

DSJC Value Proposition: draft messages for pledgers

1 Context

Europe is facing a digital skills challenge. The ongoing digital transformation of the economy and of society requires that all Europeans acquire and develop digital skills. *'In the world of tomorrow, digital skills, basic and advanced, will be essential to reinforce our collective resilience as a society: only digitally empowered and capable citizens and a highly skilled digital workforce can be the masters of their own destiny, confident and assertive in their means, value and choices.'* ([Proposal for a Decision establishing the 2030 Policy Programme "Path to the Digital Decade"](#))

In particular, the labour force needs to up-skill and re-skill to make the best use of new digital technologies in their workplace. A large talent pool in advanced digital skills is also necessary to develop and deploy cutting-edge digital technologies such as AI, cybersecurity or high-performance computing in every sector of the economy. [The Path to the Digital Decade](#) sets out the concrete digital targets which the European Union aims to achieve by the end of the decade, as first outlined in the [Digital Compass Communication](#). The EU aims to train 20 million ICT Specialists (with equitable participation of men and women) and that 80 % of the population have basic digital skills.

The Digital Skills and Jobs Coalition (DSJC) is an entity that brings together Member States, companies, social partners, non-profit organisations and education providers, to address the lack of digital skills in Europe. The home of the Coalition is the [Digital Skills and Jobs Platform](#), which is the core tool for this community of stakeholders to learn from each other and showcase their good practices and impact.

Why should your organisation be part of the Digital Skills and Jobs Coalition? We have compiled a short briefing to explain how you can have an active role in this initiative and how your organisation would benefit.

2 Value Proposition for Pledgers

A Pledge is a commitment made on top of the core field of activity of an organisation, big or small, private, public or non-profit, to make a direct contribution to reduce the digital skills gap in Europe. Commitments are provided in good faith and free of cost to the beneficiaries.

By making a pledge, you are sending a clear signal of your organisation's commitment to equip Europeans - employees, unemployed, ICT specialists, teachers, elderly people and students - with the skills they need for life and work in the digital age.

Pledging organisations are at the forefront of using new technologies to innovate, to strengthened European competitiveness, create a more resilient workforce, and build a modern and inclusive society.

The Digital Skills and Jobs Platform is the place where the Coalition community of Pledgers meets, exchanges, and keeps up to date with all European initiatives and policy actions on digital skills. The Platform offers a wide variety of information and resources, matched with interactive spaces: the public and private collaborative and networking community groups.

The Pledgers community has its own [dedicated space](#), where companies of all sizes including public and non-profit institutions can meet and discuss: exchange opinions, best practices and accomplishments in the discussions, meet live during Community events and webinars, and challenge each other in the online competition "Pledge of the month".



Becoming a Pledger means joining a community of European changemakers, all striving to be at the forefront of an exciting new digital future for Europe. At the same time Pledgers will have a distinct visibility on the Platform via a special Pledge label.

3 Messages to specific stakeholder categories

The Digital Skills and Jobs Coalition supports every stakeholder who is concerned by the digital skills gap in Europe and who agrees to contribute to facing this challenge. The Digital Skills and Jobs Coalition is a unique initiative supported by the European Commission. More specifically, the Coalition:

- Enables companies and organisations to propose innovative actions, programmes and initiatives which contribute to improving the digital skills situation in Europe;
- Offers a platform of exchange to learn from peers and to showcase actions and initiatives, as well as their impact;
- Supports likeminded stakeholders to join forces to pave the way for a strong Digital Decade.
- Enables stakeholders to showcase their commitment to closing the digital skills gap and to gain acknowledgement for successful and impactful initiatives.

3.1 Corporates

Developing a digitally skilled talent pool is necessary to ensure growth, however European companies are currently experiencing a mismatch between the skills available and those required to remain competitive and relevant in business.

Join the Digital Skills and Jobs Coalition and make a pledge to:

- Support your employees in developing their own digital skills and competencies, positioning your company as a sector-leader for talent development;
- Join other pioneering companies and the European Commission in taking action to provide digital skills training for all Europeans, contributing to the Digital Decade targets;
- Take the lead in developing a new wave of digital talent to spread the adoption of new advanced technologies in your company;

By submitting a pledge your company will enjoy the following benefits:

- Interact with peer organisations and multi-stakeholder partnerships at national and European level in the exclusive circle of DSJC members, via dedicated community groups and online session;
- Showcase your good practice initiatives to the public via the DSJP and its communication channels;
- Stay up to date with the latest EU policy initiatives in the area of digital skills;
- Position your organisation among other digital skills leaders in your sector and as a change-maker across the EU;

3.2 SMEs

Representing 99% of all businesses in the EU, SMEs are the lifeblood of European economy. They are responsible for creating employment and stimulating change. Small companies have a big impact on the European economy and the aggregated effect of their actions can accelerate change across the EU.

