



# **EU4Digital: supporting digital economy and society in the Eastern Partnership**

Project number: ENI/2018/396-727

## **eSkills: Guidelines for National Digital Skills Coalitions**

**25 May 2020**

**2020**



## What are National Digital Skills and Jobs Coalitions?

“The Digital Skills and Jobs Coalition” (EU Coalition) is a multi-stakeholder partnership that aims to facilitate collaboration among business and education providers, as well as public and private actors to tackle the lack of digital skills in Europe.

Currently 24 National Digital Skills and Jobs Coalitions (National Coalitions) in the EU and two in the Eastern partner countries (Armenia and Ukraine) have already been established with their goals aligned with the goals of the EU Coalition.

### Why National Coalitions?

National Coalitions are **multi-stakeholder partnerships** that aim to work together to improve digital skills in their respective EU Member State by means of concrete Action Plan most appropriate to the national circumstances

National Coalitions facilitate **connecting public authorities, business, education, training and labour market stakeholders** to develop **concrete measures** that bring digital skills and competences to all levels of education and training

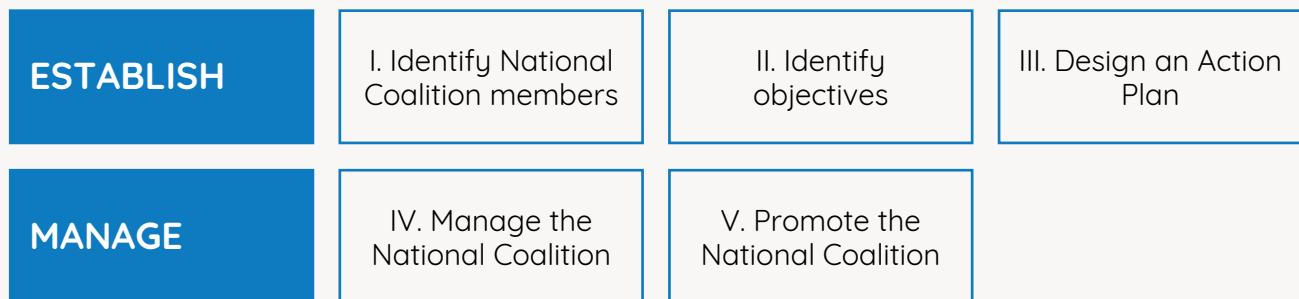
National Coalitions unite actions that aim **to bridge both digital skills and jobs gaps**

National Coalitions should support countries and regions in **developing comprehensive national digital skills strategies**



# How to establish and manage National Coalitions?

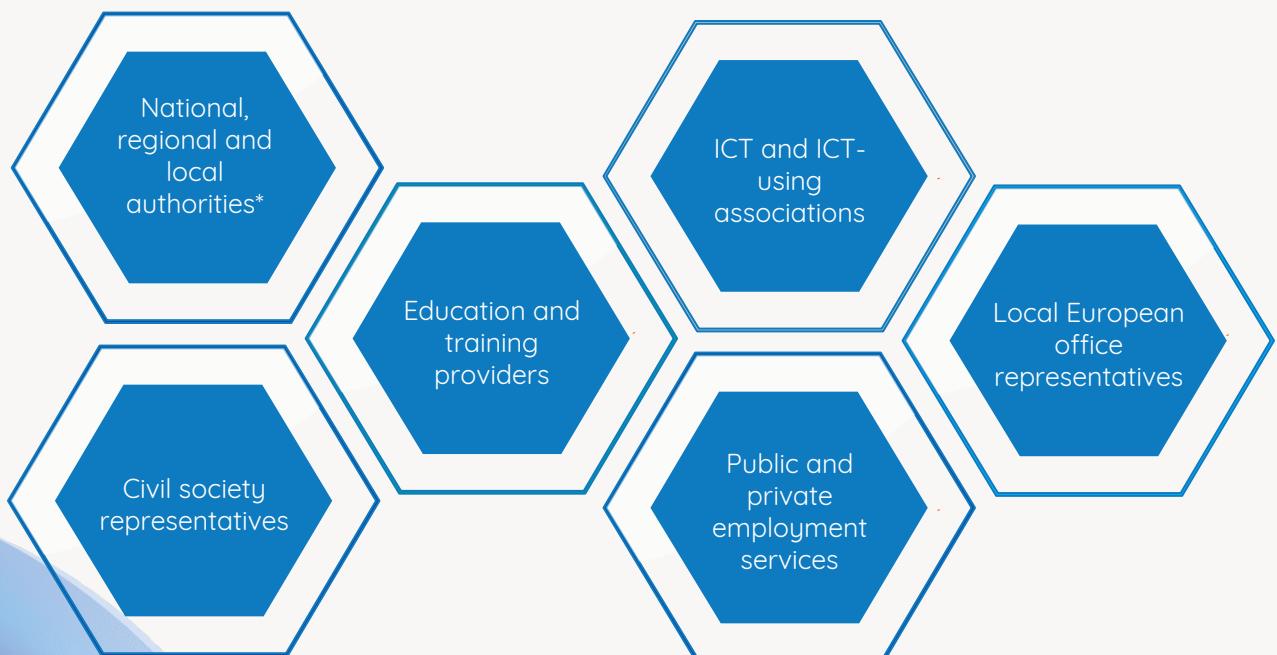
Coalitions are established and managed through the implementation of five main activities:



