# Digital Skills and Jobs Coalition

European Commission

# "How to pledge"

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

Date: 24th July 2020

Version: 3.1

Digital skills for all

Digital skills for the labour force

Digital skills for ICT professionals

Digital skills in education

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# 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 target groups of the Digital Skills and Jobs Coalition.
- Goes a step beyond an organisation's normal scope of 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, indirect such as raising awareness, providing training materials or any other actions, which contribute in another way to the goals of the Digital Skills and Jobs Coalition. These actions are addressing the four target groups of the Coalition:

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



| DIGITAL SKILLS FOR ICT PROFESSIONALS | DIGITAL SKILLS IN EDUCATION | DIGITAL SKILLS FOR LABOUR FORCE | DIGITAL SKILLS FOR ALL CITIZENS |
|---|---|---|---|
| Developing high level digital skills for ICT professionals in all industry sectors. | Transforming teaching and learning of digital skills in a lifelong learning perspective, including the training of teachers | Developing digital skills for the digital economy, e.g. upskilling and reskilling workers, jobseekers; actions on career advice and guidance. | Developing digital skills to enable all citizens to be active in our digital society. |

Each pledge will have an overall goal and consists of one or more initiatives. Each initiative is defined by its specific target group, the methods applied 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 actions within an initiative are split into three groups, known as tiers:

- 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 action types grouped within the three 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.

# 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 on your organisation 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.

After this step, you can return at any point to add initiatives or include any changes until you submit your pledge, your draft pledge will be present in your dashboard.

## 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 initiative type and action

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

**Figure 2: Initiative selection path**
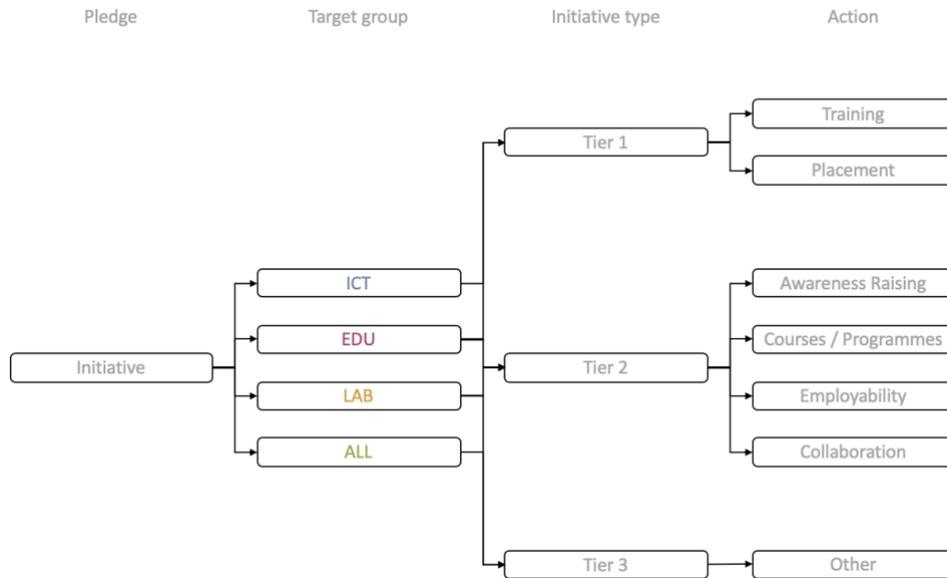


3c. Select methodology and performance metric

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 | • Face-to-face<br>• Online<br>• Face-to-face/online | • Number of people trained<br>• Number of people certified |
| | Placement | • Scholarship<br>• Internship<br>• Traineeship | • Number of people placed |
| 2 | Awareness Raising | • Events<br>• Publications<br>• *Open field* | • Number of people reached |
| | Courses/ Programmes | • Developing courses<br>• Providing programme access | • Number of courses |
| | Facilitating Employment | • Job matching<br>• Certification<br>• Examination | • Number of matched jobs<br>• Number of certificates<br>• Number of examinations |
| | Collaboration | • *Open field* | • Number of partners |
| 3 | Honorary | • *Open field* | • *Open field* |

