

# Grand Coalition for Digital Jobs



*Get involved now*

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Grand Coalition  
for Digital Jobs

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# Why a Grand Coalition for Digital Jobs?

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The role of information and communications technology (ICT) in raising productivity and living standards is critical. The largest obstacle to harnessing the power of ICT is the shortage of digital skills. While demand for ICT practitioners is growing by around 3% a year, the number of fresh ICT graduates and skilled ICT workers is not keeping up.

By 2020, Europe might face a shortage of almost 900,000 ICT professionals in Europe. Meanwhile, about 25 million Europeans are currently unemployed. This is what is termed the digital skills gap.

To address this problem the European Commission together with key stakeholders launched a Grand Coalition for Digital Jobs in March 2013. The Grand Coalition is a multi-stakeholder partnership that endeavours to help businesses, education providers, and the public sector to collaborate to attract young people into ICT education and increase the supply of ICT practitioners in Europe.

The Grand Coalition encourages stakeholders to “pledge” concrete actions. Pledges are concrete commitments by companies, universities, and other stakeholders to address the digital skills gap.

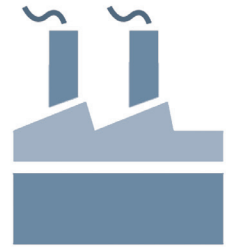
Actions such as industry-led training, encouraging cross-border mobility for ICT workers, certifying skills, modernising school and university curricula and raising awareness need the active engagement of all stakeholders at national level.

With the support of the Secretariat of the Grand Coalition, these actions are implemented at national level through multi-stakeholder partnerships, called National and Local Coalitions. Such Coalitions have already been launched in Bulgaria, Greece, Italy, Malta, Latvia, Lithuania, Poland and Romania, to name a few. More are expected to kick off in the near future.

For more information on the Grand Coalition, see:  
<http://ec.europa.eu/digital-agenda/en/grand-coalition-digital-jobs>

# Businesses

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## 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.

## By getting involved in the Grand Coalition, you can...

- Design and offer ICT training schemes and make sure to recruit a higher percentage of trainees upon their completing of the programmes
- Volunteer as an ICT role model for schools
- Provide feedback to schools, universities and other educational authorities on skills gaps you might be experiencing
- Open up your business for visits from students to expose them to the different ICT related careers paths that exist
- Develop an internship programme or extend your current internship programme
- Support mentoring opportunities

*The Secretariat of the Grand Coalition can support you in all these areas.*

# Member States

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## Why get involved?

The Grand Coalition supports practical solutions to address the digital skills gap in your country.

The Grand Coalition gives Member States a powerful tool to fight unemployment, especially among the young population. By increasing the supply of qualified ICT workers, local industries and public organisations will have the resources to meet the challenges of the digital age as well as boost their innovative capabilities to develop new value-adding products and services. The Grand Coalition supports initiatives aimed at:

- Raising the level of digital skills among the general population and developing first-class human capital able to fill high quality jobs
- Synchronising the skills of job seekers with industry job requirements
- Increasing cross-border mobility to fill ICT vacancies across Europe
- Ensuring that local industries have the resources to remain competitive and innovative and attract high tech investments
- Ensuring that European citizens and organisations have access to high-quality digital products and services, boosting their productivity and reducing technology-related risks

By getting involved in the Grand Coalition each Member State can also gain support from the European Commission to access EU funding for their digital skills-related initiatives.

## By getting involved in the Grand Coalition, you can...

- Support the establishment of National or Local Coalitions
- Provide funding and incentives to support national and local actions
- Create medium and long-term digital skills strategies and ensure their continuity
- Promote high-quality training programmes and internships
- Promote coding in schools
- Make wider use of the e-Competence framework (e-CF)
- Offer services that facilitate labour market mobility
- Encourage high-profile people and organisations to get involved and raise awareness about the Grand Coalition

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can support you in all these areas.*

# Education and Training providers

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## Why get involved?

