

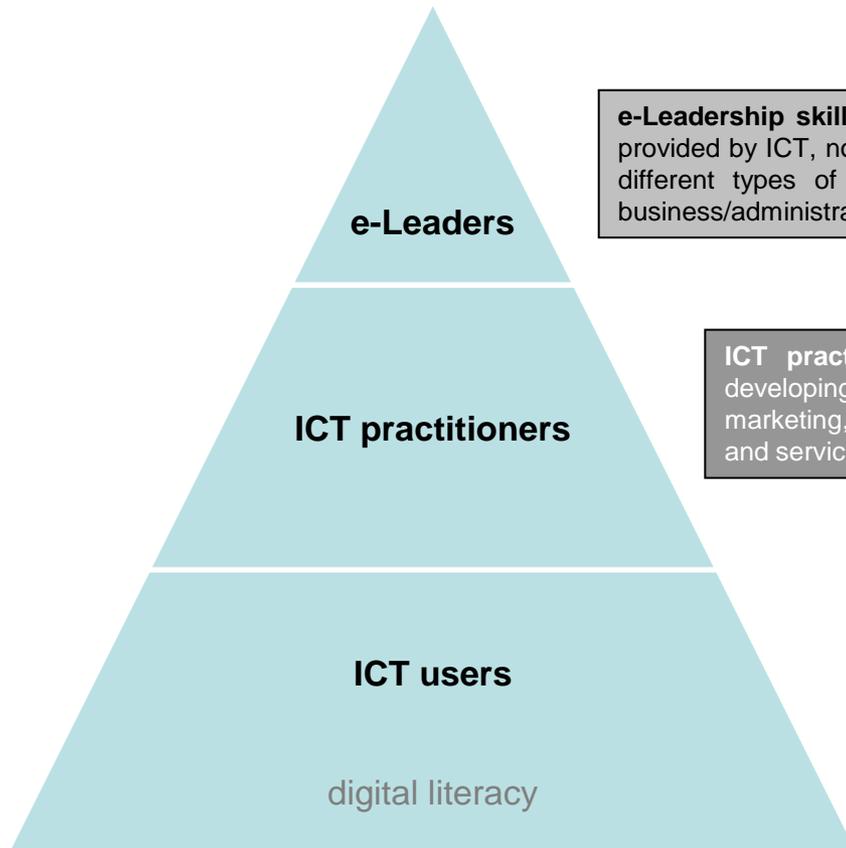


e-Skills

Fostering Competitiveness, Growth and Jobs

Berlin, 21 April 2015

The e-Skills Pyramid



e-Leadership skills: these correspond to the capabilities needed to exploit opportunities provided by ICT, notably the Internet; to ensure more efficient and effective performance of different types of organisations; to explore possibilities for new ways of conducting business/administrative and organisational processes; and/or to establish new businesses.

ICT practitioner skills: these are the capabilities required for researching, developing, designing, strategic planning, managing, producing, consulting, marketing, selling, integrating, installing, administering, maintaining, supporting and servicing ICT systems.

ICT user skills: these represent the capabilities required for the effective application of ICT systems and devices by the individual. ICT users apply systems as tools in support of their own work. User skills cover the use of common software tools and of specialised tools supporting business functions within industry. At the general level, they cover "digital literacy".



e-Skills Strategy

Adopted by the Commission on 7 September 2007

The Communication on “**e-Skills for the 21st Century**” includes a long-term e-skills strategy. It was followed by:

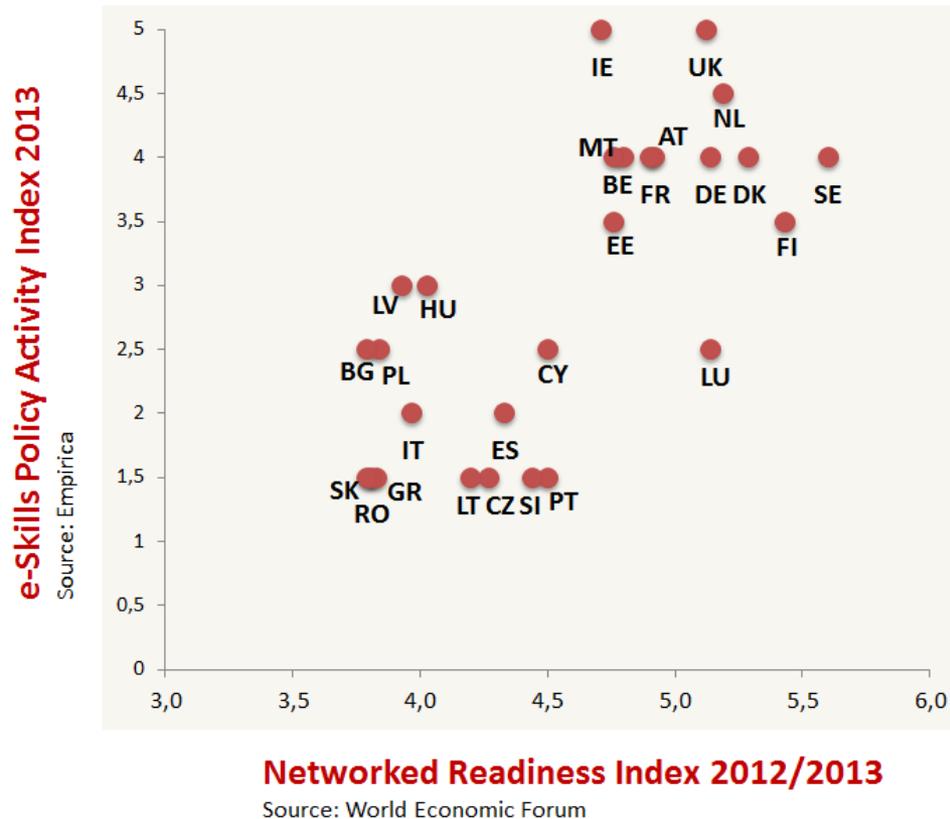
- **Council Conclusions on the e-skills strategy**
Competitiveness Council on 23 November 2007
- **Europe 2020 Flagships** adopted in 2010 (Digital Agenda, Innovation Union, News Skills for Jobs etc.)
- Two External **Evaluation** (2010 and 2013)
- **Employment Package** (2012)
- **Grand Coalition for Digital Jobs** (4-5 March 2013)
- **European Council Conclusions** (24-25 October 2013)
- *Digital Single Market Package (May 2015)*

