeholders interested in the e-CF, including DIGITALEUROPE's National Trade Associations and the National and Local Coalitions.

2.3.2. Task 4.2 Formulate best practice processes to stimulate the take up of e-CF based/mapped certifications

Status	In progress
Leader	EuroCIO
Expected ending	M16
Deliverable(s)	D4.2 in M6

This task was co-ordinated by the European CIO Association. The CIO members of the European CIO Association have a variety of experiences with the e-CF, ranging from basic familiarity through to significant implementation experience. This work attempted to capture lessons from that spectrum of experience and to identify best practices to move organisations up in maturity levels.

A combination of workshops and discussions were utilised to capture this experience. This approach enabled EuroCIO to capture the experiences, successes and challenges from the various stakeholders which resulted in D4.2 “Formulate best practice processes to stimulate the take up of e-CF mapped certifications”. The best practices identified in task 4.2 were collated from the various meeting attendees as described above. The results were compiled over several meetings, which including the HR & Education Council. These groups include representation from the associated national body CIO associations in the various member states.

The study reviews the existing published material, including case studies, benchmarks, profiles and tools that add value to the arguments for using the e-CF. The key findings and recommendations from this study are original, but it was felt that the current published material should serve as an input to build on the best practice identified to date.

The report identifies the key target communities and the best communication channels through which they can be reached. It proposes the business case and marketing collateral most appropriate for targeting these respective audiences. It details guidelines for the introduction and use of the identified certifications, highlighting the arguments for encouraging and supporting the take up of the e-CF, based on the published case studies and other available assets. Best practice processes are identified for promoting the implementation of the e-CF by European organisations, both large and small.

Business cases are included in the report, but at a high level and using qualitative measures. In the next phase of work in Q2 2015, more quantitative example will be explored.

Actual resource utilisation was as per the original budget submission, although it is important to mention that the contributions from the EuroCIO member organisations that

makes up the bulk of the intellectual property, secured through workshop activities, does not appear in the budget actuals.

DIGITALEUROPE

DIGITALEUROPE spent time reviewing, commenting, updating and adding to the draft deliverable document D.4.2 “Formulate best practices process across each business function/process” before it was submitted to the Commission. Furthermore, DIGITALEUROPE helped EuroCIO address the comments from the Commission to Deliverable 4.2 who required more concrete inputs in the document on how to promote the uptake of the e-CF. As a result of this joint work, and with contributions from ECDL, an updated version of the deliverable has been submitted which reflect much better the expectations of the Commission.

2.3.3. Task 4.3 Promote the online tool for competence mapping and skills gap identification based on the e-CF

Status	In progress
Leader	ECDL
Expected ending	M21
Deliverable(s)	M4.3 in M8

The online competence mapping through the CEPIS e-Competence Benchmark – an e-CF powered tool has been highly successful. The promotion of the tool has been carried out through the professional bodies which are the national informatics societies in each country, directly to interested industry parties as well as through general promotional channels (events, publications, etc.). 28 countries with more than 2,200 respondents have as result used the e-CF and 80 plus language versions are available.



21. Figure: Deliverable 4.3 report

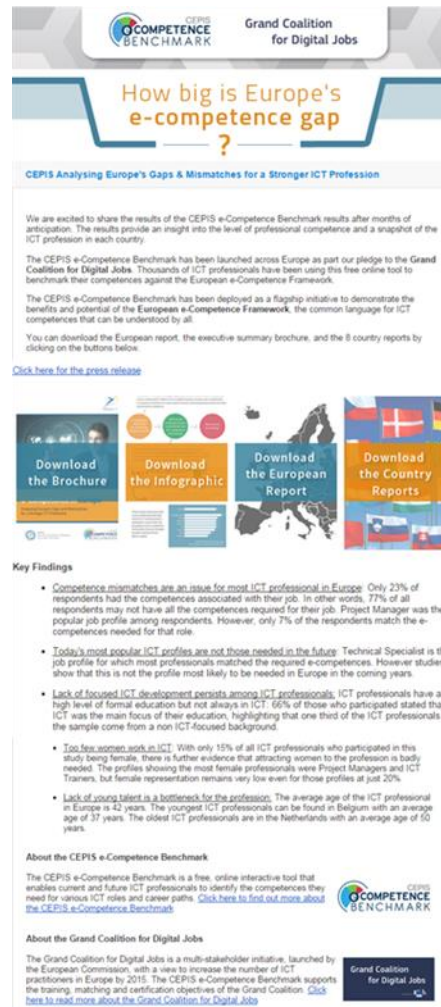
This online service enabled the following to be produced.

- An [Executive summary](#) brochure
- A [European report](#) that aggregates the data from all countries
- A national report for Belgium
- A national report for Finland
- A national report for Hungary
- A national report for Ireland
- A national report for Italy
- A national report for the Netherlands
- A national report for Norway
- A national report for Spain

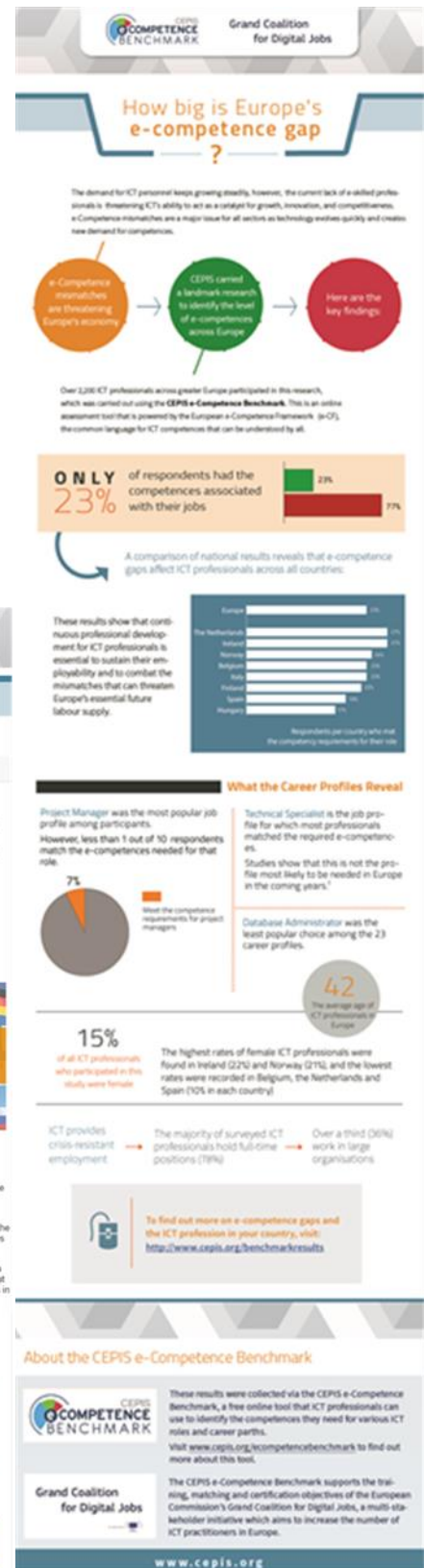
The e-CF, the tool and the results of the work have been promoted in all of the 28 countries with a special dissemination taking place in the eight countries for which reports were produced. In addition an info graphic was created to facilitate dissemination on social media.

These key findings are:

- Only 23% of respondents had the competences associated with their job. In other words, 77% of all respondents may not have all the competences required for their job,
- ICT professionals have a high level of formal education but not always in ICT: 66% of those who participated stated that ICT was the main focus of their education, highlighting that one third of the ICT professionals in the sample come from a non ICT-focused background,
- Too few women work in ICT: only 15% of all ICT professionals who participated in this study being female, there is further evidence that attracting women to the profession is badly needed,
- Lack of young talent is a bottleneck for the profession: The average age of an ICT professional in Europe is 42 years.



23. Figure: External mailshot



22. Figure: Info graphic

In 2015 Telecentre, together with existing National and Local Coalitions and member organisations, are going to promote and share data on usage of the e-CF based tool. This data served to bolster awareness raising around the e-CF. In

tandem to the national level promotion, the lessons learned from the extensive use of both the e-CF and job profiles on such a large scale will be provided to the CEN workshop on ICT skills and PC 428.

DIGITALEUROPE

DIGITALEUROPE spent time reviewing, commenting, updating and adding to the draft deliverable documents D.4.3 “Present national and European-level uptake of the e-CF powered tool” before it was submitted to the Commission.

DIGITALEUROPE contributed to the dissemination of the eight national reports with the National Contact Points of the eSkills for Jobs campaign 2014 who are responsible for coordinating the campaign in several Member States.

TELECENTRE

Under Task 4.3 Telecentre Europe liaised with the existing National and Local Coalitions and member organisations to promote the use of the free online tool to benchmark competences of current or future ICT professionals against the e-CF.

Telecentre Europe shared the CEPIS e-Competence Benchmark report with National and Local Coalitions stakeholders as well as the Telecentre Europe stakeholders and members. The promotion was done mainly via online communications, through the following channels:

- Telecentre Europe’s newsletter (reaching out to over 1,000 subscribers)
- Social media channels (LinkedIn, Facebook, Twitter, Pinterest – reaching out to 1,500 followers)
- Telecentre Europe website (average 2,000 visitors/month)
- Unite-IT online community (over 700 digital inclusion and empowerment experts registered)

Telecentre Europe is currently evaluating the possibility to include the Benchmarking report as a resource in Deliverable 5.2 – The Toolkit for National and Local Coalitions. This could be used as a model by the Coalitions when they are researching and assessing the skills gap at the national and local level.

In 2015, Telecentre Europe plans to increase the efforts to generate uptake of the e-CF at the national and EU level, by working with the National and Local Coalitions.

2.3.4. 4.4 Facilitate sharing of best practices in innovative certification models for digital competences targeting European SMEs and entrepreneurs with e-business skills

Status	In progress
Leader	ECDL
Expected ending	M24
Deliverable(s)	None in Y1

ECDL Foundation has deployed the new innovative certification programme structure across Europe. This programme is based on a flexible modular structure that allows the creation of profiles that match individual and organisational needs. It is designed to better help employers and job seekers match skills to jobs.

During 2014, this innovative certification structure has been developed. It allows to create different combinations of modules and to form profiles that match individual or organisational needs. The 'new ECDL' certification programme has been launched in 25 out of 28 Members of the European Union. The remaining three countries (France, Portugal and Sweden) will introduce the new certification programme in 2015. Since the launch of the Grand Coalition, 11 out of 25 countries organised launch events on the national level: Austria, Czech Republic, Denmark, Germany, Hungary, Italy, Lithuania, Luxembourg, the Netherlands, Romania, and Spain. Most recent events are from Austria (March 2014, Bregenz), Germany (in a number of cities from April 2014 to September, 2015), Luxembourg (2014, Luxembourg), and Spain (March 2015, Madrid).

On the whole, more than 2,600 people were reached through these launch events and a significant number of people is expected to be reached in March 2015 at the AULA exhibition where ECDL national partner in Spain will organise a conference around the new ECDL certification. (The AULA exhibition is the leading annual event in the education and training market held in Spain that hosts more than 130,000 participants). From February 2014 to February 2015, more than 123,000 people have taken the new modules. The leading countries are Italy (35,000 individuals), Hungary (over 27,000 individuals), Germany (over 17,000 individuals) and Greece (over 14,000 individuals).

An extensive communications campaign took place around the new certification programme. National level promotion included the production of different promotional materials. For example, promotional videos were produced by ECDL national partners in Malta and Bulgaria; ECDL national partner in the UK (BCS, the Chartered Institute for IT) published a brochure and the national partner in Austria created infographics. National partners in each country have adjusted their websites in line with the new certification structure and focus on the importance of digital skills for employability. For example, Luxembourg organised a press conference, issued a press release, provided information on their website and in their Newsletter, and ordered a bus advertising. Promotional videos of

the 'New ECDL' were produced by ECDL national partners in Bulgaria and Malta and are available on their websites. Intense promotional activities are taking place in Italy: during the period from September 2014 to January 2015, 21 events were organised on a local level.

ECDL Foundation's national partners in Germany and Greece published information about the Grand Coalition pledges on their websites (see dissemination report). In addition, a number of ECDL Foundation's national partners from other countries shared information about the Grand Coalition in 2013 but these activities are not reported in this report. The launch the pilot of a new certification module targeted to facilitating entrepreneurship and digital marketing skills in particular for SMEs is currently under development. In 2014, ECDL Foundation carried out a consultation with its network and industry inside and outside Europe. Based on the feedback received, the scope of this module was refined to meet the market needs. As a result, the module will focus on 'Online presence'– web content management, digital marketing, etc. The module is foreseen to be piloted in the Q4 of 2015.

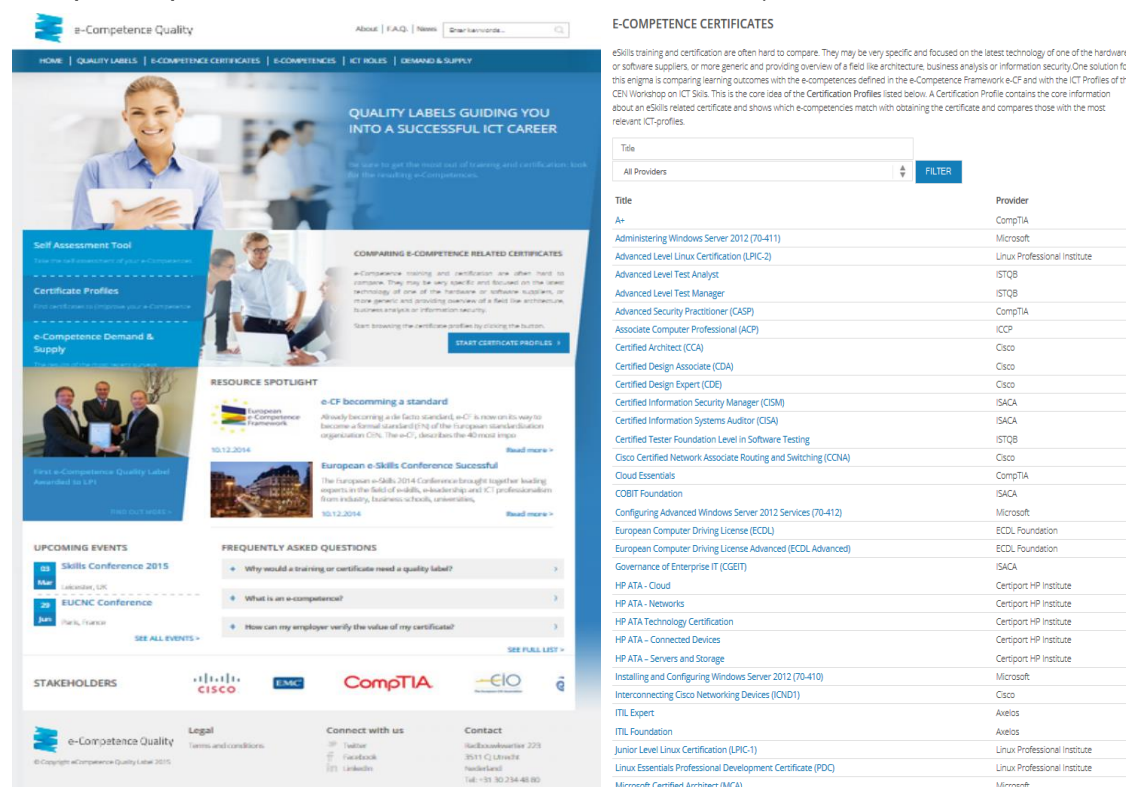
In 2014, the ICT in Education Module has been developed. It is designed for individuals who wish to acquire the knowledge and skills to start engaging in the pedagogy effective use of ICT and enhance teaching, learning and assessment in the classroom. The pilot of this module has undergone a validation process with education experts from European Schoolnet's Living Schools Lab throughout 2014. The module has been developed and its pilot is expected to take place in Q2 of 2015 in at least one European country. It is a certification module designed for candidates who wish to acquire the knowledge and skills to start engaging in the pedagogically effective use of ICT to support and enhance teaching, learning and assessment in the classroom. The goals of this module are the following: understand the key concepts and benefits of using ICT to support and enhance teaching, learning and assessment in the classroom; outline considerations for planning an ICT-enhanced lesson; understand safety, security and well-being considerations when using ICT in education; outline ICT resources that can be used to support and enhance teaching, learning and assessment; understand how to source and evaluate ICT resources to support and enhance teaching, learning and assessment; outline the key features of classroom technologies and use the key features of a learning platform.

2.3.5. Task 4.5: Promoting e-skills quality label for ICT industry training and certification

Status	In progress
Leader	empirica
Expected ending	M24
Deliverable(s)	None in Y1

In 2014, empirica's activities under task 4.5 resulted in the e-Competence Quality initiative. As part of the project activities in 2014/beginning 2015, empirica contributed to and supported the e-CF Platform and the e-Competence Quality initiative through the:

- Definition of the e-Competence Quality service provision and management body and a governance board including the specification of potential candidate organisations to fill these roles;
- Definition of e-Competence Quality procedures, processes, tasks and responsibilities;
- Piloting of e-Competence Quality structures, procedures and processes (first completed pilot with LPI - Linux Professional Institute);



The screenshot displays the 'E-COMPETENCE CERTIFICATES' section of the e-Competence Quality website. It features a search bar and a filter button. Below, a table lists various ICT certifications and their corresponding providers. The table is organized into two columns: 'Title' and 'Provider'.