The Grand Coalition promotes innovative ICT teaching and training. By promoting the relevance of computer science, the Grand Coalition supports efforts that encourage more students to consider ICT as a career option, with a particular emphasis on women and girls. By supporting collaboration between businesses and education providers, the Grand Coalition will:

- Encourage the development of close partnerships in order to improve alignment between educational courses and the needs of employers
- Promote a common language to describe ICT competences and career paths, through the e-Competence Framework (e-CF)
- Facilitate sharing of best practices and developing innovative teaching solutions
- Give educational institutions access to new and emerging technology and technological applications and make educators more competitive in the education market
- Facilitate access for education providers to real-world environments for practical learning and enhanced research opportunities

The Grand Coalition will also allow ICT educators to raise their profile and influence policy, by bringing them together with stakeholders from government at a national and European level.



## By getting involved in the Grand Coalition, you can...

- Boost ICT education and training via attractive work-based learning schemes
- Embrace technology in teaching and learning
- Increase the digital pedagogical skills for teachers or trainers by offering more efficient teacher professional development schemes
- Promote coding in schools
- Work with businesses to develop courses that are market-focused and will provide people with jobs
- Spread the word. Get more teachers involved in the initiatives of the Grand Coalition

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# Employment Services

## (Public & Private)

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## Why get involved?

The Grand Coalition supports collaboration between ICT educators, businesses and Member States to raise the level of digital skills among the general population, as well as specifically improving the skills of current and future ICT practitioners. The Grand Coalition supports key initiatives to:

- Increase the number of available candidates with the relevant ICT skills to match emerging market needs
- Develop a common language to describe and communicate ICT roles across Europe, such as the e-Competence Framework (e-CF), which will enhance comparability among candidates
- Improve the ability of employment services to match candidates to open positions
- Offer targeted training to the unemployed to correspond to market requirements
- Increase mobility across Member States to ensure that there is a supply of qualified ICT workers available in the countries where the job openings are

By getting involved in the Grand Coalition, you will gain access to high-quality industry training and include it in overall ICT training programmes.

## By getting involved in the Grand Coalition, you can...

- Offer training programmes that meet employers' skills needs and effective placement services that help them to fill jobs
- Increase the dialogue with employment services in other Member States to find out where immediate demand and supply is located
- Develop case studies and success stories and share them with the Secretariat of the Grand Coalition
- Encourage people to go to the European Commission's job mobility portal EURES:  
<https://ec.europa.eu/eures/page/index>

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# Civil Society

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## Why get involved?

The Grand Coalition works with ICT educators, businesses and Member States to raise the level of digital skills among the general population, especially among young people.

One of the aims of the Grand Coalition includes raising awareness of ICT-related roles in schools and boosting its appeal among talented students. Specific initiatives will focus on:

- Improving career prospects for young graduates
- Retraining unemployed people to ensure that they are quickly placed into high-quality and rewarding jobs
- Promoting a common language to describe ICT competences, skills and career paths
- Developing a more efficient and transparent approach to ICT certification across Europe
- Allowing European citizens to engage in the conversation and make informed choices about technology as a career and as a social reality

By promoting the relevance of computer science, the Grand Coalition supports efforts that encourage more students to study ICT, with a particular emphasis on women and girls, thus helping you to address the existing gender disparity in ICT.

## By getting involved in the Grand Coalition, you can...

- Raise awareness about ICT education, training, jobs and careers, through conferences, meetings, newsletters and events
- Make a pledge to commit to taking positive action to address the ICT skills gap
- Plug in your e-skills-related initiatives into our existing network by getting involved in a National or Local Coalition
- Promote your success stories and best practices. These will be shared and possibly replicated by other National and Local Coalitions

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# The Secretariat of the Grand Coalition

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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.

Should you need additional information or support,  
please contact:



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# *Grand Coalition for **Digital Jobs***



Grand Coalition  
for Digital Jobs

in collaboration with:



For more information on the Grand Coalition, see:  
<http://ec.europa.eu/digital-agenda/en/grand-coalition-digital-jobs>