

## ECDL FOUNDATION NEWSLETTER

### HIGHLIGHTS OF THIS EDITION

New ECDL to Support the European Commission's Grand Coalition for Digital Jobs

MoU Between ECDL Foundation/ Ministry of ICT and TOT Academy - Thailand

### WELCOME TO ISSUE 2, 2013 OF THE ECDL FOUNDATION NEWSLETTER

### ECDL / ICDL IN ACTION AROUND THE WORLD



### ICDL LATINOAMÉRICA TO IMPLEMENT ICDL THROUGH A VARIETY OF NETWORKS – MEXICO

ICDL Latinoamérica, the new not-for-profit initiative of ECDL Foundation, introduced the 'new ICDL' certification programme in Mexico this month. The new programme offers new modules that reflect the evolving trends in ICT, in addition to an enhanced flexibility, which facilitates a model of lifelong learning.

ICDL Latinoamérica, being one of the first regions to implement the new ICDL programme, recently met with its Accreditation Partners to introduce this updated version, and to offer training to newly established ICDL Accredited Test Centres. This process began with 'Nibblo Educacion', which is currently working with the university network ALIAT. It is projected that ICDL will start being implemented in the universities of Coacalco, Tlalnepantla, Tulancingo, Chalco y Cuernavaca in March 2013. An additional meeting was held with SINED (National Distance Learning System), where the certification will be offered through their network of SINED centres, beginning with UACH (Universidad Autónoma de Chihuahua), UAT (Universidad Autónoma de Tamaulipas), UNACH (Universidad Autónoma de Chiapas) y UAA (Universidad Autónoma de Aguascalientes).

ICDL Latinoamérica also met with its new Accreditation Partner CLYC, an Aguascalientes based consultant company, set up by a group of professionals in education and ICT, which aims to bring the programme to both the educational and corporate sector.

### ICDL ZIMBABWE ANNUAL TEST CENTRE FORUM BOASTS RECORD ATTENDANCE FOR THE LAUNCH OF NEW ICDL

The annual ICDL Zimbabwe Accredited Test Centre (ATC) Forum took place in Harare on 20 February. Organised by the ICDL National Operator for Zimbabwe, the Computer Society of Zimbabwe (CSZ), the event drew many delegates from Harare (including representatives of the Ministry of ICT and the Ministry of Public Service), from Bulawayo, and from across rural areas of the country. The CSZ also has responsibility for ICDL Accredited Test Centres (ATCs) in Zambia and in Mozambique. The ICDL Country Co-ordinator for Zambia was in attendance, as well two delegates representing Mozambique.



“ Senior management – IT and non-IT – should jointly assess the strength of key business enablers

Source: Technology Focused Talent Makes Firms More Competitive – INSEAD Report (2013)





A total of seventy-five million youth are unemployed in Brazil, Germany, India, Mexico, Morocco, Saudi Arabia, Turkey, the United Kingdom and the United States

Source: Education to Employment: Designing a System that Works – McKinsey & Company (2013)



An opening video address by ECDL Foundation CEO, Damien O’Sullivan, set the context for the day by outlining the characteristics of new ICDL, including the greater flexibility that it offers to candidates, and how it facilitates a model of lifelong learning. Detailed presentations and discussions followed on best practices in the implementation of the new ICDL programme, with specific reference to how it is currently being successfully implemented in Asia. Special acknowledgement was given to CSZ and the network of centres for their commitment and dedication to ICDL - often operating in very challenging circumstances – and awards were presented to high-performing ATCs.

### ICDL EXTENDS ITS INTERNATIONAL REACH ACROSS THE PACIFIC OCEAN – TUVALU & SOLOMON ISLANDS

The Government of Tuvalu (Treasury Department) has recently been accredited by ICDL Asia to offer the ICDL programme. The island nation is the world’s third smallest country, with a population of just over 10,000 people. The newly Accredited Test Centre will start training and certifying employees across a number of government departments. Over time, they plan to offer the ICDL programme to the wider community.

