



Digital Skills and Jobs Coalition – Pledge Template

Describe your pledge (please keep this to 10 lines).

Campaign name: #digitalSME4skills

The campaign is led by the European DIGITAL SME Alliance, the European association of small and medium sized IT companies.

The campaign will engage hundreds of digital SMEs, such as software developers and tech integrators, which will train ICT professionals.

Digital SMEs are companies, whose core business are to develop and offer software and other digital technologies or services to other companies, as well as to consumers. Digital SMEs are key actors in delivering digitisation of other industries and supporting Europe's Industry4.0. Each of the companies participating in the campaign will offer work experience schemes (such as Apprenticeships, Traineeships and Internships), by which they will deliver more and better trained ICT professionals in Europe. Work experience schemes offered by digital SMEs will transfer high-level digital skills to ICT professionals for all industry sectors.

The primary target group of the campaign are pupils, students and young practitioners. However, work experience schemes will be offered also to more disadvantaged population groups, such as unemployed, older and disabled people. The objective is to reach 5000 people by 2019.

Pledges are organised in the four categories hereunder. Please indicate the most appropriate category/ies your pledge falls into.

- Digital skills for all - Developing digital skills to enable all citizens to be active in our digital society
- Digital skills for the labour force - Developing digital skills for the digital economy, e.g. upskilling and reskilling workers, jobseekers; actions on career advice and guidance
- More and better trained ICT professionals in Europe - Developing high level digital skills for ICT professionals in all industry sectors
- Digital skills in education - Transforming teaching and learning of digital skills in a lifelong learning perspective, including the training of teachers

Describe the expected impact of the pledge

Qualitative impact:

Each person who signs up for the program, through an internship/traineeship/apprenticeship, acquires digital skills directly from a company whose core business is to develop and offer digital solutions. The type of acquired skills will depend on the person's profile, as well as on the company specialisation. The participation in the program enhances workforce digital skills and offers highly skilled professionals to all industry sectors.

Quantitative impact:



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It is estimated that by 2019, some 5.000 people will be addressed by program. Each of these people will take part in work experience schemes (such as Apprenticeships, Traineeships and Internships) offered by a digital SME.

The program is highly scalable. It is expected that positive publicity for companies that soon engage in the program will trigger a network effect and create a peer-to-peer pressure on other companies, such that the number of impacted people could be much higher.

Which geographical area (EU28) will the pledge cover?

The pledge will cover all EU28 Member States and it will target also some neighbouring countries. In particular, the members network of the European DIGITAL SME Alliance extends to the following non EU member countries: Albania, Bosnia and Herzegovina, Montenegro, Serbia, Kosovo, Republic of Macedonia, Turkey and Ukraine.

Is your pledge linked to the activities of a [National Coalition](#) or Local Coalition? If yes, which one? Describe how. If not, are you planning to establish links? How?

National and Local Coalitions will be asked to promote the pledge with local digital SMEs. They will receive a package to highlight the value proposition for companies to get involved in the pledge. This includes in particular information for companies how to obtain the DSJ Coalition label and a template press release that each company can issue to give visibility to its own contribution to the pledge.

Is your organisation receiving public funding for the implementation of the pledge? If yes, what?

No

Provide a roadmap for the implementation of the pledge – including start, milestones and end.

Feb 2016: instruction package to SMEs, including label information and template press release

Feb 2017: first 500 people enrolled

Dec 2017: 1000 people enrolled

Dec 2018: 2500 people enrolled

Dec 2019: 5000 people enrolled

Indicate a contact person for communications around the pledge:

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