"How to pledge – Quick guide"

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

Date: 24th July 2020

Version: 1.1

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 target groups of the Digital Skills and Jobs Coalition.
- Goes a step beyond an organisation's regular 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

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
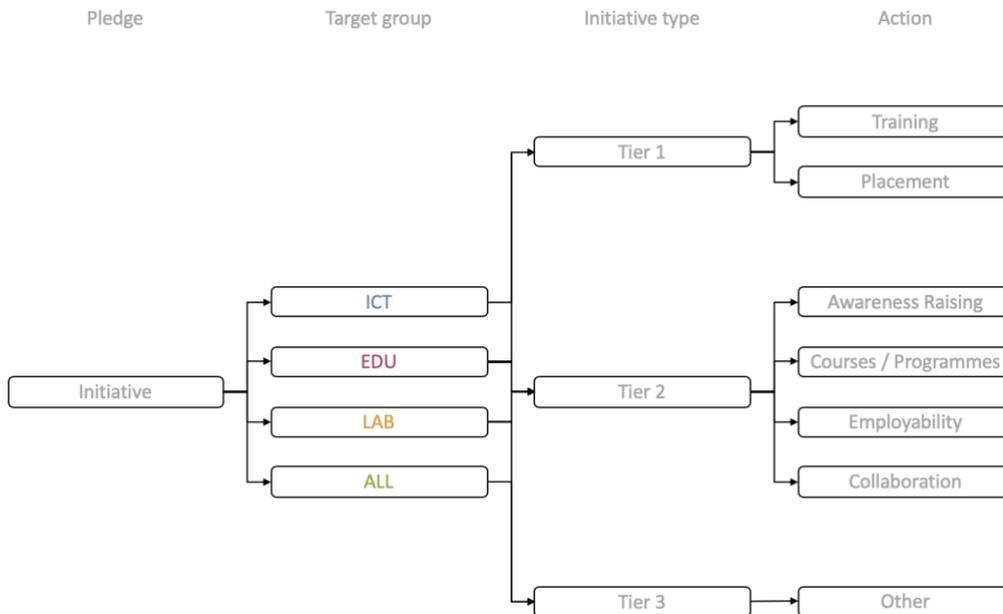
3c. Select methodology and performance metric

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 • Online • Face-to-face/online	• Number of people trained • Number of people certified
	Placement	• Scholarship • Internship • Traineeship	• Number of people placed
2	Awareness Raising	• Events • Publications • Open field	• Number of people reached
	Courses/ Programmes	• Developing courses • Providing programme access	• Number of courses
	Facilitating Employment	• Job matching • Certification • Examination	• Number of matched jobs • Number of certificates • 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 • Unemployed • Retired	• Internal Employees • All
ICT Professionals	• Entry Level • Experienced • Manager	• Director • All
Education	• Early years • Primary • Secondary • Tertiary	• VET • Parents • Teacher • 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.

pledges@bluspecs.com