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• D I G I T A L • DIGITAL SKILLS
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DIGITAL SKILL SHIFT

Purpose of Digital SkillShift

The purpose of the project is to reskill and upskill unemployed citizens facing the challenges of the digital transformation in their professional career.

The ultimate aim is to enable new work-related opportunities for the beneficiaries of the training, by developing **new skills and attitudes** required for today's labour market.

The project also wishes to mobilise **employers** to support a new way of thinking about employment and recruitment.

Background to Digital SkillShift

The rapid technological improvements in the last decades have unlocked many new job possibilities. More than ever, digital skills are essential for adult workers to take advantage of these opportunities and play a key role in the evolution of the digital economy.

However, the EC Eurobarometer survey (May 2017) identified that those lacking basic digital skills are concerned about the impact of robots and artificial intelligence on employment:

- 74% expect that due to the use of robots and artificial intelligence, more jobs will disappear than new jobs will be created
- 72% believe robots steal peoples' jobs
- 44% who are currently working think their current job could at least partly be done by a robot or artificial intelligence

In this context, the project wants **to reskill and upskill low-skilled unemployed people** that have lost their jobs and or have difficulties finding a job because of their lack of competences required by the digital transformation.

Beneficiaries

The project addresses mainly short-term unemployed (below 12 months), low-skilled adults within an age group of 20 to 40 years old. Due to the nature of the training, the following requirements will apply when identifying the training beneficiaries:

- Minimum education level: high-school graduate
- Basic level of digital skills (having used previously with computers, internet and some usual computer programmes or applications)

We will attempt to reach out to potential beneficiaries coming from vulnerable groups, that meet the above criteria such as migrants and refugees and to ensure gender balance.

- 10% Young Adults (18-24 years old)
- 90% Adults (25-64 years old)

Engaging employers and relevant stakeholders

The project wishes to mobilise employers to support a new way of thinking about employment and recruitment. It promotes the idea of employers' ongoing engagement in the process of preparing their (future) employees through tailor-made training programmes, rather than simply going to the market when they need to fill in a position.

To understand better the evolving skill-related needs, we will involve on one hand employment agencies, community centres and other organisations supporting unemployed people (e.g. training centres) to understand the needs of unemployed people, and, on the other hand, companies from the services sectors, to understand which skills they seek in their future employees.

Sectors and job profiles addressed

ALL DIGITAL and partners decided that the project will focus on a range of sectors that are highly disrupted by digital transformation (such as retail, service, healthcare etc, but excepting the ICT sector) and on new, entry level “digital jobs” such as “Digital Assistant” or “Project Assistant” that are available across these sectors.

- 55% of ‘digital jobs’ are not in the ICT sector
- 84% of ‘digital jobs’ are not highly qualified

The decision is supported by the two figures above, coming from research carried out by Empirica, and by considering the target group and the short-term training programme that will be developed.



Outputs

At least 300 adult beneficiaries will be identified by the piloting partners with the support of the local public employment services, worker unions and companies - and involved in the piloting phase of the project:

- At least 75% completion rate for the course
- At least 50% of the training beneficiaries that have completed the course will be placed in jobs within 6 months
- At least 100 digital competence centres are expected to use the training programme within the first year after the project to train thousands of beneficiaries.



Partners

The project is supported by **JPMorgan Chase Foundation**. It will be delivered by **ALL DIGITAL** (AD) which will work with partners from three EU countries to implement the project.

In Germany (Berlin) AD will work with **Stiftung Digitale Chancen** (SDC) (Digital Opportunities Foundation), a foundation set up in 2002 as a continuation of a digital inclusion project of the University of Bremen and AOL Germany. Its main remit is to ensure digital opportunities for all.

In Italy (Rome) AD will work with **Fondazione Patrizio Paoletti** (FP) which implements, both in Italy and abroad, projects for children and educational courses for people who work in the field of education.

AD's third partner is **Simplon.co** (SC) in France (Paris) – a network of social digital factories in France & abroad. They have trained more than 3000 trainees in the digital sector since 2013.



Stage 1 - Context Analysis

The project will commence with a period of Context Analysis in February through to May 2019. In this phase, AD and the partners will analyse and validate learning resources and frameworks, and survey and interview employers to produce a needs analysis report that will inform the development of the curriculum.

Stage 2 - Development

A period of Development will take place from May through to September 2019. In this period, AD will take the learning from the Context Analysis phase and with the Partners develop a curriculum of learning content, and build a platform upon which to 'host' this content. It is not anticipated that new learning content will be needed to be developed, and nor that it will actually 'host' the content. It is more likely to be potentially adapting existing content and then signposting to it. The final plan for the Development will not be completed until the Context Analysis phase is completed.



Stage 3 - Evaluation

In parallel with the Development phase the Evaluation will be scoped and developed, and an external evaluator will be appointed. The Evaluation will be delivered during the Pilot Phase from October 2019 through to June 2020, and will include the evaluation of the learning, employers and the replicability of the model. The Evaluation will report the completion of the project.

Stage 4 - Piloting

The Pilot phase will run from late October 2019 through to June 2020. We expect at least 300 unemployed people to benefit from the training in Germany (Berlin), Italy (Rome) and France (Paris), with approximately 50% or 150 trainees finding a placement with companies as a result. Partners will use the developed curriculum on the platform.



More Information

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<http://digitalskillshift.eu> (launching soon)