The Institute of Public Administration and Management (IPAM) has also renewed its contract to continue offering ICDL in the Solomon Islands. The Institute has been an ICDL Accredited Test Centre for a number of years; IPAM is keen to continue with the programme and has welcomed the added flexibility of the ‘new ICDL’ offering.

Together, the two island nations help to expand the reach of the ICDL programme across the Pacific region, while also adding to the increasing number of countries that offer ICDL internationally.



### KOREAN STUDENT DELEGATES TO TAKE ICDL IN THE ENGLISH LANGUAGE – SINGAPORE

To improve both their IT literacy and their English language skills, a group of South Korean undergraduates from Dongguk University visited Singapore in January to take the ICDL module ‘Using Computer and Managing Files’, in English. This delegate group was led by Professor Tae-Soo Moon of the College of Business Economics, and Dr. Choi Young-Hee of the Korea Productivity Centre, the ICDL National Operator in Korea. Despite the language barriers, all 29 students passed the exams after two days studying at Eagle Infotech, one of Singapore’s premier ICDL Training and Testing Centres. This successful study tour between Korea and Singapore is the first of its kind, and may lead to similar collaborations in future.

## FOR DISCUSSION



### DIGITAL GRANDPARENTING FOR A SAFER INTERNET – EUROPEAN SAFER INTERNET DAY 2013

With life expectancy rising across the globe, it is now much more common for children to grow up while their grandparents, and even their great-grandparents, are living. Grandparenting is consequently becoming increasingly significant in family life. A pan-European survey shows that 58% grandmothers and 50% grandfathers provided regular or occasional childcare to their grandchildren last year.



Half of youth surveyed are not sure that their post-secondary education has improved their chances of finding job

Source: Education to Employment: Designing a System that Works – McKinsey & Company (2013)

Given that grandparents are an important support to childcare, they have a role to play in ensuring that children use the Internet safely. Whether they are in charge for a couple of hours or a weekend here and there, it is crucial that grandparents understand the technology young people use every day in order to support children and help them stay safe online.

As we celebrated Safer Internet Day on 5 February, it is important to remember that children's online safety can only be significantly improved if adults in children's life are made aware of the risks and dangers associated with using the Internet. Grandparents, as an extra pair of eyes and ears, can provide support to both parents and teachers in guiding children on the Internet. So, what steps can we take to improve the digital literacy of the elderly?

The [EqualSkills programme](#) is a first step that older people can take to acquire ICT skills. Developed by ECDL Foundation, EqualSkills is an introductory ICT skills development programme based on a simple, non-threatening approach to provide basic skills for using a computer, email, and the Internet. Grandparents wishing to develop their digital skills further out can also take ECDL's Foundation's IT Security module, which is intended to influence a user's attitude, awareness and behaviour so that they become more security conscious.

Developing older Europeans' ICT skills is not only crucial to ensure their continued participation in their grandchildren's online activities, but also in order to foster active ageing. An increased level of digital literacy indeed will allow older people to live more independently and benefit from a better quality of life as they can fully benefit of digital devices and services. ICT can also open up training and employment opportunities for older people, including those with disabilities.

## ECDL FOUNDATION ACTIVITIES



### NEW ECDL TO SUPPORT THE EUROPEAN COMMISSION'S GRAND COALITION FOR DIGITAL JOBS

To combat European unemployment, and to create a digitally skilled workforce, the European Commission will be launching the Grand Coalition for Digital Jobs in March. The Grand Coalition is an EU wide multi-stakeholder partnership helping to address a shortfall in the number of European citizens with ICT professional skills and to exploit the employment creation potential of ICT.

