



ECDL  
Foundation

# Best Practice Awards 2011



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**CORPORATE/PRIVATE**

**FRANCE****TARGETING A LARGE COMMERCIAL ORGANISATION - LA POSTE****Introduction**

La Poste, France's national postal operator, was established in 1576 as the first formally commissioned postal service in Europe. La Poste is responsible for all national parcel and mail services in France's 27 regions. In addition to mail services, the organisation now also provides banking services to 11.7 million customers. In 2008, La Poste and its subsidiaries reported a €980 million turnover. La Poste is the second largest postal carrier in Europe, behind only the German postal operator Deutsche Post, and handles approximately 28.5 billion documents annually.

Due to the new competition rules introduced by the European Commission in relation to state bodies, La Poste has had to significantly reshape its business model to take account of new competitors entering the French postal market (as was the case in many other European Member States, La Poste previously maintained a state-wide monopoly for the delivery of all mail services in France). In accordance with the new competition laws, La Poste was listed as a public company on the French stock exchange on 23 March 2010.

**Project Description**

The primary issue with targeting La Poste as a potential ECDL client was the sheer size of the company. Understanding the regional, local, and central command structure - and at what point it might be most beneficial to present the ECDL programme - required a considerable period of research. During the period 2002 – 2008, ECDL France distributed several letters and brochures promoting solutions based on La Poste's specific ICT-related problems. International case studies that demonstrated the positive impact of ECDL in large commercial organisations were used to supplement ECDL France's proposal, and to highlight the benefits that ECDL training and certification would bring to La Poste's staff.

While La Poste represented a massive commercial opportunity if ECDL were to be adopted, ECDL France knew that this could only be realised if ECDL, and its benefits, were tailored specifically for and presented to the right people, and in the right manner. This meant that ECDL France needed to understand as much as possible about La Poste: its staff; their working environment; the activities of the subsidiaries; and the vacancies that were being advertised by the company's recruiters. Once this information had been collected from various sources, it was possible to understand more clearly who, within the management structure, ECDL France should approach.

**How it Happened**

In August 2008, ECDL France was invited to deliver a presentation on ECDL to La Poste's management team. While this preliminary opportunity proved to be a significant success, it is important to understand that a sales-based presentation at this point would have been inappropriate. The certification had to be presented on its merits, focusing on ECDL as a solution-based measure.

It was at this meeting that the La Poste representatives were to decide whether the ECDL programme met their expectations. At the same time as being introduced to ECDL, La Poste was being introduced to other competing certifications: MOS (Microsoft), B2i and C2i (French Government ICT certifications). ECDL France was successful due to its comprehensive understanding of La Poste's requirements, and due to the flexibility of the certification in areas of ICT that were immediately relevant to the millions of day-to-day transactions being carried out within La Poste's administrative offices. ECDL France believes that a comprehensive understanding of the customer's needs is paramount to the successful delivery of the programme.

## **Project Timeline**

August 2008 - Presentation entitled: 'General Presentation on ECDL to Develop Interest in ICT Certification'. Delivered by M. Olivier Goulas, ECDL France.

- **August 2008 - May 2009** - The decision to formally proceed with ECDL was taken and contacts with IT, HR, and the La Poste internal training services were exchanged
- **Sept 2009** - Meeting in Paris with the La Poste team (IT trainers, the Pedagogy Manager, and the IT Training Centre Management)
- **Oct 2009** - ECDL France established and completed a series of reports for the various members of staff and management, using a pilot with 20 candidates to establish the basic elements of success
- **Nov 2009 - Dec 2009** - In November 2009, following a successful pilot programme and a number of follow-up presentations in regard to sales figures, the La Poste Purchasing Department signed a contract for 500 Skills Cards
- **January 2010** - Training sessions began for the internal La Poste IT trainers to develop their understanding of ECDL, and of the operational requirements for guiding candidates through the ECDL Start certification process in the following subject areas: Word Processing, Spreadsheets, Presentation, Web Browsing and Communication

## **Barriers to ECDL Implementation**

Based on the prior experiences of other National Operators, a cultural aversion to testing was expected from within the La Poste organisation. ECDL France regularly experiences the cultural issues with regard to testing within many large public sector organisations that are heavily unionised. To counter this apprehension of being tested, the benefits of learning are promoted above and beyond the aspect of testing. Once candidates are confident that they are being trained in a comprehensive manner, and begin to be more confident with the various syllabus items, the issue of testing normally becomes a goal, rather than an obstacle.

## **Benefits of the ECDL Programme According to La Poste**

- Sectoral benefits – public and private sectors, education sector
- Internationally recognised
- Vendor independence (Syllabus – Skills)
- Empowers individuals

## **Automated Testing Systems (ATS) - ECDL France's Innovative Selling Points**

ECDL France believes that a substantial factor in the decision to proceed with ECDL was the capability for significant reporting and statistical analysis through their Automated Testing System (ATS). ECDL France strongly believes that the initial phase of any sales stage needs to be supplemented quickly and robustly with a presentation on the capacity to measure return on investment and provide statistical analysis.

ECDL France's ATS has excellent capabilities for managing candidates and statistics through delivery of detailed assessment reports. Additionally, it can be tailored for any requirements requested by the customer.

## **Impact**

As this project is still in progress, Skill Cards usage is expected to grow in 2011. The initial issue of candidate aversion to testing interestingly resulted in most candidates obtaining better results than they had expected. Also, La Poste's ECDL graduates are very proud of achieving certification; staff discussions have begun to centre on the positive experience that they have had in the learning and certification process. ECDL France believes that a significant testing 'taboo' was broken - after the initial pilot was concluded, a degree of healthy competition developed among staff in relation to achieving ECDL certification. To date, 1,005 La Poste candidates have completed the ECDL Start programme. While this is not an immense number of candidates in a two-year period, this project represents a triumph against the many issues that large commercial projects face, particularly those in relation to efforts to train/educate staff. In this respect, ECDL France took the following lessons from their experiences with La Poste:

- Selling a certification to a large company is possible
- The ECDL programme can and should triumph over competitors due to being less expensive and more scalable
- Testing aversions within staff can be overcome using a high profile pilot, and by focusing on building candidates' confidence - assessment of the general capacity of staff at this point is also possible
- Remaining focused on the customer's changing market and working environment is a crucial component of a project's success
- Targeted marketing and professional presentation technique in a commercially astute manner is vital; an example of ECDL France's targeted marketing can be seen (in French) in the diagram below:

## Images

**Vous souhaitez obtenir la reconnaissance de vos acquis sur un ensemble de logiciels**

**Vous voulez approfondir vos connaissances sur un logiciel.**

L'Université de L'Enseigne vous propose deux offres « bureautique » adaptées à votre besoin.

Vous souhaitez obtenir un certificat de connaissances bureautiques reconnu au niveau européen ?  
L'Université de L'Enseigne vous propose le **PCIE (Passport des Compétences Informatiques Européen)**.

Vous devrez choisir 4 modules parmi les 7 présentés ci-dessous :

- 100h Technologie et société de l'information
- 100h Gestion des documents
- 140h Traitement de texte (Word)
- 140h Tableur (Excel)
- 140h Base de données (Excel)
- 140h Présentation (PowerPoint)
- 140h Messagerie et Internet Explorer

Toutes les modules sont dispensés par des **formateurs experts** en bureautique. Ils comprennent des **auto-formations**, ainsi que des exercices **adaptés et contextualisés**, proposés sous forme d'ateliers.

LES AVANTAGES DE CETTE FORMATION :

- Exercices pratiques et adaptés aux situations professionnelles et personnelles.
- Permettre un bon usage de l'ordinateur.
- Permettre de mieux comprendre les enjeux de l'entreprise.

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## HUNGARY

### A BIG STEP FORWARD - ANSWERING THE MARKET'S DEMAND WITH NEW PRODUCTS AND FLEXIBILITY

#### Introduction

In June, 1997 Hungary was the thirteenth country in the continent, and the first one in the Eastern European region to join the international ECDL network. Currently, there are 400 Accredited Test Centres, more than 400,000 candidates (4% of the population) and more than 265,000 ECDL certificate holders. With these figures, Hungary is in the 'Top 10' (8th) among 150 countries, and the first in the East-Central Europe.

As an answer to the market's demand, during the past few years, ECDL Hungary (run by John von Neumann Computer Society) delivered a number of initiatives which later became recognised and endorsed by ECDL Foundation. One of these was the creation and launch of the Image Editing module, and an alternative module for the blind and visually impaired ('ScreenReader' and 'OCR'). In 2011, another new endorsed programme has been developed and launched in Hungary: the 'e-Signature' module.

Also, in 2000 when ECDL Start was introduced, ECDL Hungary recognised that the best strategy was to keep some of the modules (Modules 2, Modules 3 and Modules 7) compulsory, as it is impossible to talk about digital literacy without having knowledge and practice in using the operational systems, word processing and Internet. This direction is now perfectly in line with the newest ECDL Foundation proposal to be discussed during the CEO Forum in Dublin in 2011.

Besides these projects, in 2008, John von Neumann Computer Society as ECDL Hungary (and supported by ECDL Foundation) piloted a new, much more flexible system which was then launched in Hungary to complement the traditional ECDL 7-module programme. This was another answer to the public and corporate section's demand of flexibility.

The new system, called 'ECDL Select' was a perfect tool to address market needs, as it allows both candidates and employers to obtain the ECDL certificate, selecting the 3 modules most suited to their requirements (beside the compulsory - Modules 2, Modules 3, Modules 4, Modules 7), from the list of the outstanding modules (Modules 1, Modules 5, Modules 6, Image Editing, Web Editing, ScreenReader and OCR for the blind and visually impaired, and others.)

#### Project Description

ECDL Select was developed in 2008 and has been launched since then. It is awarded on passing seven tests, like before.

However, instead of the seven obligatory modules, there are only 4:

- Using the Computer and Managing Files, Word processing, Spreadsheets, Web Browsing and Communication, and:
  - Concepts of ICT, Using Databases, Presentation, Image Editing, Web Editing, ScreenReader and OCR (for the blind and visually impaired)

This means that:

- The Image Editing and Web Editing modules, which before could be obtained as separate certificates, can now be taken as standard modules; two of those which were previously obligatory, now can be replaced
- For those who choose the current seven modules:
  - Tests can be taken in the remaining two modules as well. In this case, the successful candidates will be awarded with separate certificates, in the same way as it was working with the Image Editing and the Web Editing modules
  - Those who have not got the ECDL certificate but hold an Image Editing and/or Web Editing certificate, can be exempt from taking these modules for the ECDL Select certificate

**Impact**

The aim of NJSZT with this new initiative was to upgrade the ECDL programme, which has been running for over 13 years; to adjust it to the new market-led requirements, and to offer new opportunities first of all – but not exclusively - for the mature markets. Participation by Accredited Test Centres is not compulsory; however, we are convinced that ECDL Select is beneficial for every test centre and candidate. Feedback from candidates is also very positive

As the ECDL Select model has proven very successful and has received very good feedback from both private and public sector. Digital literacy is now one of the most important issues of the government's 'Digital Hungary Development Plan'. In the development of the details of the programme and its introduction, we co-operated with ECDL Foundation: this is an example of the model that ECDL Foundation suggests could be introduced by all ECDL / ICDL National Operators.

We are fully convinced that this flexible approach will bring many benefits for National Operators, test centres, and to candidates as well. We are sure that National Operators will recognise its advantages: we would be happy to share our experiences with all of you!