Join the Digital Skills and Jobs Coalition and make a pledge to:

- Address the skills gaps and mismatches to improve competitiveness of SMEs and of European economy;



- Provide opportunities for employees, current and potential, to gain new digital skills;
- Become part of a European Commission network of key stakeholders, providing ground-up input to future skills policy.

By submitting a pledge your company will enjoy the following benefits:

- Interact with peer organisations and multi-stakeholder partnerships at national and European level in the exclusive circle of DSJC members via dedicated community groups and online sessions.
- Showcase both your company and your good practice initiatives to the whole digital skills community via the DSJP.
- Learn from other organisations and find partners for future project and funding collaborations;
- Stay up to date with the latest EU policy initiative in the area of digital skills.
- Position your organisation as a community leader and change-maker.

3.3 Social partners

Civil Society Organisations (CSOs) and Non-Profits are an essential part of the backbone of a sustainable society. Europeans of all ages and education levels, whether employed or not, need digital skills to have better access to services, jobs and learning opportunities. It is everyone's responsibility to improve the conditions and opportunities for each and every employee, SME owner or young person out of work.

Join the National Coalition and make a pledge to:

- Promote the development of digital skills for an inclusive digital transformation of society;
- Contribute to preparing the current and future labour force for the jobs of the future;
- Work with your members and fellow social partners to lead by example in generating awareness for upskilling and reskilling of Europeans;
- Provide case studies for bottom-up digital transformation initiatives;
- Increase the practical impact and visibility of your existing digital skills programmes and activities.

By submitting a pledge your organisation will enjoy the following benefits:

- Interact with peer organisations and multi-stakeholder partnerships at national and European level in the exclusive circle of DSJC members via dedicated community groups and online sessions.
- Showcase your good practice initiatives to the whole digital skills community via the DSJP.
- Learn from other organisations and find partners for future project and funding collaborations;
- Position your organisation as an agent of change at European level;

3.4 Universities

Europe's universities are world-class in developing knowledge and talent. Europe is in the throws of digitisation and transformation. Universities play a crucial role in responding to the changes in skills demand. They prepare current and future digital experts, upskill employees and train entrepreneurs.

Join the Digital Skills and Jobs Coalition and make a pledge to:

- Explore and validate new methods and programmes that enable people to acquire and build their digital skills;
- Provide more professional development opportunities in collaboration with industry partners;



- Share best practices and experiences with your European and International peers;
- Create awareness about the importance of digital skills for life and for work in the present and in the future.

By submitting a pledge your institution will enjoy the following benefits

- Interact with peer organisations and multi-stakeholder partnerships at national and European level in the exclusive circle of DSJC members via dedicated community groups and online sessions.
- Showcase the good practices and educational opportunities of your institution to the wider community of the Digital Skills and Jobs Platform.
- Learn from other organisations and find partners for future project and funding collaborations;
- Be recognised as an incubator of digital talent and a thought leader in digital skills.

3.5 Training providers

Training providers from formal or informal education, schools, teachers, vocational education providers are all at the frontier of the digital skills gap. They equip people with the right skills and knowledge to live and work in today's world. While many in Europe are speaking of the need for new skills programmes, the training providers can deliver.

By making a pledge to the Digital Skills and Jobs Coalition you will:

- Extend your training programmes to offer additional and new pro-bono digital skills training to existing and new audiences;
- Provide Vocational Education Training (VET) for professional development opportunities;
- Share best practices and new training methods with other members of the Digital Skills and Jobs Coalition.

By submitting a pledge your organisation will enjoy the following benefits:

- Showcase good practices and educational opportunities of your institutions to the wider community of the Digital Skills and Jobs Platform.
- Find new partners or customers among the exclusive circle of DSJC members via dedicated community groups and online sessions.
- Learn from other organisations and find partners for future project and funding collaborations;
- Be recognised as a leading provider of practical education solutions for the digital age;

3.6 NGOs or Associations

The rapid digitalisation of the economy and society presents challenges for European citizens. Associations, foundations and NGOs are there to provide where others can't and make a hugely relevant contribution to a digitally inclusive society.

By making a pledge to the Digital Skills and Jobs Coalition you will:

- Promote the development of digital skills towards all citizens to contribute to an inclusive digital transformation;
- Work with your target groups to generate awareness for upskilling and reskilling;
- Share best practice and new methods with other members of the Digital Skills and Jobs Coalition.

By submitting a pledge your organisation will enjoy the following benefits:

- Amplify your current activities to a European level, reaching new stakeholders and gaining new contacts;
- Find new partners among exclusive circle of DSJC members via dedicated community groups and online

sessions.

- Learn from other organisations and find partners for future project and funding collaborations;
- Gain recognition for your involvement in improving digital skills for Europeans by making a real impact at a local level and contributing to an inclusive digital transformation.

