



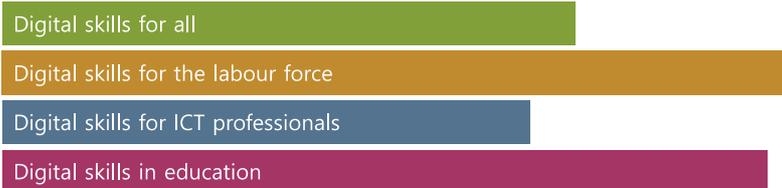
## Digital Skills and Jobs Coalition

# “Pledge Scoreboard”

## Methodological note

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# 1 Introduction

## 1.1 What is a pledge

By making a pledge to the Digital Skills and Jobs Coalition, organisations send a clear signal of their commitment to equip Europeans – citizens, labour force, ICT (Information and Communication Technology) specialists and those 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.

## 1.2 The Pledge Viewer Scoreboard

A new scoreboard functionality is being offered for the Pledge Viewer, to allow for easy comparison of initiatives and highlight the highest achieving pledges. The key driving principles of the scoreboard are continuous engagement and fair measurement.

Users can create individual scoreboards by filtering by organisation type, country, initiative type and period of time active in. The highest impact pledges, both in terms of total number of people reached, as well as people reached relative to the organisation's size are available. In addition, the highest achieving organisations in a Member State are displayed in the geographical scoreboard. Finally, the most noteworthy past and present pledgers will be displayed in the Hall of Fame.

## 1.3 Structure of this document

This document explains the design of the scoreboard and the methodology behind these design choices, together with illustrative screenshots of all the different sections. Section 2.1 describes the principles of the scoreboard, 2.2 explains the absolute and relative impact scoreboard, 2.3 the geographical scoreboard and 2.4 the Hall of Fame.

## 2 Pledge Scoreboard

The design of the scoreboard is aimed at comparison of existing pledges, particularly for organisations of different capacity. This is achieved through continuous engagement and fair measurement.

As pledges vary in length and have different start and end dates, progress is measured, and scores are calculated every 3 months (at the end of the quarter) for **continuous engagement**. Score comparisons will be done between similar organisations (e.g. Policy makers, Education providers, etc.) with different score weights be applied for the 3 tiers (Tier 1 – Training – Online, Tier 2 – Awareness raising, etc) to ensure **fair measurement**.

### 2.1 Key Principles

In spite of the awarded scores, it is important to remember that each pledge is important and valued. The purpose of the scoreboard is only to promote and highlight the best achieving pledges. The scores are awarded based on the reporting by pledger organisations, and can always be improved by reporting more frequently. Scoreboards are individually created by users accessing the Pledge Viewer. The ultimate aim of the scoreboard is to offer the most impactful pledges the recognition they deserve, especially for organisations that have a high reach relative to their size.

### 2.2 Impact scoreboard

The score is an artificial value calculated based on reported progress and used to assign a position for the pledge. To ensure fair measurement, pledges are placed by:

- Absolute score – by the total reported number of beneficiaries impacted by the activities.
- Relative score – by the total reported number of beneficiaries impacted by the pledge activities compared to the number of employees in the pledging organisation.

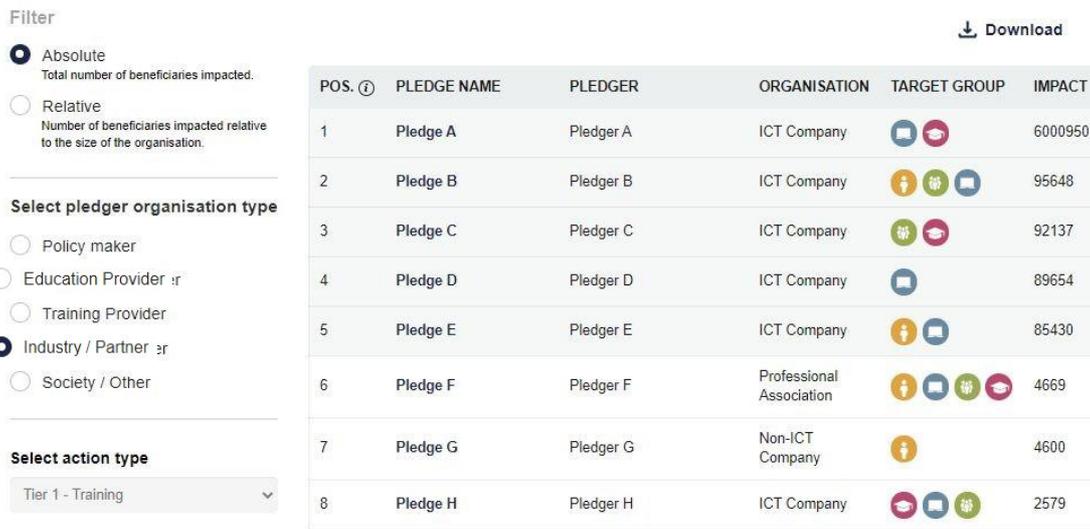
Below are examples of the calculations for Absolute and Relative scoring.