### 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**

| Target group | Available Beneficiaries | |
|---|---|---|
| All Citizens | • All | |
| Labour Force | • Employed<br>• Unemployed<br>• Retired | • Internal Employees<br>• All |
| ICT Professionals | • Entry Level<br>• Experienced<br>• Manager | • Director<br>• All |
| Education | • Early years<br>• Primary<br>• Secondary<br>• Tertiary | • VET<br>• Parents<br>• Teacher<br>• All |

### 3f. Include metrics and 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.

# 3  Submitting your pledge

## 3.1  Where to pledge

All pledges are managed from the Pledge Viewer website, through here you will be able to submit, report and view other pledges. It is publicly available at www.pledgeviewer.eu.

If at any stage you require support in making a pledge, please contact pledges@bluspecs.com to request assistance.

## 3.2  Signing up

The first step in the process is to create your organisation's account on the Pledge Viewer portal. Here you will create your own password and access to your dashboard to make, edit and report on your pledge or pledges.

**Figure 3: Sign up tab at the top of Pledge Viewer website**



Please fill in all appropriate fields on the left and agree to the privacy policy, to create your organisation account.

## 3.3  Progress bar

After signing up, pledge submission is a 4-step process. The progress bar will appear to outline which step you are currently performing.

**Figure 4: Progress bar**

## 3.4  Organisation information

To set up your organisation's profile, you will first be asked to provide some background information on the pledging organisation. Please ensure the correct contact person is identifies; we will use this for any required clarifications or to provide direct support.

Figure on the right is the form that will be presented. Further explanations are provided on the left below:

**Figure 5 : Organisation information**

**Category** – please select the most relevant category for your organisation.

**Sub-categories** will be automatically pre-filled.

Please select the **role(s)** which is/are most applicable to your organisation (multiple choice available)

- **Driver** – an organisation defining digital skills and jobs requirements, providing policy advice and policy making.
- **Enabler** – an organisation that facilitate the development of skills programmes.
- **Provider** – an organisation directly providing training and delivering digital skills programmes.
- **Adopter** – an organisation which acts upon proposed initiatives or recommendations to grow skills

**Social media channels** – please tick the checkbox to enable Channel URL box on the right and type in your organisation channel beginning with a forward slash "/"

**Save and continue** – once all fields are filled in, please click this button. All organisation information will be saved and you will be able to edit this information at any time in the dashboard.

## 3.5 Creating a pledge

Now that you have created the organisation profile, you will be presented with individual dashboard, with no created pledges visible.

To create a new pledge, please click "+ New pledge".

**Figure 6: + New pledge button**

YOU CURRENTLY HAVE NO PLEDGES

Create a new pledge by pressing + New Pledge button

+ New pledge

The 'Create Pledge Form' will request details about your pledge including a general description which consists of the overall goals and summary of activities. Areas requiring detailed explanation are shown on the left below:

**Figure 7: Pledge form**

**Pledge name – create a distinctive title related to the objectives of the pledge**, e.g. "Blockchain for kids", "Cybersecurity for everyone" etc. NB: Limited to 50 characters with spaces.

Pledge name

Pledge Name

Geographical scope of your pledge

None selected

Please describe your pledge in general terms. You will later be asked to describe concrete actions (initiatives) within your pledge.

**Please select a key word that represents the theme of your pledge** – if your pledge addresses/focuses on one of these IT themes, please select the most appropriate.

Please select or add key words that represent the theme of your pledge

- None -

Please enter the date when you expect your pledge activities to be completed.

dd/mm/yyyy

"**Save and start adding your pledge initiatives**" – All information will be saved, and you will proceed to Step 3.