**Statistics**

Total registration since 01 December 2008 (date of launch of ECDL Select): 70, 988

Full ECDL: 28,539 (40.2 %)

Select: 42,449 Select (59.8%)

## IRAN

### TEACHERS' TRAINING FOR THE SMART SCHOOLS

#### Introduction

The Education Ministry of Iran has announced that, as of next year, all schools around the country should be equipped with computers, and the teachers should be able to use the innovative technologies in their classes. In order to achieve this goal, the teachers should first learn the necessary skills to use the recent technologies. Therefore, the Education Ministry required the teachers to pass the ICDL courses and learn how to use computers and electronic devices in their teaching. It was necessary for the teachers to have ICDL certification in order to teach in these newly created 'smart schools'. The objectives of this project were:

- Improvement of ICT skills among the teachers
- Training the teachers to use their newly-acquired skills in the smart schools
- To benefit from the ICT infrastructure and equipment
- To develop the teaching approach from traditional to modern teaching

#### Project Description

According to an announcement of the Education Ministry, an agreement was signed with one of the ICDL Iran Accredited Test Centres, a private, commercial organisation. According to this agreement, the test centre agreed to implement ICDL training and testing for 1,000 teachers.

The training started in January 2011, and during 8 months, all of these teachers completed the ICDL courses; 945 have of them succeeded in full ICDL certification, the rest will take their tests after the summer.

#### Impact

The teachers gained the ability to use the new technologies in their classes after they completed the ICDL training and testing. Now they are ready to begin teaching in the smart schools in the new year.

#### Images





**GOVERNMENT/PUBLIC**

**IRELAND****FÁS TRAINING FOR THE UNEMPLOYED, 2010 (FORAS ÁISEANNA SAOTHAIR, TRAINING & EMPLOYMENT AUTHORITY)****Introduction**

Due to Ireland's severe economic downturn, in 2009/2010 the unemployment rate rose by 1.8 percentage points to 13.6% in 2010. This equated to 299,000 people, many of whom had poor digital literacy skills.

FÁS were established in 1988 by the Irish government as the organisation with responsibility for assisting those seeking employment.

Through a regional network of 66 offices and 20 training centres, FÁS was given the remit to operate training and employment programmes for the unemployed. The organisation also provides a recruitment service to jobseekers and employers, an advisory service for industry, and it supports community-based enterprises.

For the purpose of preparing this award submission, ICS Skills has taken a snap shot of how the ECDL programme has been utilised by FÁS during 2010 to provide essential computer training to the unemployed.

**Project Description**

Due to the recognition awarded to it by industry, more jobseekers choose to do ECDL than any of the other course options available to them through FÁS. As a result of this high demand, in 2010 FÁS offered ECDL training to their clients through various options:

- Day Course
- Night Course
- e-Learning Course
- Blended Learning Course

As there are only 20 FÁS training centres throughout the country, it would have been impossible for FÁS to meet the demand for ECDL within their training centres alone, so they contracted the training and testing out to private training providers who were also accredited ECDL test centres. This provided much-needed employment to many trainers in the private sector.

In 2010, 5,797 unemployed adults embarked on the ECDL programme within FÁS training centres. A conservative estimate of the number of ECDL candidates trained through the contracted training providers throughout Ireland would bring that number up to 9,797 (FÁS candidates are not specifically identified in records from these centres).

FÁS also enrolled 2,000 candidates onto ECDL elearning programmes in 2010, and directed them to Accredited Test Centres for certification. This brings the total to almost 12,000 candidates. All training was provided free to the unemployed and anyone who attended a day course continued to receive their jobseekers' allowance and other benefits while they attended the course.

## Impact

Due to the high numbers of unemployed people in Ireland, FÁS was very challenged in meeting the demand in 2010. They needed courses that had:

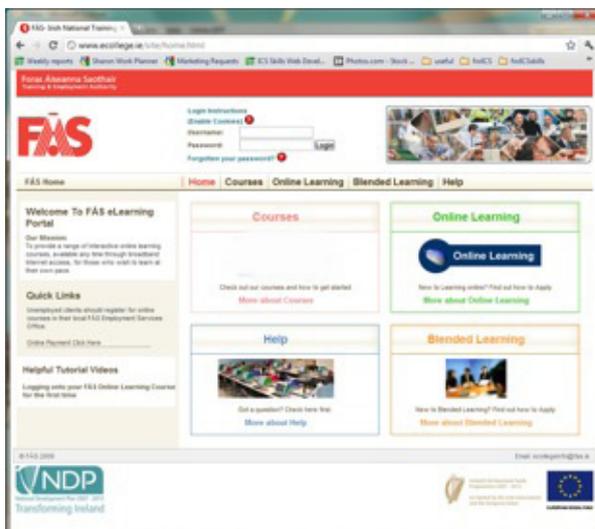
- Integrity
- Quality
- Relevance
- Certification
- Industry recognition
- Global recognition

The ECDL programme was the obvious solution for almost 12,000 FÁS clients. Throughout this project, ICS Skills ensured that FÁS received any support required for the smooth delivery of ECDL to all. ICS Skills' ability to provide its ECDL Foundation award-winning integrated administration and testing system greatly helped in this endeavour.

To date, no formal impact study for 2010 has been completed by FÁS. However, according to a white paper by the Digital Media Forum in 2010:

- Providing digital literacy training within the workforce will give Ireland a €2.1 billion productivity gain annually
- Digital literacy will offer a 3-10% wage premium for those who choose to upgrade their ICT skills in Ireland
- Digital literacy training could provide benefits of €1.6 billion per year in communities at risk of poverty
- By 2020, almost 75% of jobs in Ireland will be in the services area, and will require basic digital literacy skills
- Adults who are able to use ICT are 25% more confident about finding a job than non-users

## Images



Snap Shot of FÁS E College Website

**SRI LANKA****IMPLEMENTATION OF OPEN SOURCE ICDL IN SRI LANKA****Introduction**

Sri Lanka is one of the most successful markets for ICDL in Asia. TestIT, the local National Operator, has been very successful in securing a number of government sector projects consecutively for several years. We have promoted the ICDL concept through the delivery of ICDL, e-Citizen, ICDL Advanced, ICDL Webstarter, Imagemaker, and 2D Computer Aided Design programmes.

The Government of Sri Lanka, through its ICT apex body, the ICT Agency of Sri Lanka, adopted ICDL as the required ICT skills qualification for officers of the District and Divisional Secretariats. Having successfully carried out this initiative for almost 3 years and covering most parts of the country, the Sri Lankan government shifted their focus to using Open Source technologies as the platform to drive the advancement of ICT skills in the country during the year 2010, and was not keen on continuing the ICDL programme. TestIT saw this as a challenge to the ICDL certification and related courses; as a result, we had to move fast to introduce 'Open Source ICDL', convincing the authorities to continue offering ICDL. Through the support of ECDL Foundation, we developed a working relationship with Devatron, a South African company that provided us with the automated testing software.

During the final quarter of 2010, testIT launched the Open Source ICDL programme, which provides a simulated testing experience. The first project was carried out for government officers in the North Western Province. This initiative has now been accepted by the Government of Sri Lanka, and is being conducted for officers of the district and divisional secretariats of other provinces as well. Many Accredited Test Centres have also adopted this new technology. Within a time span of just eight months from the initial launch, testIT has been able to achieve more than 900 candidate registrations with Open Source ICDL. This has further supported the ICDL certification programme, and has proved that the programme is vendor independent.

**Project Description**

When the Government of Sri Lanka considered alternatives to the ICDL programme, the Open Source software became apparent as a solution that would replace the more expensive variants, such as Microsoft.

In this context, testIT proceeded with finding a suitable test provider to develop and introduce the Open Source technology for ICDL. The Open Source testing software was developed by Devatron, South Africa, in collaboration with ECDL Foundation. The Open Source platform provides a fully simulated testing experience to candidates and assists in bringing ICDL to various parts of the country, where access to technology and tools is limited. As the Open Source product supports several operating systems, tests can be run from any computer regardless of its operating system. We presented the Open Source ICDL programme to the government, highlighting the benefits of expanding the ICDL programme to the more rural areas of the country. The authorities were convinced, and funding for the project was provided by the ICT Agency of Sri Lanka.

The initial Open Source ICDL project was taught to 176 government officers of the Chilaw District in the North Western province. With the advancement of technology and growing usage of IT at the workplace, it was essential that these officers were properly trained to use ICT skills in their day-to-day-work. Therefore, it was ideal that they took the ICDL programme. The Open Source ICDL programme was conducted through the support of our Accredited Test Centres in the province. The officers' competency was evaluated before the commencement of the programme. These officers were ready to take their exams at the end of the training programme, which was completed within a period of 5 months. The pilot project was a great success as all 176 district officers passed the ICDL tests and obtained certification. The project returned a success rate of 100%.

Seeing the successful completion of the pilot project, the government has now decided to expand this initiative to other provincial secretariats as well. Having a network of Accredited Test Centres covering all districts of the country was an added advantage to us in this respect. We encouraged other test centre partners to also adopt the Open Source technology to conduct ICDL, by way of awareness and training programmes conducted to help gain further insight to the system and Open Source technologies. The numbers kept growing due to the quality and standard of the project. At present, we have undertaken training for 929 officers in the North Western and Eastern provinces of Sri Lanka, of which 766 have already completed the programme.

#### Statistics as of 1 August 2011

District	Commencement of Training	Completion of Training	Skills Card Registrations	Passed
Chilaw	December 2010	April 2011	176	176
Ampara	May 2011	Ongoing	99	n/a
Kalmunai	June 2011	Ongoing	52	n/a
Puttlam	December 2010	April 2011	164	157
Kuliyapitiya	January 2011	May 2011	146	89
Kurunegala	January 2011	May 2011	292	246
		<b>Total</b>	929	766

#### Impact

Through the Open Source ICDL programme, testIT was able to take the ICDL concept to even remote areas of Sri Lanka, where people were still struggling with a high cost of vendor software. We were able to assist the government's initiative of advancing the ICT skills of public sector workers through the introduction of Open Source ICDL. The successful completion of the pilot project has increased the demand for ICDL and related programmes of the ECDL Foundation. In addition, testIT has gained the recognition and trust of the Sri Lankan government and authorities as a partner committed to delivering ICT solutions.

Through this project, we were able to foster the vision of testIT further: to "add value to the lives of individuals, by providing them opportunities to maximize their potential in the digital age." Having completed the Open Source ICDL programme, many officers from the Divisional Secretariats have provided their feedback, claiming that it has helped them immensely in their job, and even paved the way for them to move ahead in their careers. (Source: Feedback questionnaire)

The accredited testing partners have supported this initiative from its commencement and have gained much to their advantage. Many Sri Lankans have become aware of the importance of acquiring ICT skills, and of the significant role they play in personal development and economic growth. Moreover, several government authorities and corporate institutions have shown interest in the ICDL programme.

