ALL DIGITAL
Weeks 2023

Report

Co-funded by
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Table of content

The campaign

965 EVENTS

6 CORE THEMES

Co-funded by the European Union

Microsoft   CERTIPORT

14 International Events

21 National Coordinators

19 Strategic Partners

90.000+ Participants

31 Countries Covered

220+ Event Organisers

Enhance Your Digital Skills

ALL DIGITAL Weeks 2023 ran for 3 weeks from 17 April until 7 May 2023. The campaign was supported by the European Commission, Microsoft and Certiport and involved international and national partners, as well as 220+ participating organisations in 31 different European countries.

ALL DIGITAL Weeks 2023 strongly contributed to the promotion of the European Year of Skills, promoted by the European Commission, and its actions were underpinned under the motto ''Enhance your digital skills'' which is a call to action for all European citizens and every individual living in Europe to learn new skills, both basic and advanced, to be able to face digital transformation with confidence. Through the organisation of specific online and offline events and training supporting all population groups in the digital transformation, the campaign aimed at showing the need of empowering all European citizens with the digital tools and skills they need in their studies, job, and for social inclusion.

The campaign also supported the implementation of specific actions of the Digital Education Action Plan 2021-27 of the European Commission, with the main objective of enhancing digital skills and competences for the digital transformation. Many EU projects where ALL DIGITAL is involved were presented during the campaign period to increase their visibility across Europe.

Objectives

to maximise the impact and visibility of participant organisations' events on digital skills, training and education

to create dialogue among policymakers, stakeholders and experts on digital education

to foster the dissemination of EU projects and activities focused on enhancing digital skills and competences for the digital transformation.

Core Themes

The three weeks of the campaign will focus on the following specific core themes under which all the training and events will be organised at international and national level across Europe:

- Digital Skills for "Equity, Diversity and Inclusion" – from basic to advanced
  - Sub themes: Digital skills for life, employment, and reskilling for all
  - Sub themes: migration, democratisation, gender gap, ethnicity

- DigComp and Digital Skills Certifications
  (MyDigiSkills, European Digital Skills Certificate, DigComp Hub)

- Digital media literacy and culture

- Cybersecurity and safer internet

- Digital Skills for Environment and Sustainability
  (reference to Twin Transition, GreenComp, SDGs)

- Digital Skills for specific sectors

4

International Launch Event

The ALL DIGITAL Weeks is a pan-European campaign focused on digital skills for inclusion, empowerment, and employment. Taking place from April 17 to May 7, 2023, the campaign aims to raise awareness about the importance of digital competence development and digital education. This year, the campaign aligned with the European Year of Skills, emphasizing the need for all European citizens to enhance their digital skills in the context of digital transformation. Not only are digital competences key success factors for the employability of Europeans and labour market needs, they are also essential tools for the continued participation in society and democratic processes, addressing inequalities and discrimination, and safeguarding Social Rights. Digital education is the pathway to developing these competences, both in the sense of digitising education activities as well as in the sense of developing digital skills and competences. Digital competences are crucial for employability, societal participation, addressing

inequalities, and safeguarding social rights.

The ALL DIGITAL Weeks 2023 were kicked off with an International Launch Event bringing together high-level speakers and experts on the key themes of the campaign. The international Launch event of the ALL DIGITAL Weeks campaign was held on 19th April at L42 in Brussels. The event was structured in three parts, consisting of keynote addresses, including Commissioner Schmit, a high-level policy panel and a showcase of ALL DIGITAL's key initiatives on the development of digital competence.

> Most of the European people lack digital skills, but now they are requested everywhere. Action is needed.

Nicolas Schmit
EU Commissioner
for Jobs and Social Rights

The event was opened by **Altheo Valentini,** Chair of the ALL DIGITAL Board giving an introduction to the Weeks campaign and thanking partners, supporters, strategic partners, staff, and keynote speakers for their parts in realising this year's edition of the Weeks. Altheo Valentini then introduced the first keynote address, delivered by Commissioner for Jobs and Social Rights Nicholas Schmit via a video link from Strasbourg.

