



Background, facts and figures

European e-Skills Week 2012



<http://eskills-week.ec.europa.eu>

What was the background to the campaign?



Europe lacks e-skills

Globalisation and the digital revolution have transformed Europe's economies. Job seekers today must be literate when it comes to Information and Communications Technology (ICT). They must build basic e-skills to compete in a global marketplace. The economic crisis has shown, however, that European labour lags behind in e-skills. Despite EU unemployment of over 10%, employers are unable to find job seekers with the right ICT competencies for positions across the labour market. Additionally, students entering the job market are unaware of the immense range of ICT jobs available across industries, from games designers and smart meter installers to car modelling and public sector overhaul.



Europe 2020 and the Digital Agenda



The Commission has recognised the need to invest in ICT training for the jobs of today and tomorrow. The Digital Agenda for Europe (DAE) is the first of seven flagship initiatives under the Europe 2020 Strategy. It aims to reboot Europe's economy and support European citizens and businesses to benefit from digital technologies. The DAE's Agenda for New Skills and Jobs is addressing this challenge directly through educational programmes and training.

DIGITALEUROPE and European Schoolnet partner with the Commission

As an advocacy organisation for over 100 of the world's largest ICT companies, DIGITALEUROPE understands the skills that employers need. That is why the European Commission asked DIGITALEUROPE together with European Schoolnet to support the DAE's agenda by leading its e-Skills Week campaign in 2012. The campaign aimed to build awareness of the importance of careers and skills in ICT amongst young people, ICT practitioners, and policy-makers. By working with European Schoolnet, the network of 30 Ministries of Education in Europe and beyond, DIGITALEUROPE was able to use private and public sector networks to create a truly pan-European campaign.

A pan-European campaign with impressive results

DIGITALEUROPE and European Schoolnet conducted the campaign by bringing together educational and training institutions, governments, public bodies, associations, and NGOs. In 2012, they successfully rolled out more than 2,000 events across 37 European countries and generated extensive pan-European media coverage. To reach our target audience, they used both traditional and new media and a variety of promotional materials. In 2012 the campaign achieved an astonishing 130 million touch points¹. Campaign events were of an equally impressive scale, involving over 1,8 million participants.

¹ Touch points refers to the number of individual exposures to the campaign messages or logo. Exposure could have been experienced through traditional media (such as TV, radio, newspapers, magazines), new media (such as the campaign central and national websites, Twitter, LinkedIn, Facebook or other social media channels) or through promotional materials including giveaways, brochures, posters and e-banners.

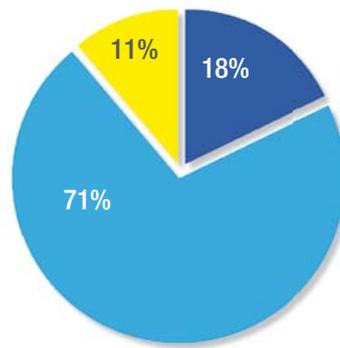


Positive awareness

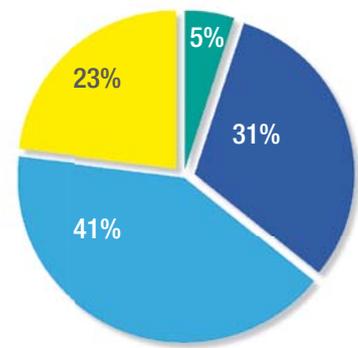
While the campaign's scale is an impressive achievement, the consortium's effectiveness in transmitting the campaign's key messages is far more significant. An external evaluation indicated that 80% of official stakeholders and participants who attended EU-level events agreed that the campaign increased their understanding of the need for ICT training for students and job seekers. Two-thirds of the young respondents who attended EU-level events said that they would now consider a career in the ICT sector. This positive awareness about the opportunities in the ICT sector is exactly the kind of outcome that the digital industry needs and the European Commission wants.

Graph 1:
overall impact
of the European
e-Skills Week
on participants

Adult survey



Youth survey



■ Disagree ■ Neutral ■ Agree ■ Strongly Agree

To what extent do you agree or disagree with the following?

