



## Digital Skills and Jobs Coalition

### **“How to pledge – Quick guide”**

A brief guide for developing and submitting a  
pledge to the Digital Skills and Jobs Coalition

Date: 9<sup>th</sup> March 2020

Version: 1.0

Digital skills for all

Digital skills for the labour force

Digital skills for ICT professionals

Digital skills in education

# 1 Introduction

By making a pledge to the Coalition, organisations send a clear signal of their commitment to equip Europeans – citizens, labour force, ICT specialists and in the education sector - with the skills they need for life and work in the digital age. They also contribute to harnessing the power of new technologies for strengthened European competitiveness, a more resilient workforce and a modern society.

## 1.1 What is a pledge?

A pledge is a commitment by an organization to perform an action to develop the digital skills of Europeans. Specifically, a pledge:

- Progresses digital skills within the four key target groups of the Digital Skills and Jobs Coalition
- Acts beyond the normal scope of the organisation's activities
- Provides measurable outcomes for a defined set of beneficiaries
- Is altruistic in nature and is not linked to other conditions for the beneficiary.

Actions can range from direct skills provision, such as training or placements for target groups, indirect such as raising awareness, providing training materials or any other actions, which contributes in another way to the goals of the Digital Skills and Jobs Coalition. These actions are addressing the four main target groups of the Coalition; ICT Professionals, Education, Labour Force and All.

**Figure 1: The four target groups of the Digital Skills and Jobs Coalition**



Each pledge will have an overall goal and consists of one or more initiatives. Each initiative is defined by its specific target group, methods and metrics which will result in a simple reporting process. For developing a better comparison of pledges, the individual actions or those targeting multiple specific beneficiaries are defined as individual initiatives under the same pledge.

The types of initiatives are split into three groups;

- Tier 1 actions provide direct digital skills training,
- Tier 2 actions support the acquisition or promote the need for digital skills
- Tier 3 are denoted as honorary for any other action that doesn't fit into the other two.

Table 1 Overview of the actions grouped within the tiers

| Tier 1    | Tier 2                  | Tier 3        |
|-----------|-------------------------|---------------|
| Training  | Awareness Raising       | Other actions |
| Placement | Courses/Programmes      |               |
|           | Facilitating Employment |               |
|           | Collaboration           |               |

## 1.2 Anatomy of a pledge

Below is an example of a pledge showing two different initiatives within a single pledge.

PLEDGE TITLE

**Programming skills**

📅 START DATE 01/10/2016
📅 END DATE 31/12/2018

OVERALL PLEDGE DESCRIPTION

HePIS pledges to partner with multinational companies, SMEs, organizations and philanthropic foundations to develop programmes and initiatives that will help young people acquire basic, intermediate and advanced computer and coding skills through training sessions while also providing advanced coding lessons and certification opportunities to unemployed young people enrolled in various activities.

**Geographical scope:** Cyprus, Greece, Malta.

INITIATIVE 1

Description

Name


Pillar

Type

**Digital Skills for ICT Professionals**

**Providing intermediate programming for unemployed**

Supporting unemployed young people to participate in training programs to acquire intermediate programming skills such as HTML, CSS and JavaScript.

| INITIATIVE NAME                                   | PILLAR  | TYPE              | METHODOLOGY           |
|---|---|-------------------|-----------------------|
| Providing intermediate programming for unemployed |  | Tier 1 - Training | Online & Face-to-face |

**Initiative Progress**

| PROGRESS                    | QUANTITY | TARGET | PLACE |
|-----------------------------|----------|--------|-------|
| <div><div></div></div> 100% | 300      | 300    | -     |

INITIATIVE 2


Methodology

Target indicator

Current status

**Advanced programming for unemployed**

Training unemployed candidates advanced programming skills.

| INITIATIVE NAME                     | PILLAR  | TYPE              | METHODOLOGY           |
|-------------------------------------|---|-------------------|-----------------------|
| Advanced programming for unemployed |  | Tier 1 - Training | Online & Face-to-face |

**Initiative Progress**

| PROGRESS                    | QUANTITY | TARGET | PLACE |
|-----------------------------|----------|--------|-------|
| <div><div></div></div> 100% | 110      | 110    | -     |

## 2 Quick guide

### Step 1. Register your organisation

To start the submission process, you must first register your organisation through the “Make A Pledge” button and add the information into the pledge viewer. After registration, you are provided with an account (username and password) with which you may create, add, and edit pledges and initiatives and report on your progress.

### Step 2. Create a pledge

When setting up a pledge you will be asked for:

- A descriptive title
- General description including the overall goals and summary of activities
- Start date and end date for the actions.
- Countries where the pledge activities will take place
- Any relevant keywords from the provided list e.g. cloud computing, AI, big data, etc.

### Step 3. Add pledge initiatives

#### 3a. Select the target group

Decide between:

- Digital Skills for All
- Digital Skills for the Labour Force
- Digital Skills for ICT Professionals
- Digital Skills for Education

#### 3b. Select action type

Select from:

- Tier 1 – Training
- Tier 1 – Placement
- Tier 2 – Awareness Raising
- Tier 2 – Courses/Programmes
- Tier 2 – Facilitating Employment
- Tier 2 – Collaboration
- Tier 3 – Honorary Pledge