## ESTABLISH

### STEP I: Identify National Coalition members

Coalitions should aim to connect a diverse group of stakeholders:

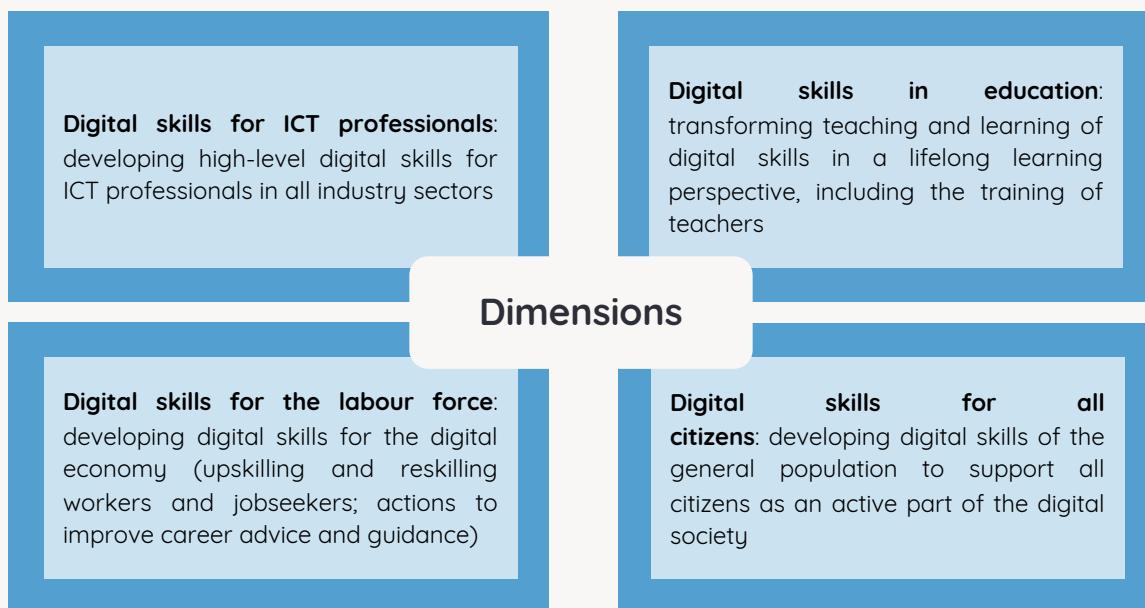


\* It is recommended that at least one ministry should be included in the management of the Coalition and take on the coordinating role from the policy planning perspective. Typically, ministries responsible for economy or hi-tech industries, education, labor and social protection are represented in the Coalition.