Commissioner Nicholas Schmit delivered a video address, highlighting the significance of digital skills and the European Year of Skills, launched on the 9th of May, Europe Day. He stressed that most of the European people lack digital skills, either basic or advanced, yet over 90% require them, and so action is needed. The Commissioner stated that he **believes that is crucial to have the EU in this campaign to sustain the education of digital skills.** He emphasized the importance of investing in high-quality, inclusive digital education and training, a key enabling factor for a successful digital transition. He has also announced the upcoming launch of a

Jeremy Rollinson

pilot program for the European Digital Skills Certificate, which will help people have recognised their digital skills by job providers. The Commissioner drew attention to **cybersecurity** as an important matter both for governments and the private sector, and the launch of the Commission's cybersecurity package with the idea of closing gaps in this area, including an initiative for a European cybersecurity academy. Nicolas Schmit concluded by emphasising that the ALL

The campaign is a more and more useful and inclusive event, especially in the education sector, and for this, it needs all the support that Microsoft can give them.

Jeremy Rollison
Senior Director of EU
Government Affairs,
Microsoft

DIGITAL Weeks campaign is a fantastic opportunity to promote the message of skilling and upskilling people, essentials for a more prosperous future.

Jeremy Rollison Senior Director of EU Government Affairs at Microsoft, long-standing partner of ALL DIGITAL, expressed the support for the campaign and emphasized the need for a skilled and vigilant workforce, particularly in the field of cybersecurity, as nowadays this is an important matter - referring to the Commissioner's statements - which is due to the much wider spread of the digital world into every aspect of our society. Microsoft announced the expansion of its cybersecurity skills initiative across 13 European countries, creating a program that fits the unique needs of these unique markets. Another aim to reach for Microsoft is to reduce gender disparities in the IT sector. Jeremy mentioned the challenge of artificial intelligence (AI) and the importance of collaboration between tech companies, digital competence centres, and training providers to improve accessibility and inclusivity in digital skills development.

Brikena Xhomaqi, the third keynote speaker and Secretary General of the Lifelong Learning Platform (LLLP), a strategic partner for ALL DIGITAL, described the campaign as a milestone in the EU's digital agenda. According to Brikena, one of the greatest achievements of ALL DIGITAL's work is highlighting the social dimension of digital education and training and she

Brikena Xhomaqi

It is important to work together to face the challenges in the digital transition and continue to sustain ALL DIGITAL's work in ensuring the social dimension of Digital Education and Training.

Brikena Xhomaqi
Secretary General,
Lifelong Learning Platform (LLLP)

believes that everyone must continue fighting for that social dimension. Also, the Lifelong Learning Platform can count on the work of ALL DIGITAL and its member organisations. She stressed the social dimension of digital education and the need for lifelong learning to equip people with basic digital skills and provide new learning opportunities. Brikena emphasized the changing role of teachers as facilitators of dynamic and joyful learning experiences, fostering democratic participation and ensuring that no one is left behind. Collaboration between the public and private sectors, civil society organizations, and NGOs was highlighted as essential to address the needs of those most vulnerable and prevent further inequality.

In summary, the three keynote speakers underlined that digital competences are not only necessary for employability, but also essentials for participation in the society and democratic processes, addressing inequality, discrimination, safeguarding social rights, and thus setting the stage for the second part of the event, namely the high-level expert panel discussion.

The following panel discussion was moderated by Peter Palvolgyi, CEO of ALL DIGITAL, and began with a round of introduction by asking each panelist to complete the statement "Enhancing digital skills is important for all because…

- The first panellist was Georgi Dimitrov, Head of Unit for Digital Education at DG EAC of the European Commission, saying that it is fundamental to understand the type of technology and reality which is around us, in order to be able to master it and control it.

- For Sarah Loriato, policy officer at AGE platform, it is important because new technologies bring with them the risk of exclusion, and we must be sure to not leave anyone behind.

- According to Ana Carrero, Deputy Head of Unit for Vocational Training at DG EMPL of the European Commission it is important to participate in society for inclusion and to match labour market needs.

- Jakub Christoph, secretary general at CEPIS, said that is important for everyone but especially for the community of IT professionals.

- From the perspective of Achilles Kameas, professor at the Hellenic Open University and the DAIssy Research group, it is important for everyone because everyone is important, and everyone's time is crucial, so we don't have the luxury to wait to be late.

- **Alessia Sebillo,** Executive Director at DIESIS network, said that enhancing digital skills is important for all if we want to advance on sustainability and inclusivity, these are all matters that are all connected to each other.