Save and start adding your pledge initiatives

## 3.6   Defining and creating initiatives

With the pledge created, please add your first initiative under any of the four target groups presented, by clicking "+ New initiative" as indicated below:
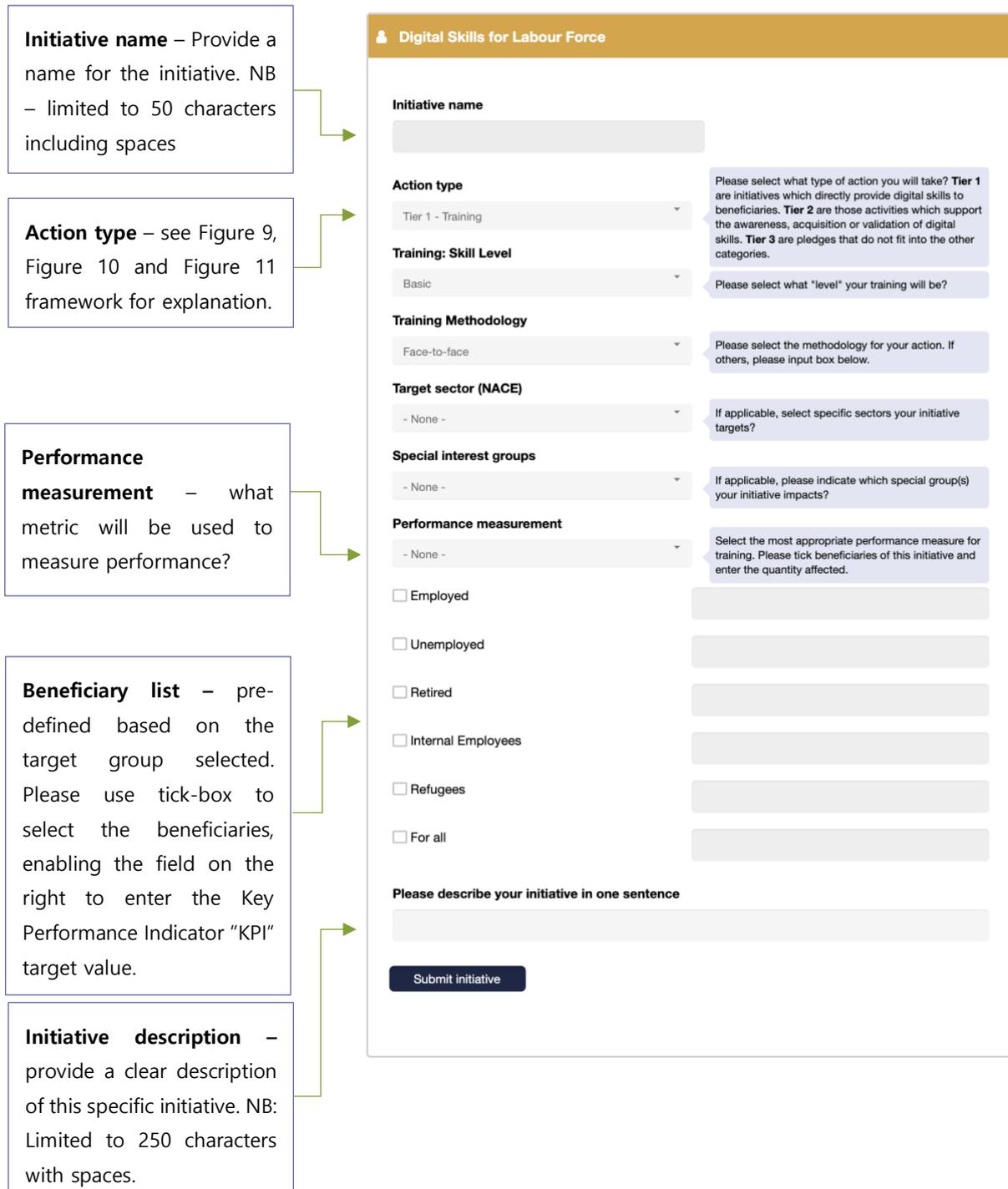
**Figure 8: Adding new initiatives**

## 3.7 Initiative form

A form for a single initiative is presented and allocated under the pre-selected target group. The initiative action types follow the framework detailed in the next section. A short explanation will be provided next to each field when filling in.

**Figure 9: Initiative form**

**Initiative name** – Provide a name for the initiative. NB – limited to 50 characters including spaces

**Action type** – see Figure 9, Figure 10 and Figure 11 framework for explanation.

**Performance measurement** – what metric will be used to measure performance?

**Beneficiary list –** pre-defined based on the target group selected. Please use tick-box to select the beneficiaries, enabling the field on the right to enter the Key Performance Indicator "KPI" target value.