Through the 'new ECDL' certification programme, which is being launched in Europe in 2013, ECDL Foundation fully supports the aims of the Grand Coalition. This new programme, with a wider range of modules and greater flexibility, reflects the growing need for certification options that support employability directly by aligning individuals' skills with employers' needs. Tailored skilling and upskilling of the workforce through a recognised certification standard that has flexibility will help create more and better jobs, as well as facilitate labour mobility.

E-business skills and the capacity of SMEs to use ICT to drive organisational growth through efficiencies and innovation will be addressed with the launch of a new certification module, 'ICT for Small Business'. With SMEs representing an estimated 90% of European businesses, their effective integration of technology for business growth is key for Europe's future. The



Almost 40 per cent of employers say a lack of skills is the main reason for entry-level vacancies

Education to Employment: Designing a System that Works – McKinsey & Company (2013)

“ Continue coordinating firms and universities to ensure demand for key skills is well defined and supply for key skills matches demand

Source: Technology Focused Talent Makes Firms More Competitive – INSEAD Report (2013)



Grand Coalition can be a valuable platform to catalyse such business growth.

ECDL Foundation welcomes the actions of the European Commission in forming a coalition that focuses on digital job creation. ‘New ECDL’ will be announced at the Grand Coalition’s inaugural event, and during the period to 2015, ECDL Foundation **pledges to undertake three actions** in support of the certification, training and education objectives of the Grand Coalition.

### **ICDL TO SKILL MORE THAN 5,000 CIVIL SERVANTS AND CONTRIBUTE TO ASIA-WIDE STANDARDISED SKILLS FRAMEWORK - THAILAND**

The ICDL programme in South East Asia received another major Government endorsement with the signing of a Memorandum of Understanding between ECDL Foundation, the Thailand Ministry of ICT (MICT), the Telephone Organisation of Thailand (TOT) Academy, and Plan-it Consultants (the ICDL Asia Accreditation Partner in Thailand).

As part of the ‘Smart Thailand’ initiative, 5,000 civil servants will undergo ICDL digital literacy certification, utilising the new flexible ‘ICDL Profile’ concept. MICT and ECDL Foundation will also collaborate on the implementation of a standardised ICT skills framework, initially in Thailand and then across the ASEAN region.

The signing ceremony, held at TOT’s Headquarters in Bangkok featured speeches by Gp. Capt. Anudith Nakornthap, Minister of Information and Communication Technology, and Daniel Palmer, General Manager, ICDL Asia.

According to Daniel Palmer, General Manager, ICDL Asia:

*“Implementation of recognised national and regional skills standards is a vital part of the realisation of an efficient and developed workforce and benefits both employees and employers alike. Through this partnership we aim to assist MICT in turning their vision of an ASEAN ICT skills standard into a practical reality for the direct benefit of the sector in the region.”*



## **INTERNATIONAL RESEARCH AND REPORTS**

### **ICDL SKILLS STAFF AT THE MALAWI EPIDEMIOLOGY AND INTERVENTION RESEARCH UNIT (MEIRU) - CASE STUDY**

Essential ICT skills are enabling MEIRU staff to better perform their important research into communicable and non-communicable diseases in the region.

### **TECHNOLOGY FOCUSED TALENT MAKES FIRMS MORE COMPETITIVE – INSEAD REPORT (2013)**

Investing in new technology is not enough to boost companies’ competitiveness: strong business enablers are essential to maximise the return on technology investment, says a new report from INSEAD. This report highlights the role of policy makers in coordinating industry and universities so as to ensure that the supply of skills matches the demand of companies.

“ Create harmonised policies and regulations regarding data security and privacy to help firms mature their digitised platforms more rapidly

Source: Technology Focused Talent Makes Firms More Competitive – INSEAD Report (2013)

### **EDUCATION TO EMPLOYMENT: DESIGNING A SYSTEM THAT WORKS – MCKINSEY & COMPANY (2013)**

This recent report assesses – and attempts to answer - the global conundrum that governments and economies currently face: very high youth unemployment, yet employers are struggling to find workers with suitable skill sets.