



1. Introduction & Context

The e-Skills for Jobs European competition, organised within the context of the e-Skills for Jobs 2014 awareness raising campaign, is an opportunity to highlight and reward persons with a high level of digital skills and literacy at a European level.

The competition focuses on identifying concrete **successful initiatives made possible by ICT and the mastery of e-skills** and aims to reach out to motivated and talented young people to the age of 25, educators, job seekers and entrepreneurs.

The e-Skills National Contact Points (NCPs) are highly encouraged to nominate at national level persons who have successfully undertaken initiatives made possible by ICT to one of the award categories of the European e-Skills competition.

The five European e-Skills competition winners and five runner ups will be announced and awarded during the Italian Presidency e-Skills closing conference on 30 October in Rome, Italy.





2. Target Groups and competition categories

WHO CAN BE NOMINATED FOR THE COMPETITION?

- Young people from the age of 16 – 25.
- Teachers and educators
- Job seekers
- Entrepreneurs

COMPETITION CATEGORIES:

The e-Skills for Jobs European competition will provide concrete examples of successful initiatives made possible by ICT and the mastery of e-skills. The competition is composed of the following five categories, rewarding each time a winner and a runner up.

- **Young digital talent:** Young people with remarkable performance in the use of ICT tool and who have designed an outstanding programme, software or an application. (target: young people between ages 16 to 25)
- **Digital citizenship:** Demonstrating positive contribution of ICT to "societal changes (a more democratic, participative and inclusive society as well as a greener and more sustainable economy" (target: young people between ages 16 to 25)
- **Outstanding use of ICT for teaching:** Creative, efficient and innovative use of ICT in education (target: teachers)
- **Digital Entrepreneurship:** Awarding creative entrepreneurial projects building on ICT tools and/or media and e-Skills (target: entrepreneurs)
- **Most active job seeker:** Local employment offices will be encouraged by campaign's national partners to provide shortlists of unemployed people registered in their database who are the most active in looking for job opportunities or training. (target: job seekers)

3. Submissions of entries

THE ROLE OF NCPS (OPTIONAL FOR STAKEHOLDERS)

- NCPs are expected to nominate a person/group¹ who have successfully undertaken an initiative made possible by ICT for each of the four awarding categories. The fifth category namely: 'Most active job seeker' will be nominated by Telecentre Europe members.
- Each candidate needs to be nominated according to the competition criteria specified in section 4 of this document.
- NCPs are required to submit the nominated candidates by **Friday 15 August** by completing the e-Skills competition nomination form.

THE ROLE OF TELECENTRE EUROPE (TE) MEMBERS

- TE members are expected to nominate a person who is the most active in looking for job opportunities or training
- Each candidate needs to be nominated according to the competition criteria specified in section 4 of this document.
- TE members are required to submit the nominated candidate by **Friday 15 August** by completing the e-Skills competition nomination form.

¹ In the case of a group initiative, one person will be designated to represent the whole group during the e-Skills awarding ceremony.



E-SKILLS COMPETITION NOMINATION FORM

eSkills for Jobs 2014

Dear e-Skills National Contact Points,

Please complete the form below to nominate national candidates who have successfully undertaken an initiative made possible by ICT and the mastery of e-skills

Thank you
The e-Skills team
* Required

Country *

Name of organisation nominating national best practice in e-Skills *

Name of best practice *

Name of person/group being nominated *

Category *

- ☐ Young Digital Talent (young people 16 to 25 years old)
- ☐ Digital Citizenship (young people 16 to 25 years old)
- ☐ Outstanding use of ICT in teaching (teachers and educators)
- ☐ Most active job seeker (unemployed)
- ☐ Digital entrepreneurship (entrepreneurs)

Short description of the e-Skills initiative *

How does the nominated best practice fulfill the criteria *

URL of online platform/website/blogspot *

Thanks for your contribution to the e-Skills for jobs 2014 competition.

4. Selection Criteria

General Criteria:

- A maximum of 5 entries per country, representing at least two award categories can be submitted for the e-Skills European competition.
- In each category, when several criteria are listed, candidates should at least qualify for two criteria. Compliance with several criteria is a plus.
- Both individual and group initiatives are accepted. In the case of a group initiative, one person will be designated to represent the whole group during the e-Skills awarding ceremony.
- In the case of an international cooperation, the initiative can be submitted by the NCP corresponding to the country coordinating the initiative. Representation to the award event will be tackled as mentioned above. Prizes will be given to all groups participating in the initiative.
- For the young participants, the age-group covered is that of 16 - 25 years of age.

Specific criteria per category:

Category 1 - Young Digital Talent:

Target group: Young people between the ages of 16-25

Criteria

- Remarkable performance in the use of ICT tools;
- Outstanding design of a programme;
- Outstanding design of a software or an application.