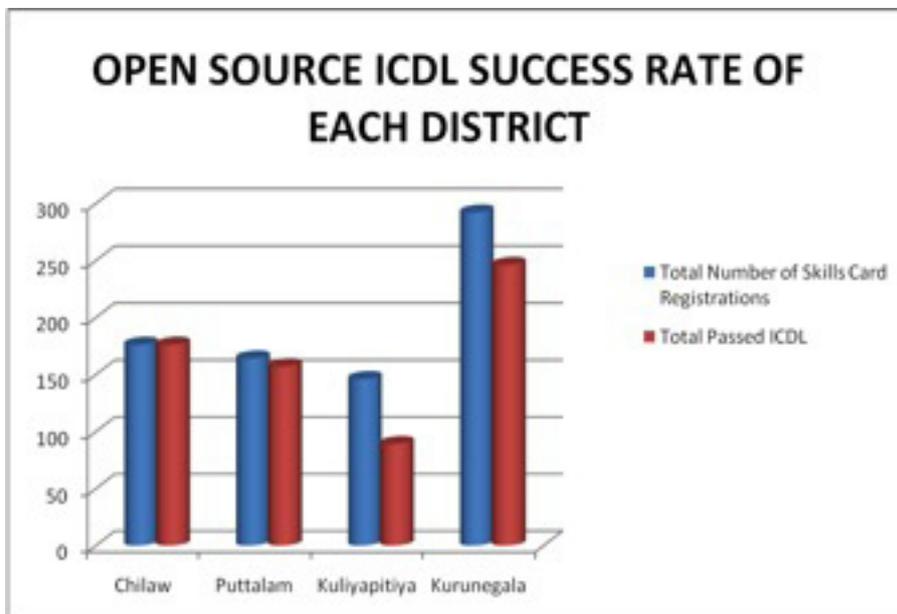
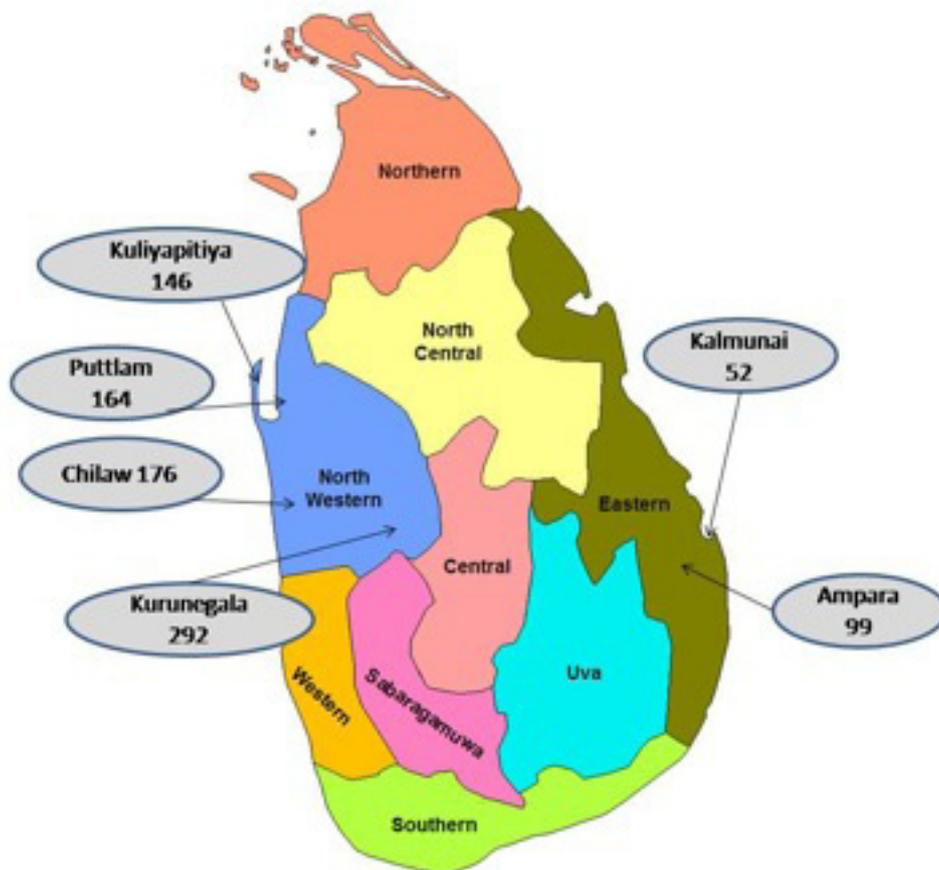
In conclusion, testIT would like to state that any challenge can be overcome by being pro-active and adapting to change quickly. The lessons learned from the Open Source ICDL project have benefitted not only us, the ICDL National Operator in this region, but also the Accredited Test Centres involved and, most importantly, the people of Sri Lanka.

### Quotes

*“The implementation of Open Source ICDL has enhanced the objective of the ICT Agency of Sri Lanka to further the advancement of IT to various parts of the country, thus equipping individuals with the skills required in a fast changing environment. We wish to thank testIT for the contribution made towards this endeavour and the successful implementation of Open Source ICDL in Sri Lanka.”*

(Source: ICT Agency of Sri Lanka)

### Images



**IRAN****THE NATIONAL COURSEWARE APPROVAL PROGRAMME IN COOPERATION WITH THE CULTURE MINISTRY OF IRAN****Introduction**

The Culture Ministry of Iran is the organisation responsible for granting certificates and International Standard Book Number (ISBN) for all books and software published around the country. However, since all the ICT books and courseware in the market were not standardised, ICDL Iran decided to take control of them and cooperate with the Culture Ministry to standardise all ICT courseware in Iran.

**Project Description**

After communications with the Culture Ministry, it was agreed that all courseware in the area of ICT and ICDL programmes should be first evaluated and approved by ICDL Iran, and then the Culture Ministry will issue the certificate and ISBN for them. As a result, since December 2010 the publishers and courseware providers in the field of ICT were referred to ICDL Iran and applied for the evaluation. After that, ICDL Iran evaluates the courseware and informs the provider of the amendments they should make. The provider makes the changes and ICDL Iran issues the approval to be presented to the Culture Ministry of Iran. At the same time, according to an agreement with the courseware provider, ICDL Iran will give Approved Courseware holograms to the provider, which contain the ICDL Iran Approved Courseware Logo and a serial number.

These serial numbers are unique for each book or software item and are registered on the ICDL Iran website; therefore, the customer can enter the number into the website to make sure that the book or software is approved by ICDL Iran.

Furthermore, ICDL Iran communicated with all courseware providers active in the field of ICT in order to establish ICDL Iran as the only organisation which should approve their products.

**Impact**

The International Book Exhibition is held annually in Iran. A large amount of the books introduced in this exhibition are in the field of ICT and ICDL programmes. As a result of the 'National Courseware Approval Programme', since December 2010 all books and software which are going to be produced in Iran should first have ICDL Iran's approval before being published. This process results in the standardisation of the courseware in the market.

The books and software should also have ICDL Iran Approved Courseware hologram and serial numbers. The use of holograms is a good practice to avoid publication of counterfeit copies of the courseware. The candidates can also be sure that they use the original copies in order to get ready for their ICDL tests.

**Images**

**ROMANIA****ECDL: EUROPEAN ICT STANDARDS IN ROMANIAN PUBLIC ADMINISTRATION REFORM****Introduction**

The importance of introducing ECDL in Romania was noticed by government authorities. In the Government Resolution 1007/2001, regarding the preparation of public office workers as users of informational technology, the following things are referred to:

“The instruction and improvement courses will follow the ECDL model, which has been adopted as standard by governments of many countries. The Ministry of Education and Research has to recommend this approach to all technical profiled high schools; ECDL was recommended to all the EU Member States, as standard certification for the basic qualification in using the computer. The courses will consist mostly of actual practice on the computer and will require proper structures throughout the country. Centres with computer laboratories for ECDL instruction and certification will be founded in all residence towns, in many high schools as well as in university departments. The first stage of the programme will involve approximately 250,000 public servants.”

**Project Description**

The ‘European Standards in Using ICT in Public Administration National Certification Programme for Public Officers’ project, implemented by the Ministry of Public Administration, through the ‘National Agency of Public Officers’, aims to develop the ICT skills, recognised through ECDL certification, for 12,000 public officers in Romania.

The main objective of this project is to develop the computer skills for 12,000 public officers in the central and local public administration. The programme takes place at national level for public officers of all ages during the period 2009 – 2012, and is co-financed by European Social Fund.

After the first four training and certification phases, there were 8,769 candidates. All the candidates were pre-tested and grouped according to their knowledge levels, such as:

- Beginners
- Intermediate
- Advanced
- Disadvantaged groups - those in very small villages

There are 15 ECDL Accredited Test Centres that implement the project at national level.

**Impact**

The national problems which the project aims to solve are:

- The time losses due to inefficient use of computer and the low levels of working with IT applications
- Low levels of administrative efficiency and productivity due to inadequate education in informatics of the employees of the public sector
- There is no national database detailing the public officers that have obtained the ECDL certificate
- High costs due to major use of the telephone instead of Internet
- High consumption of paper (almost all the documents are written directly on paper)
- Low quality and lack of promptness in public services due to high time needed for interpretation/adaptation of the databases/ use of applications
- Weak motivation for the public officers to improve their ICT skills

## Quotes

*"The most valuable resource of an organisation is the human resource and that is why the investments in people proved their efficiency through medium and long term special results."* Andras Szakal, President of the National Agency of Public Officers

*"I obtained information that will be helpful at work."* – Elena Nicolau, National Agency for Sports and Youth

*"All knowledge will be turn into profit both at work and in personal life."* – Mariana Neagu, Ministry of Education, Research, Youth and Sport

*"I found every module very practical and useful in elements in my current activity."* – Lenachi Andreea – Maria, National Archives

## Images



**BOSNIA-HERZEGOVINA****ASSESSMENT OF ECDL CERTIFICATION'S CONTRIBUTION TO THE ICT COMPETENCE OF CIVIL SERVANTS****Introduction**

As a part of the project 'ECDL Education of 1,600 Civil Servants in Bosnia and Herzegovina', the Association of Informatics in Bosnia-Herzegovina conducted a survey of the candidates, in order to evaluate the impact of ECDL on their digital competence, and the increase of efficiency in their daily work.

The results of the survey confirmed that ECDL training and certification had a strong impact on digital competence and that there was a significant increase of efficiency in the daily work of the public servants.

The importance of the results is more notable in the light of the fact that one of the main conditions for employment in Bosnia-Herzegovina public service is the digital literacy of the candidate.

**Project Description**

The 'ECDL Education of 1,600 Civil Servants in Bosnia and Herzegovina' project is being implemented in two phases. The first phase, with 950 candidates, ended in July 2011, and second phase will be finalised in December 2011. ECDL education and certification is organised in 18 ECDL Accredited Test Centres throughout Bosnia-Herzegovina.

The survey was conducted on 915 public servants involved in first phase of the project.

The goal of the survey was to determine:

- What level of IT knowledge did candidates have before ECDL training?
- Did candidates have any kind of ICT education and/or certification before the ECDL training?
- How do candidates rate the quality of the ECDL training and certification?
- Do candidates view ECDL certification as an objective way to determine the level of digital competence?
- How much, in the candidate's opinion, has ECDL training and testing increased their computer skills and efficiency on the work place?
- What is the demographic structure of the candidates?

An electronic questionnaire with 20 questions was created. The survey was done in ECDL Accredited Test Centres, using the Internet, and the respondents were exclusively public servants involved in the PARCO (Bosnian public administration reform) project of ECDL training and certification.

Each respondent filled the questionnaire anonymously, and it took ~10 minutes to answer all questions.

The first group of questions were about basic demographic data: age, sex, place of residence, level of education etc.

The second group contained questions about general use of computers and the Internet at home and in the workplace, as well as questions regarding the frequency of use of standard office applications (Word, Excel, Outlook).

In the third part of the questionnaire, we asked questions about the level of IT knowledge before and after ECDL, its impact on efficiency in the respondent's daily work as a public servant, and their personal satisfaction with the quality of ECDL training and certification.