#### 2.2.1 Absolute impact scoreboards

The absolute impact scoreboard ranks pledgers by reported quarterly, or all-time progress.

Figure 2 shows the view of an absolute scoreboard of Tier 1 – Training pledges from Industry/Partners. Pledge A is the highest scoring due to the 6,000,950 people trained directly.

Figure 1: Tier 1 – Training – Industry/Partner – Absolute scoreboard



### 2.2.2 Relative impact scoreboards

All contributions are important to closing the digital skills gap, regardless size of the pledging organization or scope of the pledge. To recognize the efforts of highly focused pledges or smaller organizations, a Relative impact scoreboard was created, showcasing **performance based on capacity**, measured in number of employees, as indicated by the organisation on its own profile..

Figure 2: Tier 1 – Training – Industry/Partner – Relative Scoreboard

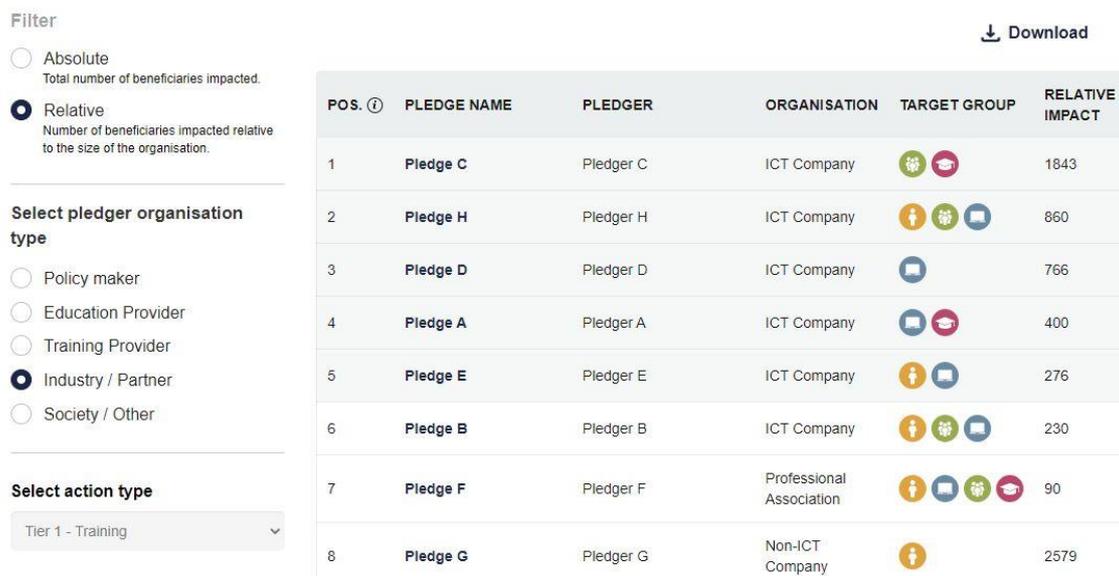


Figure 3 shows the same example as above but in relative scoring. Here Pledge C has the highest number of people impacted per employee.

### 2.2.3 Side by side comparison

The relative scoring (Figure 3) offers a different view from the absolute (Figure 2). Pledger A trained 6,000,950 people face-to-face – and has the highest absolute impact. However, they only trained 400 persons per employee. By contrast, Pledger C has trained 1,843 people per employee, and therefore receives the first place in the relative scoreboard. This scoring advantages small companies that punch above their weight – for example Pledger H, which has trained 860 people per employee.

## 2.3 Geographical scoreboard

Another side of the scoreboard allows for geographical comparisons. **The most active pledgers** in a given country are displayed, based on digital badges received for pledge implementation.