Title	Provider
A+	CompTIA
Administering Windows Server 2012 (70-411)	Microsoft
Advanced Level Linux Certification (LPIC-2)	Linux Professional Institute
Advanced Level Test Analyst	ISTQB
Advanced Level Test Manager	ISTQB
Advanced Security Practitioner (CASP)	CompTIA
Associate Computer Professional (ACP)	ICCP
Certified Architect (CCA)	Cisco
Certified Design Associate (CDA)	Cisco
Certified Design Expert (CDE)	Cisco
Certified Information Security Manager (CISM)	ISACA
Certified Information Systems Auditor (CISA)	ISACA
Certified Tester Foundation Level in Software Testing	ISTQB
Cisco Certified Network Associate Routing and Switching (CCNA)	Cisco
Cloud Essentials	CompTIA
COBIT Foundation	ISACA
Configuring Advanced Windows Server 2012 Services (70-412)	Microsoft
European Computer Driving License (ECDL)	ECDL Foundation
European Computer Driving License Advanced (ECDL Advanced)	ECDL Foundation
Governance of Enterprise IT (CGEIT)	ISACA
HP ATA - Cloud	Certipoint HP Institute
HP ATA - Networks	Certipoint HP Institute
HP ATA Technology Certification	Certipoint HP Institute
HP ATA - Connected Devices	Certipoint HP Institute
HP ATA - Servers and Storage	Certipoint HP Institute
Installing and Configuring Windows Server 2012 (70-410)	Microsoft
Interconnecting Cisco Networking Devices (ICND1)	Cisco
ITIL Expert	Axelos
ITIL Foundation	Axelos
Junior Level Linux Certification (LPIC-1)	Linux Professional Institute
Linux Essentials Professional Development Certificate (PDC)	Linux Professional Institute
Microsoft Certified Architect (MCA)	Microsoft

- Start of negotiations with ICT vendors including Linux Professional Institute, Microsoft, Cisco, CompTIA for mapping their ICT certifications to the e-CF and fulfilling the criteria to obtain the e-Competence Quality label and thereby making their certifications available as part of the e-Competence Quality service offers. The way these are made accessible and integrated into the service offerings of the e-Competence-Quality service are depicted in the following screenshot of the e-

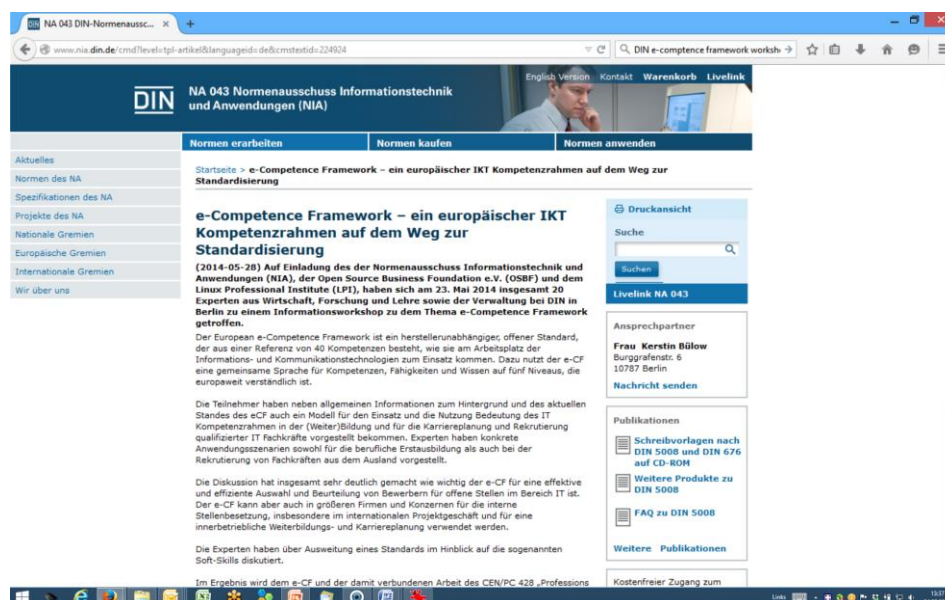
Competence-Quality web portal (which in the meantime (March 2015) has become operational at www.e-competence-quality.com operated by EXIN;

- Start of negotiations with potential e-Competence Quality management body stakeholders for becoming a member and taking responsibility for running the e-Competence Quality management and service provision
- Start of negotiations with potential e-Competence Quality governance body stakeholders with the aim to become members of the e-Competence Quality governance board;
- Discussions and negotiations with these organisations and finally reaching agreements with EuroCIO, CIONET and EeSA with its members to constitute the e-Competence-Quality governance board and EXIN and APMG International to act as the service providers of the different services specified including the label awarding (see figure below).

In 2015 further discussion will be held with organisations like PIN-SME, DIGITALEUROPE to motivate them to become members of the governance board which would help to further expand and spread service provision also among SMEs and ICT industry players and CERT-IT and other national certification organisations which would help to anchor the service provision also at national level in Europe.

Empirica's e-CF promotion activities in 2014 include:

- One workshop in Brussels and one workshop at DIN (German standardisation body) on 24 May 2014 in Berlin with relevant stakeholders and multiplier organisations.



24. Figure: Article on the workshop at DIN

- Relevant articles in four newsletters each distributed to more than 3,000 relevant stakeholders

GUIDE NEWSLETTER No. 5

EUROPEAN E-SKILLS 2014 CONFERENCE



The European e-Skills 2014 Conference will take place on 2-3 December 2014 at the Marriott City Centre Hotel in Brussels, Belgium. Online registration is open at: www.eskills2014conference.eu. This event will address two key topics: e-leadership and ICT professionalism in Europe. The objectives are to:

- Provide the latest figures and forecasts (2020) on the ICT workforce and talent pool;
- Present and discuss new European e-leadership curriculum guidelines and profiles;
- Propose ways for moving ahead and achieving the necessary scale;
- Present a proposal for a first pan-European Foundational ICT Body of Knowledge;
- Propose a model for the promotion of ICT professionalism in Europe;
- Discuss international developments and possible cooperation.

Chairpersons are Dr. Nils Olaya Forstad, Research Scientist, MIT Center for Information Systems Research (CISR) and Silvia Leal, Academic Director, IE Business School, Madrid. The event will bring together leading experts in the field of e-skills, e-leadership and ICT professionalism from industry, business schools, universities, ICT and CIOs associations, trade unions, standardisation bodies, examination, certification and accreditation institutions, employment agencies, staffing industry and governments. Last year, the European e-Skills 2013 Conference brought together over 300 leading experts from all over Europe.

For more details, please go to the event website. If you have any questions about the European e-Skills 2014 Conference please e-mail: guide@empirica.com

NEWS FROM THE EUROPEAN e-LEADERSHIP INITIATIVE

Eighth e-Leadership Cluster Event in Aarhus: Views from Denmark and the Nordic countries on new skills for business development and ICT in innovation

At the conference organised by the European Commission together with i4-forum and i4-Vest in Aarhus and attended by around 140 participants the chairperson Nils Olaya Forstad, MIT Center for Information Systems Research (CISR) in his opening speech referred to 'digital disruption' affecting European economies and societies dramatically. By stating that technology itself does not disrupt – it is the use and management of technology that is disrupting – he underlined the importance of an education ecosystem with strong stakeholder interaction to develop and widely spread the skills needed within the workforce to best cope with this and address it properly – which are now called e-leadership skills.

25. Figure: Guide newsletter

- 10 regional cluster events on e-skills and e-leadership skills demonstrating the use of the e-CF and related guidelines in new higher and executive education curricula development and presentation of successful examples; each attended by 100 – 160 relevant stakeholders.
- One large European conference with Grand Coalition organisation and logo partnership (www.eskills2014conference.eu) on 2 – 3 December 2014 in Brussels with almost 400 registrations).

Note: The regional cluster events and the conference were organised as part of the e-Skills GUIDE service contract for DG GROWTH (formerly DG ENTR) but were also intensively used to promote the e-CF and associated services of the DIGITALJOBS project. It is assumed that this type of generating synergies is welcomed by the Commission since it helps reaching targets also of DIGITALJOBS in a very cost-effective way.

Work progress and achievements:

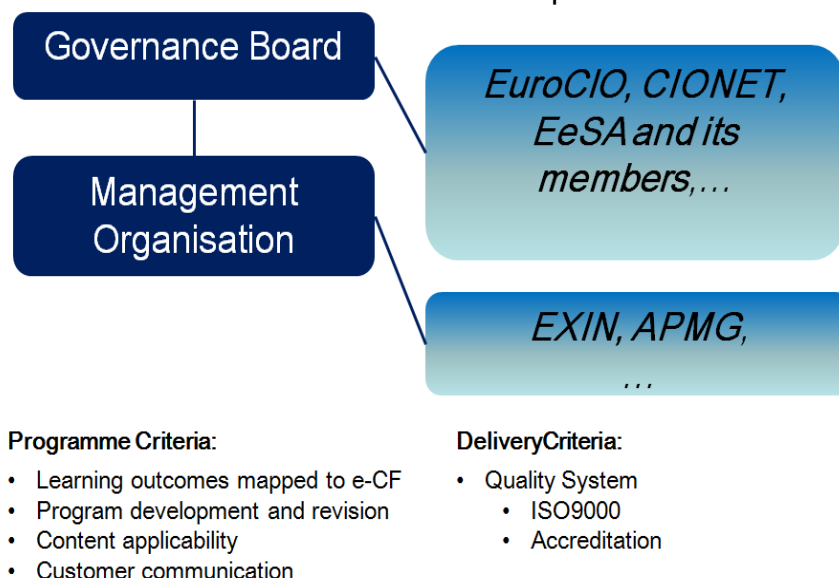
- Refinement and further development of the proposals from the e-Skills Quality study and implementation in pilot format
- Awarding of the first e-Competence Quality label for the LPI Linux Professional Certification Program. The Quality Label was officially handed out at the annual LPI EMEA meeting September 26th 2014 in Prague, Czech Republic by Maarten Dolf Desertine, business developer at EXIN. The e-



26. Figure: Awarding the first e-Competence Quality label

Competence Quality Labels are supported by the European e-Skills Association with EXIN acting as an awarding body. In attaining the e-Skills Quality Label designation, the Linux Professional Institute has proven that their certifications successfully map to the e-CF. “The European e-Competence Framework is a critical initiative in today’s European workforce. By standardizing the language around ICT recruiting we can continue to help hiring managers recognise the best skilled candidates for the job,” said Klaus Behrla, Vice President, business development Europe for the Linux Professional Institute, “We at LPI are so pleased to have been awarded the e-Skills Quality Label for our professional Linux certifications.” “In today’s e-Skills jungle the mismatch in existing and required knowledge are a problem for all stakeholders. Through the e-Skills Quality Label LPI has demonstrated that their exam objectives cover relevant and required standard competences and ICT profiles,” said Maarten Dolf Desertine.

- First description of a scalable and sustainable e-Competence Quality process that will be open for other awarding bodies for offering this service Europe-wide and in all Member States;
- Continuation of discussions with large ICT vendors like the ones mentioned above plus SAP, ORACLE and HP in joining the initiative in close cooperation with the e-CF Platform activities led by EeSA;
- Successful completion of discussions with relevant stakeholders about the establishment of a governance and service provision structure. This has been implemented in the meantime ensuring an open, sustainable and scalable model of management and operation of the quality label awarding process with
 - o EuroCIO, CIONET and EeSA acting as governance board and
 - o EXIN and APMG International as service providers.



27. Figure: Governance and service provision structure of the quality label awarding process

The plan for 2015 is to further extend both by interested parties to broaden it and operate the e-Competence Quality services to the widest possible extent in Europe.

- Launch of the e-Competence Quality service and web portal including good documentation of structures, processes and procedures in January 2015 which illustrates relevant details of the 'e-Competence Quality Labels initiative' under the name 'e-Competence Quality' with the URL www.e-competence-quality.com



28. Figure: Web portal of the e-Competence Quality label service

TELECENTRE

Under Task 4.5 Telecentre Europe have contributed with the following activities:

- Awareness raising on e-CF and DCF and the need to align the different European certification frameworks. TELECENTRE promoted the e-CF and the Digital Competence Framework in events and through online communications:
 - Promoted the DCF in SparkLab Andalucia (March 2014)
 - Promoted e-CF in Telecentre Europe Annual Conference (September 2014)
 - Promoted e-CF in both eSkills for Jobs high-level events (Athens and Rome)
- Telecentre Europe provided strategic advice to its Spanish members on the adoption and use of Commission frameworks for training and certification design (e.g. XII Telecentre networks meeting in Burgos, May'14, XIII Telecentre networks meeting in Oviedo, Nov'14). As a result, they are joining forces to build a Spanish coalition on the certification of digital competences for employability.
- Telecentre Europe responded to the Commission public consultation on the Europe 2020 strategy with the Position paper on the Europe 2020 strategy and its further development, stressing the importance for digital learning providers of having a common framework for attesting skills based on Commission Digital Competences framework "DIGCOMP". [Position paper](#)
- Telecentre Europe developed a policy position on the alignment of Digital Competence Frameworks (including both e-CF and DIGCOMP). It addresses the need to adopt a neutral and comprehensive framework to validate digital

competences of non-ICT professionals (as telecentres' customers typically are) for employability purposes.

Position paper

- Telecentre Europe aligned its own eSkills assessment tool Skillage to the Digital Competence Framework. The Skillage test extracts 15 questions from a pool of 100, being structured in five categories: employability, productivity, communications, social media and Content management and safety.

www.skillage.eu

2.4. *WP5 Attracting people to ICT: Awareness raising*

Status	In progress
Leader	EUN
Expected ending	M24

WP5 on Attracting people to ICT: Awareness raising, is dedicated to raise awareness among different audiences on the main priorities of the Grand Coalition of Digital Jobs and to reach out to stakeholders to potentially engage them into the Grand Coalition activities.

During 2014 a major communication campaign namely: eSkills for Jobs 2014, led by the Commission DG ENTR (now DG GROWTH), aimed at raising awareness on IT skills and employment was running but the DIGITALJOBS actions did not overlap with its activities nor addressed the same audiences. Therefore, the main objectives of WP5 is to complement the eSkills campaign, focusing on communicating specifically the Grand Coalition actions and results and ultimately engaging more stakeholders in its activities both at EU and national level.

In order to achieve these objectives, a threefold strategy has been set up to roll out awareness raising activities during the overall project lifespan:

- Under Task 5.1, 5 DIGITALJOBS partners have developed ad-hoc awareness raising campaign aimed to promote the activities of the Grand Coalition and engage with more stakeholders. These are: DIGITALEUROPE, EUN, eSkills UK, EuroCIO and PIN-SME;
- In order to support the implementation of the Grand Coalition at a national level, the DIGITALJOBS projects support the creation of National and Local Coalition for Digital Jobs. For this purpose, Telecentre Europe has developed a Toolkit for National and Local Coalitions (Task 5.2) which contains detailed guidelines to support stakeholders interested in the setting up of a new Coalition in their country;
- Finally, in order to measure the impact of the pledges of the Grand Coalition, EUN has conducted an impact assessment covering the year 2014 (Task 5.3).

2.4.1. Task 5.1 Awareness activities

Status	In progress
Leader	EUN
Expected ending	M24
Deliverable(s)	D5.1 in M24

In the context of WP5, DIGITALEUROPE, EUN, EuroCIO, PIN-SME, Telecentre Europe, E-Skills UK (now Tech Partnership) committed to carry out targeted awareness campaigns aimed at reaching out to different audiences namely: industry stakeholders, schools and teachers, Ministries of Education and policy makers, telecentres, ICT practitioners and SMEs. In addition to that, each Consortium partner proposed their communication, dissemination and awareness raising activities to foster the visibility of the project results and initiatives. These actions included the exploitation of the partners' main communication channels - including websites, blogs, social media, newsletter, publications – face to face events, stakeholders' networks and communities. The involvement of specific pledgers and pledges activities has been recommended when applicable.

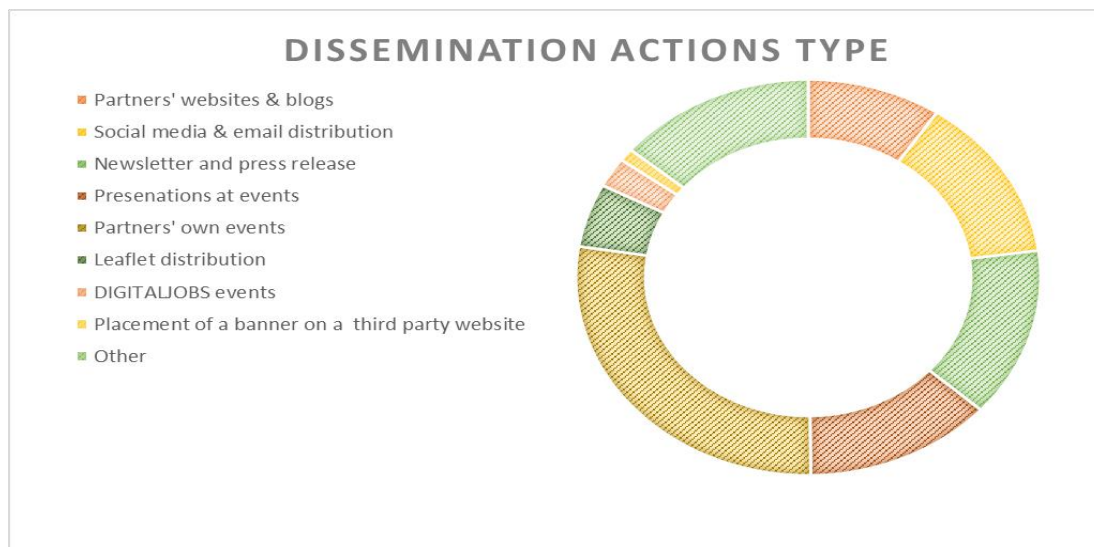
In order to assist Consortium partners to concretely plan their awareness raising and dissemination activities, and to set the basis for the dissemination and awareness raising impact reporting, EUN and DIGITALEUROPE developed two templates:

- a template specifying the nature of the awareness raising action to be implemented, to serve as a basis for the planning of the task 5.1 activities (template developed and circulated by EUN);
- a template, more focused on metrics and dissemination impact, in order to feed in the development of the overall dissemination plan under WP7 (template developed and circulated by DIGITALEUROPE). Each of the partner was required to enter any awareness raising and dissemination actions implemented and planned in the WP7 template which is periodically collected by the project coordinator and the WP Leader in order to keep track of the impact achieved.