By the beginning of July 2011, we had collected answers from 915 public servants, and the most interesting results are on the following graphs (see graphs below):

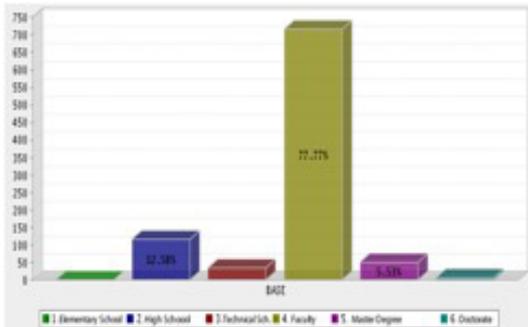
- 85% have high education (Graph 1)
- 57% had some kind of IT education before ECDL (Graph 2)
- 78% use computer more than a half of the work time (Graph 3)
- 75% believe that they have significantly improved their IT skills during ECDL education and certification (Graph 4)
- Average grade of IT knowledge before ECDL education was 5.46 points (Graph 5)
- Average grade of IT knowledge after ECDL education is 7.73 – an increase of 2.27 points (Graph 6)
- Candidates rated the quality of the ECDL education with a high grade of 8.60 points (Graph 7)
- 69% believe that ECDL certification is an objective way to determine the level of digital competence (Graph 8)

### **Impact**

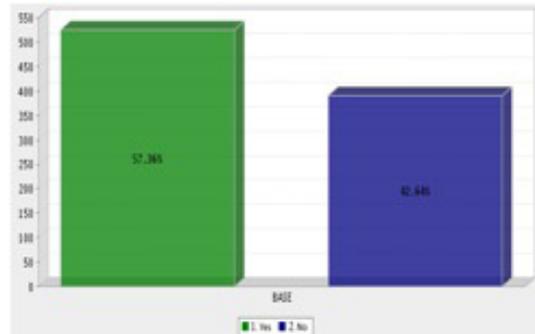
The Civil Service Agency, an institution that manages human resources in the public administration of Bosnia-Herzegovina in numerous previous projects, and especially the PARCO project, accepted ECDL as the ICT standard in the education of public servants.

The most significant result of the project is that ECDL is finally recognised as the standard for digital literacy in public servants' employment in Bosnia-Herzegovina.

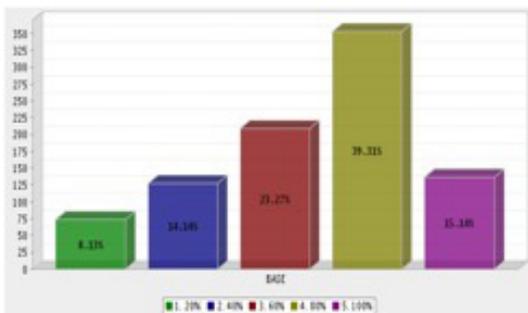
## Images



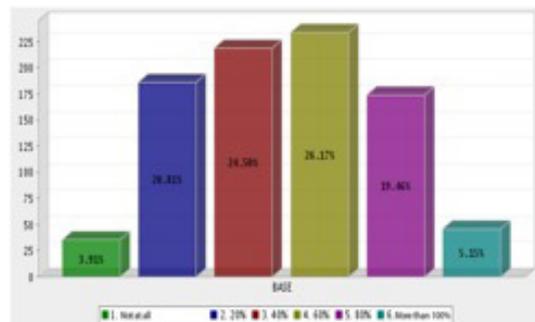
(Graph 1)



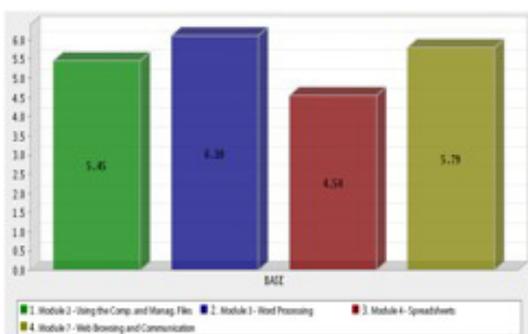
(Graph 2)



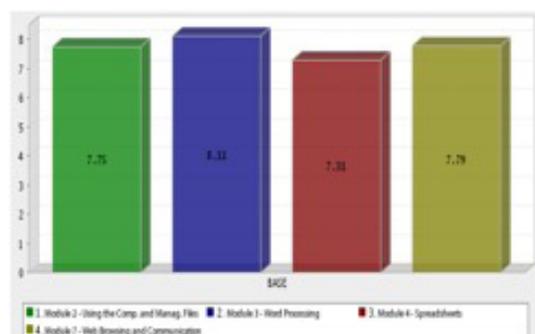
(Graph 3)



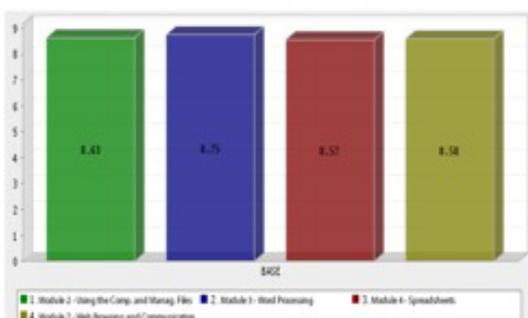
(Graph 4)



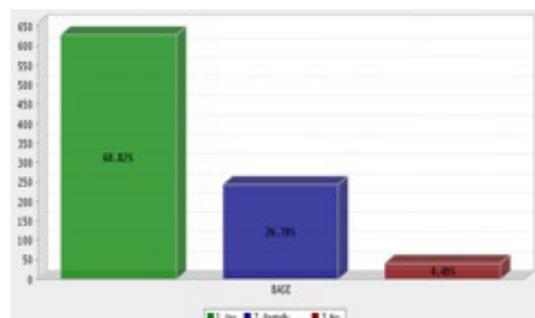
(Graph 5)



(Graph 6)



(Graph 7)



(Graph 8)

## SINGAPORE

### ICDL STANDARDS INCORPORATED INTO SINGAPORE'S NATIONAL EMPLOYABILITY SKILLS ICT MODULES

#### Introduction

In December 2010, ICDL Singapore signed a Memorandum of Understanding (MoU) with Singapore's Workforce Development Agency (WDA) to align Singapore's national Employability Skills (ES) ICT modules with ICDL standards. The seven ICDL modules and four ICDL Advanced modules were selected by WDA to enhance the digital literacy among the entire workforce for the next three years. Up to 95% of funding will be provided by the WDA to the candidates who are citizens and permanent residents of the country. By July 2011, more than 12,000 candidates had registered for ICDL programmes and another 2,000 candidates had started ICDL Advanced programmes.

#### Project Description

Singapore's Workforce Development Agency (WDA) originally developed and has been implementing its own Employability Skills (ES) ICT modules for several years. However, the lack of industry interest, especially the lack of endorsement from the corporate employers, led WDA to look for more practical and relevant programmes in the market. Following the success of the ICDL SPUR project in 2009-2010, during which only four test centres managed to provide ICDL programmes to more than 8,000 candidates sponsored by their employers, WDA was convinced that ICDL is the standard that the industry is looking for. Therefore, WDA signed an MoU with ICDL Singapore to align its national ES ICT modules with ICDL standards.

From 1 December 2010, the new ES ICT Framework adopted ICDL Modules 1 – 7 at the 'Operational Level', and ICDL Advanced Modules (Word Processing, Spreadsheets, Database and Presentation) at the 'Supervisory Level'. To cater to different requirements from employers and individual candidates, WDA has launched ICDL programmes in two types of training and testing centres: the Approved Training Organisations (ATOs) will target corporate-sponsored candidates only, who are sent by their employers and who are usually more up-to-date with the latest technologies. The government funds 80% of the total training and certification cost; whereas the Continuing Education and Training centres (CETs) will target individual candidates, most of whom are unemployed or low wage workers. The government funds 90 - 95% of the total training and certification cost. To encourage the older low wage group to upgrade themselves and enhance employability, WDA also provides cash benefits (known as 'Workfare') for candidates who have successfully completed the ICDL programme. 'Local Community Development Councils' also help recommend the ICDL programmes to job seekers and low wage workers.

So far, there are four CET centres and eight ATO centres offering ICDL programmes across the island state, some of which have set up multiple training and testing sites. The project has received overwhelming interest from the public, especially among the older low wage workers and job seekers. From January to July 2011, more than 12,000 candidates have embarked on the ICDL programmes, about 80% are registered from the CETs; another 2,000 candidates have registered for ICDL Advanced programmes, the majority of whom are sponsored by their employers.

#### Impact

Before December 2010, ICDL programmes had been available to people sent and sponsored by their employers only, due to the funding constraint. Now, the alignment with WDA ES Framework set ICDL as the national standard for digital literacy, and opened the gate to all working adults in Singapore to benefit from ICDL programmes. Most importantly, the financial aid from WDA and support from local Community Development Councils enabled the socially disadvantaged group to upgrade themselves, including those who are unemployed, self employed, low wage workers, or people working at small and medium enterprises which are not able to sponsor employees for ICT training.

**Quotes**

According to Dr Hee Soo Yin, Director, Generic Skills Development Division of WDA,

*“Information Technology is a critical enabler of productivity and value creation in a knowledge-based economy. Employers will benefit from having a workforce equipped with ICT and digital competencies. The collaboration between WDA and ICDL will add value to individuals who, on achieving the ES WSQ Statement of Attainment for successful completion of relevant ES WSQ ICT programmes, will also be conferred the relevant internationally recognised ICDL certification”.*



**SOCIAL INCLUSION**

**ROMANIA****TRAINING WITHOUT BOUNDARIES****ECDL Values the Community**

ECDL Romania is having an effective presence in society by focusing on activities that aim to improve social inclusion and development.

'ECDL Values the Community' represents a statement and a campaign through which we recognise our responsibility to contribute positively to the community that supports us and through which ECDL Romania has supported programmes for people with disabilities and disadvantaged and excluded social groups

**Project Description**

The 'Training Without Boundaries' project is a programme developed by ECDL Romania in partnership with the Semper Excelsius Association, the General Directorate for Social Security and Children Protection in Bucharest, Euroaptitudini (an ECDL Accredited Test Centre) and the Nicolae Iorga High School in Bucharest.

The first stage of the project started in March 2011, and in this stage a group of 7 persons with motor disabilities in Bucharest succeeded in obtaining full ECDL certification.

The main objective of the project is the social integration of people with motor disabilities by giving them the opportunity to be part of an ICT training programme, and to obtain an internationally recognised IT certification. At first, the programme included the ECDL Start certificate (4 modules), but the candidates proposed to finish 7 ECDL modules. All 7 candidates succeeded in obtaining their ECDL certificate.

The ECDL trainer was a volunteer professor from the Nicolae Iorga High School in Bucharest and the ECDL materials, such as the manuals, were provided by the Euroaptitudini ECDL Accredited Test Centre.

As the first stage was a great success, ECDL Romania decided to continue the collaboration into the next stage of the project by giving the opportunity to more people with disabilities to obtain the ECDL certificate.

**Impact**

ECDL Romania, together with Accredited Test Centres, provides the opportunity to people with disabilities or to disadvantaged people to acquire digital skills and competence, thus encouraging social inclusion by combating discrimination and facilitating access to the labour market.

This is why the Training Without Boundaries project is primarily focusing on securing jobs for the persons included in the programme.

During the first phase of the project, all the candidates obtained the ECDL certificate and two of them already are working due to their ECDL-acquired skills.

**Quotes**

*"You have to get yourself together; you have to think that it is up to you to go on, to be able to change something. We are equal and we all have the same rights. The fact that I cannot walk anymore is just something a little different."* – Daniela, "Training Without Boundaries" ECDL graduate

## IRAN

### ICDL IRAN COOPERATES WITH THE SOCIAL WELFARE ORGANISATION AND THE NATIONAL AID COMMUNITY

#### Introduction

In accordance with the mission of ICDL Iran and the Education Ministry of Iran to eradicate the digital divide and reduce social exclusion, we decided to cooperate with the Social Welfare Organisation and the National Aid Community in training the underprivileged groups of the society.

The objectives of this programme were:

- Cooperation in the training of the underprivileged people
- Training, testing, and granting certifications to some of the people who are covered by the National Aid Community and the Social Welfare Organisation

#### Project Description

Following discussions with these two organisations, ICDL Iran prepared 100 packages containing the course books for the ICDL Modules 1 – 7, a logbook, test guidelines, and a booklet introducing the ICDL programmes. These packages were distributed among those members who were introduced by the National Aid Community and the Social Welfare Organisation.