### 2.3.1 Badges

Badges are awarded based on reported initiative progress and tier.

**Initiative progress** | 4 levels of badges are available, from Bronze to Platinum, depending on initiative completion.

**Initiative Tier** | 3 levels of badges based on the initiative methodology tier, with a number of stars corresponding to tier level.

Table 1 summarises the 12 combinations of badges, together with their graphic form.

Table 1: Types of badges available

	Tier 1	Tier 2	Tier 3
<b>Bronze</b> 50% progress			
<b>Silver</b> 75% progress			
<b>Gold</b> 100% progress			
<b>Platinum</b> 150% progress			

### 2.3.2 Scoring methodology

Each of the badges brings a multiplier to the score based on **quality** and **type**.

Initiatives	Weighting	Tier	Weighting
Bronze	1	Tier 1	3
Silver	2	Tier 2	2
Gold	3	Tier 3	1
Platinum	5		

The score assigned to the pledger therefore will work in the following way:

(Initiative 1 progress badge x Initiative 1 Tier multiplier) + (Initiative 2 progress badge x Initiative 2 Tier multiplier) + ...

**Table 2. Scoring example**

Pledge	Initiatives	Progress badge	Tier	Score
Pledge A	Initiative A	Platinum (5)	Tier 1 (3)	15
	Initiative B	Silver (2)	Tier 1 (3)	6
	Initiative C	Silver (2)	Tier 3 (1)	2
<b>Total:</b>				<b>23</b>

The **final score** is a **sum of all initiatives under a pledger**, irrespective of the number of pledges. This way, badges will indicate the total scope of all initiatives, and balance the playing field between large organisations with single larger scope pledges and smaller organisations with multiple pledges or several initiatives for example.

#### *Awarding the badges*

Most active pledgers will receive badges based on the reported progress of their initiatives. As soon as pledgers reach a milestone during the updating process, a pop-up will appear indicating that they have received a badge for that initiative. Since multiple initiatives can be created, each one will have its badge and the pledgers will be able to download high quality digital badges for use on social media, their websites, etc. with a single click.

#### *Representation of data*

The geographical scoreboard will display the pledging organisations ranked by their score as defined by the number of badges they are awarded. The total number of pledges, initiatives, and the different type of badges received by each organisation, in an Olympic medal table-style, will be displayed.

Figure 3: Geographical Scoreboard View

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POS. ⓘ	PLEDGER	NO. OF PLEDGES	NO. OF INITIATIVES	NUMBER OF BADGES			
				Bronze	Silver	Gold	Platinum
1	Pledger A	2	7	0	1	1	4
2	Pledger B	2	7	0	1	3	2
3	Pledger C	3	5	0	0	2	3
4	Pledger D	1	6	0	1	1	3
5	Pledger E	1	3	0	1	1	1
6	Pledger F	1	3	0	0	2	1

## 2.4 Hall of fame

This field will showcase noteworthy past and present pledges, selected by the European Commission based on objective and subjective criteria. The aim is to highlight pledges that align most with the goals of the DSJC or that are unique in their individual ways.

A quarterly review of new pledges will be done to identify outstanding performance or exceptional pledges to source new candidates to add to the Hall of Fame. For each pledger their logo, pledges, initiative count, and the number of badges received will be displayed, together with an “acknowledgment” column to highlight and/or explain the reason for their selection.

Previous Hall of Fame members will always remain visible, but new members will be showcased at the top of the list, to ensure new, up-to-date content is first visible.

The design screenshot below indicates how the list of pledgers appears in the Hall of Fame.

Figure 4: List of Hall of Fame Pledgers (example)

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PLEDGER	PLEDGES	NO. OF INITIATIVES	NO. OF BADGES	ACKNOWLEDGEMENT
	Certiport Certifying 240,000 Europeans	1		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt consectetur adipiscing elit, sed doconsectetur adipiscing elit, sed do... <a href="#">Read more</a>
Small Academy	Certification in digital skills for employment	1		
	Ada, National College for Digital Skills	2		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt dolor sit amet, consectetur adipiscing elit,dolor sit amet, consectetur adipiscingdolor sit amet, consectetur adipiscing elit... <a href="#">Read more</a>
	Cambridge Spark			
	Taster classes for students	1		
	Certiport Certifying 240,000 Europeans	1		Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
	Certification in digital skills for employment	1		



[pledges@bluspecs.com](mailto:pledges@bluspecs.com)