Each partner addressed the specific audiences of pertinence and network members with tailored messages and events. Some examples of the awareness raising activities deployed so far are:

- **Promotion of the Grand Coalition** via partners websites, social media, newsletter, networking and direct mailing
- **High level workshops** around the 5 key areas of the Grand Coalition involving policy makers, industry, teachers and ICT practitioners
- **Presentation of the Grand Coalition** during all relevant internal and external meetings (distribution of the booklet)
- Production of several **infographics** around the 5 key areas of the Grand Coalition
- Promotional **videos** `my IT job explained` aimed at educators, pupils and students are being produced
- **Outreach to non-ICT companies** (ERT, CSR Europe, BUSINESSEUROPE, EuroCommerce, Renault, VDA and many others)
- **Letter to Commission President Juncker** to ask continued support to the Grand Coalition. Promotion of the letter through a **social media** and **banner on Euractiv** s at a national level

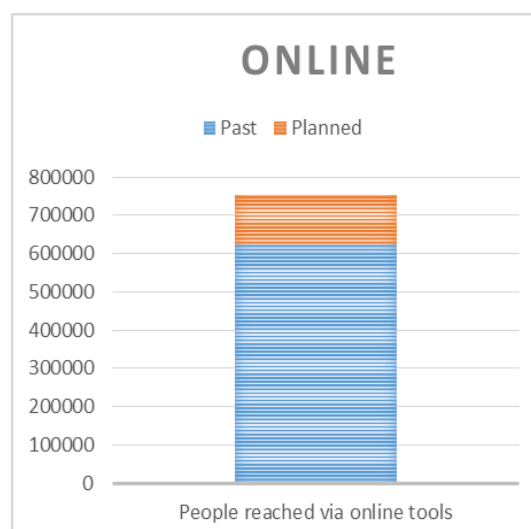
Here below is provided a distribution of the Consortium effort per type of dissemination action carried out.



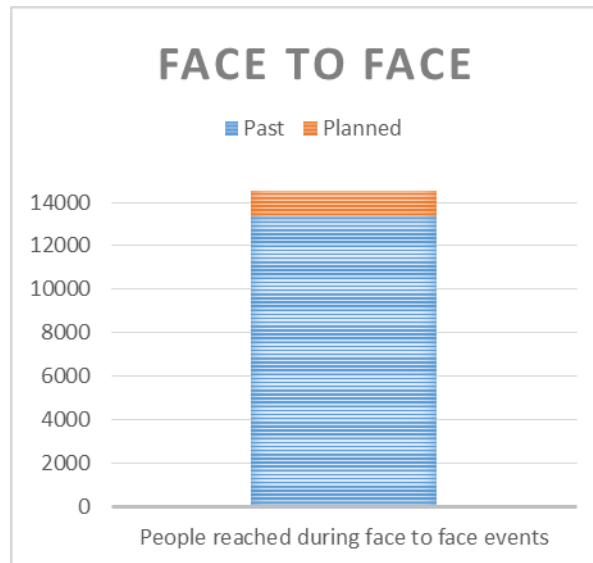
29. Figure: Type of Dissemination actions of the partners

Provisional figures on the aggregated number of people reached out through online and face to face awareness raising and dissemination activities have been provisionally calculated on the basis of the actions reported by each of the partners and are summarised here below and in the following charts.

- 2014 provisional overall Consortium reach out **via online tools**
Including: Social media, partners' websites and blogs, newsletters, email distribution, press releases, etc.: 625,009 (planned for 1Q2015: 127,615)
- 2014 provisional overall Consortium reach out during **face to face events**
Including DIGITALJOBS events, partners' own events, meetings, presentations to third parties' events, workshops, etc.: 13,353 (planned for 1Q2015: 1,190)



30. Figure: People reach via online tools



31. Figure: People reach via face to face communication

2.4.1.1. Task 5.1.1 – DIGITALEUROPE awareness campaign

DIGITALEUROPE took a leading role in promoting the Grand Coalition and its activities in the first year of the DIGITALJOBS project.

Generally speaking DIGITALEUROPE has focussed its awareness raising activities on promoting the Grand Coalition and the work of its Secretariat aiming to enlarge the partnership to the widest range of stakeholders, both at EU and National level. The channels used for such promotion include not only DIGITALEUROPE's own members, National Trade Associations and corporates, but also a wide variety of stakeholders including pledgers, Davos Declaration industry players, various units within several of the Commission DGs including not only DG CNECT but also ENTR, EAC and EMPL, and other third party organisations such as CSR Europe, BUSINESSEUROPE and EuroCommerce, to name a few. DIGITALEUROPE has also included in its dissemination activities Member States officials and experts. These stakeholders have been reached not only through bilateral meetings and events, but also via emails distributions, newsletters, press releases and social medial.

Whilst DIGITALEUROPE's awareness raising campaign around the Grand Coalition includes a plethora of major and minor activities, the main are listed here below in order to give a sense of the kind of impact that these have had on the successful acknowledgement and expansion of the Grand Coalition, both at EU and national level:

- **Grand Coalition dedicated section on DIGITALEUROPE's website**

DIGITALEUROPE created a dedicated section on its website providing not only information but the Grand Coalition and the Secretariat activities, but also containing all relevant

documents produced under the DIGITALEUROPE project. The page can be find here <http://www.digitaleurope.org/Aboutus/Projects/GrandCoalitionforDigitalJobs.aspx>



32. Figure: Screenshot of the webpage of DIGITALEUROPE on the Grand Coalition for Digital Jobs project

- **Bilateral meetings with stakeholders:** During the first year of project activities, DIGITALEUROPE met with a large number of stakeholders to introduce them to the Grand Coalition and ensure their involvement in its activities both at EU and national level. In particular, DIGITALEUROPE held live and online meetings with the following stakeholders to present them the activities of the Grand Coalition:

- CA Technologies
- Adobe
- Certiadria
- CSR Europe

NB: after presentations from DIGITALEUROPE, these four companies have decided to pledge to the Grand Coalition.

- European Round Table of Industrialists
- Member of the European Parliament Martina Werner (S&D)
- Cabinet of Belgian Ministry for Digital Agenda
- BUSINESSEUROPE
- EuroCommerce
- Telecom Italia
- eCommerce Europe
- Renault

- VDA – German Automotive Association
 - Vodafone
 - Nestle'
 - Ceemet
 - Orgalime
 - Upturn generations
 - Czech ICT Alliance
 - EFVET European Forum of Technical and Vocational Education and Training
 - Logos EU consultancy
 - ARTICACC (SME specialised in Creative Computing)
- **Presentation of the Grand Coalition during DIGITALEUROPE's and third parties events:**
 - **February 2014:** Update members of DIGITALEUROPE 's Executive Board about the progress of the Grand Coalition from DIGITALEUROPE's Director General John Higgins;
 - **March 2014:** Mention to the Grand Coalition initiatives through DIGITALEUROPE 's Director General Keynote speech during the "eSkills International Conference" in Brussels;
 - **May 2014:** Key note speech on the importance of the Grand Coalition from DIGITALEUROPE's Director Jonathan Murray during the launch of the Bulgarian Coalition in Sofia;
 - **May 2014:** Presentation of the Grand Coalition through DIGITALEUROPE 's Director General Keynote speech during e-Skills for Jobs High level conference in Athens;
 - **June 2014:** Organisation of a workshop on the Grand Coalition during DIGITALEUROPE's National Trade Association Summit to inform about initiatives at a national and local level in presence of Alexander Riedl from DG CNECT and DIGITALEUROPE's Project Manager Giusy Cannella



33. Figure: DIGITALEUROPE's NTA summit in June 2014

- **June 2014:** Update members of DIGITALEUROPE 's Executive Board about the progress of the Grand Coalition DIGITALEUROPE's Director General John Higgins;
- **June 2014:** Presentation from DIGITALEUROPE's President Peter Olsen to DIGITALEUROPE's corporate members and main stakeholders about the progress of the Grand Coalition during DIGITALEUROPE's General Assembly with high level guests from the Commission and Member States.
- **October 2014:** Presentation of the Grand Coalition from DIGITALEUROPE 's Director General John Higgins at Cisco NetAcademy partner summit in Barcelona
- **October 2014:** Presentation of the Grand Coalition from DIGITALEUROPE 's Director Patrice Chazerand during WTO Public Forum in Ginevra
- **October 2014:** Panel session on the Grand Coalition for Digital Jobs during e-Skills for Jobs High level Conference in Rome
- **November 2014:** Presentation of the Grand Coalition from DIGITALEUROPE 's Director Jonathan Murray during EITO event in Brussels
- **December 2014:** Presentation of the Grand Coalition from DIGITALEUROPE 's Project Manager Giusy Cannella during the CSR Europe Policy Seminar "Building a European Pact for youth" in Brussels
- **December 2014:** Update members of DIGITALEUROPE 's Executive Board about the progress of the Grand Coalition from DIGITALEUROPE's Director General John Higgins
- **January 2015:** Presentation of the Grand Coalition from DIGITALEUROPE 's Director Jonathan Murray and Project Manager Giusy Cannella during the Microsoft Citizenship Leads gathering in Brussels
- **January 2015:** Presentation of Grand Coalition together with DG CNECT during the VET Providers meeting at DG EMPL
- **February 2015:** Presentation of the Grand Coalition from DIGITALEUROPE's Project Manager Giusy Cannella during to EuroCommerce Social Affairs Committee meeting

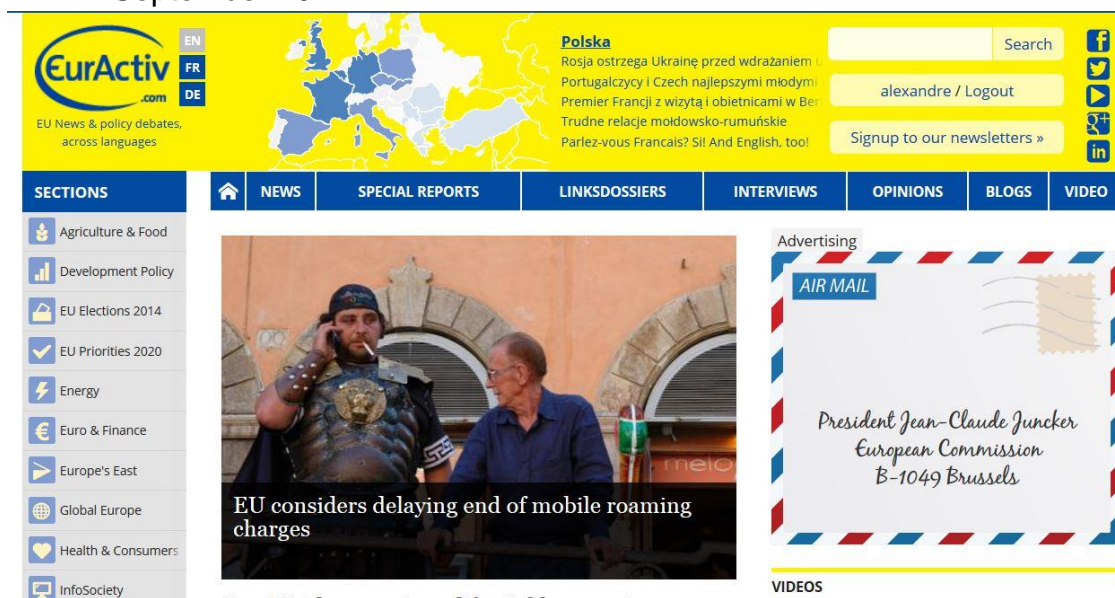
Note. During all these events and conference the Grand Coalition booklet was widely distributed.

- **Letter to Commission President Juncker:** DIGITALEUROPE drafted and coordinated a letter from ICT industry leaders addressed to new-elected Commission President Juncker to ask a continue support to the Grand Coalition for Digital Jobs. The letter has been signed by 13 Senior Corporate Leaders and endorsed by DIGITALEUROPE's Director General John Higgins on behalf of the Secretariat of the Grand Coalition.



34. Figure: Letter to Commission President Juncker

- The letter was also promoted on Euractiv through a dedicated banner that has been displayed on Euractiv main page for three consecutive weeks in September 2014:



35. Figure: DIGITALJOBS banner on Euractive

The banner was directly linked to the Grand Coalition booklet containing the value proposition for joining the Coalition.

- **Newsletter:** Several articles on the Grand Coalition via DIGITALEUROPE's Digital headlines newsletters which reach over 2,000 stakeholders

'DIGITAL Headlines'

The Secretariat of the Grand Coalition for Digital Jobs

April 2014

As part of its Grand Coalition for Digital Jobs aimed to fill the growing number of vacant ICT-related jobs across Europe, the European Commission has established a Secretariat tasked to address the mismatch between supply and demand for ICT practitioners.

Led by DIGITALEUROPE in collaboration with project leaders from 13 organisations active in the IT, education and SME communities around Europe, the [Secretariat of the Grand Coalition](#) will boost the Commission's programme through a five-pronged strategy for reducing the skills gap in Europe: ICT training; Mobility; Certification; Awareness raising and New forms of ICT education.

The 14 partners met on 10 February at DIGITALEUROPE's office to launch the project in the presence of representatives of the European Commission. This happened only a few weeks after Commission President Jose Manuel Barroso and Vice President Neelie Kroes met with CEOs from across the global economy at the [World Economic Forum in Davos](#) to ensure corporate support for the Grand Coalition for Digital Jobs.

The Secretariat will be working in close collaboration with participating companies including Microsoft, Cisco, Samsung, Oracle and SAP in order to deepen and widen its efforts to address the e-skills gap and fill the growing vacancies in the ICT sector.

The Secretariat will also work with governmental representatives and Digital Champions to build and promote National and Local Coalitions to facilitate action towards enhanced digital skills at national, regional or local level.



If you want to get involved in its initiatives, please contact:
Jonathan Murray, Project Coordinator, jonathan.murray@digitaleurope.org
Giusy Cannella, Project Manager, giusy.cannella@digitaleurope.org

36. Figure: DIGITALEUROPE Newsletter

- **Twitter:** Promotion of the Grand Coalition through ad hoc messages on twitter aimed to promote specific events, actions and activities from the Commission and other relevant stakeholders.



37. Figure: Tweet of DIGITALEUROPE on the Grand Coalition for Digital Jobs

- **Facebook:** Promotion of the Grand Coalition through ad hoc messages on Facebook aimed to promote specific events, actions and activities from the Commission and other relevant stakeholders



38. Figure: Facebook post example of DIGITALEUROPE on the Grand Coalition for Digital Jobs

- Other actions aimed to raise awareness about the Grand Coalition included:
 - **July 2014:** Reference to the Grand Coalition in the Special Report on 'eSkills for growth', published by Euractiv with the support of DIGITALEUROPE
 - **July 2014:** Article for the LSE media policy blog on the Digital Venice event on the activities of the Grand Coalition
 - **September 2014:** Launch of the Grand Coalition booklet on DIGITALEUROPE's website
 - Uploading information content to the Commission LinkedIn account for the Grand Coalition and creating links to other related LinkedIn and Facebook group accounts such as "e-Skills for Jobs 2014"
- **Promotion of the Grand Coalition on third parties websites:**
 - eSkills for Jobs awareness raising campaign website 2014 and 2015



39. Figure: Promotion of the Grand Coalition for Digital Jobs at third party's website

- eSkills for Jobs High level Conference in Athens – dedicated website



40. Figure: Dedicated website - eSkills for Jobs High level conference in Athens

2.4.1.2. Task 5.1.2 – EUN awareness campaign

EUN focused and is focusing on awareness raising activities linked to education and training opportunities and outputs. Its activities have been therefore tailored for and addressed to teacher and school communities as well as education policy makers.

Awareness raising and dissemination actions:

Through its main online communication channels (website, Facebook, Twitter, LinkedIn) and newsletters, EUN promoted the activities of the Grand Coalition Secretariat and the Grand Coalition itself. These include:

- Promotion of the Grand Coalition via EUN stakeholders newsletter (targeted to policy makers and education experts)
- Promotion of the Grand Coalition booklet via the EUN stakeholder newsletter (targeted to policy makers and education experts)
- Promotion of the Grand Coalition opportunities (as for instance the MOOC on computing) via the teachers dedicated newsletter.
- Promotion of the Grand Coalition for Digital Jobs outputs via social media.



41. Figure: EUN newsletter promoting the Grand Coalition for Digital Jobs

Dedicated workshops and events have been included in

the agenda of face to face events organised by EUN in 2014. These include:

- Presentation of the Grand Coalition for Digital Jobs and other initiatives boosting computer science education and coding during the Professional Development Workshop of eTwinning in Tallinn, (September 2014 – 100 teachers)
- Workshop for teachers on the importance of teaching computer science and coding in primary and secondary schools during the annual eTwinning Conference in Rome (November 2014 – 43 teachers) organised and is expected to take place before the end of summer;
- Industry and policy makers workshop on policy practices on digital skills teaching and promotion of the grand coalition at EMINENT - The annual Experts Meeting in Education Networking assembly (30 industry and government representatives). This event was also an opportunity to foster partnerships between Ministries of Education and relevant Grand Coalition stakeholders, additionally, the results of the workshops have been presented during the closing plenary session (November 2014 - 150 attendees).



42. Figure: EUN promoting the Grand Coalition for Digital Jobs activities at events

EUN has also led the production of role model videos to complement the marketing campaigns and also to be included and integrated as part of the two planned MOOCs training courses, which are presently under development.

The Grand Coalition visual identity and messages have been largely promoted within major activities organised in the field of digital competences and computer science education as for instance the Kodu Kup Europe, coding competition run from April to October 2014 (European school competition organised by Microsoft and EUN to encourage pupils to design their own videogames and take their first steps in coding in a fun and engaging way), the European Coding Initiative, the EU Code Week and the eSkills for Jobs Campaign actions.

2.4.1.3. Task 5.1.3 – EuroCIO awareness campaign

Dissemination of material and messages produced by the Consortium under WP5 was carried out through the usual channels. This topic was discussed as a specific issue by the EuroCIO HR & Education Council. The proposal of a 'bring your child to work' day was encouraged to our member organisations – an opportunity to see careers in IT brought to life'. Some of our member CIOs would consider presenting at school events where this would help promote the industry.