It should be noted that ICDL Iran gets 1% of the whole circulation of the ICDL course books as the evaluation cost. These books were put in the packages and distributed among people who do not have enough income to purchase the books and logbooks for their tests. Furthermore, we introduced a discount for the tests fees to encourage them to take the tests.

ICDL Iran provided the funds to prepare these packages and distributed them free of charge. However, the continuation of this programme needs the cooperation of other governmental organisations.

#### Impact

Those who received the packages are being trained now to be able to take the related tests and to achieve ICDL certification. This programme will hopefully result in the unemployed and underprivileged securing jobs and increasing their incomes.

#### Images



## SLOVAKIA

## DIGITAL LITERACY FOR ALL

**Introduction**

This project is an initiative of the Slovak Society for Computer Science (SSCS), and is intended to motivate the Slovak Accredited Test Centres (ATCs) to focus their attention to the needs of various groups with impeded access to digital literacy. We at the SSCS understand the social inclusion as a very important feature of the ECDL concept.

**Project Description**

In this entry into the ECDL Foundation Best Practice Awards 2011, we do not intend to submit a real 'social inclusion' project, but rather a 'meta-project', i.e. a project whose goal is to motivate ATCs to identify disadvantaged groups in danger of being excluded from access to digital literacy, and to propose and execute real projects aimed at improving the digital competences of the disadvantaged groups members.

The content of the real projects should be the design and execution of appropriate forms of education and training that would bring the majority (our expected figure is at least 70%) of the disadvantaged group members to successful ECDL Start certification.

The main motivation of this initiative for the ATCs is the direct financial sponsoring of the winning projects by SSCS.

The successful execution of such pilot projects for selected disadvantaged groups can also enable the ATCs to repeat the schemes on commercial bases for similar groups. It will also provide the ATCs with arguments and references when seeking support from other financial sources or funds. This seeding effect is also a very important motivation for the ATCs.

Last but not least, the PR benefits from the resultant media coverage that will be focused on the winning projects can help ECDL in general and the ATCs in particular in carrying out their mission.

**Search for the Best Projects: The Tendering Procedure**

For the execution of this (meta-) project, we have allocated from our own funds a budget of €25,000 for full or partial financing of the best projects aimed at the education and training of various marginalised citizens living in Slovakia.

To select the best project, we have devised a tendering process, with the main selection criteria being the characteristics of the target group that should clearly and understandably illustrate the ethical side of ECDL certifications – that digital literacy should be accessible for all.

The other selection criteria were the:

- Adequacy of the proposed training methods for the particular target group
- Adequacy of the proposed budget
- Proposed publicity of the project

The size of the group was not a selection criterion, but five persons were required as the minimum group size. Projects with co-financing, or part financed from their own resources, were preferred.

The tendering procedure was announced on 1 May 2011, and all Slovak ATCs were invited to submit their tenders. 1 June was set as the deadline for tender submissions. The winners were selected during June 2011, and the deadline for the execution of the winning projects is the end of 2011.

### **Impact**

Presently, there are 51 Accredited Test Centres in Slovakia, and we have received a total of 18 tenders from them. SSCS considers this number a success, and a positive reaction to its initiative. All tenders were drafted in the intended direction, and were evaluated by a committee formed by the SSCS that included a person from Ministry of Finance responsible in Slovakia for the Digital Agenda for Europe initiative.

None of the tenders was rejected on formal grounds and 9 projects were selected for funding.

### **The Results**

At the time of writing of this proposal, the SSCS has signed all grant contracts fully or partially financing the selected 9 projects, and the execution of the projects has just started. SSCS will now monitor and supervise the projects and prepare an appropriate PR campaign to inform about the results of the project and about ECDL certifications in general.

The projects that started have together 112 participants from these disadvantaged groups:

- Elderly people
- Socially disadvantaged secondary school students (orphans, children of pensioners or long-term unemployed)
- Long-term unemployed persons
- Roma-origin pupils
- Parents and tutors of autistic children
- 15 – 20 year-old dyslectics
- Mothers who were unemployed before and are still unemployed after their maternal leave
- Women from crisis centres, who are either victims of domestic violence or are abandoned mothers with small children
- Disadvantaged both by age and by physical disabilities

The proposed training methods are adjusted to the specific needs of the individual groups.

We consider the resulting variety of the groups as a successful completion of the present phase of our initiative, and believe that the execution of the winning projects will bring the planned illustrative and seeding effects to promote the spread of digital literacy and the ECDL concept.



**MARKETING &  
PUBLIC RELATIONS**

## SOUTH KOREA

### ICDL MARKETING PROMOTION IN PRIMARY SCHOOLS

#### Focus of the Campaign

Primary schools are the main customers when it comes to ICT skill certifications. Most South Korean school students become ICT-certified in their primary school years. Competition in the IT certification market is growing. It is critical to capture the tutors' attention in order to encourage them to deliver ICDL programmes, because they have influence over students and parents. Therefore, Korea Productivity Center (KPC), the ICDL National Operator for South Korea, has become more focused on promoting ICDL to computer tutors in primary schools.

The purpose of the campaign was the integration of the ICDL programme and the two pre-existing South Korean ICT qualifications, 'Information Technology Qualification' (ITQ), and 'Graphic Technology Qualification' (GTQ), and to increase ICDL Skills Card sales. (ITQ and GTQ modules are recognised as the equivalent of the corresponding ICDL modules, according to the agreement between KPC and ECDL Foundation).

A contest was designed to award a prize to tutors who recruit as many ICDL candidates as they can within a certain period. Winner and runner-up prizes were awarded to tutors with the largest recruitment figures and highest pass rates. The contest has been run twice since December 2010.

KPC has set up education programmes for training ICDL tutors. KPC provides special lectures on teaching methods and on ICT skills to every tutor who wants to provide ICDL courses for students.

#### Target Audience

Computer tutors who teach computer and any ICT-related certification programmes in primary school. Tutors of 510 schools are being targeted, along with more than 100,000 students.

#### Message

- "Be an outstanding computer teacher with a real international certification - ICDL."
- "ITQ is ICDL!"

#### Budget

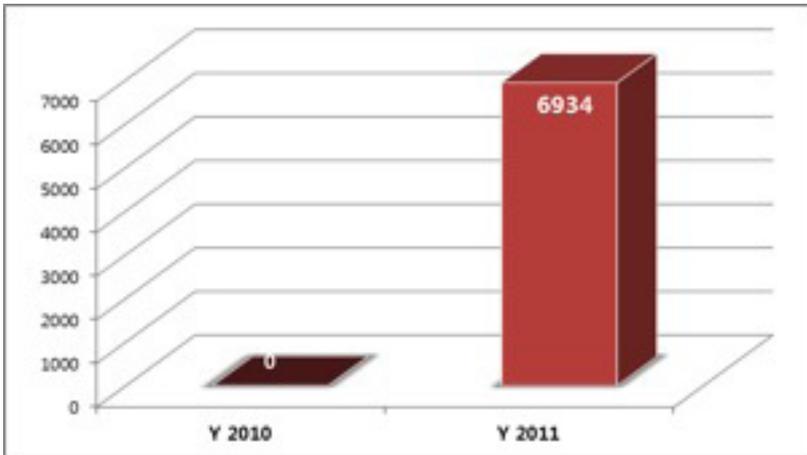
- A \$5,000 US budget was allocated for the contests, for prizes, posters, etc
- KPC has set \$12,000 US aside for developing ICDL tutors in 2011

#### Marketing Mix

- ICDL programmes were offered to complement the pre-existing local ICT certification programs, ITQ and GTQ. Tutors easily combined the two different certification programmes, thanks to the smooth integration between ICDL and ITQ, GTQ. For example, a student who has an ITQ certificate with 3 modules can become certified in ICDL Start, if he/she passes one additional ICDL module
- A 50% discount was provided for tutors when they took ICDL tests
- An ad was put in national newspapers introducing the integration scheme

## Results

More than 6,934 students have been trained and certified among primary schools during 2011, achieving ICDL Start with combined ITQ. Compared to the previous year, it's a tremendous improvement.



Skill Card sales in primary schools Jan. to Sep.

During the contest, 90 tutors were awarded for their contribution to the ICDL initiative. By dedicating considerable effort to the primary school market, excellent results are already being experienced and are expected to continue.

## Images



Newspaper ad of ICDL - ITQ integration

Poster of the ICDL tutor contest

## Images

facebook Search Find friends Home

**ICDL Korea** Like  
Government organisation Create a Page

Wall ICDL Korea · Everyone (Most recent)

Share: Post Photo

Write something...

**ICDL Korea**  
제 5회 i-TOP 경진대회 접수 마감일 9월 30일 금요일 18:00까지입니다. 관심있는 분들의 많은 참가 부탁드립니다. 자세한 사항은 <http://www.itop.or.kr/sub01/03.htm> 에서 확인하실 수 있습니다.

Wall Photos

Like · Comment · Share · 5 hours ago

2 people like this.

Write a comment...

**ICDL Korea**  
1. SUM  
2. AVERAGE  
3. MAX / MIN

Wall  
Info  
Friend activity  
Photos  
Discussions  
Events

About  
국제 IT자격 ICDL '좋아요' 많이 많이 부탁드립니다. ICDL Korea 서울시 중로구 직선동 122-1 생산성빌딩

255  
like this

Create a Page  
Add to my page's favourites  
Get Updates via RSS  
Report Page  
Share

Facebook page of ICDL Korea

**ROMANIA**

**GET OUR ECDL CERTIFICATE! DON'T BEAT YOUR BRAIN ABOUT HOW TO BE THE BEST AT GRADUATIONS!**

**Introduction**

According to the Romanian Ministry of Education, the Bacalaureate requires a digital literacy certification. The MoE states that "It is recognised and validated with a digital literacy exam – the D) test in Bacalaureate, the results obtained at ECDL exams and concluded with ECDL Start or the ECDL certificate".

The 'Get Your ECDL Certificate! Don't Beat Your Brains About How to Be the Best at Graduation!' project aims to make all students aware about the opportunity to obtain the internationally recognised ECDL certificate, and in doing so, avoid one test at the Bacalaureate.

**Target Audience**

The campaign concentrated on the 12th grade high school students

The campaign also targeted high school teachers and the students' parents

**Message**

The campaign was launched with the message:

"Get Your ECDL Certificate! Don't Beat Your Brains About How to Be the Best at Graduation! - Take one step ahead your colleagues and get the ECDL certificate which assures that your digital competences to be recognised both for the Bacalaureate and anywhere else in Europe".