**Initiative description –** provide a clear description of this specific initiative. NB: Limited to 250 characters with spaces.



**Digital Skills for Labour Force**

Initiative name

Action type
Tier 1 - Training

*Please select what type of action you will take? **Tier 1** are initiatives which directly provide digital skills to beneficiaries. **Tier 2** are those activities which support the awareness, acquisition or validation of digital skills. **Tier 3** are pledges that do not fit into the other categories.*

Training: Skill Level
Basic

*Please select what "level" your training will be?*

Training Methodology
Face-to-face

*Please select the methodology for your action. If others, please input box below.*

Target sector (NACE)
- None -

*If applicable, select specific sectors your initiative targets?*

Special interest groups
- None -

*If applicable, please indicate which special group(s) your initiative impacts?*

Performance measurement
- None -

*Select the most appropriate performance measure for training. Please tick beneficiaries of this initiative and enter the quantity affected.*

☐ Employed

☐ Unemployed

☐ Retired

☐ Internal Employees

☐ Refugees

☐ For all

Please describe your initiative in one sentence

Submit initiative

## 3.8 Initiative action pathways

Each initiative has an action type that categorises actions based on tiers, methodology and how they are measured. Figures 10, 11 and 12 below illustrate each tier action and its sub-methodologies for categorising initiatives. You will be guided through each path based on your selections.
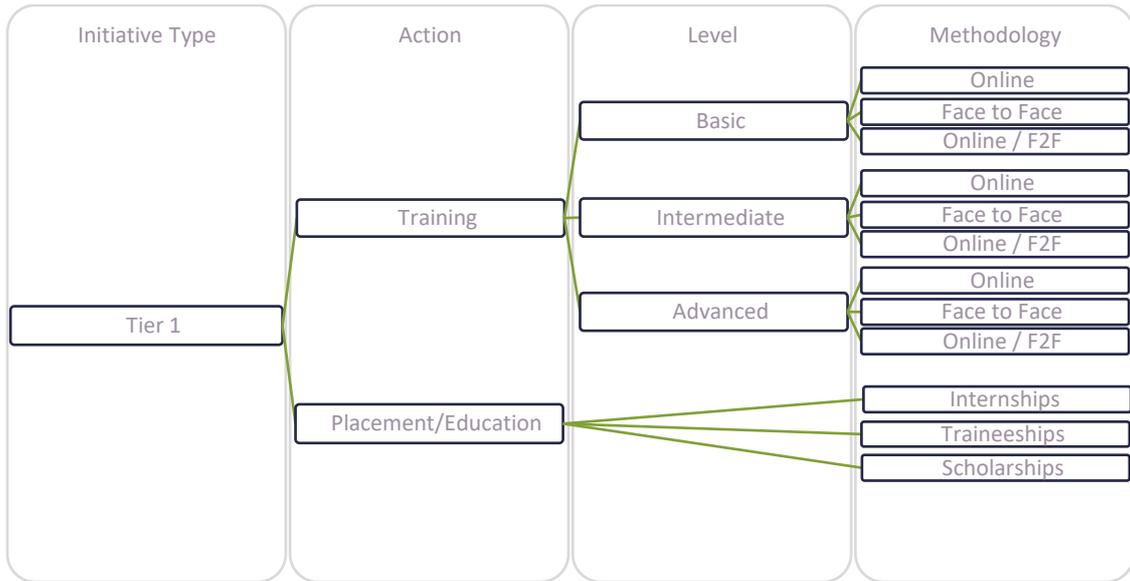
**Figure 10: Tier 1 actions**