Through the regular network meetings and those conducted by the associated national body member organisations, the messages get out to over 600 large corporations located throughout Europe.

Some young people attended the empirica's GUIDE regional cluster events and were encouraged to ask questions about developing their careers in digital industries.

The awareness raising activities of EuroCIO will continue and will be increased during 2015.

2.4.1.4. Task 5.1.4 – PIN-SME awareness campaign

PIN-SME regularly informed 12 national SME associations about the Grand Coalition activities and opportunities. Information on the following topics were disseminated and discussed during conference calls: creation of the Grand Coalition, Grand Coalition and digital skills, e-CF, National and Local Coalitions. For most of the associations PIN-SME was the first and primary point of access for information related to the Grand Coalition. A specific session dedicated to the Grand Coalition was organised during the General Assembly meeting, where the Commission delivered a presentation and a rich exchange of positions took place with the members. Several members expressed interest in contributing to the objectives of the Grand Coalition at national level. In particular, the following initiatives took place at national level:

- Bulgaria: BASSCOM was among the initiators of the Bulgarian national coalition
- Italy: CNA ICT was among the initiators of the Italian National Coalition
- France: GPNI enquired the government about their position on the Grand Coalition
- Serbia: VOICT undertook preparatory activities for the launch of the national coalition
- Germany: BITMI enquired about the German National Coalition
- GB: UKITA enquired about the national coalition

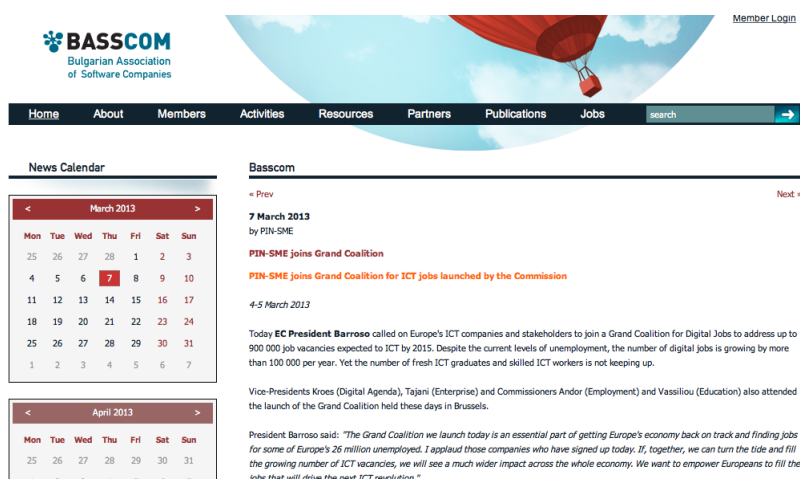
In addition an article was published on the PIN-SME website about the Grand Coalition and a discussion was launched on the LinkedIn group for members.

According to the opinions collected from the national SME associations, the most concrete activity that is supported by the Grand Coalition is the promotion of the e-CF as e-skills framework for Europe.

Below can be found some screenshot from the PIN-SME website and National SME associations' initiatives.



43. Figure: PIN-SME website promoting the Grand Coalition for Digital Jobs



44. Figure: Screen shot of the Bulgarian member association

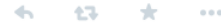


45. Figure: French member's website



Segui

PIN-SME joins Grand Coalition for ICT jobs
launched by the European Commission.

[Visualizza traduzione](#)

RETWEET

1



46. Figure: Spanish member's communication

2.4.1.5. Task 5.1.5 The TECH PARTNERSHIP awareness campaign

The awareness raising activities of the Tech Partnership (former e-skills UK) around the Grand Coalition has reached a conservative minimum of 2150 people. The activities include:

- A major employer partnership supported by e-skills UK was announced by the UK HMG Minister on July 10, 2014. This is The Tech Partnership – see www.thetechpartnership.co.uk The Tech Partnership is a growing collaboration of employers leading the strategic skills agenda in the UK. The Tech Partnership team is delivering a project named the Employer Ownership Pilot which is very synergistic with the aims of the Grand Coalition project.
- Published a news item on e-skills UK's website at <http://www.e-skills.com/news-and-events/july-2014/e-skills-uk-represents-the-interests-of-the-tech-partnership-in-europe/>

e-skills UK represents the interests of the Tech Partnership in Europe

As a partner and steering group member of the European Commission's Grand Coalition for Digital Jobs, e-skills UK is actively supporting its objectives of improving employment rates, competitiveness and prosperity by addressing the digital skills gap in the European Union.

The Grand Coalition was set up in 2013 in response to research showing that Europe could be short of more than 900,000 IT professionals by 2020. It aims to bring together educators and technology employers with member states' governments, ensuring that they can benefit from each other's expertise, and can share best practice in promoting digital skills.

The Grand Coalition's focus is on the role of IT skills in generating sustainable economic growth across the European Union, and it takes a broad and multifaceted approach to achieving its aims. At a foundation level, it promotes digital skills among the general population, while at professional level it works to make it easier for tech employers to recruit appropriately qualified people. It promotes transparent IT qualifications, and ensures that national qualifications are comparable across borders. Specific programmes target SMEs, where better technology skills can have a transformative effect on competitiveness and growth.

The Grand Coalition also works to enthuse children and young people about the world of technology, encouraging them to pursue education and careers in the sector. Schools programmes provide computer science support for students and offer free and open training resources for teachers, while students benefit

from placement opportunities in industry. The intention is to align education and industry more closely, giving educational institutions access to emerging technology, research opportunities and practical learning resources, while industry gains from a wider and better prepared pool of potential employees.

"The UK has much to offer the Grand Coalition, and much to gain," says Nigel Payne, European Director at e-skills UK. "We share so many objectives with other European nations, from our commitment to redressing the gender imbalance in the tech workforce to a focus on improved graduate employability. Tech employers across Europe have common concerns when it comes to skills shortages, so the work of the Grand Coalition is much needed."

- Presentation of The Tech Partnership at the eSkills for Jobs High Level Conference in Rome October 29, 2014 during the workshop dedicated to National and Local Coalitions for Digital Jobs. Reached 40 people directly in a workshop and indirectly all conference attendees. Conservatively minimum reached is 100.

Why the Tech Partnership?



- ▶ Because technology is the key driver of economic growth, productivity and global competitiveness.
- ▶ Because technology will underpin the majority of future job creation in the UK.
- ▶ Because attracting greater numbers of high quality recruits to the technology workforce is crucial all sectors of the economy.
- ▶ There is too little interest in technology-related education and careers amongst young people, particularly females.



47. Figure: Presentation on the best practise - The Tech Partnership at the Rome eSkills conference

- Over 200 employers and key stakeholder attended The Tech Partnership launch in November 2014. Theses attendees and many non-attendees reached by inclusion of Grand Coalition messages in The Tech Partnership post conference literature in November & December 2014. The event was live streamed to all The Tech Partnership audiences and a reference included in a post conference PR release. Conservatively minimum reached is over 400.
- The Tech Partnership supported the annual EU e-leadership conference in December 2014 and provided a UK positioning statement in Jan 2015 for the EU e-leadership conference to be held in Brussels on Feb 11, 2015.
- During the period liaised with employers (for example the BBC) to support and tweet about their activities such as the BBC Pledge
<https://ec.europa.eu/digital-agenda/en/news/bbc-joins-grand-coalition-digital-jobs>
<https://ec.europa.eu/digital-agenda/en/grand-coalition-pledge-bbc>)

All the above actions have been tweeted or promoted through e-skills UK and The Tech Partnership's other social media as appropriate. The social media activities of the Tech Partnership around the Grand Coalition have had the following impact:

- Conservatively over 350 per month for July and August 2014 and 50 per month thereafter, from website articles when published e.g. the below mentioned item. Sub-total reached between July 2014 and end January, 2015 is 950.
- From Twitter –see below. The Tech Partnership currently has a minimum of 7000 Twitter followers. Conservatively 10% read each tweet. Sub-total reached from project start to end January 2015 is 700 (N.B. twitter followers are lower than usual because The Tech Partnership is in the process of migrating all content from e-skills UK websites to The Tech Partnership websites. When complete and all twitter followers are consolidated this number is expected to rise for the latter half of the project).

The social media channels of the Tech Partnership are:

Facebook: <https://www.facebook.com/eskillsUK>

Twitter: @e-skillsUK <https://twitter.com/eskillsUK>

Linked

In: <https://www.linkedin.com/company/26284?trk=tyah&trkInfo=tarId%3A1399640166071%2Ctas%3Ae-skills%2Cidx%3A2-1-2>

Google+: <https://plus.google.com/u/0/118040040654725244482/posts>

2.4.2. Task 5.2 Local coalition toolkit and peer support

Status	In progress
Leader	TELECENTRE
Expected ending	M24
Deliverable(s)	D5.2 in M6

Telecentre Europe led the preparation of Deliverable 5.2 - Local Coalition toolkit and peer support scheme, being supported in this task by DIGITALEUROPE, EUN, and e-Skills UK. The toolkit was produced to assist National and Local Coalitions (NCs and LCs) in their preparatory and start-up phases. This toolkit clarifies the role of NCs and LCs and gives guidance on how to set them up. It describes the support that the Secretariat of the Grand Coalition will provide to those stakeholders who are interested in setting up either a NC or a LC. The toolkit provides practical examples and solutions that can be adapted by NCs and LCs to respond to country or regional specific needs.

The toolkit for National and Local Coalitions is structured as following:

- Overview on the Grand Coalition for Digital Jobs and its main goals;

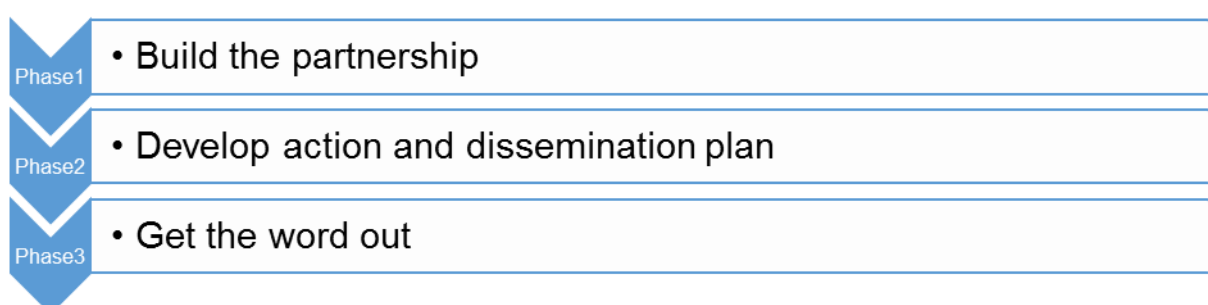
- Introduction to the nature and scope of NCs and LCs, including the differences between the two

National Coalitions	Local Coalitions
Cover a whole Member State territory	Cover a Member State's region or several regions and rarely the whole country
Normally include a Member State Ministry or Agency, which often leads the Coalition	The involvement of Governmental institutions is optional
There can be only one NC for Member State	There can be several LCs in each Member State
National outreach: the activities are implemented at a national level	Local, regional or national outreach: the level at which activities are implemented depends on the partners involved and the resources available
Normally focus on all five key priorities of the Grand Coalition for Digital Jobs	May have a narrower focus compared to NCs

- Guidelines for stakeholders interested in setting up a NC or LC, and recommendations on how to ensure their successful implementation. This section also describes some tools available to help NC and LC stakeholders develop their specific actions.
- The sustainability of NCs and LCs is key, and the role of Regional Clusters in this is also examined in the toolkit;
- Mentoring plan providing stakeholders with detailed information about the support they can receive from the Secretariat of the Grand Coalition, but also information about funding opportunities available to implement the activities of NCs and LCs;
- Templates to help stakeholders to define the profile and Action Plan of the emerging Coalition.

During the preparation of the Deliverable 5.2, Telecentre Europe:

- Identified stakeholders needs and expectations in terms of tools / resources when building a coalition
- Developed new tools for Coalition formation
- Reviewed existent resources that can be embedded in the toolkit
- Defined the Coalition formation process



48. Figure: Graphic showing the three-phase process to build a Coalition.

- Designed the peer support scheme
- Collected and implemented the inputs of Consortium partners to the toolkit content

In the testing phase, the toolkit was shared with a selected number of Coalitions to get their feedback and a series of improvements have been made responding to the EC requirements.

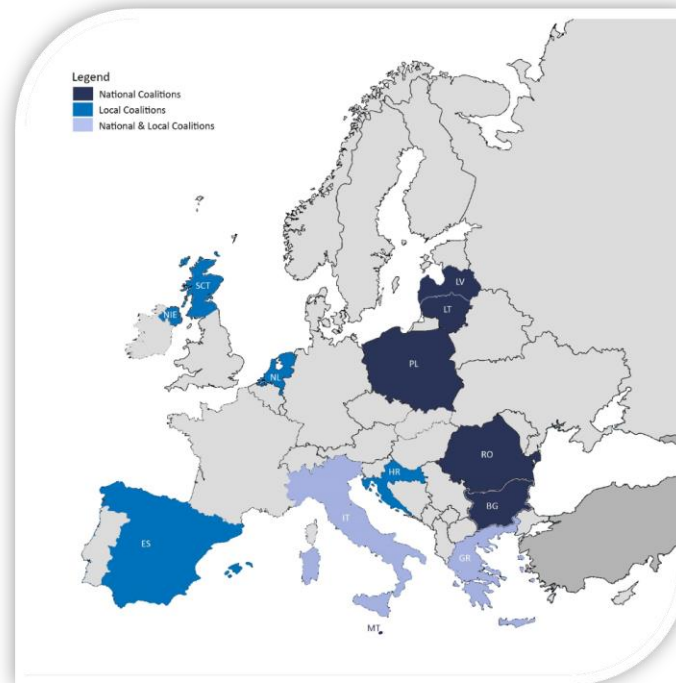
The toolkit has been submitted and published on the Grand Coalition website in February 2015.

DIGITALEUROPE

DIGITALEUROPE provided support to Telecentre Europe in drafting the toolkit and mentoring scheme based on the experience of rolling out similar toolkits for other campaigns and initiatives, such as those provided for the e-Skills Week 2010, 2012 and e-Skills for Jobs 2014 campaigns.

After the preparation of a first draft by Telecentre Europe, DIGITALEUROPE liaised closely with DG CNECT to make sure that the content, the structure and the language of the toolkit met the Commission requirements. DIGITALEUROPE put considerable efforts into the editing both the content and the layout of the toolkit. This editing process lasted almost one month, and included the following steps:

- 19 December 2014: A final draft of the Toolkit was shared with DG CNECT
- 2 February 2015: Reception of comments from DG CNECT
- As requested by DG CNECT, DIGITALEUROPE has liaised with the coordinator of the National and Local Coalitions to clarify which Coalition were already established, which ones were under formation, and which ones were under consideration. Based on this analysis, DIGITALEUROPE has proposed DG CNECT the following classification:
 - Countries with existing NC: Bulgaria, Malta, Latvia, Lithuania, Poland, Romania
 - Countries with existing LC: Croatia, Northern Ireland, Amsterdam Metropolitan Area, Scotland
 - Countries with NC under formation: Cyprus, Hungary, Portugal
 - Countries with both existing NC & LC: Greece
 - Countries with existing LC and in formation NC: Spain (including Basque EIT Coalition), Italy
- 9 February: Once agreed with DG CNECT the status of the different Coalitions, DIGITALEUROPE has designed a map to clearly show where National Coalitions and Local Coalitions have been established and where they are under formation:



49. Figure: Map showing existing and emerging Coalitions in Europe

- In the meantime, DIGITALEUROPE worked on the graphic design of the document, creating an ad hoc cover page using the same style of the Grand Coalition booklet, thus creating a recognisable graphic identity for the Grand Coalition documents:
- 17 February 2015: After addressing all comments from DG CNECT, including the necessary content editing, a final version of the Toolkit has been sent to DG CNECT for approval.

THE TECH PARTNERSHIP

The Tech Partnership contributed to the work strand 5.2 in WP5 – Local coalition toolkit and mentoring scheme plan.

The Tech Partnership provided an example of historical best practice, the Sector Skills Agreement for Northern Ireland (*copy attached as Appendix D*) published by The Tech Partnership (formerly e-skills UK) for 2007-2010, which features not only the process to build a coalition but also includes the published collaborative outcome. It is still extremely relevant today as a guide to set up National or Local Coalitions.

Although not a project target, with the launch of The Tech Partnership in November 2014, the Tech Partnership has become the de facto the National Coalition for the UK.