**Marketing Mix (online/offline/video/social media)**Offline

- Bucharest metro banners
- ECDL digital competences flyers: distributed in all ECDL test centres, mainly in high schools
- ECDL digital competences posters: distributed in all ECDL test centres, mainly in high schools
- ECDL digital competences radio spot of 10 seconds that was broadcast on two national radio stations in Romania ('Europa FM' and 'Magic FM')
- Press layouts in 'Dilema' newspaper
- Press layout in the brochure distributed on the summer special trains that travel to the seaside
- Press layout in the brochure of the national educational project 'Grow' aimed at the candidates' parents
- Press releases announcing the campaign message and supporting the ECDL educational conferences, events and projects
- Sponsorship of the main high school IT contests, awarding the best candidates with the possibility of obtaining the ECDL certificate at no cost. There are national IT contests that are constantly supported by ECDL Romania such as 'DUAL PC', 'Little Gates', 'Info Oltenia', and 'CIA'. These annual national contests are part of the official agenda agreed by the Ministry of Education. ECDL Romania is a traditional partner for the 'Annual National Informatics Olympics', organised by the Ministry of Education
- The ECDL survey, 'High School Students and Their Computer Dependency', that took place in 33 high schools in Bucharest. There were over 3,500 students involved. The survey ended with a press conference which was attended by professors, students, and representatives of the Educational Inspectorate in Bucharest

### Online

- ECDL website [www.ecdl.org.ro](http://www.ecdl.org.ro) has a special section for the Bacalaureate <http://www.ecdl.org.ro/bacalaureat.php>
- The following email address was specifically created: [bacalaureat@ecdl.org.ro](mailto:bacalaureat@ecdl.org.ro)
- ECDL online banners were placed on popular educational websites, such as [www.calificativ.ro](http://www.calificativ.ro) and [www.bacalaureat2011.com](http://www.bacalaureat2011.com)
- ECDL internal and public monthly newsletters were sent out

### Social Media

- There is a regularly updated ECDL Romania profile on Facebook and on Twitter
- The Facebook contest 'Show us How Dependent You Are on Your Computer' was created, following the ECDL Survey 'High School Students and Their Computer Dependency'; everybody was encouraged to post photos with their computer on ECDL Romania Facebook wall, with the most popular photos rewarded

During the contest, 90 tutors were awarded for their contribution to the ICDL initiative.

By dedicating considerable effort to the primary school market, excellent results are already being experienced and are expected to continue.

### **Results**

In 2010, by obtaining the ECDL certificate, over 5,000 high school students validated the digital literacy exam at the Bacalaureate.

The conclusions of the ECDL survey 'High School Students and Their Computer Dependency' provoked articles in the print media, online press and even coverage on the national television station, PRO TV.

During the Facebook contest 'Show us How Dependent You Are on Your Computer', the number of ECDL Romania fans on the Facebook profile reached a figure of over 9,000 people.

## Images



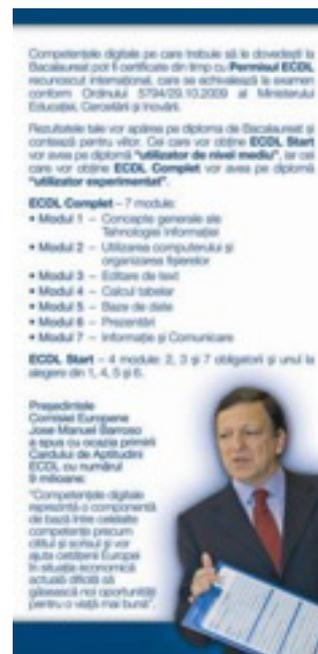
ECDL digital competences online banner



ECDL digital competences Metro banner



The ECDL Survey Conference, 24 November 2010



ECDL digital competences flyer

**IRAN****REGIONAL MARKETING CAMPAIGNS****Introduction**

ICDL Iran, with the objective of promoting ICDL programmes around the country, held regional campaigns from 18 – 25 June. The message of these campaigns was “ICDL for the improvement of digital literacy”.

In this regard, nine regions were defined around the country, and in each region one of the test centres hosted an event in which the delegates from other test centres in the region were present. Delegates from ICDL Iran also attended the events and visited some test centres in different cities.

The events were held in two sessions. In the first session, the managers of ICDL Accredited Test Centres of the region gathered and discussed their successes, experiences, challenges and limitations. They were also encouraged to plan for a marketing project individually or in groups for the day of ICDL in order to attract more candidates and promote ICDL programmes. 22 July is ‘ICDL Day’ in Iran, and these campaigns raise the awareness about this day and the ICDL concept. At the end of this session, the marketing materials and packages designed and developed by ICDL Iran were provided to them to help them promote ICDL in their regions.

Representatives from the authorities from provinces and regions were invited for the second session of the event. Among these authorities were education experts, high officials in the area of education, ICT and technology, and also those who were able to provide financial and technical support to promote ICDL. ICDL Iran delivered a presentation on the ICDL programme and discussed: the ICDL concept; the position of ICDL at the national and international level; the role of ICDL in the economic and social improvements; the benefits of ICDL for different groups of people such as students, teachers, employers and employees. ICDL Iran also discussed the possibilities of including ICDL programmes in the curricula provided to schools.

**Impact**

The managers were urged to follow up on the issues discussed in the event so that they can benefit from these campaigns.



**ITALY****REVITALIZING A MATURE ECDL MARKET THROUGH AN INTERNAL CAMPAIGN****Introduction**

By setting clear targets, giving a strong message with a few new tools, and allocating some money to reward successful promotional actions, AICA (the Italian Computer Society – and ECDL National Operator in Italy) succeeded in motivating 32 quality auditors to become active promoters of our certifications all over Italy.

An initial portfolio of existing Accredited Test Centres was assigned to each promoter (100 test centres per promoter, on average) in order to improve our proximity to the customer.

Since March 2011, the market trend has turned back to positive, after more than 6 years of slow decreases both in sales and in ECDL tests taken by candidates.

**Confidentiality Clause**

This document contains highly confidential information about the Italian certification market.

The raw historical data are already available to all ECDL / ICDL National Operators but should not be distributed further; additional comments are intended for internal use only.

**Background**

ECDL was introduced in Italy in 1997, and it was a tremendous success until 2004.

In those years almost every training centre was asking for ECDL accreditation, and the result was that we came to an extremely fragmented market, where the average test centre ran approximately 40 ECDL tests per month.

In December 2004, the trend turned to negative, mainly due to the conclusion of a major project involving universities and due to the slow decline of private sub-licensees who were proposing ECDL training as a remedy to the huge need for digital literacy in the workforce.

Nowadays, the Italian population is still far from being 100% digitally literate, but the first 'wave' of diffusion of computer skills is definitely over: most of the public and private employees who had a strong interest in such training had the opportunity to take it (although certification was typically paid for by the candidate, not by the employer). Therefore, in recent years the ECDL market in Italy has increasingly shifted to schools, educating the new generations; but at the same time, average test centre productivity has dropped to less than 20 tests per month.

AICA has been working for several years to refine a new strategy; the key concept was that ECDL is no longer a self-promoting product, and that we need to exploit the potential of our networks of local representatives (32 AICA 'inspectors'; covering all regions of Italy), and to empower each one of our test centres (approximately 2,700 in 2005, now slightly more than 3,000).

Also due to the very limited budget, AICA decided not to address the final customer (the candidate) directly through a traditional advertisement campaign, but to improve the proximity and the customer service to the primary 'agents', i.e. the teachers and the training professionals working at an ECDL test centre, thus fostering a 1:1 marketing relationship.

### **Internal Campaign Report**

In addition to many other general actions, two more specific campaigns were proposed and approved in 2009:

- AICA started to look at schools as the main channel for full ECDL certification [this part is not in the scope of this brief report]

Clear targets were given to each local inspector, i.e. to increase the number of test centres and the number of certification tests taken in his/her territory. Since AICA gives these inspectors a fixed pay only for their (part-time) job as quality auditors, some additional 'push money' was allocated to compensate positive results in their additional new job as promoters.

The campaign targeting AICA inspectors/promoters was initially piloted on a limited set of territories, then extended in 2010 to all regions of the country, with this basic message:

ECDL certifications are even more relevant in a mature society, they just need to be better known (including new modules) and used.

This message was not only said during our internal meetings: a 2-day training on sales techniques was offered to all promoters, and each of them received a letter (formally a contractual addendum) specifying targets and rewards in event of success.

The acceptance from our field force was good, but practical results were still generally poor in 2010, with a few positive exceptions. As a consequence, the actual expenditure for bonuses was less than € 25,000.

In 2011 this expenditure is going to be 3 times higher, because we are finally succeeding in reverting the negative market trend, as shown in the attached figures.

### **New Tools**

In addition to the training on sales techniques and to the letters defining personal targets and rewards, the following tools and new products were also offered to support the promoter's activity:

- A personal dashboard showing day by day to each promoter the progress against targets in his/her territory (fig. 2, 3, 4 below)
- 'Teca', the new virtual community dedicated to ECDL examiners and other test centre staff willing to read news in advance, to comment on it, and to share experiences (fig. 5); a private forum inside Teca is reserved to the exchange of ideas between promoters
- 'Aula01' e-learning platform covering the 7 ECDL certification modules, developed by a primary partner of AICA and added as an option for test centres interested in blended learning
- A new way of presenting our wide product range: ECDL's transition from a generic certification to a set of modules capturing the skill mix offered by training paths (including all new curricula resulting from the national high school reform, started in Sept. 2010)

## Images



The territory split into 9 areas, each of them assigned to an Area Mgr and to a team of 3-4 promoters.



Comparison of results in 2011 (left bar) and 2010 (right bar) in the main areas and in the single territories (smaller graph in the lower part of the screen).

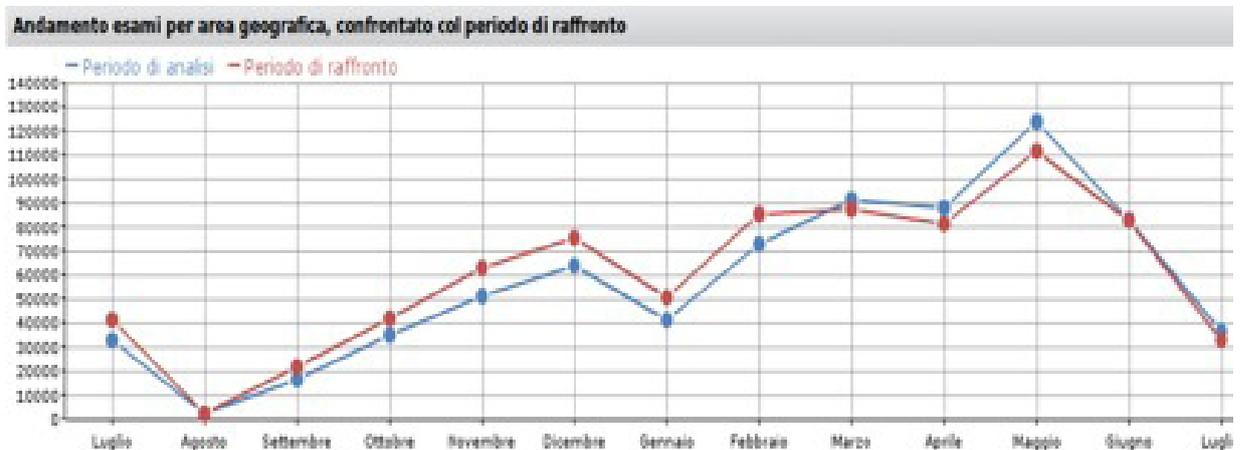


A sample screenshot showing the personal dashboard;

\* the lighter shade circles represent minimum and full target in terms of new TC accreditations,  
 \* the darker shade circles represent the minimum and full target in terms of total tests taken;  
 these are calculated every day both for each individual territory and for each area (team targets).

Summing up results from all areas, in the period 1/1/2011–30/6/2011 we had 51 new TC accreditations and 499.585 tests taken (compared to 498.255 in the 1st half 2010).

## Images



A 12-month chart comparing the number of ECDL tests taken in Italy in 2010-2011 (top line) and in 2009-2010 (bottom line). Starting with March 2011, the blue line is consistently above the benchmark, thus closing a negative series that had lasted almost uninterrupted for the previous 75 months (since December 2004).

Teca's first page (captured on 13 July, it changes every time a new article is submitted).

**GCC REGION****ICDL COMPUTER SUMMER CAMPS****Focus of the Campaign**

Summer is a dreadful season in the GCC region with soaring temperatures and little options for outdoor activities, a time when parents make every effort to keep their kids busy. The 'ICDL Computer Summer Camps' is an initiative that has come to be highly anticipated, gathering thousands of students from across the region, a large pool of sponsors and solid endorsement by the education ministries, councils, zones and various other authorities. 2011 marks the tenth anniversary of the ICDL Summer Camps, running in cooperation with state universities, public schools and private training institutions, offering young candidates the opportunity to make use of their summer holidays, by joining an educational yet entertaining environment.

