February 2016

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European Digital Learning Network Public Launch
11th February 2016

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February 2016

About DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe.

Our members include 61 corporate members and 37 national trade associations from across Europe.

Our vision

A European Union that nurtures and supports digital technology industries, and that prospers from the jobs we provide, the innovation and economic benefits we deliver and the societal challenges we address.

Our mission

To foster, on behalf of our members, a business, policy and regulatory environment in Europe that best realises our vision. We will achieve this by working as positive partners with the European Institutions and other European and global bodies and, through our national trade associations, the member states of Europe.

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About DIGITALEUROPE Corporate members

AMD
Airbus
Apple
Blackberry
Bose
Brother
CA Technologies
Canon
Cisco
Dell
Epson
Ericsson
Fujitsu
Google
Hewlett Packard Enterprise
Hitachi
HP Inc.
Huawei
IBM
Ingram Micro
Intel
iQor
JVC Kenwood Group
Konica Minolta
Kyocera
Lenovo
Lexmark
LG
Loewe
Microsoft
Mitsubishi Electric
Motorola Solutions
NEC
Nokia
Nvidia
Océ
OKI
Oracle
Panasonic
Philips
Pioneer
Qualcomm
Ricoh International
Samsung
Schneider Electric IT Corp.
SAP
SAS
Sharp
Siemens
Sony
Swatch Group
Technicolor
Texas Instruments
Toshiba
TP Vision
VMware
Western Digital
Xerox
ZTE Corporation

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About DIGITALEUROPE National Trade Associations

Austria: IOÖ
Belarus: INFOPARK
Belgium: AGORIA
Bulgaria: BAIT
Cyprus: CITEA
Denmark: DI Digital, IT-BRANCHEN
Estonia: ITL
Finland: FFTI
France: AFDEL, AFNUM, Force Numérique
Germany: BITKOM, ZVEI
Greece: SEPE
Hungary: IVSZ
Ireland: ICT Ireland
Italy: ANITEC
Lithuania: Infobalt
Netherlands: Nederland ICT, FIAR
Poland: KIGEIT, PIIT, ZIPSEE
Portugal: AGEFE
Romania: APDETIC, ANIS
Slovakia: ITAS
Slovenia: GZS
Spain: AMETIC
Sweden: IT&Telekomföretagen, Foreningen Telekomföretagen i Sverige
Switzerland: SWICO
Turkey: Digital Turkey Platform, ECID
Ukraine: IT Ukraine
United Kingdom: TechUK

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Policy Groups

- **Digital Consumer Policy Group**
- **Digital Enterprise Policy Group**

The Digital Enterprise Policy Group (DEPG) works to ensure that the ongoing progress of technology is fully leveraged through the creation of the European single market, and specifically the European Digital Single Market. The Digital Enterprise Policy Group advocates the crucial importance of digital technololgy for the European economy, for job creation, for growth as well as for fiscal stability.

- **Digital Sustainability Policy Group**

The Digital Sustainability Policy Group (EPG) promotes the role of the ICT industry in its own sustainable growth.

- **Digital Technology & Innovation Policy Group**

The Digital Technology & Innovation Group works to identify and address the barriers to technical harmonisation and the obstacles hindering the development of the European digital technology industry. The group provides technical expertise that aids in the harmonised introduction of emerging technologies in the European digital economy.

- **Digital Trade Policy Group**

The Digital Trade Policy Group's general objective is to achieve free, balanced, open, and fair trade. This is critical to the ICT industry as it provides increased market access worldwide, promotes innovation, promotes efficiency and productivity gains, encourages the free flow of ideas, and enables Europe to attract innovators from around the world.

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Transforming Europe towards the Digital Age

- **Digital disruption** is taking place across sectors
- **Digital Single Market:** could contribute **€415 billion** per year and create hundreds of thousands of new jobs
- Greatest gains from the DSM: adoption of digital technologies by the rest of the economy

- In the near future **90% of jobs will require some level of digital skills**
- The internet economy will create **new jobs** that require very different skills sets (e.g. systems developers, data analysts, coders, electrical engineers for smart grids, and many more)

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- ICT industry can contribute to economic growth and create social benefits
  - **Economic benefits**: ICT is changing industry's business processes (e.g. High-performance Computing enables virtual testing, increasing availability of 3D data enables accurate modelling in industrial design processes, cloud and photonics create new possibilities for optimisation of industrial processes) and making communication easier
  - **Social benefits:** ICT helps build a more socially sustainable future, including improving education and healthcare (e-health) access and services, public administration and government services
- BUT in Europe business and industry are slow to take advantage of advanced digital technologies (<2% of EU companies make full use of such technologies; 40% do not use any at all)

→ **Need for large investments and commitment from all stakeholders**

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Skills mismatch

- Priority, to guarantee growth and competitiveness
- **373,000 open positions** for ICT professionals in Europe in 2014, **726,000 by 2020** (Empirica)