2.4.3. Task 5.3 Measuring progress of the pledges and the Grand Coalition

Status	In progress
Leader	EUN
Expected ending	M24
Deliverable(s)	D5.3 in M12

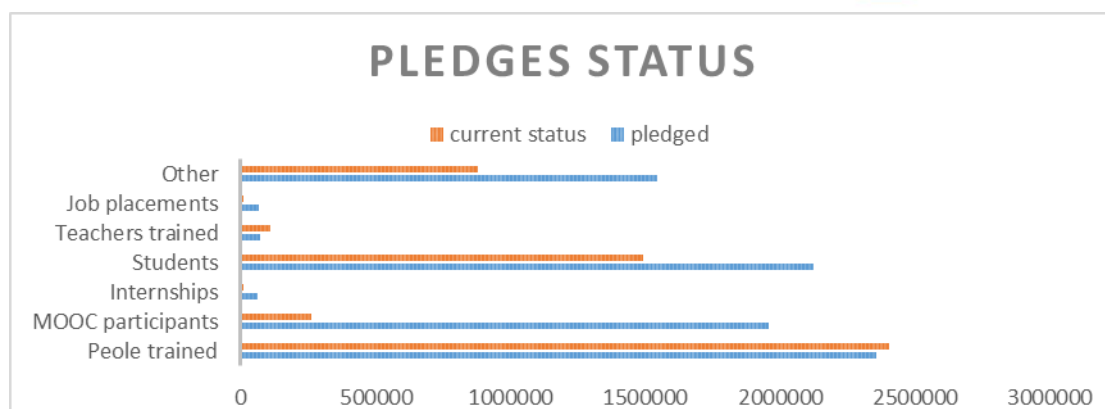
EUN is monitoring the progress of the pledges and the Grand Coalition through the management of the Pledge Tracker (<http://www.linkedpolicies.eu/pledge/>), an online tool developed for the Commission with the scope of allowing pledgers to display the status and progress of their commitments. In this respect, EUN reaches out periodically to pledgers in order to motivate them to keep their pledges achievements updated. Furthermore, EUN helps the pledgers define metrics to assess the impact of their actions. The main actions undertaken by EUN during 2014 under task 5.3 are:

- **Pledge tracker** management handed over to EUN who is taking care of its maintenance since July 2014 (last report on the status of the pledges on June 2014)
- In December 2014 EUN contacted the pledgers for updating their sections. Individual contacts were established in January and February as part of the follow up process
- A mini survey has been circulated in January to the Digital Champions in order to test their perception of the impact achieved by the Grand Coalition at the national and local level
- On the basis of the updated information entered on the pledge tracker, as well as on the results of the Digital Champions survey, EUN is compiling a catalogue of the existing pledges and a summary of the progresses achieved so far. (Deliverable5.3)

Note: Deliverable 5.3 - Report on the progress of the pledges - Year 1 (M12)

This deliverable was postponed to M12 due to the fact that in June 2014 the previous contractor provided a status update to the Commission on the number of pledgers and thus it would follow that the deliverable will cover one full year on the progress of the pledgers (as specified in the Table 1 - Deliverables). Here below a first overall overview of the status of the pledges accomplishments against the targets set.

	Pledged	Status	Accomplishment%
People trained	2357991	2403832	102%
MOOC participants	1956600	261729	13%
Internships	63313	10511	17%
Students	2125692	1493470	70%
Teachers trained	74339	111060	149%
Job placements	69158	12502	18%
Other	1543511	879474	57%
TOTAL	8190604	5172578	63%



50. Figure: Pledges' status report

Here below an example of the questions submitted to Digital Champions in order to collect their feedback and impression on the actual impact achieved by the Grand Coalition at the national level.

Do you think that the Grand Coalition for Digital Jobs is having a significant impact in your country?

<i>Strongly agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly disagree</i>
33%	11%	33%	22%	0%

What is your level of involvement in your National or Local Coalition?

<i>I am not involved</i>	<i>I follow the coalition activities</i>	<i>I endorse the coalition activities</i>	<i>I actively participate to the coalition activities</i>	<i>I have participated to the establishment of the national or local coalition</i>
22%	0%	33%	22%	33%

89% of respondents declared to be willing to be involved in the National and Local Coalitions activities

Due to the difficulties encountered by EUN in collecting the updates from the pledgers and the responses from the Digital Champions – despite the several reminders – a final version of Deliverable 5.3 will be submitted to the Commission at the end of March 2015.

DIGITALEUROPE

DIGITALEUROPE participated in several meetings with the EC and EUN to articulate how best to show and demonstrate progress of the pledges on the Grand Coalition website. In particular, DIGITALEUROPE participated to the final meeting of DG CNECT's study on 'Digital Agenda for Europe - Engagement for growth and jobs - Lot 5 – ICT and Jobs and Skills', which included an impact assessment of the progress made so far by the pledgers of

the Grand Coalition. As result of that meeting, DIGITALEUROPE has started to collaborate with EUN to review the process how pledgers are submitted to the Gran Coalition, but also to evaluate how to make a better use of the pledge tracker – which has been handed over to the Secretariat of the Grand Coalition.

In addition to these activities, DIGITALEUROPE also directly contributed to the creation of new pledges by reaching out to new potential pledgers of the Grand Coalition, such us CSR Europe, Certiadria, Adobe, CA Technologies to name few.

2.5. WP6 Attracting people to ICT: innovative learning and teaching

Status	In progress
Leader	EUN
Expected ending	M24

WP6 on Attracting people to ICT: innovative learning and teaching is focused on promoting computer science education in primary and secondary schools, via innovative teaching and learning practices, to ultimately engage more students to study ICT subjects and potentially undertake ICT related career paths.

To achieve this med/long term objective, EUN is delivering teacher training courses to teachers to better equip them with the skills needed to teach computer science in an engaging and inspiring way. At the same time, EUN is also promoting best practices in the field of coding and programming education to encourage policy makers and stakeholders to join forces on the promotion of this subject.

2.5.1. Task 6.1 Organise four regional workshops and a European summary workshop on innovative approaches to computer science education

Status	In progress
Leader	EUN
Expected ending	M24
Deliverable(s)	D6.1 in M24

In order to assess the current situation at the national level in relation to the teaching of computer science, the Consortium planned to organise four regional roundtables linking education, training, industry and wider stakeholders. The workshops are also expected to help identifying and exchanging best practices in primary and secondary schools teaching and learning about ICT. The results and recommendation collected during the meetings will be then summarised during a pan-European event at the end of the DIGITALJOBS project.

Four regional workshops have been planned in the context of task 6.1:

1. Southern: Cyprus, Greece, Italy, Malta, Portugal, Spain
2. Eastern: Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia, Slovenia
3. Western: Austria, Belgium, France, Germany, Ireland, Luxembourg, Netherlands, UK
4. Nordic-Baltic: Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Sweden

EUN developed a concept document outlining the overall objectives and the format of these workshops. Additionally, a proposed draft agenda was prepared for the regional workshops. The agenda will be used as a basis for the organization of the four workshops however it

will be adapted according to the specific needs and circumstances of each region. A report template was also developed so that after each workshop data and information collected from each workshop will be consistent and will assist in the drawing up and preparation of deliverable 6.1. Conclusions and recommendations from the 4 regional workshops and European summary report on computer science education.

The first regional workshop covering the southern region was organised on 7 May 2014 in Athens, Greece in the context of the eSkills for Jobs High Level Conference and was hosted by the Microsoft Innovation Centre. The profile of participants during the workshop ranged from representatives of industry, representatives from Ministries of Education, teachers and heads of school. During the half day workshops speakers and participants discussed areas covering education policy and practices related to computer science education. The second regional workshop covering the Nordic and Baltic region has took place in Riga on the 12th of March 2015.

Two additional workshop on STEM education will be organised by EUN during 2015.

Region	Countries	Venue / date
Western	Austria, Belgium, France, Germany, Ireland, Luxembourg, Netherlands, UK	Germany 2 nd Q 2015
Eastern	Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia, Slovenia	Bulgaria 2 nd Q 2015

51. Figure Planning of the forthcoming regional workshops

DIGITALEUROPE

DIGITALEUROPE supported EUN in the preparation of the draft agenda for the first regional workshop on innovative approaches to computer science education that was held in Athens on 7 May 2014. Furthermore, DIGITALEUROPE acted as rapporteur during the workshop. This included not only attending the meeting, but also discussing with stakeholders on new forms of innovative teaching techniques and writing up the minutes of the meeting which will be consolidated in to the conclusions and recommendation deliverables published in M24.

In preparation of the second workshop held in Riga on 12 March 2015 12, DIGITALEUROPE has liaised with LIKTA - the organiser of the eSkills for Jobs High Conference Riga – to secure a venue for the workshop (the National Library of Latvia). Indeed, as the eSkills conference took place the day after in the same venue, DIGITALEUROPE has considered that this was a great deal to connect two relevant EU initiatives aimed to address the e-skills gap, the Grand Coalition for Digital Jobs and eSkills for Jobs Campaign 2015.

DIGITALEUROPE has also validated the draft agenda for the workshop and helped EUN to prepare the invitation letter for the participant in the workshop.

2.5.2. Task 6.2 Training for educators

Status	In progress
Leader	EUN
Expected ending	M24
Deliverable(s)	None in Y1

As planned, EUN has developed two MOOC (Massive Open Online Course) type training courses on computer science education. The first one targeting teachers from secondary school and the second one targeting teachers from primary school. This training courses have been and are being developed in close collaboration with experts on both ICT Education and Industry.

- Training course for in service teacher training on how to teach computing in innovative ways for **secondary school** teachers developed and deployed. The course was designed not only to cover key concepts, resources and tools relevant to computer science teaching at secondary level but also to highlight the relevance and practical use of these concepts and tools in other subjects. The course has a pragmatic approach by exploring specific activities to run in the classroom. The course material can be accessed via the [EUN Academy website](#). The secondary school teachers focused Massive Open Online Course was launched in November 2014. 832 teachers from around Europe actively participated on the course while a total of 1117 registered to take part. 98% of participants gave it a positive rating and 89% report having adapted their teaching methods as a result of attending the course.
- The course on how to teach computing in innovative ways, dedicated to **primary teachers** is being finalized and will be **launched in April 2015**. The course will cover key resources and tools that will support primary school teachers to introduce concepts, ideas and tools on computer science in their day to day classroom practices.

How to Teach Computing: An Introduction to Concepts, Tools and Resources for Secondary Teachers

Home



To enroll in this course you first have to register as a user on the European Schoolnet Academy platform. To register, please click the button below.

Register

Start date

3rd November 2014

Duration

52. Figure: MOOC for secondary school teachers

2.5.3. Task 6.3 Dissemination of relevant training and teaching and learning resources

Status	In progress
Leader	EUN
Expected ending	M24
Deliverable(s)	None in Y1

By M24, EUN is expected to prepare a catalogue of teaching and learning resources identified and collected during the lifespan of the project. Deliverable 6.3 - Catalogue of teaching courses and learning courses and resources will be submitted on M24. This catalogue will be available online.

For this purpose a periodic (every 6 months) check of relevant content with Grand Coalition pledgers and other identified relevant sources are being carried out. EUN has already identified a number of relevant courses, learning and teaching materials and other learning resources made available by all the Grand Coalition pledgers and other stakeholders. Among the numerous resources made available and promoted via the eSkills for Jobs and via the European Coding Initiative portal, there are for instance YouthSpark, Oracle Academy, Raspberry Pi, Apps for Good, etc. Periodic checks are planned with current or future pledges / stakeholders on new available courses and teaching materials.

Resources for teaching and learning how to code have been extensively promoted via EUN communication channels dedicated to teachers, as for example the European Coding Initiative website, the inGenious portal and the eSkills for Jobs campaign website, which features a section dedicated to educators. A face to face teacher training session on how to

teach coding has been also organized at the Future Classroom Lab in Brussels, during the EU Code Week, 11-17 October, and a similar one will be organised in October 2015.

Programming for the 21st century classroom

2-5-DAY WORKSHOP | 12-16 October 2015, etc



Programming and computational thinking skills are becoming ever more important in our society and working life. Learning to code develops various skills such as problem-solving, logical reasoning and creativity, and can help student motivation in mathematics theory as it encourages them to apply their knowledge. Schools are key players in introducing programming to students in an engaging way, and help

53. Figure: Workshop announcement of EUN

2.6. **WP7 Scalability and sustainability**

Status	In progress
Leader	TELECENTRE
Expected ending	M24

In WP7 on Scalability and sustainability, according to the initial planning, progress has been recorded under five of the six tasks:

- Task 7.1 Create a dissemination plan and value proposition

DIGITALEUROPE led the development of Deliverable 7.1 Dissemination Plan, being supported in this process by NUIM, EUN and TELECENTRE. NUIM created the Value proposition that is part of the Dissemination plan, while EUN and TELECENTRE provided inputs to the overall structure and content. All partners contributed with their dissemination activities to the plan. D7.1 has been completed and submitted to the Commission. Based on the value proposition, DIGITALEUROPE created a brochure that has been distributed in events all across Europe, in about 1300 copies.

- Task 7.2 Set up Local Coalitions through Regional Clusters

Telecentre Europe coordinated the process of setting up the National and Local Coalitions (NCs and LCs) and Regional Clusters (RCs). Telecentre Europe developed guidelines for partners on the creation of NCs, LCs and RCs (the Toolkit), and organised online discussions to agree on the process and responsibilities. The RCs coordinating partners (DIGITALEUROPE, ECWT, DI ITEK, EuroCIO, CIONET, ECDL Foundation, and Telecentre Europe) engaged in dialogues with interested stakeholders to promote and encourage formation of new Coalitions. As a result, besides the 15 existing Coalitions, another 12 are currently under formation or consideration.

Deliverable 7.2 on impact assessment of the Coalitions was finalised and submitted to the Commission.

- Task 7.3 National implementation of dissemination plans by the Coalitions

Six Coalitions already formed have been actively involved in 2014, in the following campaigns:

- Get Online Week
- eSkills for Jobs
- EU Code Week

- Task 7.4 Create DIGITALJOBS Website

EUN agreed with the Commission on the platform to be used for the website. The website is hosted by europa.eu portal and remained at its current URL: <http://ec.europa.eu/digital-agenda/en/grand-coalition-digital-jobs>. EUN reviewed the existent content and update it, including information about Coalitions, but also relevant updates from the Secretariat.

- Task 7.5 Organise project conference

DIGITALEUROPE led conversations with the Commission on changing the format of the event from a traditional conference to a more interactive jobs fair. This will be held in Madrid, Spain, in October 2015 (exact date not yet established).

2.6.1. Task 7.1 Create a dissemination plan and value proposition

Status	In progress
Leader	DIGITALEUROPE
Expected ending	M3 but opened until M24
Deliverable(s)	D7.1 in M3

DIGITALEUROPE as leader of Task 7.1 coordinated the activities aimed at creating a dissemination plan for the Consortium and a value proposition for the Grand Coalition stakeholders.

First DIGITALEUROPE developed an excel template that has been distributed to the partners to collect their communication activity plans for the first 6 months of the DOGOTAJOBs project and to identify channels they are using understand which were those the Consortium should have focused on. The contributions from all partners have been compiled into one single document with the aim of keeping track of the dissemination activities of the Consortium. The same exercise has been repeated after 12 months, and will be newly repeated on M18.

DIGITALJOBS_D7_1_Dissemination Plan_planned and implemented activities_30042014 [kompatibilis üzemmód] - Excel

FÁJL KEZDŐLAP BESZŰRÉS LAPELRENDEZÉS KÉPLETEK ADATOK VÉLEMÉNYEZÉS NÉZET

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A	B	C	D	E	F	G	H	I
DIGITALJOBS partner	Activity	If other please indicate	Description	Status (past/planned)	Date	In case of an event the place of the event	Impact of audience	Comments
11 CIONET	Partner's own website		Prepare article on the launch of the secretariat and on future activities - publication at CIONET website	planned	01 July 2014		4500+	
12 CIONET	Partner's own newsletter or eNewsletter		Regular updates on GC activities in CIONET bi-weekly eNewsletter	planned	01 July 2014		4500+	
13 CIONET	Own event of the partner		Presentation at CIONET's CO CITY event @Brussels	Planned	10-11 June 2014	Brussels	200+	
14 CIONET	Partner's own website		Integration of the project banner into CIONET's webpage	planned	01 July 2014			
15 CIONET	Leaflet distribution		distribution of the project leaflet one pager to stakeholders at CIONET Board meetings	planned	01 July 2014	Across Europe	100+	
16 CIONET	Leaflet distribution		distribution of the project leaflet one pager at local/national CIONET events	planned	01 July 2014		4500+	
17 DI ITEK	Partner's own website		Establish a subpage for GC at www.dit.dk	planned	medio May 2014			
18 DI ITEK	Partner's own newsletter or eNewsletter		Write article on launch of GC Secretariat and future activities	planned	medio May 2014			
19 DI ITEK	Participation at third party events (join presentation or having booth etc.)		Unge Forskere	past	26 April 2014	Forum, Copenhagen	2500	
20 DI ITEK	Partner's own newsletter or eNewsletter		Article in danish: Trods vækst mangler hele landet talenterne	past	19 March 2014		350	
21 DI ITEK	Participation at third party events (join presentation or having booth etc.)	Participating in event, networking	Copenhagen Talent Summit 2014	planned	07 May 2014	DI, Industriens Hus, Copenhagen	250	
22 DI ITEK	Partner's own newsletter or eNewsletter		Article in danish: Fåre unge talenter kan give vækst	past	01 April 2014	DI, Industriens Hus, Copenhagen	350	
23 DI ITEK	Own event of the partner		eFactor 2014 - University students competing on bringing embedded systems to life	past	05 April 2014	DI, Industriens Hus, Copenhagen	200	
24 DI ITEK	Participation at third party events (join presentation or having booth etc.)		Workshop on Education, Training and skills for electronic/photonic components and smart/embedded systems	planned	05 May 2014	EC, Avenue Beaulieu 25, Room S1, Brussels	100	but potentially 65.000 will read about the event from Program
25 DI ITEK	Own event of the partner		Folkemødet på Bornholm -workshop: Politiske robotter - udfordringer	planned	13 June 2014	Aalborg, Bornholm	100	
26 DI ITEK	Partner's own newsletter or eNewsletter		Article about eSkills Gand event in Athens and Grand Coalition	past	08 May 2014		350	
27 DIGITALEUROPE	Partner's own newsletter or eNewsletter		Publish five articles on our DIGITAL Headlines newsletter - over 20 months	1past + 4planned	April 2014 - October 2014 - February 2015 - October 2015 - February 2016		1.500 S stakeholders per article	All articles will be tweeted.
28 DIGITALEUROPE	Partner's own website		Create a dedicated webpage with information on the Grand Coalition together with a link to the Grand Coalition website	past	February 2014			
29 DIGITALEUROPE	Press release		Issue a press release on the launch of the Secretariat of the Grand Coalition. Disseminate the press release through Euracoh and DGOs, via our website, to select journalists and to the 13 partners of DIGITALJOBS for their own dissemination	planned	May/June 2014 (upon signature of Grant Agreement)			The press releases will be tweeted.
30 DIGITALEUROPE	Blog		Three blogs over 20 month period	planned	October 2014 - February 2015 - October 2015			These will be tweeted.
31 DIGITALEUROPE	Other (please describe in the next column)	Web Banners	Orchestrate for three separate sets of web banners (with GC design) to be posted on Euracoh's home and infocac pages on 'Get involved in the GC' for three separate weeks	planned	June 2014 (upon signature of Grant Agreement) - February/March 2015 (to coincide with Conference) - October 2015			
32 DIGITALEUROPE	Email distribution		Mail internal distribution lists of members interested in the Grand Coalition - corporate and NTA members - on information on how to get involved, how to pledge, etc.	planned	At least 2 times over 20 months			

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54. Figure: Template used by the DIGITALJOBS partners to indicate their communication plans and to report implemented activities

In parallel with this, DIGITALEUROPE also elaborated the dissemination plan project (Deliverable 7.1) which was one of the first deliverables of the DIGITALJOBS project due in M3. The purpose of this document is to identify the key target groups, messages and communication channels for the awareness actions of the Grand Coalition for Digital Jobs as performed by the Consortium,

The dissemination plan specifies the actions planned by each partner for the first 6-12 months period of the project, and therefore will be updated and revised by all partners at during M13. As clarified in the dissemination plan, each Consortium partner is responsible for disseminating the project activities and results amongst their networks to increase the extent of the impact. To provide specific guidelines for the dissemination activities of the Consortium partners, DIGITALEUROPE included the following sections in the dissemination plan:

- Description of the **Target Audience(s)**, including a description of their characteristics and interests, in order to find the right messages and choose the best channels, materials and activities, and identify the most appropriate timing to communicate with the different target audiences (stakeholders)
- Key messages and **Value proposition** developed to attract new stakeholders to the different initiatives of the Grand Coalition
- The **Branding** of the Grand Coalition, its logo and the graphic rules to be followed by all Consortium members

- A section dedicated to **Channels and Activities for dissemination** which describes the vehicles used by the Consortium partners to carry the value proposition to the respective target audiences
- **Materials for dissemination**, including the description of a project leaflet, a standard presentation, banners and more
- A **Reporting** section describing how the results shall be reported and in order to enable to the Consortium to highlight the outreach of the dissemination activities
- **Excel based detailed plan** of the partners' dissemination activities. This annex shall be regularly updated by each partner, including re-planning future activities and reporting implemented ones.