The camps aim to eliminate digital illiteracy within educational systems in schools and universities, and create a motivating, self-learning environment for students.

**Target Audience**

The Summer Camps are offered to school students aged 18 and under. The camps run for up to 5 weeks, giving candidates the opportunity to achieve ICDL Start certification, a first step towards completing full ICDL certification, which is considered their entry way to college. Students walk out of these ICDL Summer Camps with skills that impact them for life and allow them to become resourceful individuals with an active role in a knowledge society.

**Message**

ICDL GCC has, over the years, developed solid relationships with the education ministries and authorities across the region, allowing it to position itself as the advisor and biggest supporter of national initiatives aimed at spreading digital awareness. ICDL Summer Camps are just one of those initiatives that ICDL GCC had developed to back that objective and align itself with the government's digital agenda.

The ICDL summer camps invite students to take part in an educational environment that enriches both their technical and social skills, meeting up with peers from various schools. The camps also call on parents to encourage their kids' early adoption of a sound lifestyle that encourages self learning and networking.

The ICDL summer camps are endorsed by the education ministries throughout the GCC region supported with a letter enabling us to better promote the programme to prospective sponsors. Under the flag of corporate social responsibility, we've had a number of industry leaders from the private sector join the initiative through various types of sponsorships, ranging from in-kind support to financial contributions. The list of sponsors includes big names such as Hewlett Packard, 3M, Cannon, Nokia, Brother, CompTIA, Microsoft and national entertainment parks Dubai Dolphinarium, Dreamland Aqua Park, Seawings, Wild Wadi Water Park and Wendy's restaurants, in addition to media sponsorship from ITP Publishing Group.

## Budget

Every year, ICDL GCC sets a budget to support the implementation of the ICDL summer camps across the region. The biggest contributions however come from the numerous sponsors that we are able to gather, thus providing the initiative with huge exposure and students with a variety of attractive give-aways that encourage students to achieve.

The value of contributions involved in the programme can be broken down as follows:

Item	Total value in Euros
Education ministries and Councils Support in the form of student fund	300,000
ICDL promotional items distributed to students	8,500
Sponsors gift items distributed to students	156,000
Advertising space offered by media sponsors: ITP Publishing	105,000
Valuable Gift items offered by sponsors to high achieving students	21,000
<b>Total</b>	<b>590,500</b>
PR worth compared to the value of paid advertising	400,000

## Marketing Mix

ICDL Summer Camps is considered a major activity for us creating a big 'buzz' publicly every year, as ICDL does not spare an effort to promote the initiative using various types of media:

### Marketing Collateral:

- Brochures: 5,000 brochures distributed to schools across the region to promote the programme to parents and recruit candidates
- Posters: 1,000 posters displayed on various locations within education institutions to raise awareness about the programme
- Courseware stickers: Stickers carrying logos of all the sponsors affixed on each and every courseware used during the Summer Camps

### Print Media:

- Full page advertisement in monthly magazines: 2 titles – 'Arab Computer News' & 'CEO Magazine'
- Full Page advertisement in weekly magazines: 5 titles – 'Arabian Business' (English version), 'Arabian Business' (Arabic version), 'Ahlan' (English), 'Ahlan' (Arabic), 'Masala'
- Newspapers: Press release distributed to all regional print and online media – English and Arabic titles across the region

### Online:

- Press Release distributed to all online publications across the region.
- Web pop-up and landing page on ICDL GCC website promoting the programme

### Promotional Items:

- Backpacks carrying ICDL and top 7 sponsors' logos distributed to all students participating in the Summer Camps courtesy of ICDL GCC. The bags carried ICDL branded promotional items (caps, wrist bands)
- The backpacks also included promotional items courtesy of the sponsors: stationery and discount vouchers to various entertainment facilities

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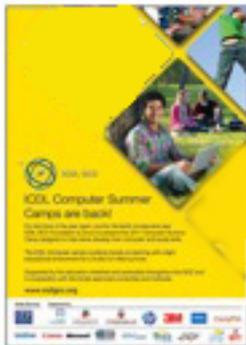
#### Above The Line (ATL):

- TV and radio interviews conducted with representatives of the Education Council promoting the programme and its benefits as part of the local summer activities programme

#### **Results**

- Extensive PR coverage in print and online media (over 45 titles) prior to the start of the programme and over the running period
- PR was generated by ICDL, as well as from the various sponsors of the programme who issued separate articles from their side creating a lot of buzz around the camps
- 77% increase in visits to ICDL GCC website, driven through website address on promotional material and through PR coverage
- Thousands of students certified on the ICDL Start programme
- Built strong relationships with sponsors who have seen the cause and the great value from the programme and look forward to endorse future initiatives

Images



Posters

Brochure



Acknowledgment Ad

Online Banners



Courseware Sticker

Promotional items

Vouchers



Sponsors' campus activities

PR Coverage

**GREECE****CLICK+WIN - B2C PROJECT USING SOCIAL MEDIA SUPPORT****Introduction**

ECDL Hellas has decided to start a campaign with the aim of communicating with the end-candidate directly. By end-candidate we mean a current certificate holder and/or a potential candidate, but the project will mainly target the first category. The project was called 'Click+Win', and had two targets. The first was to provide incentives to certificate holders to register for further modules of ECDL Foundation's programmes on different levels. The second was to again provide clear incentives (further to the ones already in place) for ICT certification for candidates, in order to encourage them to register for the ECDL programme. To support this project, a decision was made to link it to the launch of the ECDL social media campaign in Greece, in order to combine that with an announcement on incentives for ECDL certificate holders.

**Click+Win Project Description – Methods of Communication**

The reasons for starting this project were:

- To exploit the database which consists of more than 500,000 ECDL certificate holders in Greece
- To combine the above and enhance the brand awareness of the ECDL programme in Greece, and therefore provide incentives to potential candidates
- Supporting the above action using:
  - The ECDL Hellas call centre capabilities
  - The website of ECDL Hellas and the viral effect of the Click+Win offers
  - The ECDL Hellas Accredited Test Centre network
  - The ECDL Hellas social media channels

**Click+Win Project**

The main target of the project is to promote upselling among registered ECDL certificate holders. The offers made were:

- ECDL – holders of up to 3 modules received 50% discount on another two modules of the 7 module suite in order to acquire the full ECDL certification
- Holders of the ECDL certificate (7 modules) received a free exam of the ECDL Advanced suite (called ECDL Expert in Greece)
- A combination of other privileges peripheral to ECDL (including other certification)

ECDL Hellas ran the project in two separate stages. The whole project ran for 10 months (6/2010 – 3/2011), and the results were quite impressive.

**ECDL Click+Win Direct Actions**

- The project was initially supported by a call centre campaign, performed by the ECDL Hellas contact centre for 3 months. In total, 19, 745 unique 'Candidate Holders' were informed, and 7, 922 expressed interest in the offers
- At the same time, an online registration form was created at [www.ecdl.gr](http://www.ecdl.gr)
- Leaflets and posters were sent to all ECDL Accredited Test Centres

## Social Media Support

At the same time, ECDL Hellas initiated a social media campaign, with expert guidance and a well-organised team launching Click+Win offer in all channels in Greece. With this campaign we not only built a relationship with the end-customer, but also enhanced the ECDL Hellas profile.

## Budget

The overall budget of the project was €10,800

- The call centre campaign cost was approximately €6,000 including labour (€4,500) and telecommunications (approximately €1,000)
- The promotional material that was sent to test centres as part of ECDL Hellas centre support was at a value of another €4,800 excluding postage and packing (they were sent as part of the annual package). In total, 40,000 leaflets and 6,000 posters were distributed

## Results

### Click+Win

From the initial 19,745 unique 'Candidate Holders' that were informed, 964 took advantage of the offer's special benefits. These figures show a 4.9% usage (Chart1), which was deemed very satisfactory compared to industry averages. On top of that, another 2,081 existing ECDL holders asked for Click+Win vouchers from [www.ecdl.gr](http://www.ecdl.gr) and 381 used it. In total, 18.3% of the people showed interest through the Web.

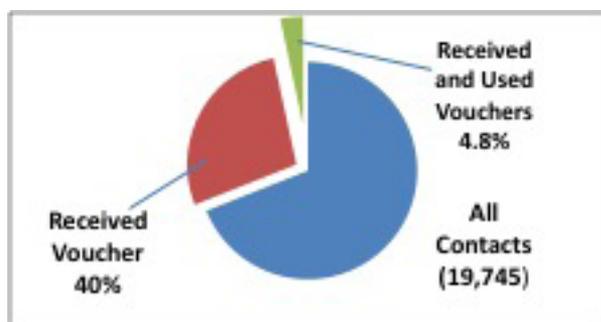
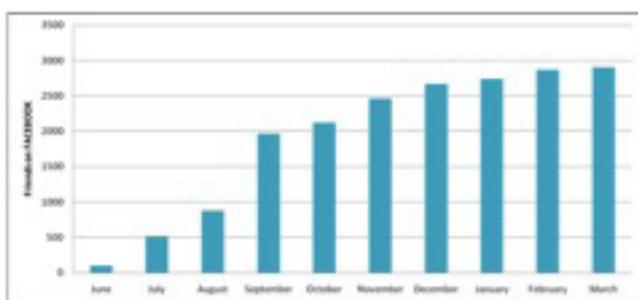


Chart 1- Call Centre campaign

### Social Media

The social media campaign resulted in a successful launch in a short period of time. Using the Click+Win as a launch project, we have reached ~3,000 friends in the ECDL Hellas Facebook page. ECDL Hellas has also launched a presence in LinkedIn and Twitter. Exploiting the social media remains a target for the 2011/2012 academic period.



## Overall

For the budget allocated, overall the project is considered successful. With this project ECDL Hellas achieved two targets:

- To provide incentives to candidates in order to acquire more modules of the ECDL programme, therefore earning extra revenue. For the 1,345 users of vouchers the overall revenue is calculated at €40,000, which is almost four times the Return on Investment (ROI). Overall, this has proven very satisfactory
- To enhance the ECDL programme brand awareness
- To successfully launch our social media campaign.

## Images



ECDL Hellas provided Authorised Centres with Posters (A3) and Leaflets (A5)

## Detail of Process

If a candidate wanted to take advantage of Click+Win, he/she had to follow 3 simple steps:

- Submit his/her information in a special form or get sent automatically by the call centre agents; the form was created for this purpose
- Receive an automated email where he/she found the voucher attached
- Redeem the voucher in one of our Accredited Test Centres



Visit our Website



Record holders' data



Facebook Channel



A new tab was created exclusively for this offer on the ECDL Hellas Facebook page. At the same time, we had the same theme in the profile picture and we made regular posts to inform the end candidates or to remind them of the deadline.

**FRANCE****REPORTING ON THE PROFESSOR PERKINS ADVERTISING CAMPAIGN BY ECDL FRANCE****Introduction**

To increase the visibility of ECDL in France, the French National Operator decided to launch a Web campaign based on the three advertising videos originally made by ECDL Hellas. These videos had already been put on YouTube by ECDL Foundation but they were viewed infrequently on the Web, even though they were funny and offbeat.

**Focus of the Campaign**

In the context of the current economic slowdown, we decided to present these videos as a sequence of serious advice tools to help people in finding a job in a tough labour market context, which is a very current issue in the press and on jobs' boards. A 'teaser' ad was made to draw the attention of Internet surfers, and to create a buzz around Professor Perkins' advice. However, this method was quite risky, as the success of the campaign depended solely on the interaction provided by the Internet surfers.