Main Activities at EU Level

- Monitoring Supply and Demand + Foresight Scenarios
- Benchmarking Member States Policies and Multi-stakeholder Partnerships in Europe
- Grand Coalition for Digital Jobs
- European Framework for ICT Professionalism
 - *European e-Competence Framework (with CEN)*
 - *ICT Jobs Profiles (with CEN)*
 - *European Curricula Development Guidelines*
 - *European Foundational ICT Body of Knowledge*
 - *Quality Label for ICT Industry Training and Certification*
- e-Leadership skills and Digital Entrepreneurship
- Raising Awareness: e-Skills for Jobs Campaign

Towards a Digital Economy

Importance of Policy Initiatives on e-Skills

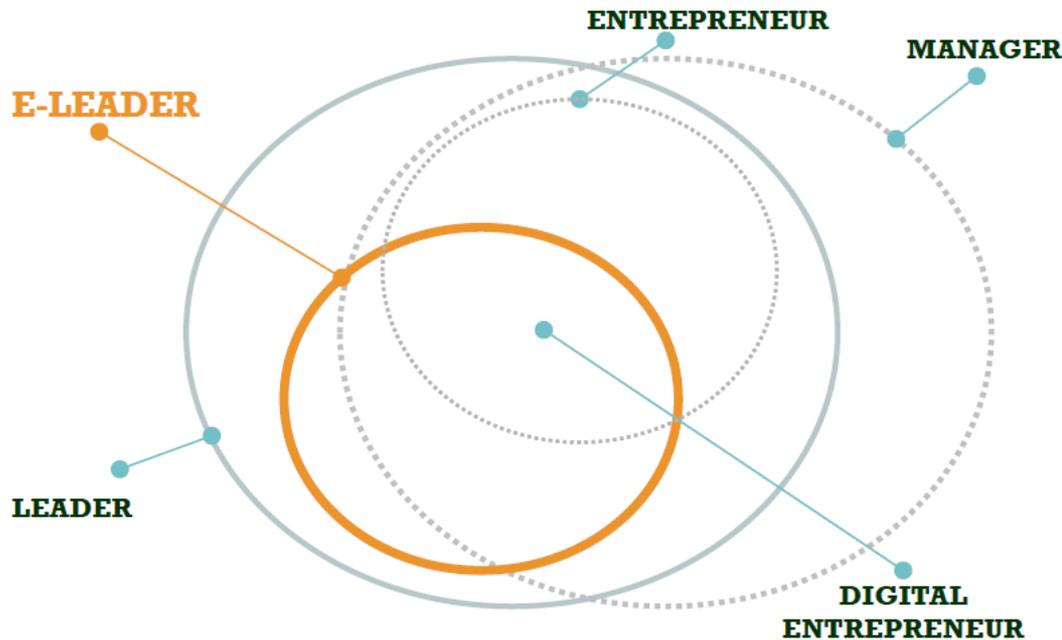




European Commission

e-Leadership: Definitions

As firms rely more on ICT to operate and innovate, they are demanding new types of leaders

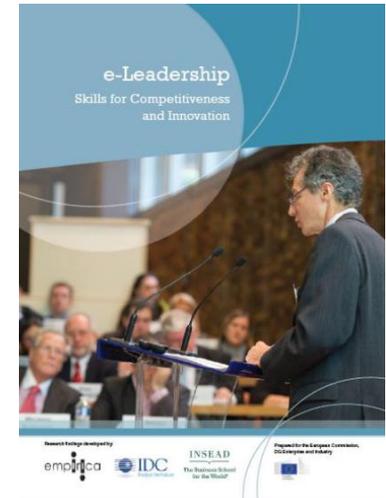


Leadership is the accomplishment of a goal through the direction of human resources
E-leadership is the accomplishment of a goal that relies on ICT through the direction of human resources and uses of ICT.

INSEAD

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Source: INSEAD, empirica and IDC. (2013). "e-Leadership: Skills for competitiveness and innovation." available at <http://eskills-vision.eu/home/> and http://ec.europa.eu/enterprise/sectors/ict/files/eskills/insead_eleadership_en.pdf





The e-Leadership Skills Initiative

Vision:

- Report on "*e-Leadership: e-Skills for Competitiveness and Innovation: Vision, Roadmap and Foresight Scenarios*" presented at the first European e-Leadership Conference at INSEAD on 5 February 2013

Objective:

- Develop, demonstrate and disseminate European guidelines and quality labels for new curricula, education and training fostering e-leadership skills in Europe
- Executives and CIOs in medium to large enterprises (GUIDE)
- Entrepreneurs, managers and advanced ICT users in SMEs, start-ups and gazelles (LEAD)

Approach

- Monitor supply and demand, benchmark MS and stakeholder initiatives
- Survey of existing potential curricula for e-leadership skills
- Best practice identification and stakeholder-mediated development
- Multi-region pilot demonstration and dissemination

Contact and 1-2 June 2015 Conference

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<http://leadership2015.eu/conference/>