An important part of the dissemination plan is the creation of value proposition for the Grand Coalition developed by DIGITALEUROPE in collaboration with NUIM. The value proposition for the Grand Coalition clearly articulates the potential benefits of participation for all types of stakeholder, including: Member States, Industry, Education Providers, Civil Society, and Employment Services.

After identifying the main target groups, tailor made messages have been elaborated by NUIM in collaboration with DIGITALEUROPE and with the support of the WP Leaders. The objective of these messages are to inform the respective stakeholders why it is worth for them if they get involved in the activities of the Grand Coalition, what benefits it will bring to them. The messages/value proposition have been discussed with the partners and finalised based on their comments.

The value proposition was then compiled into a colourful and easy to read booklet which has been printed centrally by DIGITALEUROPE and disseminated to all partners in order to further disseminate it by all partners via their networks to the relevant target groups. This booklet now is widely recognised as the “Grand Coalition booklet” which contains the value propositions for all target groups of the Grand Coalition, a short introduction into the Grand Coalition as well as information on the Secretariat of the Grand Coalition which can be the first point of contact for interested stakeholders.

Businesses

Why get involved?

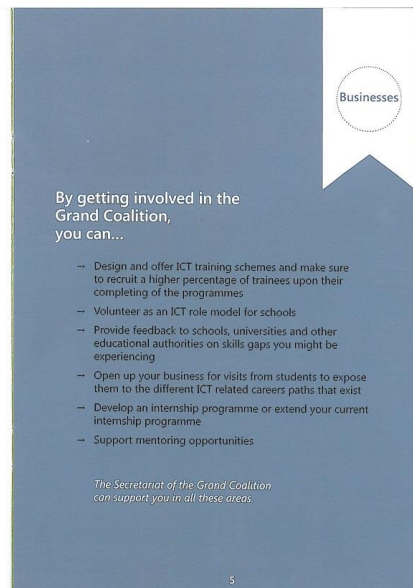
Your organisation's productivity and innovation can be increased if you have the right people. Having the right skilled personnel will also allow you to deliver innovative and value-adding digital products and services.

The lack of digitally skilled people will affect not only the ICT industry but also sectors that rely on ICT products and services (e.g. retail, automotive, pharmaceutical etc.). The Grand Coalition will address the needs of all industry sectors by working to:

- Ensure there are more qualified graduates with digital skills to meet businesses' needs and fill ICT vacancies
- Help HR managers gain access to highly skilled human capital
- Ensure that specific initiatives are undertaken to help SMEs gaining better access to skilled workforce, which is a critical condition for their success and continuous development
- Obtain up to date information on ICT training programmes
- Develop a common language to describe and communicate ICT roles, such as providing support and guidance on the e-Competence Framework (e-CF)
- Provide better alignment of educational and training programmes with businesses requirements
- Ensure a shorter learning curve for new hires and reduce the associated costs
- Help SMEs identify how the use of ICT can increase their competitiveness

The Grand Coalition also supports actions on a local level through National and Local Coalitions. Becoming involved in the Grand Coalition will also raise the profile of your company at a European and national level.

4



55. Figure: Example of a value proposition – for businesses

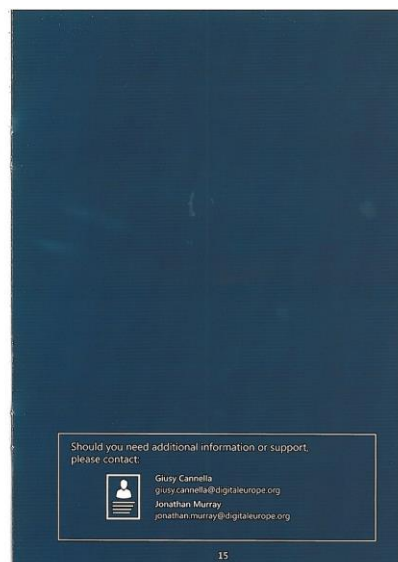
The Secretariat of the Grand Coalition

The Secretariat of the Grand Coalition has been established to support the initiatives of the European Commission's Grand Coalition for Digital Jobs. Specific initiatives of the Secretariat of the Grand Coalition include:

- Establishment of Student Placement Programmes (SPPs) across Europe to create temporary job placements
- Promotion of valuable industry and stakeholder-led initiatives to improve the level of e-skills in the labour force, specifically ICT practitioners
- Identification of concrete, short-term solutions to increase the mobility of skilled EU workers across Member States to address the shortage of ICT practitioners
- Dissemination of the activities of the Grand Coalition through a dedicated awareness raising campaign
- Creation of a toolkit to support the establishment of National and Local Coalitions to facilitate action towards enhanced digital skills at national, regional or local level

You can get started immediately, either by getting involved in the National or Local Coalition in your country, or by contacting the Secretariat of the Grand Coalition for support and information. If you do not have a National or Local Coalition in your country we can support you to set one up.

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56. Figure: Information on the Secretariat in the Grand Coalition booklet

DIGITALEUROPE and all DIGITALJOBS partners have been extensively using the Grand Coalition booklet during 2014 to engage with different stakeholders. A full list of events where DIGITALEUROPE has been distributing the Grand Coalition booklet is provided in section 2.4.1.1 describing the awareness raising activities of the DIGITALEUROPE.

The Grand Coalition booklet has also been included in the Commission Grand Coalition website to have more visibility and attract an even greater number of stakeholders. Furthermore, DIGITALEUROPE has provided the European Commission with 300 copies of the booklet that have been distributed during the Commission Digital Action Day in Brussels in September 2014.

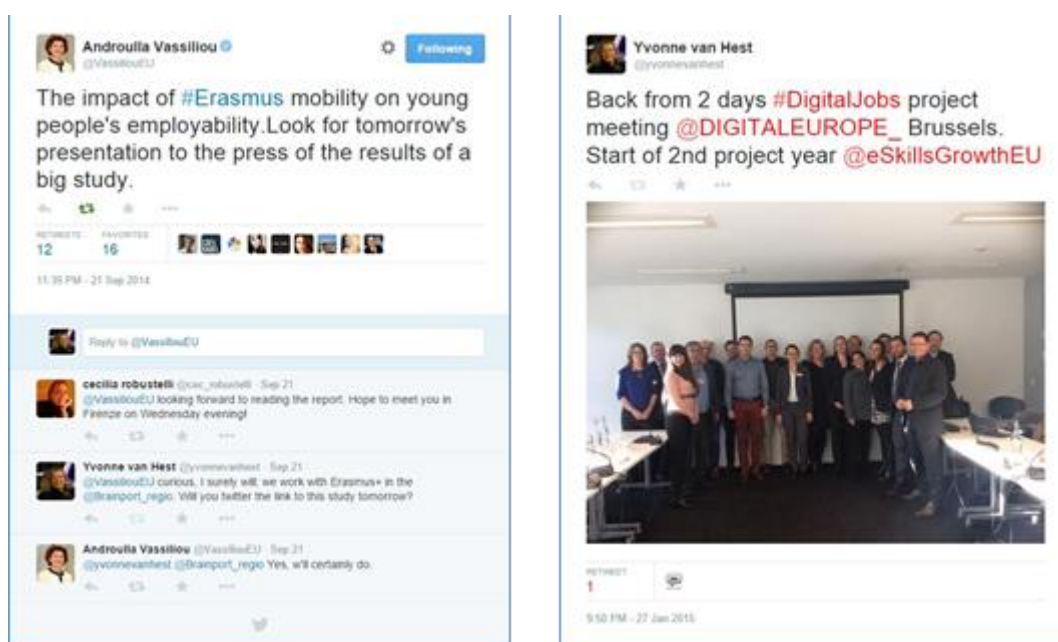
In addition to the booklet, in order to attract more stakeholders to the Grand Coalition a master power point presentation has been elaborated by DIGITALEUROPE which can be immediately used by any partners to provide an introductory presentation on the Grand Coalition and the activities of the Secretariat.

BRAIN

As from the beginning of the project BRAIN started dissemination of the project and its results (a.o. the reports deliverables) through social media and otherwise.

These are the dissemination actions BRAIN conducted in M1-M12 of the project:

- Yvonne van Hest's personal Twitter account @yvonnevanhest, impact: 1289 followers



57. Figure: BRAIN communication materials

- In every meeting with relevant stakeholders (several times a week) the project and the Grand Coalition for Digital Jobs was actively mentioned, impact: approximately 250 people a year.
- Website www.brainport.nl/en, impact: 18.800 monthly views, 8.000 visitors, 5.600 unique visitors. Link: <http://www.brainport.nl/en/work/grand-coalition-for-digital-jobs>
- Website www.brainportdevelopment.nl, impact: 2700 visitors per month. Link: <http://www.brainportdevelopment.nl/en/european-corporation>

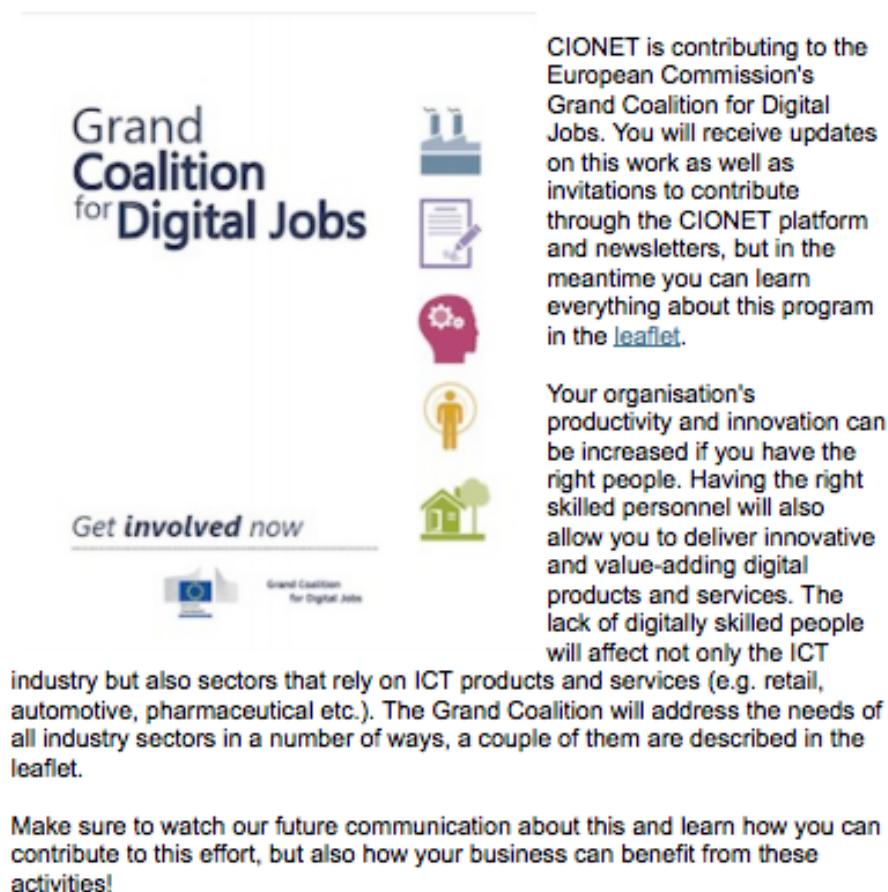
CIONET

During 2014, CIONET has implemented the following dissemination activities:

- Project webpage on CIONET.com
Created a Grand Coalition webpage under the CIONET.com website (see <http://www.cionet.com/european-commission-projects/>)
- Newsletters

Advertised Grand Coalition project and activities in international section of the bi-weekly CIONET newsletter throughout November-December (4500+ members who receive the newsletter). Link to the full newsletter of 31/10/2014: [http://www.cionet.com/Data/files/groups/CIONET Newsletter of 30102014.pdf](http://www.cionet.com/Data/files/groups/CIONET%20Newsletter%20of%2030102014.pdf)


Be part of the Grand Coalition for Digital Jobs



The leaflet features the 'Grand Coalition for Digital Jobs' logo on the left. To its right is a vertical column of five icons: a factory, a document with a pencil, a head with a gear, a person with a lightbulb, and a house. The text on the right side of the leaflet reads: 'CIONET is contributing to the European Commission's Grand Coalition for Digital Jobs. You will receive updates on this work as well as invitations to contribute through the CIONET platform and newsletters, but in the meantime you can learn everything about this program in the [leaflet](#).' Below this, it states: 'Your organisation's productivity and innovation can be increased if you have the right people. Having the right skilled personnel will also allow you to deliver innovative and value-adding digital products and services. The lack of digitally skilled people will affect not only the ICT industry but also sectors that rely on ICT products and services (e.g. retail, automotive, pharmaceutical etc.). The Grand Coalition will address the needs of all industry sectors in a number of ways, a couple of them are described in the leaflet.' At the bottom, it says: 'Make sure to watch our future communication about this and learn how you can contribute to this effort, but also how your business can benefit from these activities!'

Grand Coalition for Digital Jobs

*Get **involved** now*

 Grand Coalition for Digital Jobs

CIONET is contributing to the European Commission's Grand Coalition for Digital Jobs. You will receive updates on this work as well as invitations to contribute through the CIONET platform and newsletters, but in the meantime you can learn everything about this program in the [leaflet](#).

Your organisation's productivity and innovation can be increased if you have the right people. Having the right skilled personnel will also allow you to deliver innovative and value-adding digital products and services. The lack of digitally skilled people will affect not only the ICT industry but also sectors that rely on ICT products and services (e.g. retail, automotive, pharmaceutical etc.). The Grand Coalition will address the needs of all industry sectors in a number of ways, a couple of them are described in the leaflet.

Make sure to watch our future communication about this and learn how you can contribute to this effort, but also how your business can benefit from these activities!

58. Figure: CIONET communication material

- CIONET communication actions in connection with the launch of the Portuguese National Coalition:
 - Announcement of the event: <http://blog.cionet.com/2014/07/08/grand-coalition-for-digital-jobs-summit/>
 - Speech of Mr Barroso at the event: <http://blog.cionet.com/2014/10/14/durao-barroso-grand-coalition-for-digital-jobs-summit-in-lisbon/>
 - Speech of CIONET at the event: <http://blog.cionet.com/2014/10/14/frits-bussemaker-opens-grand-coalition-for-digital-jobs-summit-in-lisbon/>
 - Pictures of the event: <http://blog.cionet.com/2014/10/14/grand-coalition-for-digital-jobs-summit-photos/>
- Introduction of Grand Coalition activities in CIONET Advisory Board meeting of March and July 2014;

- Introduction of Grand Coalition activities to network partners – cooperation protocols were signed with 8 entities:
 - APDC - Portuguese Association for Communications Development
 - APDSI - Association for the Promotion and Development of the Information Society
 - Católica-Lisbon School of Business & Economics - top business school in Portugal
 - Fundação para a Ciência e a Tecnologia – Foundation for Science and Technology
 - Fundação Portuguesa das Comunicações – Portuguese Foundation of Communications
 - ISACA - Nonprofit, independent association that advocates for professionals involved in information security, assurance, risk management and governance.
 - Porto Business School - Business School at the largest Portuguese University, the University of Porto
 - TICE.PT - Center for Competitiveness and Technology, Center for Information, Communication and Electronics Technologies
- Distribution of official Grand Coalition booklet during 3 CIONET Belgium conferences – (180+ attendees)
- Presentation of the Grand Coalition through speakers at CIONET conferences:
 - International CIONET conference CIOCITY'14, Crowne Plaza Hotel Brussels, June 10 & 11 2014
 - CIONET Belgium Annual event, Living Tomorrow in Brussels, January 27: Speeches of Alexander Riedl (DG CNECT) and Deputy Prime Minister in charge of the Digital Agenda Alexander De Croo
 - Introduction of Grand Coalition scope and initiatives at CIONET Advisory Board on June 26.