1: Students meeting ICT professionals (at school, workplace) raised interest in ICT courses; **2:** The other activities in schools raised interest in ICT courses, training or qualifications; **3:** e-Skills Week will enhance the take-up of ICT studies by young people; **4:** e-Skills Week will attract more girls to ICT courses, training and/or qualifications; **5:** e-Skills Week contributed to bringing ICT-professionals and schools closer together.²

² 55 adult respondents, based on five survey items from the NCP and stakeholder impact survey

To what extent do you agree or disagree with the following?

1: I know more about the range of ICT-related job opportunities; **2:** I know more about the importance of e-Skills in relation to getting a job; **3:** I will consider taking up ICT-related courses, training and/or qualifications in the future; **4:** I will consider a career as an ICT-professional.³

³ 39 youth respondents, based on four survey items from closing event survey

DIGITALEUROPE, European Schoolnet and the Commission: Long-term partners



DIGITALEUROPE and European Schoolnet have made important headway in illustrating the promise of ICT to European labour, both young and old. The challenge now is to translate this promise into employment results. DIGITALEUROPE, European Schoolnet and their respective members will remain steadfast partners to the European Commission in achieving the Digital Agenda and bridging the e-skills divide.

What are the highlights of the campaign?

37 countries covered

More than 1,800,000 participants⁴ in 2,335 events/activities⁵

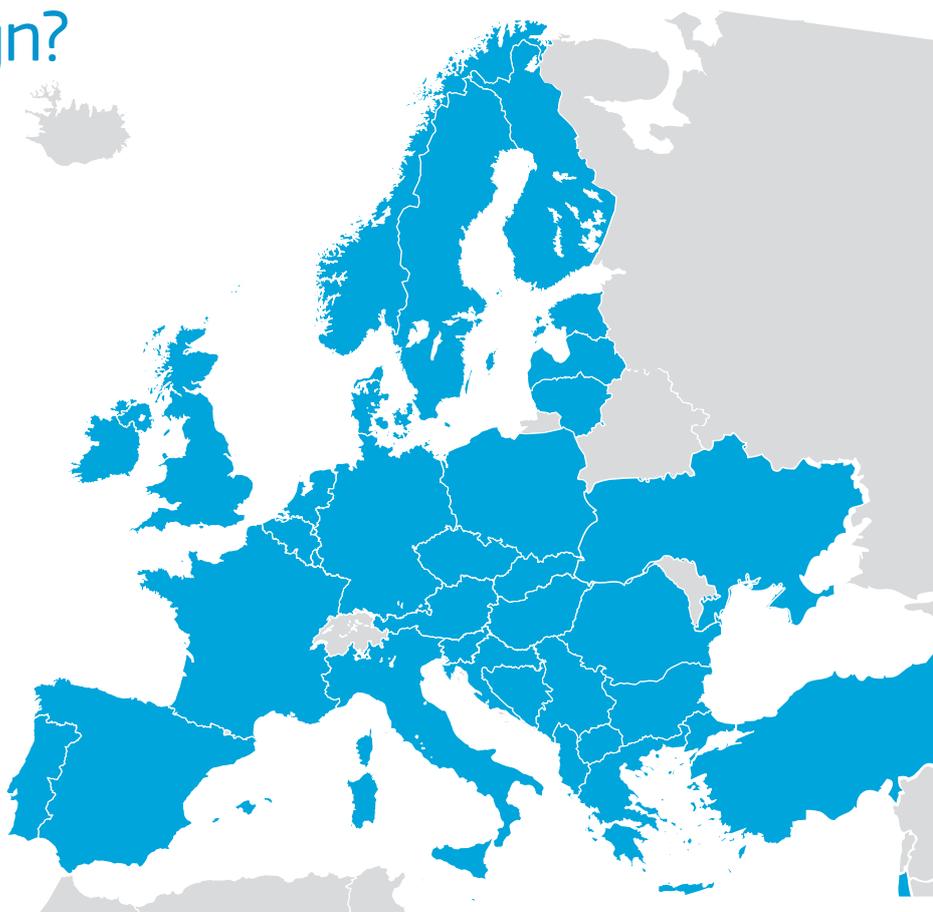
Over 130 million touch points⁶ during the campaign

294 Stakeholders (including 27 Pan-European ones)

Coordinated multi-stakeholder campaign including educational institutions, public bodies, NGOs, associations and industry working together.