**Target Audience**

The age groups aimed by the videos were people (jobseekers) between 25 and 44 years of age.

**Message**

Videos were posted one after the other over an 8 week period. The first video was launched on 19 April, the second on 12 May, and the last video on 2 June. For the sake of the 'teaser', videos 1 and 2 were shortened to end on the question "Are you looking for a way to make your CV stand out?"; this was to intrigue people and to encourage them to watch the next series of videos. To anchor the buzz, a story around Professor Perkins was created; viewers were informed that he was a former Professor who wanted to help people, particularly young graduates, to find jobs by giving them great advice in writing their job applications. We also said that the videos were posted on YouTube by his niece. We used this story to attract people's attention, and to reinforce the teaser aspect. Nothing was mentioned about ECDL certification until the third video. The ECDL angle was only revealed at the end of the last video, as the 'really good idea' to make a CV stand out.

**Results**

- At the beginning of June, the second post reached more than 2,500 views.
  - At the end of the campaign, people between 13 and 65 years of age had seen the videos
- At the end of the last video (the revelation of the teaser), people's attention is higher than on the other two videos
  - Consequently, our goal was achieved; people know that ECDL is the 'really good idea' to make their CV stand out
  - During the campaign, videos were shared on Facebook, personal blogs and job boards<sup>1</sup>. Journalists liked them because of their funny tone in a tough labour market environment

Today, we can say that the campaign was a real success. Videos reached more than 4,800 views. It is important to keep in mind that attracting people to Prof. Perkins's videos was difficult because no advertising spaces were bought.

### In the Future...

The outcome of these communications leads us to believe that the communication around ECDL could be personalised with characters representing some target customers. A teaser could be used to focus the communication on special targets, surprise them and challenge their preconceptions of how they might make a greater impact with skills and applications. We would like to suggest that ECDL Foundation and other National Operators initiate new teaser campaigns like this one.

### Videos are available on YouTube:

- <http://www.youtube.com/watch?v=nVXEHHh9dvA&feature=related> (1)
- <http://www.youtube.com/watch?v=h2SHRKgzKRY&feature=related> (2)
- <http://www.youtube.com/watch?v=ZDTw7ZC1buQ> (3)

### Storyboard:



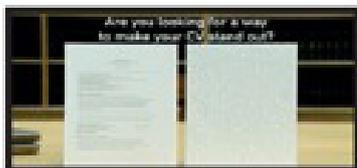
1. Professor I.W. Perkins tells us that in the labour market the right CV is recognised immediately. It goes!



2. Professor Perkins shows us tips on how to make our CV pop! He instructs us to glue a big piece of bubble wrap to the back of the CV.



3. Professor Perkins then shows us how the CV pops! Humour is used to attract the audience attention.



4. The question is then ask "Are you looking for a way to make your CV stand out?"



5. ECDL cert card is shown on screen for the first time.



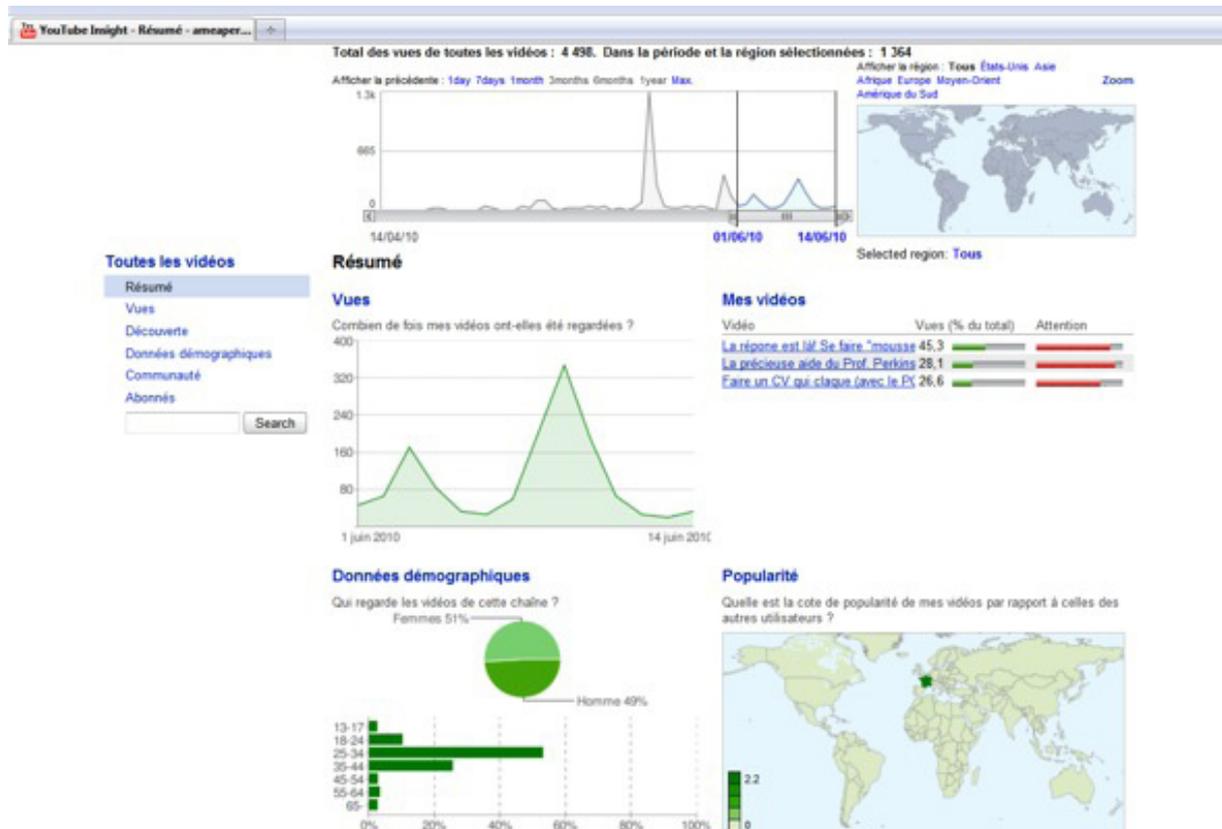
6. ECDL Foundation logo is displayed on the screen with the slogan "The world leader in ICT certification"

**À surveiller** Les tendances de visionnage de votre vidéo à tout moment, comparées à celles de vidéos de durée similaire. Plus la fréquentation est élevée, plus votre vidéo a de succès : la plupart des utilisateurs la regardent dans son intégralité et certains visionnent un certain passage une deuxième fois. Les données quantifiant l'intérêt de l'audience correspondent à la capacité de votre vidéo à retenir l'attention de l'audience.



<sup>1</sup><http://www.keljob.com/conseils-emploi/info-de-lemploi-en-continu/le-retour-des-bons-conseils-cv-du-professeur-perkins.html?xtor>  
[http://www.keljob.com/conseils-emploi/info-de-lemploi-en-continu/video-conseils-pour-faire-le-cv-parfait.html?xtor=EPR-351-\[174](http://www.keljob.com/conseils-emploi/info-de-lemploi-en-continu/video-conseils-pour-faire-le-cv-parfait.html?xtor=EPR-351-[174)

Statistical Reports:



## SOUTH AFRICA

### KEEP 'IT' CLEAN

#### Introduction

Wang Point Technologies, an ICDL Africa Accredited Test Centre organisation, acknowledges that ICT has become the driving force for the global economy. Competence in the use of computers and associated applications has become a prerequisite for both national and international employment opportunities.

In light of this, we have endeavoured to make quality, flexible and affordable computer and business training, testing and certification available to all.

Wang Point Technologies has been actively involved in meeting the clients' objectives, as well as providing services to the community. We have successfully offered services to various institutions and organisations, as well delivering various projects. These include, but not limited to: offering ICDL training & certification to the public and NGO sponsored students, offering 'COMPTIA' and Cisco training & certification and initiating a "Keep 'IT' Clean" project for Nairobi's residents.

The Keep 'IT' Clean project is aimed at giving back to the community and at the same time campaigning for IT training for all.

#### Project Description

We have, over the years, positioned ourselves as market leaders in the provision of results-oriented business and ICT training and certification solutions, with an aim of meeting our clients' needs, expectations, wants and objectives.

Besides offering exceptional training and certification services to the public, we have inculcated a policy in our operations of giving back to the community. Through our involvement in various activities within the environs of our centres, we make a positive impact to the community around us.

#### Initial Stage

We started off by organising and participating in a twice yearly 'Environmental Day'. This was well-received by the residents of Nairobi, Kahawa West and its environs (where one of our centres is located). This activity grew to the point that residents looked forward to participating in it, and the local government council representatives were ever-present for the event. Our thanks to the centre managers and entire Wang Point Technologies management who devotedly supported the programme.

#### Developments

The business development department and the management thought of taking the project to the next level. The idea of making our flagship course (ICDL) more popular arose. We came up with the idea of using Corporate Social Responsibility (CSR) to enhance the ICDL brand. By so doing we would 'kill two birds with one stone', thus the Keep 'IT' Clean initiative was born.

Here 'IT' stands for the two things: the environment and Information Technology. 'Clean' stands for two aspects: the cleanliness of the surrounding environment, and the high quality of the IT training being offered at Wang Point. We are keeping the environment clean and at the same time ensuring high quality of IT training in all our centres

## **Implementation**

We therefore approached the appropriate authority for approval. After tabling our proposal for the initiative, we were appointed to provide rubbish bins in the city and its environs. Recently, Wang Point Technologies was noted to be a leader in the provision of bins and was commended by Nairobi City Council for its outstanding initiative of keeping the city clean.

## **Current Position and the Way Forward**

From an initial 10 bins within the city, the number of Wang Point Bins has grown to over 150 within the Central Business District (CBD). To facilitate contact with our business development department concerning this project, we have established a dedicated email address – [keepitclean@wangpoint.com](mailto:keepitclean@wangpoint.com).

This assists in ensuring constant feedback on the project. In our installations we have targeted streets with the highest traffic volume.

Initially we had an approval to install the bins in only 5 areas of Nairobi, but due to the quality of our work we are working in collaboration with the Nairobi City Council and other authorities to cover the entire city and other major towns in Kenya.

In the near future, we hope to roll this out to other major towns in Kenya. These include but not limited to Kiambu, Nyeri, Thika, Ngong, Kiserian, Machakos, Nakuru, Eldoret and Kisumu.

## **Impact**

The Wang Point type of litter bins are branded with “Wang Point – ICDL CENTRE”. The bins have enhanced our visibility, as they are installed in a way that ensures that the branding is not obscured. Owing to the increased visibility achieved through the bins project, our level of ICDL enrolment has increased by over 85% in one year. This is also evident in our increased number of logbooks ordered and tests taken at Wang Point in the year. As of June 2011, our enrolment for ICDL and the number of ICDL test conducted in our centres surpassed ALL exams conducted in the entire year 2010.

As all bins bear the brand of our flagship course (ICDL), the course has become more popular and this has been reflected by the increased number of ICDL enquiries at our centres. Wang Point intends to install the litter bins in areas that are easily accessible by the public and are also densely populated, hence making our ICDL message reach the target market and receive the desired response. The bins project has given Wang Point Technologies an opportunity to give back to the community. The project has offered us an opportunity to exercise Corporate Social Responsibility. Our bins project has assisted to ensure that major city streets are kept clean continuously. The Wang Point ‘Keep IT Clean’ bins are easy to manage and empty hence making the work of sanitation and cleaning by the Nairobi City Council manageable. The project has assisted in reducing the Nairobi City Council’s sanitation expenditure.

## Images

### Initial Stage (Environmental Day)



### Implementation: 'Keep 'IT' Clean Project'