CIONET actively promoted the call for 'Technique coaches' from its Belgian community. This call is an initiative from Martine Tempels, lead for the STEM platform (Scientific, Technological, Engineering & Mathematics education) and aims at appealing CIO's (Chief Information Officers) to present their role and responsibilities to classes of youngsters in order to make them enthusiastic about this educational direction.

Activities of CIONET included:

- 1) Invite Martine Tempels to provide speech at the CIONET Belgian Annual Event on January 27th 2015 – see blog post announcement of the event <http://blog.cionet.com/2014/12/10/cionet-belgium-annual-event-the-cio-gathering-you-should-not-miss/> - IMPACT on +100 CIO Attendees of the event
- 2) Distribution of the leaflet of the 'Technique Coaches' through different communication means – IMPACT on 540 CIO members of CIONET Belgium:
- 3) Post-conference material and presentation post (on CIONET intranet available to CIONET members;
- 4) Newsletters of November and December;

5) Advisory Board CIONET Belgium 13/10

DI ITEK

DI ITEK has contributed to this task by giving inputs to the dissemination plan and the value proposition document. More information about the dissemination activities of DI ITEK are provided in the context of WP2.

ECDL Foundation

The ECDL Foundation gave input to the dissemination plan and value proposition paper and helped to finalise it.

Dissemination and promotion of the Grand Coalition including the Value Proposition has taken place through ECDL newsletters blog entries and social media posts, also through CEPIS channels such as the website, newsletter, and social media. Hard copies of the value proposition have been distributed at events and are available in the ECDL Foundation Brussels office. Moreover, ad-hoc updates on relevant project activities/milestones/events and press releases of the European results of Deliverable 4.3 took place as well as meetings with officials from the European Commission and other stakeholders.

ECWT

ECWT has been informing EU Project partners about DIGITALJOBS in the new and ongoing EU projects ECWT is involved in: [CaMEO](#)- Career Mobility of Older Workforce, [LIST](#) – Leveraging the Digital and ICT Competencies of Senior Women, [This is IT](#) Launch of a Gender Action Plan for the National Networks and their SMART Cities within the [SeiSMIC](#) – Societal Engagement in Science, Mutual Learning in Cities - FP 7 project. The GAP has a strong focus on WP5 of DIGITALJOBS project.

Dissemination has also been conducted through the central website: <http://digitaljobs.ecwt.eu>

EUROCIO

Dissemination of materials and deliverables from all work packages has been carried out through all the available channels. Where the national body CIO associations are represented, the request has been made to cascade the messages to their respective memberships and to ensure that feedback opportunities are provided.

The Tech Partnership

The Tech Partnership used, and continues to use, the value proposition developed by DIGITALEUROPE in developing its online article reported above and all other materials.

MITA

The MITA website was updated with information about the Grand Coalition and MITA's involvement in the DIGITALJOBS project, visit:

<https://www.mita.gov.mt/en/DigitalOutReach/grandcoalition/Pages/Grand-Coalition-for-Digital-Jobs.aspx>

A local Maltese PR article on the SPP in Malta and MITA's participation in the Grand Coalition was issued <https://mita.gov.mt/en/News/Pages/2014/MITA-launches-Student-Placement-Programme-2014.aspx>

NUIM

To support the implementation of task 7.1, including the creation of the Grand Coalition value proposition, NUIM has implemented the following actions:

- Interviews and collaboration with all WP Leaders to identify stakeholders and value of participation for each in a) individual work packages and b) the Grand Coalition more generally
- Final list of stakeholders drawn up
- Interview data analysed to identify key value themes for the overall project, rather than a fixed view of the benefits from the perspective of individual WPs, considering different forms of value (e.g. individual, organizational, financial, societal)
- Value proposition booklet for the thematic network developed to clearly articulate the potential benefits of participation a) generally and b) from the perspective of each individual stakeholder
- Value proposition booklet advertised on dedicated link on NUIM IVI website
- Digital Jobs campaign part of presentation at IVI autumn summit (Sept 2014) with over 140 members from industry, education and public sectors
- Digital Jobs campaign article written will go in April IVI newsletter which goes out to 1600 people (key stakeholders and thought leaders in ICT)
- Attended three steering group meetings
- Tweeted on value proposition booklet and added to IVI LinkedIn page

PIN-SME

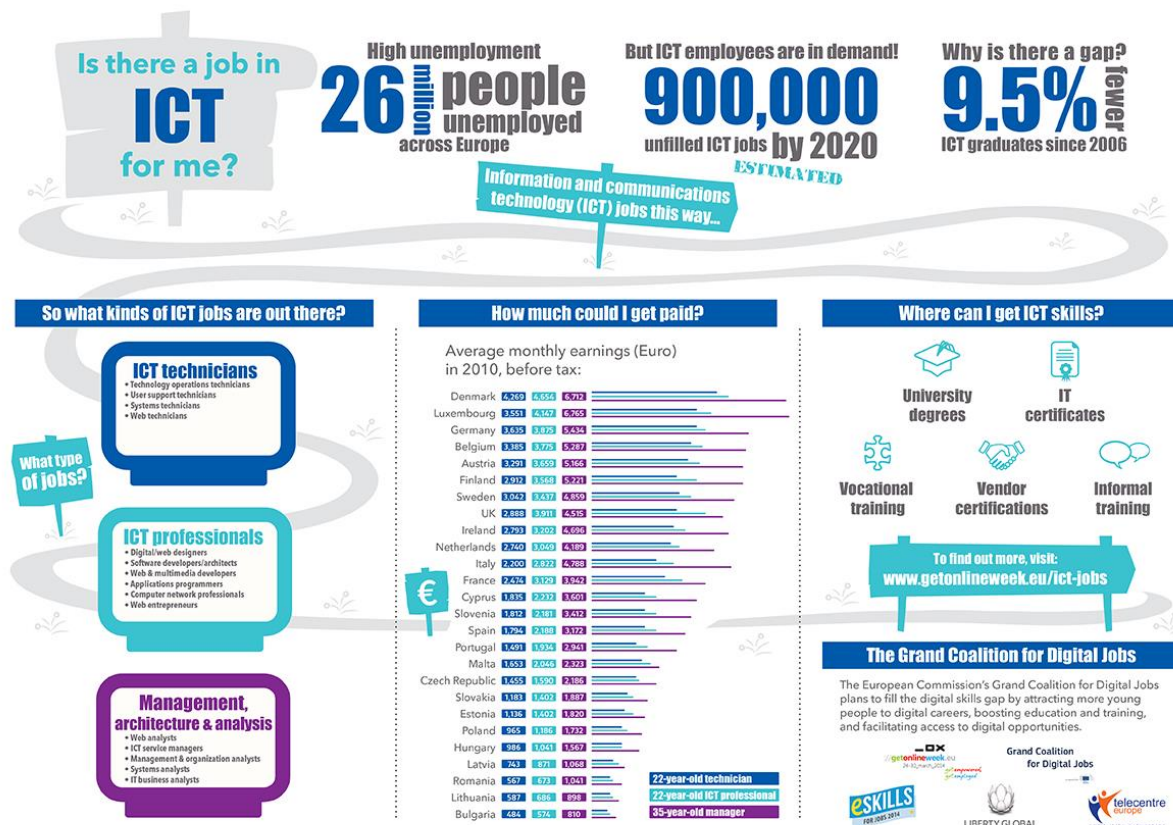
PIN-SME undertook interviews and discussions with SMEs and experts from national SME associations in order to identify needs and opportunities for National and Coalitions, as well as the Grand Coalition itself and its pledges. Results for the time being highlight that SMEs are mainly interested in funding opportunities and in cross border business opportunities, but little concrete help is available on this front.

TELECENTRE

In order to support the implementation of this task, Telecentre Europe has:

- Reviewed and provided feedback on the value proposition
- Attended partner meetings on the dissemination plan and value proposition
- Reviewed and contributed to the dissemination plan overall document
- Developed section on Local Coalitions of the Dissemination Plan
- Reviewed and provided feedback on the Secretariat official presentation
- Coordinated a series of dissemination actions, some being featured below:

- Created a subpage for the Grand Coalition secretariat activities on Telecentre Europe's website ([link](#))
- Publication of articles/press releases in newsletter, social media and Telecentre Europe websites
- Infographic "Is there a job in ICT for me" addressed to young and unemployed about ICT jobs available, skills required and income levels - produced together with Liberty Global, a Grand Coalition Pledger and promoted online ([link](#))



59. Figure: Infographic of TELECENTRE – Is there a job in ICT for me?

- Liberty Global and Telecentre Europe supported 'YouRock' pledge during Get Online Week 2014 ([link](#))
- Attended and promoted the Grand Coalition at *ICT and innovation: building partnerships at regional levels* stakeholders workshop, part of the "Digital Agenda for Europe - engagement for growth and jobs" workshop series
- Organized Get Online Week events series (trainings, workshops, seminars branded under the Grand Coalition umbrella)



60. Figure: High level opening event of GOW 2014 in Latvia on 24 March with participation of Digital Champion - Reinis Zitmanis

- Attended e-Skills for Jobs 2014 Grand Event: Mobilising to Support Job Creation and Upskilling of the Workforce and promoted the Greek National Coalition launched within this event
- Promoted Grand Coalition at the Telecentre Europe Annual Conference (distribution of leaflets, presentation)



61. Figure: Renata Danielienė presenting insights of the Lithuanian National Coalition, and encouraging the audience to promote/establish new coalitions

- Co-organized the Workshop: Strengthening National and Local Coalitions for Digital Jobs ([link](#)) during the eSkills for Jobs closing event in Rome
- Attended and promoted Grand Coalition at the Nordic Baltic Cluster meeting in Copenhagen ([link](#))



62. Figure: Laurentiu Bunescu of TELECENTRE presenting the Grand Coalitions and opportunities to establish new Coalitions

- Attended and promoted Grand Coalitions (creation of Local / National Coalition) at the International Conference for telecentres in Carpathian Basin organized in Szeged, Hungary
- Attended and promoted the Grand Coalition at ONE Conference in Brussels

2.6.2. Task 7.2 Set up Local Coalitions through Regional Clusters

Status	In progress
Leader	TELECENTRE
Expected ending	M12
Deliverable(s)	D7.2 in M12

As task leader for the setting up of Local Coalitions, Telecentre Europe has:

- Developed guidelines for Consortium partners on the creation of NCs, LCs and RCs
- RC coordinators promoted the creation of Coalitions in their regions through online communications or using their own networks.
- Organised online discussion to plan work on Task 7.2 with partners involved
- Attended the 1st workshop for National and Local Coalitions in Athens and co-organized the 2nd one in Rome to strengthen existing Coalitions and to encourage the creation of new ones
- Supported the development of Coalitions in the following countries: Bulgaria, Greece, Malta, Latvia, Lithuania, Croatia, Italy, Spain, Poland, Romania and Portugal (contact details for each coalition are available in D5.2). The support included the following:
 - Advise on the formation process
 - Support to identify partners at national level
 - Endorsement of the initiative
 - Support to create the action plan
 - Sharing of resources (templates, models, etc)
 - Support with the launch events

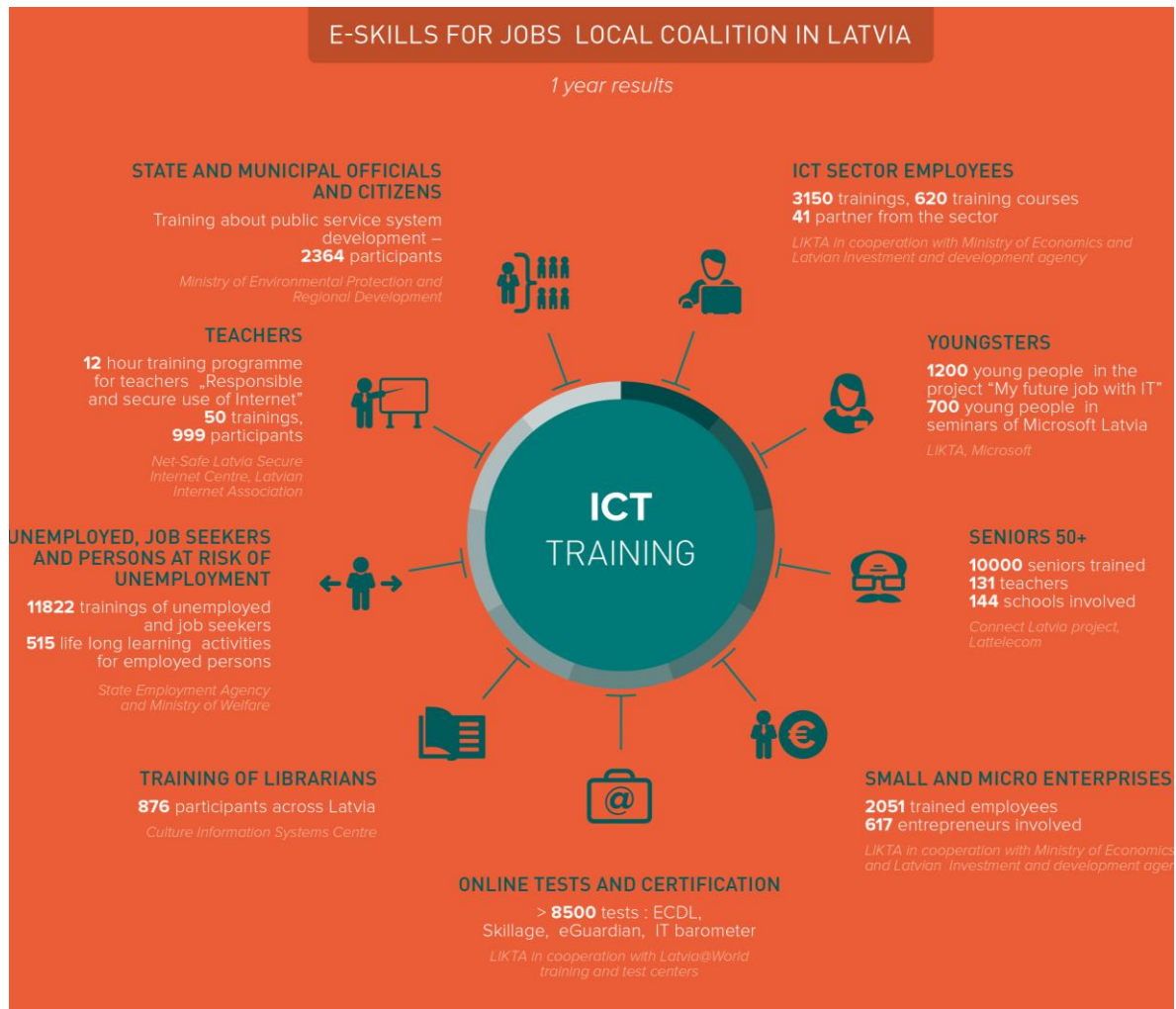


63. Figure: Photos taken at the launch event of the Portuguese NC

- Organised calls / meetings and had email exchanges with stakeholders in multiple countries to form new LCs and NCs. As a result, coalitions in the following countries are under development/consideration: Cyprus, Hungary, Italy, Spain, Austria, Croatia, Ireland, Slovakia, Slovenia, and Sweden (contact details for each coalition are available in D5.2).
- Developed the methodology for impact assessment of the LCs and NCs
- Organised the impact assessment exercise, combining an online questionnaire and a phone interview to get data from the Coalitions on their activities and results in 2014.

D7.2 – The Report on Impact Assessment of National and Local Coalitions: The purpose of this impact assessment report is to evaluate the implementation status of the actions plans developed by existing NCs and LCs to date. This will be done through the measurement of their outcomes during 2014. This report identifies obstacles that the NCs and LCs may have

encountered during their first year of activities, and to understand how the Grand Coalition for Digital Jobs has helped them to overcome these. As a result, the Secretariat is able to identify best ways to further support the roll-out of the existing NCs and LCs and to establish new ones in 2015.



64. Figure: Extract from the Impact Assessment Report: Infographic developed by the Latvian coalition on its impact.

DIGITALEUROPE

DIGITALEUROPE supported in various shapes and forms the setting up and the roll-out of National and Local Coalitions. First and foremost, DIGITALEUROPE informed its 36 National Trade Associations in 27 countries about the possibility of joining or setting up a National or Local Coalition in their country through a dedicated workshop during the DIGITALEUROPE's NTA Summit in June 2014.

In addition to this, the following stakeholders have been informed by DIGITALEUROPE about the Grand Coalition in view of establishing or joining a National and or Local Coalitions in their countries. The national stakeholders approached are listed here below by country:

- **Belgium**, Cabinet if Ministry for Digital Agenda and Digital Champion– DIGITALEUROPE is currently supporting them in the drafting of the action plan
- **Bulgaria**, Digital Champion - DIGITALEUROPE has delivered key note speech during the launch event
- **Croatia**, Consulio and Incubator BIOS
- **Czech Republic**, Czech ICT Alliance
- **Germany**, German CIOs' network VOICE and Linux Professional Institute – DIGITALEUROPE is providing direct support to help them building the partnership
- **The Netherlands**, Netherland ICT, ECP and Digivaardig & Digiveilig – DIGITALEUROPE is supporting to obtain official recognition from the Commission
- **Portugal**, ARTICACC (SME specialized in Creative Computing)
- **Slovenia**, Certiadria and Microsoft Slovenia

Furthermore, DIGITALEUROPE informed the national members of the following associations in order to encourage their involvement in the Grand Coalition at a national level:

- BUSINESSEUROPE
- CEEMET
- ECOMMERCE EUROPE
- EUROCOMMERCE
- MICROSOFT
- ORGALIME

DIGITALEUROPE provided all these stakeholders with the Toolkit for National and Local Coalitions (in a draft confidential version before its publication). DIGITALEUROPE also put all these stakeholders in direct contact with its national ICT associations in order to facilitate the establishment of national partnerships aimed at addressing the e-skills gap.

CIONET

CIONET was involved in the activities in connection with the establishment of two National Coalition, in Portugal as well as in Belgium.