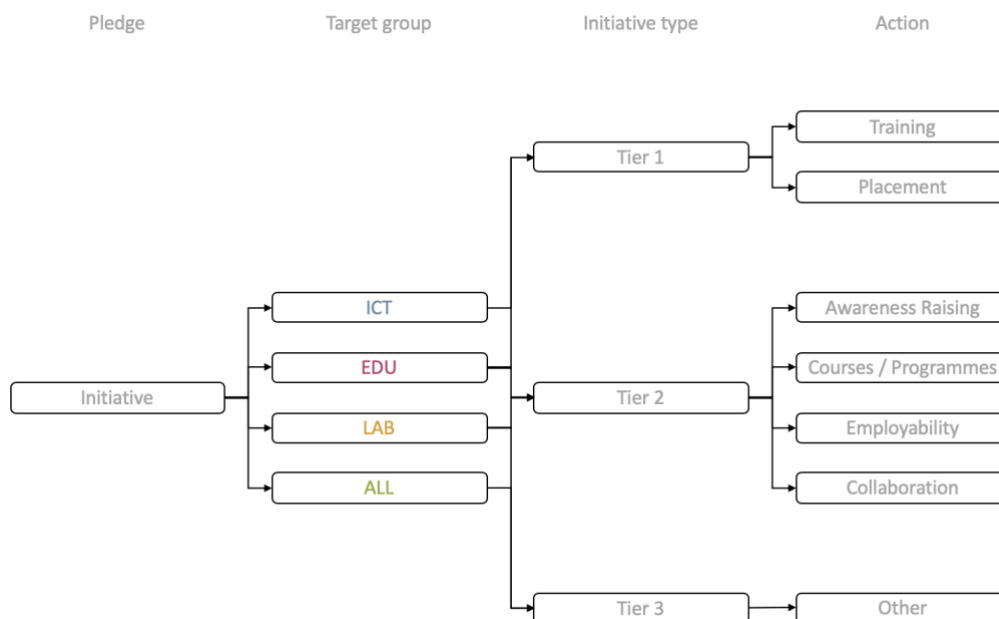
### 3c. Select methodology and performance metric

Based on your previous selection you will be given a defined set of methodologies to choose from and accompanying measurement

**Table 2 Overview of selected methodologies and performance metrics for each initiative type**

| Tier | Type                    | Methodology   | Performance Metric   |
|------|-------------------------|---|--|
| 1    | Training                | <ul style="list-style-type: none"> <li>• Face-to-face</li> <li>• Online</li> <li>• Face-to-face/online</li> </ul> | <ul style="list-style-type: none"> <li>• Number of people trained</li> <li>• Number of people certified</li> </ul>                             |
|      | Placement               | <ul style="list-style-type: none"> <li>• Scholarship</li> <li>• Internship</li> <li>• Traineeship</li> </ul>      | <ul style="list-style-type: none"> <li>• Number of people placed</li> </ul>  |
| 2    | Awareness Raising       | <ul style="list-style-type: none"> <li>• Events</li> <li>• Publications</li> <li>• Open field</li> </ul>          | <ul style="list-style-type: none"> <li>• Number of people reached</li> </ul>   |
|      | Courses/ Programmes     | <ul style="list-style-type: none"> <li>• Developing courses</li> <li>• Providing programme access</li> </ul>      | <ul style="list-style-type: none"> <li>• Number of courses</li> </ul>  |
|      | Facilitating Employment | <ul style="list-style-type: none"> <li>• Job matching</li> <li>• Certification</li> <li>• Examination</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of matched jobs</li> <li>• Number of certificates</li> <li>• Number of examinations</li> </ul> |
|      | Collaboration           | <ul style="list-style-type: none"> <li>• Open field</li> </ul>  | <ul style="list-style-type: none"> <li>• Number of partners</li> </ul>   |
| 3    | Honorary                | <ul style="list-style-type: none"> <li>• Open field</li> </ul>  | <ul style="list-style-type: none"> <li>• Open field</li> </ul>   |

Figure 2: Initiative selection path



### 3d. Add any specific sector or special interest group

If applicable, select any target sectors or special interest groups e.g. women, SMEs, young persons.

### 3e. Define beneficiaries

Based on the previously selected target group, a defined number of beneficiaries are available:

Table 3 Available beneficiaries within each target groups

| Pillar            | Available Beneficiaries   |  |
|-------------------|---|--|
| All Citizens      | <ul style="list-style-type: none"> <li>All</li> </ul>   |  |
| Labour Force      | <ul style="list-style-type: none"> <li>Employed</li> <li>Unemployed</li> <li>Retired</li> </ul>                     | <ul style="list-style-type: none"> <li>Internal Employees</li> <li>All</li> </ul>                    |
| ICT Professionals | <ul style="list-style-type: none"> <li>Entry Level</li> <li>Experienced</li> <li>Manager</li> </ul>                 | <ul style="list-style-type: none"> <li>Director</li> <li>All</li> </ul>                              |
| Education         | <ul style="list-style-type: none"> <li>Early years</li> <li>Primary</li> <li>Secondary</li> <li>Tertiary</li> </ul> | <ul style="list-style-type: none"> <li>VET</li> <li>Parents</li> <li>Teacher</li> <li>All</li> </ul> |

### 3f. Add target values

Include your target values based on the selected key performance metric and beneficiary.

### 3g. Add brief description

Include a brief description of the initiative providing details on the aim, action and target beneficiaries.

## **Step 4. Add more initiatives**

If your pledge has more than one initiative, you will be able to add more initiatives after submitting the first one.

## **Step 5. Review and submit**

When all the initiatives are added to the Pledge Viewer website, you should review the data to check for any inconsistencies or discrepancies and submit the pledge to be approved before publishing.

## **Step 6. Reporting**

To provide updates on your achievements, sign-in to the pledger section and access your dashboard where you can easily add the numbers achieved to each initiative.



**Digital Skills and  
Jobs Coalition**

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