- As the last panellist, **Gina Ebner,** Secretary General at EAEA, thought that it is important to have access in democracies.

After the introductions, each panelist was asked a question related to their expertise. **Georgi Dimitrov** discussed the newly adopted Digital Education package and emphasized the importance of creating a strong ecosystem for digital skills. He highlighted the need for infrastructure, access to devices, and connectivity in schools. The Commission proposed measures to Member States to improve the digital skills ecosystem. Georgi also mentioned the importance of collaboration between schools and different policy areas.

Ana Carrero talked about the European Year of Skills and its objectives. She mentioned the need to increase adult participation in training and address the challenges posed by the green and digital transitions. Ana called for investment in inclusive skills, relevance to labour market needs, matching aspirations with skills, and attracting people from different countries. She urged Member States, National Coordinators, stakeholders, and companies to collaborate with the Commission for the success of the Year of Skills.

Achilles Kameas discussed the importance of equity, diversity, and inclusion in digital skills. The role of ALL DIGITAL is important in these issues and the Manifesto (ALL DIGITAL Manifesto for Enhancing Digital Competences in Europe) is clear on this. He explained that equality is an attitude, diversity is a fact, and inclusion is the process of achieving equality. Achilles highlighted the need to educate people at risk of exclusion and empower educators. He mentioned ALL DIGITAL's initiatives such as the ALL DIGITAL Weeks, ALL DIGITAL Summit, DigComp Hub, and ALL DIGITAL Academy to enhance digital competence.

Sarah Loriato focused on the digital competences of older people and their impact on active inclusion and civic participation. She highlighted the misconception that older people are not interested in digitalization and focused on the importance of teaching them digital skills for accessing goods and services, participating in political and cultural life, and gaining autonomy and independence.

Alessia Sebillo discussed how social enterprises benefit from the development of digital skills. She highlighted the connection between digital skills and the social and environmental impact, reinvestment of profit, and democratic governance of these enterprises. Alessia mentioned the ongoing work on understanding the specific needs and transversal skills of social enterprises.

Jakub Christoph talked about the role of IT professionals in meeting the European Union's targets. He stressed the need to change the perception of IT professionals and highlighted the misconception that all IT professionals follow the same educational pathway. Jakub also mentioned the opportunity to increase diversity in the IT field and emphasized that anyone can become an IT professional.

Gina Ebner discussed the roles of formal and non-formal education in developing digital competence and highlighted the importance of lifelong learning. She underlined the need to reach out to people who normally don't have access to learning and the importance of inclusive democracy.

After the conclusion of the panel discussion and a coffee break, the audience returned to the plenary to hear presentations on three of ALL DIGITAL's key initiatives on digital competence development. The **ALL DIGITAL Academy** was presented by ALL DIGITAL's Project Officer **Afonso Araujo** and Theodor Panagiotakopoulos from the Hellenic Open University. The

Afonso Araujo

Norman Röhner

Stefano Kluzer

initiative seeks to establish a learning and knowledge-sharing platform with a focus on advanced and innovative technologies, such as artificial intelligence (AI) and Internet of Things (IoT), and is following a train-the-trainers approach. Secondly, the **DigCompHub** was presented by **Peter Palvolgyi** and **Stefano Kluzer,** and aims to expand on the work of the existing Community of Practice on the design, validation and promotion of the DigComp framework across Europe and beyond. Lastly, the ongoing feasibility study for a **European Digital Skills Certificate,** mentioned by Commissioner Schmit in his speech, was presented by **Norman Röhner** from ALL DIGITAL, giving an update on the large-scale consultation activities concluded, and the upcoming pilots.

The event concluded with an outline of the events and activities of the ALL DIGITAL Weeks 2023 campaign.