CIONET led also the organisation of the launch event of the Portuguese National Coalition on 3 October 2014 in Portugal in the presence of the Commission President Barroso. The event also counted with speeches from the Portuguese Ministry of Economy, Mr. António Pires de Lima and from the Portuguese Science's Secretary of State, Mrs. Leonor Parreira. The event attracted 100+ attendees.

CIONET has been investigating how to appropriately support the National Coalition for Digital Jobs in Belgium. Very little initiatives have been proposed so far to make this happen, though the recently appointed new Minister in charge (Mr. De Croo) seems to have a clear vision on how to go forward and recently launched some tangible initiatives. Most

recently CIONET has been in touch with the Belgian Digital Champion Saskia Van Uffelen, Alexander Riedl from DG CNECT, Cabinet of Deputy Prime Minister in charge of the Digital Agenda Alexander De Croo, to propose support and include the vision and experience of our CIO members in making the Local Coalition successful and broadly known.

DI ITEK

DI ITEK has participated in a meeting about setting up Local Coalitions and Regional Clusters organised by Telecentre Europe in Denmark on September 9th, 2014. Furthermore DI ITEK worked with Telecentre to support the setting up the Nordic Baltic Regional Cluster.

ECWT

ECWT was initiator and partner of the Secretariat for Gender Equality in the Hellenic Ministry of Interior's national pledge "Women and Girls Go Digital –WGGD Greece" including 21 partners: www.womengodigital.eu.

ECWT was also Organizing Partner of the WGGD pledge Greek EU Presidency Conference, 4 April 2014 in Athens. Almost 300 people participated in the event, where Eva Fabry, Director of ECWT was one of the keynote speakers informing also about Grand Coalition for Digital Jobs. The event had very broad coverage in the national media and TV and also the Hellenic EU Presidency website.

ECWT plays since April 2014 a key role in the implementation of the 58 pages long Action Plan prepared based to a large extent on the proposals presented by ECWT.

Synergies of the pledge: ECWT and its National Point of contacts have started discussions and there is substantial work with key stakeholders in Bulgarian, Cyprus, Hungary, Italy, Portugal and Sweden to launch a national pledge for Women and Girls Go Digital in 2015.

empirica

Empirica was providing relevant information, attending discussions and providing support for the development and establishment of new Coalitions. It was pointing partners to and explaining different sources (e.g. e-Skills Country Reports from the e-Skills MONITOR activity: www.eskills-monitor2013.eu) which could be utilised for National coalition development in different countries. Empirica also developed proposals for addressing the establishment of National Coalitions for digital jobs in Western European countries in which national coalitions have not been established yet and proposed ways on how these could be addressed.

Proposals were developed for Finland, Germany, France, Netherlands, UK, Spain and Italy. The proposals contain the member state agency or ministry to involve, those stakeholders that would be important to involve in order to ensure the national outreach (potential responsible people identified), the priorities of the Grand Coalition that the given Coalition should address.

National Coalitions	Regional Cluster 3
----------------------------	---------------------------

Cover a whole Member State territory	Germany
Normally include a Member State Ministry or Agency	BMBF – Federal Ministry of Education and Science, Ingo Ruhmann
National outreach: the activities implemented at a national level [potential stakeholders]	EIT ICT Labs: Maren Lesche, Dr. Udo Bub Software Campus (joint e-skills and digital leadership initiative of major companies, education providers, Federal Ministry of Education and Research (BMBF): Erik Neumann Wissensfabrik Deutschland: Network of 100+ German companies; https://www.wissensfabrik-deutschland.de/portal/fep/de/dt.jsp BITKOM: Dr. Stephan Pfisterer Hub:raum, Deutsche Telekom incubator: Peters Borchers, Founder and Head BITMI: Dr. Oliver Grün, President and Head of the Board SAP: Kay Hradilak, Enterprise Chief Consultant Randstad Professionals: Torben Clausen
Normally focus on the five key priorities of the Grand Coalition	Training and matching for digital jobs
There can be only one NC for Member State	Cooperation of the above actors would be the first national initiative of that type in.

65. Figure: Information collected by empirica on potential regional clusters - example Germany

These proposals can be further developed and refined together with Telecentre Europe and partners responsible for the relevant regional clusters and contact details made available to proceed with concrete activities aimed at the identification of concrete opportunities and options for the development of national coalitions.

The Tech Partnership

See above Task 5.2 b). N.B. The UK is a cluster in its own right (Scotland, Wales, N.I. and England).

PIN-SME

PIN-SME stimulated the participation in and creation of Local Coalitions of 12 national SME associations. Grand Coalition brochures were distributed to members. Information was provided to interested organisations.

2.6.3. Task 7.3 – National implementation of dissemination plans by Local Coalitions

Status	In progress
Leader	TELECENTRE
Expected ending	M24
Deliverable(s)	None in Y1

Most of the actions performed by the local Coalitions included ICT trainings, conferences, technology test-fests, road-shows and workshops. Some of the main successful actions implemented are listed below:

- Romania: In partnership with IT industry and with the direct support of Certiprot and Certipro Education, the Local Coalition for Digital Jobs organised a Technology Test Fest across 100 IT high schools and universities allowing students to measure their IT skills and readiness for the IT industry and certify their IT competences. The Technology Test Fest was organised in cooperation with the Ministry of National Education.
- Spain: Innycia programme ran by the Telecentres Local Coalition created a collaborative environment that allows specific viable projects to evolve using the opportunities offered by ICT. These projects are to evolve through the local environment of businesses and through the local social & economic situation.
- Croatia: The Croatian Local Coalition organised a high level conference involving representatives of higher, vocational, elementary and adult education institutions, public broadcasters and student media and civil sector organisations to discuss common objectives in the field of ICT and media technologies.
- Italy: The Italian Local Coalition organised the Educational Day consisting of 18 workshops of educational robotics, making and coding, a robotics exhibitions and a conference. During the Educational Day 550 students were trained.
- Lithuania: The Lithuanian National Coalition launched the first MOOC in Lithuanian language on the topic of Information Technologies
- Spain: EITC Basque Coalition has been directly involved in promotion and development of DIGCOMP ran by IPTS.

Involvement in EU level campaigns

- Telecentre Europe involved six Coalitions in the Get Online Week 2014 campaign as national partners. These are Latvia, Lithuania, Romania, Italy, Croatia and Spain
- Telecentre Europe promoted the EU Code Week campaign at a national and local level. As a result, five Coalitions joined the campaign, by organising coding workshops and courses: Croatia, Italy, Lithuania, Malta, Spain.

- Telecentre Europe introduced the existing Coalitions the eSkills for Jobs campaign through media and social media and facilitated contacts between the Coalitions and eSkills for Jobs national partners.

The list below provides an indication of the Coalitions' contributions to these campaigns:

- Italy: The Get Online Week was launched in Italy during the RomeCup 2015 Event. Also, the Italian Coalition participated in EU Code Week 2014 with "Coding Girls Roma-USA": As part of Code Week, the Fondazione Mondo Digitale and the American Government, via the American Embassy in Italy, with the collaboration of Girls Who Code, launched a new challenge: Coding Girls Roma-USA. An eight-day event entirely dedicated to young women in primary and secondary schools.
- Poland: During the EU Code Week 2014 in Poland over 100 initiatives were organised by several Coalition partners aiming to promote coding, in addition to their regular activities in the field.
- Spain: In the context of the e-Skills for Jobs campaign 2014, the Spanish Telecentre Local Coalition collaborated with AMETIC, an organisation that coordinated E-Skills for Jobs 2014 in Spain, in the dissemination and development of the planned activities.
- Romania: In Romania, during the Get Online Week, over 8,000 people participated at various training and learning events, including specialist training for students in schools. Over 150 schools, 220 libraries and 29 telecentres were coordinated by the Coalition and participated in the campaign.

Publications produced

In addition to their concrete activities, the Coalitions were also very active in producing and publishing various publications such as policy papers, strategies, infographics, and promotional materials around the topics of digital skills and jobs. Some of these publications are highlighted below:

- Policy papers:
 - Spain (Telecentres Local Coalition): Framework for professional digital profiles
 - Lithuania: Digital agenda in 2014-2020
 - Romania: Position on the Digital Agenda for Romania
- Promotional materials
 - Italy: RomeCup / Maker Faire 2014 in Italy: promotional leaflet, press releases, e-newsletters etc.
 - Latvia: ECDL Latvia calendar
 - Spain (EITC Basque Coalition): Ikanos improving digital competences
- Infographics
 - Poland: The Polish Broad Alliance logo was registered as Community trade mark by Office for Harmonization in the Internal Market
 - Latvia: Latvian coalitions results (image above in Task 7.2)

BRAIN

See activities described in WP3.

ECWT

Later on during the year ECWT was involved in preparing and in October 2014 announcing the National Action Plan for the implementation of WGGD Greece pledge with responsibility for monitoring and impact measurement of the action plan and the pledge (and contributing to reaching Grand Coalition for Digital Jobs goals).

The Women and Girls Go Digital – WGGD Greece pledge has received the WITSA Global ICT Excellence Merit Award at 2014 World Congress on Information Technology, in October in Guadalajara, Mexico.

2.6.4. Task 7.4 - Create DIGITALJOBS Website

Status	In progress
Leader	EUN
Expected ending	M24
Deliverable(s)	None in Y1

After a number of meetings involving DG CNECT, EUN and DIGITALEUROPE, it was decided to re-elaborate the current Grand Coalition webpages so as to ensure that the website is appealing to engage potential stakeholders and pledgers. (<https://ec.europa.eu/digital-agenda/en/grand-coalition-digital-jobs>)

To meet the DIGITALJOBS project's objectives, new pages have been drafted with the scope of:

- Displaying dedicated information about the Secretariat (explanation of the Secretariat role, relevant contacts, Consortium composition and main publications);
- Explaining to potential stakeholders/pledgers `Why and how to get involved` in the initiative (detailed explanation of the benefits and possible expected actions for potential stakeholders in joining the Grand Coalition for Digital Jobs initiative by profile - Industry, Education and Training Provider, Member State, Employment Service or Civil Society Organisation);
- Clarifying the nature of National and Local Coalitions (explanation of the concept and key principles of National and Local Coalitions, dedicated pages with information on National and Local existent coalitions);
- Providing information on future main events and relevant milestones (dedicated space to announce the Secretariat main past achievements and future planned activities).

The new pages have been drafted and internally validated, the new version of the portal has been moderated and published by the Commission in October 2014.

As agreed with the Commission, the information about training courses, education materials and other related resources will be displayed on the e-Skills awareness raising campaign portal (<http://eskills-week.ec.europa.eu/>) at least for the duration of the campaign.

DIGITALEUROPE

DIGITALEUROPE worked in close collaboration with EUN to provide support in the revision of the structure and content of the Commission Grand Coalition website. In particular, DIGITALEUROPE has attended a meeting at DG CNECT in July 2014 where EUN presented the proposed new structure for the website and discussed with them ways to improve it. DIGITALEUROPE has then communicated and illustrated the new structure to the Consortium partners in order to ensure their agreement.

TELECENTRE

TELECENTRE attended partner discussions on planning the site development.

2.6.5. Task 7.5 – Organise project conference

Status	In progress
Leader	DIGITALEUROPE
Expected ending	M24
Deliverable(s)	D7.4 in M12 postponed

During the course of the reporting period it was felt by many stakeholders, including DG CNECT, DIGITALEUROPE and the Consortium partners, that rather than organising a Brussels based policy focused conference, specific national actions and initiatives would better serve the objectives of the Grand Coalition. Therefore, DIGITALEUROPE prepared a memo to outline a proposal to organise a local careers fair in Spain in September/October 2015 in the context of the Grand Coalition for Digital Jobs. The general concept of the event was approved by DG CNECT. Further review has taken place with the EURES platform team at DG EMPL. As a result **Grand Coalition for Digital Job Careers fair** (*event name to be confirmed*) will be held before the end of 2015 in lieu of a project conference that was envisaged as part of the DIGITALJOBS Grant Agreement (due in M12).

The main objectives for the conference are:

1. Promoting mobility of ICT practitioners across EU to fill the growing number of vacancies in the ICT sector
2. Matching unemployed people with jobs, through an increased offer of ICT training programmes
3. Promoting of e-CF as a tool to assess the skills of job seekers against the competences required to fill job vacancies, thus ensuring a better match.

4. Raising awareness of the many job opportunities in both the ICT sector and ICT-using sector

The audience will include:

- From the supply side: ICT students, unemployed people and ICT practitioners from Spain
- From the demand side: ICT companies and public employment agencies from Germany, the Netherlands and Scotland

In order to make this a successful and outcomes oriented event, DIGITALEUROPE has already started planning the conference established collaboration with the following key actors:

- BRAIN to work on the mobility pilot to match demand and supply;
- FTI to identify people with the right competences to be invited to the event;
- Telefonica to provide a suitable and attractive venue in Madrid to host the event;
- DG CNECT to secure the presence of either VP Ansip or Commissioner Oettinger;
- The Digital Jobs Fair will be organised in partnership with DG EMPL, Directorate C, Unit C3, where we will take full advantage of the EURES platform and capabilities.

2.6.6. Task 7.6 – Create a sustainability plan

Status	Not started yet
Leader	TELECNTRE
Expected ending	M24
Deliverable(s)	None in Y1

3. Deliverables and milestones tables

Deliverables

TABLE 1. DELIVERABLES									
Del. no.	Deliverable name	WP no.	Lead participant	Nature	Dissemination level	Due delivery date from Annex I	Delivered Yes/No	Actual / Forecast delivery date	Comments
1.1	Develop a Project roadmap	1	DIGITALEUROPE	R	CO	M3	Yes	12/05/2014	
3.1	Summary of European best practises in connection with labour mobility	3	BRAIN	R	PU	M6	Yes	03/08/2014	
4.2	Formulate best practice processes across each business function / process	4	EUROCIO	R	PU	M6	Yes	03/08/2014	
4.3	Present national and European-level uptake of e-CF powered tool	4	ECDL	R	PU	M8	Yes	02/10/2014	
5.2	Local Coalition toolkit and mentoring scheme plan	5	TELECENTRE	R	RE	M6	Yes	03/08/2014	

TABLE 1. DELIVERABLES									
Del. no.	Deliverable name	WP no.	Lead participant	Nature	Dissemination level	Due delivery date from Annex I	Delivered Yes/No	Actual Forecast delivery date	Comments
5.3	Report on the progress of the pledges –Year 1	5	EUN	R	RE	M6	No	M14	The pledge tracker was handed over almost at the same time when the report was due and the previous contractor provided a report at that time. In line with this a 6M delay has been agreed with the Commission. Due to the low response rate of the pledgers additional efforts were required to collect information that caused delay compared to the foreseen M12 deadline.
7.1	Dissemination plan	7	DIGITALEUR OPE	R	CO	M3	Yes	12/05/2014	
7.2	Impact assessment of Local Coalitions and Regional Clusters – Year 1v	7	TELECENRE	R	RE	M12	Yes	06/03/2015	Due to the low response rate of the Local coalitions the submission has been delayed by 1 month (and few days).
7.4	Conclusions of the conference	7	DIGITALEUR OPE	R	CO	M12	No	M22	It has been agreed with the Commission that the conference will be organised in Autumn 2015. In line with this the respective deliverable will be due one month after the event.



Grand Coalition
for Digital Jobs

Milestones

TABLE 2. MILESTONES					
Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS1	Quality Assurance Plan developed (including the project reporting processes too)	M2	Yes	M2	
MS2	Project roadmap developed	M3	Yes	M3	
MS4	Organisations identified that are interested in the SPP	M10	No	M16	Despite the efforts of MITA no organisation has been identified that would be interested in the SPP. At the end of M12 a new plan has been set up to remedy the situation.
MS5	Setting up the European expert team on labour mobility	M10	Yes	M10	Expert group has been set up: members accepted the invitation, members took part in deliverable 3.2, online meeting to be set up in Q1 and Q2 of 2015

TABLE 2. MILESTONES					
Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS6	Identification of companies and ICT skilled labour force and agreement on their involvement in the pilot	M12	Yes	M12	This milestone turns out to be a more ongoing process. It started already in M4 when writing the report for task 3.1 and will not be completed until the set up for task 3.3 has been completed. Until then BRAIN will have continuous contact with stakeholders from the supply and demand side.
MS7	Cooperation with e-CF platform fixed	M3	Yes	M3	Cooperation fixed and is ongoing throughout the project
MS8	ICT SME interested and selected for the pilot	M6	No	M20	To get the best understanding on what is wanted and needed by entrepreneurs and particularly SMEs, ECDL carried out a consultation in 2014 within its network and industry. Based on the feedback received, the scope of the module was refined to meet the market needs. As a result and as written in the activity report, the module will focus on 'Online presence'– web content management, digital marketing, etc. The module is therefore foreseen to be piloted in Q4 of 2015 and the timing of the MS has changed as a consequence.

TABLE 2. MILESTONES					
Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS9	Awareness raising plan defined for each partner	M5	Yes	M5	An integrated strategy for coordinating and mapping progresses on awareness raising and dissemination actions have been agreed with W7 leader
MS10	Communication plan defined for each partner	M6	Yes	M6	An integrated strategy for coordinating and mapping progresses on awareness raising and dissemination actions have been agreed with W7 leader
MS11	Methodology developed for the regional events	M6	Yes	M4	
MS12	Curricula developed and tool available	M12	Yes	M12	
MS13	Value Proposition developed	M3	Yes	M3	
MS14	Dissemination plan developed	M3	Yes	M3	
MS15	Website up and running	M4	Yes	M8	GRAND COALITION website up and running and ongoing update of the website content.
MS16	First impact assessment report of LCs and RCs developed	M12	Yes	M13	The report has been submitted with a 1+ month delay due to the low response rate of the LCs and the necessary additional efforts.

TABLE 2. MILESTONES					
Milestone no.	Milestone name	Due achievement date from Annex I	Achieved Yes/No	Actual / Forecast achievement date	Comments
MS17	Project conference organised	M12	No	M20	The conference has been postponed to Autumn 2015 in agreement with the Commission.