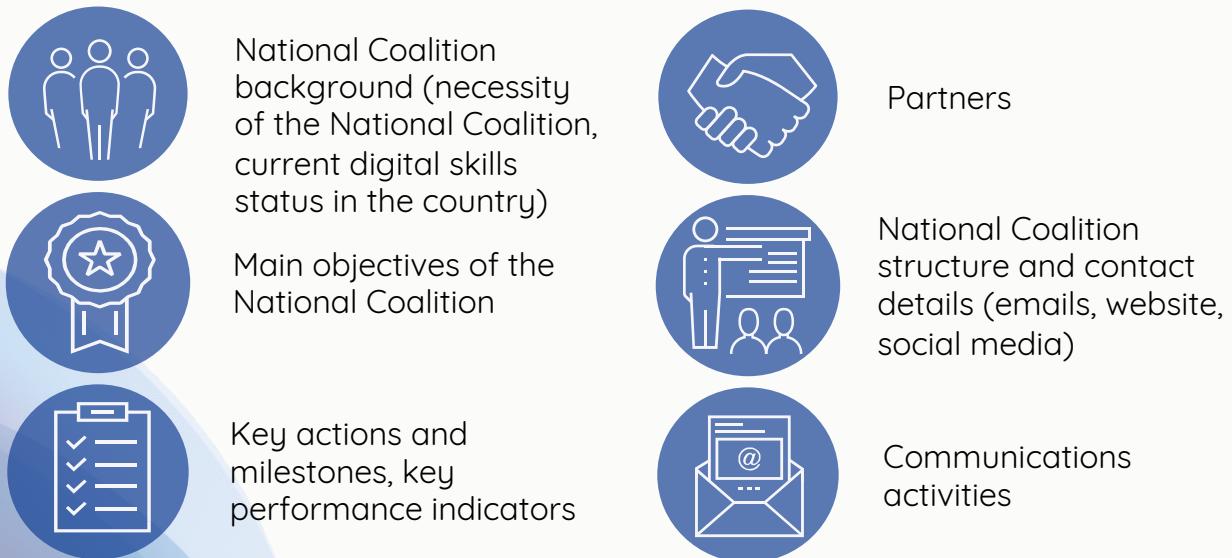
## STEP II: Identify objectives

The objectives of National Coalitions should be adapted to the national context and typically cover 4 main dimensions:



## STEP III: Design an Action Plan

National Coalition Action Plan should include six main elements:





## MANAGE

### STEP IV: Manage the National Coalition

The management of the National Coalition should follow a set of key principles:



#### Openness to new stakeholders

Support the growth of the National Coalition, incorporation of new stakeholders and even sectors as they advance in digitalisation and bridge the digital skills gap



#### Sharing of best practices

Be willing to share best practices and to exchange knowledge with other Coalitions and stakeholders



#### Measuring and forecasting Digital skills gaps

- Measure and forecast digital skills gaps for different target groups
- Propose remedial actions to the identified mismatches and gaps



#### Supporting Innovative education

- Support modernisation of education curricula to better meet labour market needs, including through the involvement of education sector policy makers in National Coalition activities
- Promote the delivery of industry training programmes



#### Resources mapping and allocation

- Allocate or match resources to support National Coalition activities
- Fundraise to support Coalition's activities



#### Promotion of Coalition

- Promote participation in National Coalition meetings and events and share activities of the National Coalition publicly
- Raise awareness on National Coalition activities
- Prepare a communication and awareness raising strategy



#### Monitoring

Monitor and evaluate the impact of the National Coalition activities



## STEP V: Promote the Coalition

Constant promotion of the National Coalition is key in ensuring the National Coalition's role as a coordinator and multi-stakeholder partnership in the area of digital skills. Successful promotion ensures the dissemination of the National Coalition's objectives and activities to its target audiences and potential members and partners.

The following steps should be followed to promote National Coalitions in the Eastern partner countries:

- Organise a launch event with key stakeholders and the media to reach out potential National Coalition members, partners and coalition activity target audiences.
- Issue and share a press release to promote the launch of the National Coalition to promote National Coalition's objectives and planned activities to a wider audience
- Communicate that the National Coalition operates in coordination with the EU Coalition and refer to its Members Charter that provides a list of joint actions that all National Coalitions will participate in to help reducing digital skills and jobs gaps.
- Implement communication activities to raise awareness on digital skills and ensure continued relevance of the National Coalition.
- Participate in events, meetings, conferences on the topics of the EU Coalition to build a stakeholder network.
- Represent the National Coalition in events, meetings and conferences to maintain a sense of presence in all digital skills related fields.
- Disseminate and promote the National Coalition's activities on a national, regional and/ or local level ensure buy-in from stakeholders from different decision making levels and ensure target group participation in key activities.
- Share experiences with other National Coalitions to implement best practices and avoid common mistakes.



## Resources

1. EU4Digital home page: <https://eufordigital.eu/>
2. European Commission: National coalitions: <https://ec.europa.eu/digital-single-market/en/national-local-coalitions>
3. European Commission: The Digital Skills and Jobs Coalition: <https://ec.europa.eu/digital-single-market/en/digital-skills-jobs-coalition>
4. European Commission: The Digital Skills and Jobs Coalition in a nutshell: <https://ec.europa.eu/digital-single-market/en/news/digital-skills-and-jobs-coalition-nutshell>
5. The Digital Skills and Jobs Coalition Members Charter: [https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/digital\\_skills\\_and\\_jobs\\_coalition\\_members\\_charter\\_0.pdf](https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/digital_skills_and_jobs_coalition_members_charter_0.pdf)
6. Digital skills resources and best practices: <https://ec.europa.eu/digital-single-market/en/news/digital-skills-and-jobs-coalition-compiles-digital-skills-resources-and-best-practices>
7. The Digital Skills and Jobs Coalition pledge viewer: <https://pledgeviewer.eu/>

### **Coalition Action Plan examples:**

1. Portugal: <https://www.incode2030.gov.pt/en/incode2030>
2. Belgium: <http://digitalbelgium.be/en/digital-belgium/>
3. Ireland: [https://www.ics.ie/news/Technology\\_Skills\\_2022\\_irland\\_report](https://www.ics.ie/news/Technology_Skills_2022_irland_report)