International events

18-19 April	**Research Conference: Transversal Skills for Work and Life – Strengthening Guidance and Validation** The conference is organised by Transval-EU
19 April	**AD WEEKS INTERNATIONAL LAUNCH EVENT** Supported by ■■ Microsoft
20 April	**The role of teachers in Green and Digital Transition: the contribution of social dialogue** The webinar is organised by ETF ETF
21 April	**IDEAHL project presentation and Co-creation session**
26 April	**Enhancing Critical Thinking through Media Literacy: CrAL project**
26 April	**DigComp use in training organisations** Webinar on Brussels Formation and EFP experiences
27 April	**Digital Learning and Education in Museums** How innovative approaches contribute to the future of digital engagement The webinar is organised by NEMO and Europeana NEMO Network of European Museum Organisations europeana
28 April	**Cybersecurity and Safer Internet** Cybercrimes scenario in Europe The webinar is organised by RAYUELA Supported by ■■ Microsoft
2 May	**Build an Ecosystem view** The webinar is organised by Cyanotypes
3 May	**Closing the skills and gender gap in STEM – Where do we stand?** The webinar is organised by EQUALS-EU
3 May	**CLIP Project: The importance of Visual Media Literacy and how it can be taught**
4 May	**(Digi)taal@work** DigComp and the design of the (digi)taal@work learning environment to support civic integration in Flanders
5 May	**Closing Event (webinar)** Best experiences from the national coordinators: lessons learned and the way forward Supported by ■■ Microsoft CERTIPORT A PEARSON VUE BUSINESS

TRANSVAL-EU Conference
17-18 April

The **TRANSVAL-EU project** organised a research conference with the theme **"Transversal Skills for Work and Life: Strengthening Guidance and Validation"** on 18-19 April 2023 in Paris with over 60 participants.

Both in work settings and in daily life, there is a growing need for individuals to develop high-level competences to address complex challenges. Transversal competences set the foundation for personal development, resilience, the ability to communicate and work constructively with others, problem-solving, and the ability to manage one's learning and career. Yet transversal competences are not always valued or made visible in guidance and validation processes for adult learners.

The TRANSVAL-EU project — one of the largest policy experimentations in Europe in guidance and assessment in validation of non-formal and informal learning (VNFIL) — aimed to bridge this gap. The two-and-a-half year TRANSVAL-EU policy

experimentation, which was at the centre of the conference, piloted innovative approaches to guidance and validation transversal skills and competences in five countries (Austria, Belgium, Italy, Lithuania and Poland). The project has:

- explored the state-of-the-art in guidance and validation of transversal skills in Europe
- developed and tested an offer of training toolkits, curricula/programmes
- tested the systematic embedding of transversal skills in validation and guidance processes by the trained practitioners
- developed a standard profile for validation and guidance practitioners with a view professionalisation in the field.

These different research outputs and other research and good practices were explored at the Paris conference with presentations, debates and workshops. You can read a detailed report on the conference here.

On Thursday, **20 April 2023 @10-12.30 CEST** ETF organised an online seminar focussed on the contribution of teachers in social dialogue to the successful achievement of the green and digital transitions in the Partner Countries of the European Union.

The seminar unfolded in two sessions.

During Session 1 there was a discussion on the broad needs of VET teacher development created by the transition towards more digitalisation and sustainability in Partner countries in meeting these changes.

During Session 2 topics such as the digitalisation and the contribution of Europe's education architecture were tackled by several experts with different perspectives on the issue, offering the audience a thought-provoking discussion that analyses the green and digital transition from many angles.

This event included participants from the ETF, the ETUCE, experts from Partner Countries and EU Member States. Interpretation was available in English, French and Russian.

It was organised by the **European Training Foundation (ETF)** in cooperation with the European Trade Union Committee for Education (ETUCE) in the framework of the Swedish Presidency of the Council of the European Union in the context of the EU's Year of Skills.

In the morning session of the All Digital Week, on the 21st of April, we had a presentation of **IDEAHL-Improving Digital Empowerment for Active Healthy Living.** A Horizon Europe project that wants to empower EU citizens to use digital tools, by developing and testing **new models and approaches of (digital) health literacy** intervention through the co-creation of a comprehensive and inclusive EU (d)HL Strategy.

In this presentation, we heard from CSPA - Principado de Asturias, the coordinator of the projects on the importance of digital health, literacy and water projects is doing to improve the overall (d)HL in Europe. In sign with this, we also heard from other strategic partners on the initial barriers and areas for improvement for the Strategy; on the usage of co-creation as a tool to gather inputs from the population on their views on the (d)HL, in order to build an inclusive strategy.