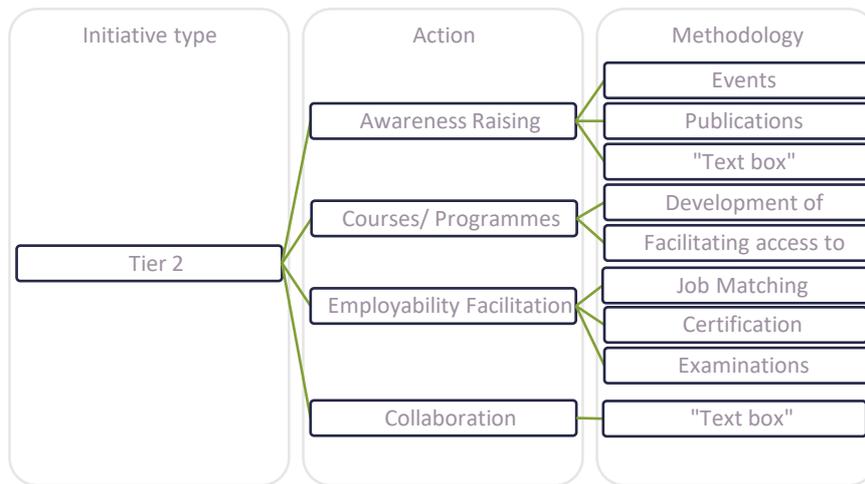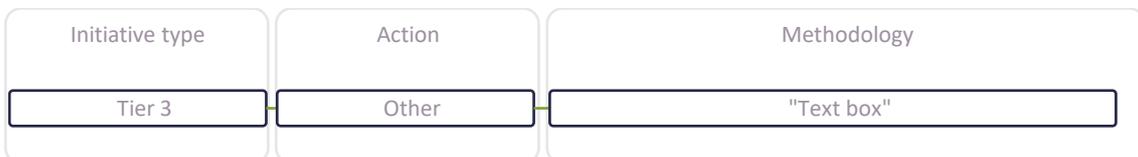| Initiative Type | Action | Level | Methodology |
|---|---|---|---|
| Tier 1 | Training | Basic | Online |
| | | | Face to Face |
| | | | Online / F2F |
| | | Intermediate | Online |
| | | | Face to Face |
| | | | Online / F2F |
| | | Advanced | Online |
| | | | Face to Face |
| | | | Online / F2F |
| | Placement/Education | | Internships |
| | | | Traineeships |
| | | | Scholarships |

**Figure 11: Tier 2 actions**

| Initiative type | Action | Methodology |
|---|---|---|
| Tier 2 | Awareness Raising | Events |
| | | Publications |
| | | "Text box" |
| | Courses/ Programmes | Development of |
| | | Facilitating access to |
| | Employability Facilitation | Job Matching |
| | | Certification |
| | | Examinations |
| | Collaboration | "Text box" |

**Figure 12: Tier 3 actions**

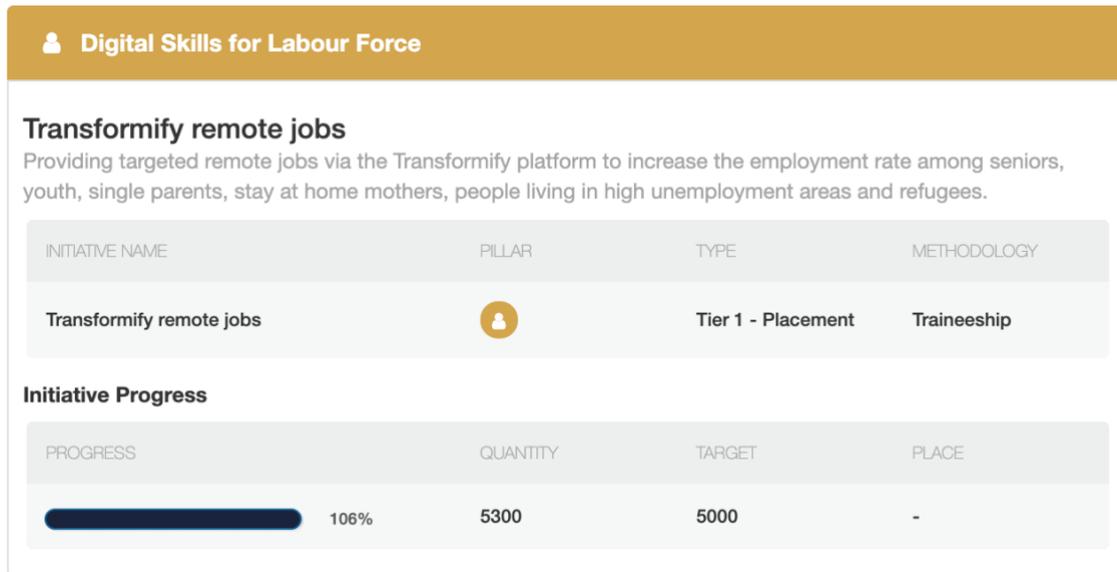| Initiative type | Action | Methodology |
|---|---|---|
| Tier 3 | Other | "Text box" |