Which countries were involved in the campaign?

Albania | Austria | Belgium
Bosnia & Herzegovina | Bulgaria
Croatia | Cyprus | Czech Republic
Denmark | Estonia | Finland
FYR Macedonia | France | Germany
Greece | Hungary | Ireland | Israel
Italy | Latvia | Lithuania
Luxembourg | Malta | Montenegro
Netherlands | Norway
Poland | Portugal | Romania
Serbia | Slovakia | Slovenia | Spain
Sweden | Ukraine | Turkey | UK

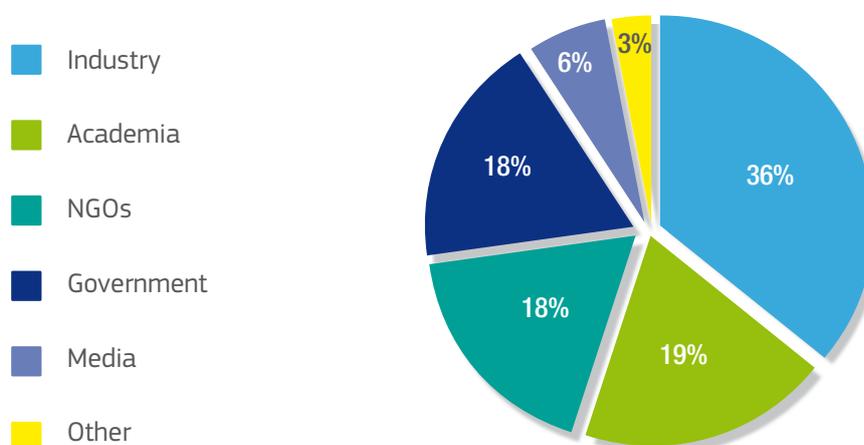


⁴ Participants refer to people who attended an Event/Activity as defined below.

⁵ Events/Activities refers to competitions, workshops, school visits to companies, CEO visits to schools, conferences, online teaching materials and testing, fairs and exhibitions.

⁶ See footnote 1

Which stakeholder groups participated?



Graph 2: Distribution of the 294 stakeholders of the campaign

Outreach channels	Events/ Activities	Events/ Activities	PR campaign
	Total Number	Total Participants	Total Touch points
Funded NCPs ⁷	1,529	1,132,399	92,734,953
Non-funded NCPs	311	23,288	11,840,022
Stakeholders	482	700,509	3,055,712
EU-level media campaign	10	1,041	15,856,426
EU-level events	3	765	8,826,629
Total by category	2,335	1,858,002	132,313,742
Total number of touch points	134,177,644		

⁷ Acronym for National Contact Point. The campaign had an NCP in each participating country.



What were some of the main achievements of the campaign?



Delivery of three European conference events. This included the European e-Skills Conference in December 2011, the Stakeholders Opening Event in March 2012, with a speech by European Commission Vice-President Antonio Tajani and the campaign's Closing event on March 2012, with an opening speech by HRH Princess Mary of Denmark.



Collaboration of EC Commissioners Antonio Tajani, Neelie Kroes, Androulla Vassiliou and Laszlo Andor to the 26 March 2012 issue of 'The Parliament Magazine' on '*e-Skills Week: Tune in, turn on*'. A special supplement was also published by 'The Parliament Magazine' on 'e-Skills Week 2012'.



Publication of the *e-Skills Manifesto* with a special introduction by Don Tapscott, a forward by Antonio Tajani and contributions from industry leaders, academia and MEPs. The Manifesto is available online and in print form in 22 languages.