Category 2 - Digital Citizenship:

Target group: Young people between the ages of 16-25

- Remarkable performance in the use of ICT tools;
- Outstanding design of a programme, a software or an application;
- Proven investment in ICT that has had positive impact on society (social, environmental, humanitarian etc.), in a smaller (immediate context, i.e. school, university, leisure club or other) or larger scale;
- Profile or undertaken actions that could serve as example for the involvement of young people in ICT.

- **Category 3 - Outstanding use of ICT For Teaching:**

Target group: Teachers and educators

Criteria:

- Use of ICT tools in a learning context, in the classroom or some other organised learning setting (i.e youth or club);
- Using innovative methods of teaching subjects that do not have a direct link to technology (history, languages, sociology, etc.);
- Using ICT to enhance intercultural dialogue and understanding;
- Promoting creativity through the use of digital tools;
- Enhancing motivation through the use of ICT in the classroom.

- **Category 4 - Digital Entrepreneurship:**

Target group: Entrepreneurs

Criteria:

- Involvement in a successful entrepreneurial endeavour thanks to the use of ICT and digital skills;
- Entrepreneurial involvement by the use of ICT of benefit to end-users and society (social, environmental, humanitarian, etc.)
- Identified and capitalised on an opportunity to develop their own or a new start up business through the use of ICT tools and e-Skills;
- Created an innovative idea to improve an existing process/service using ICT tools and e-Skills.

- **Category 5 - Most active Job Seeker:**

Target group: Job seeker

Criteria:

- Highly active in looking for job opportunities or training in the ICT sector;
- Currently seeking an employment opportunity in the ICT sector;
- Using innovative ICT and social media to improve chances to get employed (consistently post their CV on job boards, apply to job listings and keep their online profiles up-to-date, networking);
- Active learner in the field of ICT(attend trainings, apply for certifications, etc).

5. Judging and judging criteria

Judging:

- A pan European jury, including educators, e-Skills ambassadors and industry representatives will identify the pan-EU winners, 5 finalists and 5 runner-ups to be announced during the Italian Presidency e-Skills conference in Rome.
- Each entry will be assessed by 2 reviewers.

Judging criteria:

- A marking grid developed per category and related criteria.
- A marking-scheme will be used to judge each submission.
- Each criteria will be graded on a scale of 1-3 (3 = Exceeds expectations, 2 = Meets expectations, 1 = Fails to meet expectations)



6. Awards

- Each category will be sponsored by a specific stakeholder, who offers the prize.
- The Prizes will include for instance paid internships, free trainings or certification vouchers, digital devices/equipment, cash to support the rewarded entrepreneurs.

7. Award ceremony

- Winners and runners up will be offered travel and accommodation to attend the event.
- The five European e-Skills competition winners and five runner ups will be announced and awarded during the Italian Presidency e-Skills closing conference on **Thursday 30 October in Rome, Italy.**

8. Dissemination and Social Media

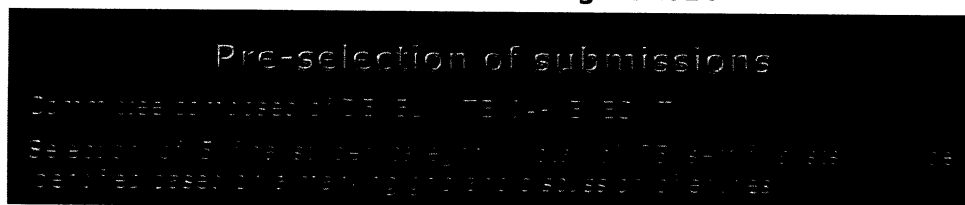
- Success stories about the winners will be prepared and disseminated on the campaign social networks and in press releases.

9. Competition reference guide & timeline

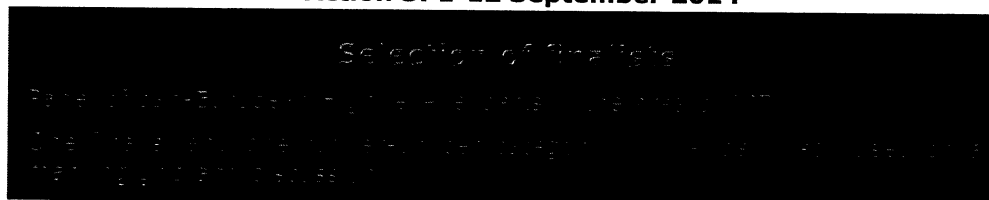
Action 1: 1 July – 15 August 2014 Submission of nomination online



Action 2: 16-29 August 2014



Action 3: 1-12 September 2014



Action 4: 30 October, in Rome

