

# E-skills for New Jobs:

*Accelerating Europe's Competitiveness and Inclusive Growth*



**Wednesday 17<sup>th</sup> September 2014**  
Thon Hotel Brussels City Centre  
Brussels



# E-skills for New Jobs: Accelerating Europe's Competitiveness and Inclusive Growth

## Overview

In today's increasingly knowledge-based economies, the extent to which ICT is embedded in society will inevitably grow. The place of Europe in the future will depend on our ability from this moment onwards to both ease and manage digital innovation and change on our continent.

In Europe, the demand for ICT workers is outnumbering the supply, which risks overshadowing the continent's potential for growth and digital competitiveness. According to the European Commission, Europe might face a shortage of up to 900,000 ICT professionals by 2020. Studies confirm that there is a lack of synergy between education providers and employers to address mismatches between the skills on offer and those in demand in today's fast developing technology market. At the same time, as Europe faces massive unemployment with millions of Europeans affected; e-skills can be an opportunity to exploit the job creation potential in ICT.

In May 2014, the European Commission launched the "e-Skills for Jobs" campaign together with the Hellenic Presidency of the EU's Council of Ministers. This multi-stakeholder initiative aims to supply Europeans with the required ICT skills and brings together representatives from the industry, education, and policy sectors.

ICT industry-based training and certification can play a major role in reducing e-skills shortages and mismatches in Europe. Both students and employers are in need of appropriate guidance to distinguish high-quality certifications from those of dubious value.

Seen as cost-effective alternatives to e-skills capacity building, Massive Open Online Courses could be a means to revolutionise the present learning and teaching practices, especially in the countries most hit by the crises.

Digitisation of products and services opens up ample opportunities for innovation, investment, and the creation of new businesses and jobs. The EU app sector alone is expected to provide 4.8 million jobs by 2018, with a positive impact on youth unemployment. Unleashing citizens' full potential can thus enable Europe to catch-up and become a leader in web entrepreneurship.

This timely international symposium provides an invaluable opportunity for key stakeholders within the public and private sector to explore the measures that are being taken to reduce e-skills shortages, gaps and mismatches, and to move towards a more competitive Europe. The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate with local and regional practitioners and policy makers at EU level.

**“ Digital skills are the new literacy: they are essential for employability. I am concerned that the lack of e-skills may be hindering growth in the tech sector and, as a consequence, European innovation and competitiveness. Today's decision to launch the e-Skills for Jobs campaign is an important step to help prepare young people for the jobs of today and tomorrow.”**

- Michel Barnier, Acting Commissioner for Industry and Entrepreneurship,  
European Commission, May 2014

## Venue and Accommodation

Thon Hotel Brussels City Centre  
Avenue du Boulevard 17  
1210 Brussels  
Belgium



## Why Attend?

- ✓ Explore innovative solutions to reduce e-skills shortages, gaps and mismatches
- ✓ Better understand e-Skills policy actions in Europe
- ✓ Discuss the efficiency of tailored learning opportunities for e-Skills development
- ✓ Analyse strategies for Europe and provide recommendations for future initiatives

## Who Should Attend?

- ICT Training Companies
- ICT Certification Companies
- ICT Practitioners
- Education and Vocational Education Training Organisations
- Employment Agencies and Organisations
- Staff Recruitment and Staffing Players
- National Governmental Organisations
- Local Governmental Organisations
- Local Authority Officers and Councillors
- Social Services
- SMEs and HR Managers in Larger Enterprises
- Trade Unions
- Employers' Organisations
- Associations of Schools
- Academics and Researchers
- Ministries of Employment and Social Affairs
- Research Institutes
- Social Innovation Centres
- National Departments for Social and Family Affairs
- Lifelong Learning Institutes
- Social Advisers
- Active Ageing Organisations
- Voluntary Organisations
- Employment and Social Inclusion Institutes
- Labour Economy Research Centres
- Labour Market Institutes
- European Social Organisational Science Consultancies
- European Employment Associations
- Social Partners
- Associations of Social Enterprises
- Sheltered Employment and Labour Integration Organisations
- Physical and Social Rehabilitation Centres
- Disabled People's Rehabilitation and Employment Unions
- Vocational Training Centres
- Innovation and Personal Development Centres
- Special Employment Unions

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## Programme

- 09:15** Registration and Morning Refreshments
- 10:00** Chair's Welcome and Opening Remarks
- 10:10** **The Current Landscape for e-Skills at EU and International Level**
- E-skills in a Globalised World – Definitions and Characteristics
  - Overview of e-Skills Policy Actions in Europe and their Impact on Educational Systems
  - The Role of the e-Skills for Jobs 2014 Campaign : Feedback from 2014 Actions
  - Policy Recommendations
- 10:40** **First Round of Discussions**
- 11:10** Morning Coffee Break
- 11:30** **Tackling the Gaps – Training and Matching for Digital Jobs**
- Reducing e-Skills Shortages, Gaps and Mismatches - Aligning Education and Training with Labour Market Needs
  - Providing Tailored Learning Opportunities for e-Skills Development - The Role of Massive Open Online Courses (MOOC)
  - Improving Recognition of Qualifications Across Countries - European Standards and Certifications for Digital Skills
- 12:00** **Second Round of Discussions**
- 12:30** Networking Lunch
- 13:30** **Initiatives for e-skills and Digital Inclusion**
- Increasing the Attractiveness of ICT careers
  - Providing Access to e-Skills for the Unemployed
  - Initiatives and Multi-Stakeholder Partnerships for e-Skills
  - Example of Best Practices at National level
- 14:00** **Third Round of Discussions**
- 14:30** Afternoon Coffee Break
- 14:50** **Supporting Web Entrepreneurship in Europe**
- Europe's Place in the Global Digital Economy
  - Fostering an Entrepreneurial Culture to Attract Digital Start-ups in Europe
  - The Potential of the 'App' Economy to Provide Economic Growth and Jobs
  - Recommendations for Future Action
- 15:20** **Fourth Round of Discussions**
- 15:50** Chair's Summary and Closing Comments
- 16:00** Networking Reception
- 16:30** Symposium Close

*\*\*Please note that the programme is subject to change without notice\*\**

## Event Details

- Date:** Wednesday 17<sup>th</sup> September 2014  
**Time:** 10:00am – 4:30pm  
**Venue:** Thon Hotel Bristol Stephanie, Brussels



## Speakers Include

- ✓ **Alexander RIEDL**, Deputy Head of Unit, Knowledge Base, DG CONNECT, European Commission (confirmed)
- ✓ **Jonathan Murray**, Operations Director, Digital Europe (confirmed)
- ✓ **Margaret Mulligan**, Project Manager, European Business and Innovation Centre Network (EBN) (confirmed)

## Forthcoming Events

- ✓ Improving Food Safety and Labelling in the EU: Smarter Rules for a Sustainable Agri-Food Chain  
*10th September 2014*
- ✓ E-skills for New Jobs: Accelerating Europe's Competitiveness and Inclusive Growth  
*17th September 2014*
- ✓ Young People and Sexual Health: Reducing Risky Behaviour through Education and Empowerment  
*23rd September 2014*

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For further information please contact:

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