Extensive use of social media to disseminate the messages of the campaign, including a central European website, many national websites, Twitter accounts, LinkedIn and Facebook groups.



Use of partnerships with traditional media resulting in a synchronised media presence across online and offline media sources, including The Parliament Magazine, Le Monde, the Guardian, El Mundo, Il Sole24 Ore and Gazeta.



Creation of the '*Did you Know*' video translated into several languages and viewed by a large audience in all countries of the campaign and beyond.



Holding of a European "competition of competitions" enabling young talent to come to the fore and present their material in several categories. The winners of the Entrepreneurship award were invited to meet the Irish Prime Minister and the runner-up of the Digital Skills award was invited to speak at a TED conference.



Holding of a pan European competition - Project Passion - for students to develop a social media campaign on the theme of e-skills and future jobs. The laureates attended an award ceremony in Austria in October 2012 with awards from Google and Nokia and the European Commission as well as several internships with Euronews and TBWA.





What's next?

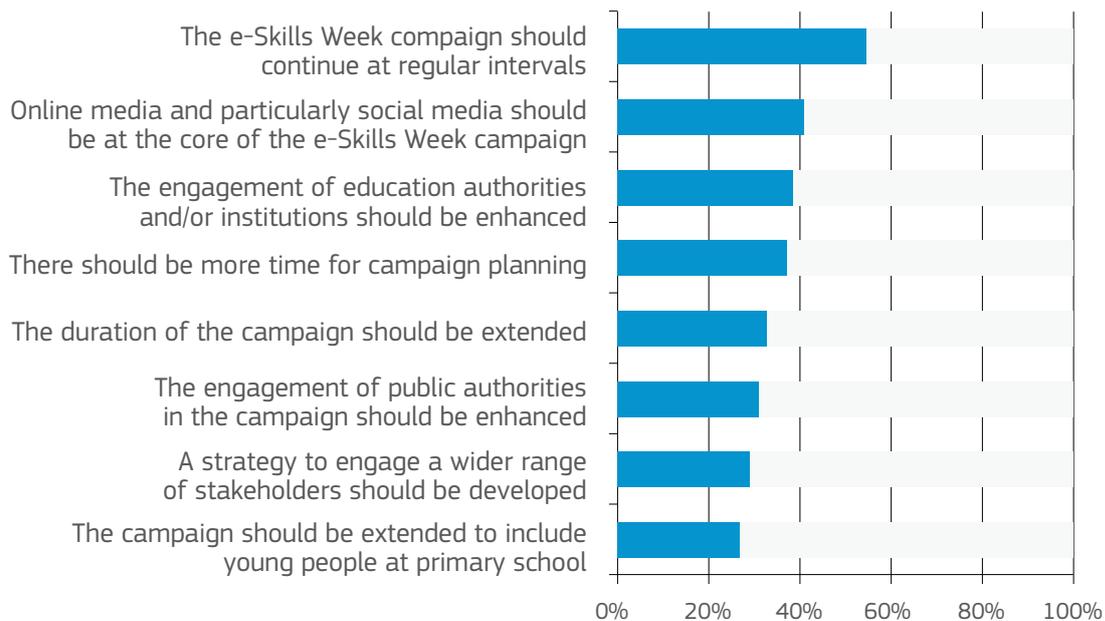
NCPs and stakeholders were asked to indicate which of the recommendations from the 2010 campaign they considered to be still applicable and relevant. The responses indicate that:

- **at least half the respondents believe** that the campaign should continue at regular intervals with over one third indicating that there should be more time for campaign planning and 30% suggesting that the duration should be extended.
- **over 40% agreed** that online and social media should be at the core of future campaigns.
- **38% of respondents felt** that stronger relationships with educational authorities and institutions should be developed in future campaigns.

Food for thought for e-Skills Week 2014...



Among the following recommendations from the 2010 campaign, please tick up to 3 that still apply and seem most relevant for future editions (up to 3 choices)



Graph 3: NCP and stakeholder recommendations for future campaigns (56 respondents)



Who managed the European e-Skills Week 2012 campaign?

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