

Forthcoming EdTech Hub platform: Engineering for and with EaP stakeholders

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This programme is
implemented by an EY-led
consortium

What is the big goal?

1 MILLION
Digitally empowered EaP citizens



as a part of the EU commitment to provide support for 500,00 SMEs and digitally empower 1 million EaP citizens

Who are we empowering?

Daniela
29, from Moldova

*Owner of handmade
clothing & bag brand, with
3 employees*



Knowledge Level

Both Daniela and her employees have only a basic level of digital skills, and are unsure how to apply and use digital tools to increase their online sales.

Relevant Training Programmes

Daniela has searched for training programmes in the past, but struggled to find relevant, guided learning content to develop her and her employee's eCommerce skills, especially in their native language.

Applicable Learnings

Daniela wants to find local eCommerce training programmes for herself and her employees, but what she has found doesn't provide practical experience and training that she can apply to her work.

How are we empowering?

Through the User Journey



Through Local Partnerships and Governance

1 Daniela registers on the learning portal through a single sign on. The portal provides an intuitive overview of course modules for the badge and badge progress. The content is aggregated from local & international sources, and tailored to her learning needs.



2 The course content is relevant and targeted to her needs in developing skills in eCommerce, and in her native language. The courses also include practical exercises which she can apply directly to her work.



3 When she completes the badge, Daniela receives a certified credential in line with EU frameworks, which she can use as evidence of her learning.

Local partners support the programme by playing a role in programme's coordination, sourcing the learning content, and involving their network of SMEs.



To ensure sustainability of the EdTech Hub, the governance model leverages different stakeholders of the programme (local partners, SMEs support organisations, content providers), all coordinated by the EdTech programme team. After the programme pilot finishes it will be handed over to local partners.



The EdTech Hub programme will be promoted and rolled out in synergy with EU initiatives.

What are the upcoming actions?



How to get involved?

EdTech Hub:

An accessible, targeted, and relevant learning platform for EaP citizens

as a part of the EU commitment to provide support for 500,000 SMEs and digitally empower 1 million EaP citizens

For partnership opportunities with the EdTech Hub programme (learning content providers or SMEs network organisations), please reach out to eu4digital@lt.ey.com

Thank you!

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