- 22 million people are unemployed in the EU28, 4.5 million people under 25 (Eurostat)
- Since 2007 (Communication 'e-Skills for the 21st Century: Fostering Competitiveness, Growth and Jobs'), priority of the EC
- New Skills agenda to be launched in May

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Addressing the gap - 1

❖ Communication and awareness raising

of the opportunities that the ICT sector offers (see the eSkills for Jobs campaign and the Grand Coalition for Digital Jobs, coordinated by DE): joint communications efforts from industry, policy makers, education professionals and ICT professionals

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About the eSkills for Jobs campaign

Objectives

Bringing multiple actors together

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Campaign activities

- Central website
- 21 national websites

- Pan-European channels
- National channels

- 4 high-level events
- National events
- Co-branding

- 8 webinars

- ''Developing Digital Skills in your Classroom''

- 2 Competitions
- 5 categories

- 2 editions
- Contributors from academia, business, Institutions

- Press & blogs
- TV&radio
- Magazines

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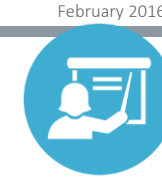
Addressing the gap - 2



Skilling and re-skilling

- **Trainings** offered by industry and public entities to young people and unemployed→ Quality, recognition and outreach need close **collaboration between stakeholders**
- + Skills assessment tools & Job matching tools
  - Academy Cube: It provides job offers and information about what courses will qualify best for specific jobs. People can attend those courses online, for free. The Academy-Cube initiative is an alliance of international companies and public institutions (http://www.academy-cube.com/)
  - Oracle Academy (https://academy.oracle.com): Portfolio of computer science education resources to secondary schools; technical, vocational, and two-year colleges; and 4-year colleges and universities, with the goal of helping students become college and career ready
  - Cisco Networking Academy (http://www.cisco.com/): IT skills and career building program that connects millions of students, educators, and professionals worldwide
  - HP Life (http://www.life-global.org/): Platform for entrepreneurship learning
  - SAP Open Online Courses (https://open.sap.com/)
  - Skillage assessment tool: http://www.skillage.eu/
  - Europass assessment tool: https://europass.cedefop.europa.eu/en/resources/digital-competences

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- **Corporate leaning and trainings:** investment for business to survive the rapid market changes and remain competitive
  - Workers need to be able to use new technologies and understand how change affects their job or industry
  - On the other side, new technologies are changing the way corporate trainings are provided: new, more flexible tools → see blended-learning

    - Fujitsu EMEIA Campus Training Academy for Employees, partners and customers: 3D virtual Classrooms (http://www.fujitsu.com/fts/services/business/training-education-services/)
    - GoogleEDU: Google offers core and job-specific courses to all its employees. Courses cover an array of topics from personal finances to management, to emotional intelligence

3D Virtual Classroom

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Addressing the gap - 3

❖ Create a recognised framework for ICT professionalism

- European framework for ICT professionalism (by end 2016):
  - EC, EASME, Capgemini Consulting, EY and IDC
  - Final objective: create a unique framework in Europe
  - Key indicators on evolution of the supply and demand of ICT professionals in Europe + comparison with Japan, Canada and the USA
  - Track the effect of the joint efforts of stakeholders in Europe to enhance ICT professionalism
  - https://www.capgemini.com/resource-file-access/resource/pdf/european_framework_flyer_01-12_v6.pdf

❖ Address the critical need for e-leaders

- Creation of a larger talent pool of entrepreneurs, business leaders, managers and advanced users with a focus on the strategic use of new information and communication technologies.
- It includes ability to envision an innovation and to assess its likely success in the organisation + ability to communicate this vision to executive colleagues controlling the resources impacted by the proposed change
- See Empirica study "e-Skills in Europe" http://eskills-guide.eu/news/single-view/for-europe-a-potential-of-more-than-750000-new-ict-jobs-until-2020-1/

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Addressing the gap - 4

- ‘Digital learning’
  - Two aspects:
    - 1) Education system should **provide skills** needed by the labour market but is slow to react to demands

Update and ‘tune’ education systems and involvement of industry in the design and delivery of curricula

+ more school/company visits; more role models to be presented in schools

- **2) Technology** has become key to a new world of education and **is changing education** :
  - **IT in the classroom**
  - **Online learning/e learning** one of the most popular ways of gaining access to education
    - Advantages: flexibility, reduces travel and costs, wider choice of courses, self-paced learning, inclusion
    - Disadvantages; quality certifications, motivation or bad study habits, no face-to-face social interaction; technical problems
    - → blended learning as efficient solution

- Microsoft Education initiatives (coding, technology planning, conferences, etc.)
- Samsung Smart Classrooms (devices, educational content and digital skills training), Digital Creators (programming lessons) and Teacher Trainings

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More info about DIGITALEUROPE at: http://www.digitaleurope.org/
More info about the eSkills for Jobs campaign at: eSkills4jobs.ec.europa.eu
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