## 3.9  Submitted initiative

Once the initiative is submitted, you are taken back to the "Create initiative" page where you can add further initiatives under the same/different target group or you can finish and click "Submit pledge".

**Figure 13. Submitted initiative in Labour force target group**



The submitted initiative will look like this, indicating exactly what the pledge will do, how it will do it and how it will be measured.

You can at this stage hit "Submit pledge" or continue to add more initiatives to increase the scope of your pledge.

## 3.10 Submitted pledge

After adding initiatives, please submit your pledge by clicking "Submit pledge". Thank you for pledging. Once the pledge is submitted, it will have a "pending status" and will remain unpublished until it is approved. We will be in touch if clarifications are required.

# 4  Updating pledge progress

Pledgers will be requested to report the progress of their pledge each quarter through their dashboard. An automated reminder will be issued to support this.
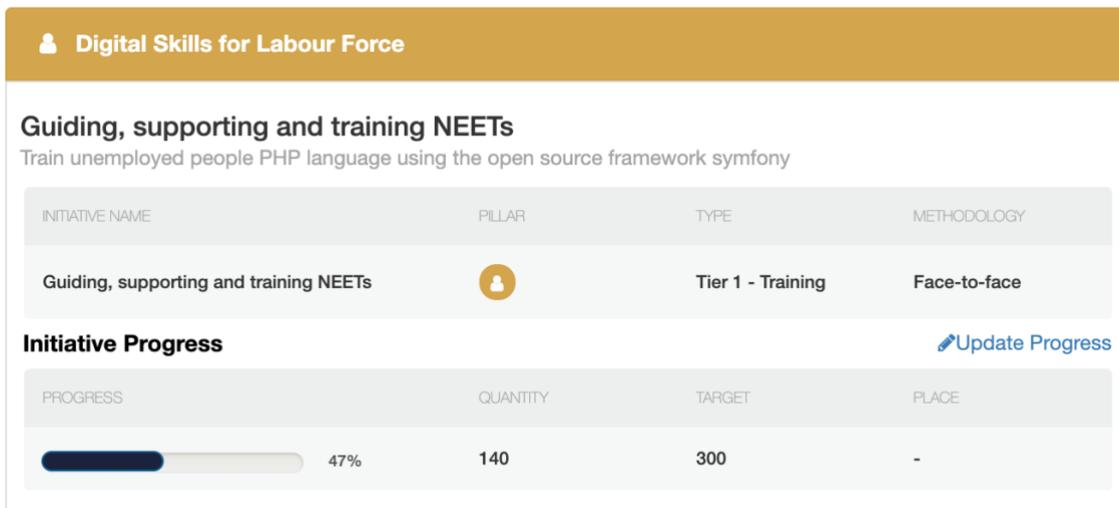
## 4.1  Login

Once prompted to update your pledge, please login via [www.pledgeviewer.eu](http://www.pledgeviewer.eu) to see your pledge and initiatives on your dashboard.

## 4.2  Locating initiative in dashboard

In your dashboard there will be an "update progress" button next to each initiative. Find the initiative you wish to update and click that button.

**Figure 14: Initiative example with "Update status" button**

## 4.3 Updating initiative progress

By clicking the "Update progress" button, you will be taken to another page indicating the beneficiaries, target values and current progress and where you will report your values.

**Figure 15: Updating progress of individual initiatives**



Please enter the new status in the left field and press "**Save**"; this will automatically update the status shown above and a new % will indicate updated progress. After clicking "**Save**", please click on "**← Back to initiative**" button located at the top of this field.

pledges@bluspecs.com