Following these first presentations, All Digital organised a co-creation session with its members in the audience, focusing on perceived barriers to the wide adoption of digital health tools and literacy in Europe.
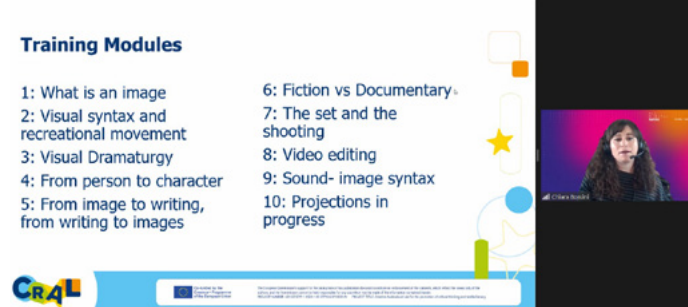
On the 26th of April 2023, ALL DIGITAL hosted an online event as a part of the ALL DIGITAL Weeks 2023 campaign. The event, titled **"Enhancing Critical Thinking through Media Literacy: CrAL project"**, aimed to shed light on the CrAL project and its role in promoting critical thinking through media literacy.

Peter Palvolgyi, ALL DIGITAL CEO, opened the webinar with an introduction to the ALL DIGITAL Weeks campaign, which was followed by the presentation of the project, its aims, and results by Dea Kralj, Project Officer, ALL DIGITAL.

Afterwards, Chiara Borsini, Project Manager from EGInA shared more insights about the CrAL Methodology, and as a starting point Chiara explained the foundations of the idea of training in visual thinking since 'the language of images is the **oldest language** of our human species, and even before learning to speak, we **think through images**: lights, shadows, spots of color, lines.' Thus, media literacy is an essential

skill, especially in today's world, where information overload and fake news make it difficult to differentiate between facts and fiction. Chiara presented the pedagogical framework of CrAL, training structure and materials produces while also giving examples of Edu packs.

To make sure participants leave the webinar with a first-hand experience, we presented the CrAL Manifesto and asked the participants to share a photo they associate with any of the points in the Manifesto.

The last part of the event was devoted to the exploration of the CrAL platform, and Eleni Georgakakou, Project Manager at DAISSy research group (Hellenic Open University). Eleni introduced the project platform to the participants, providing them with a deeper understanding of the technical development behind it. She explained in detail the services and features included on the platform.

Additionally, the participants were given a glimpse of the platform's interface and how its contents were displayed. Eleni also invited participants to check out the platform.

Before closing the webinar, project partners invited participants to join the CrAL International Workshop which will take place on the 25th of September in Zagreb, as a part of ALL DIGITAL Summit 2023. In conclusion, the 'Enhancing Critical Thinking through Media Literacy: CrAL project' event was a great opportunity to showcase the importance of visual media literacy in developing critical thinking skills and to showcase how CrAL project is supporting that.

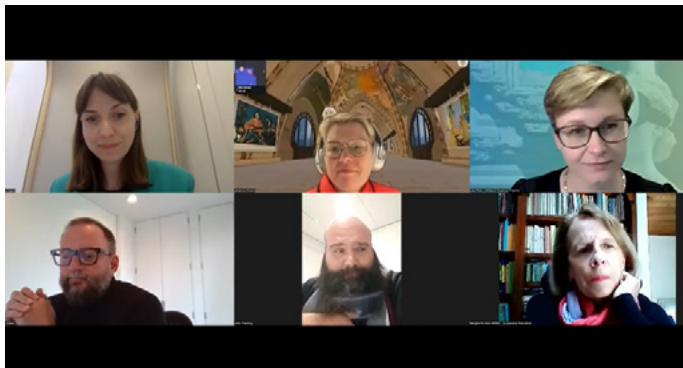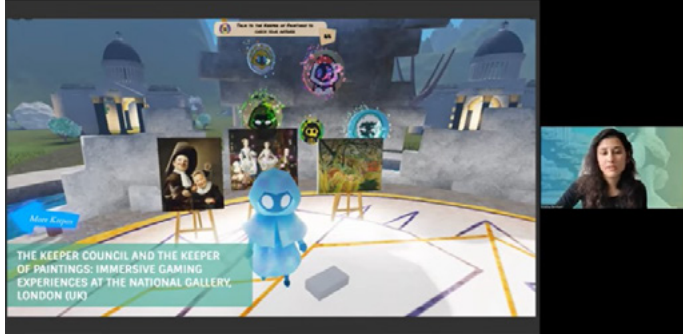# DigComp use in training organisations
26 April
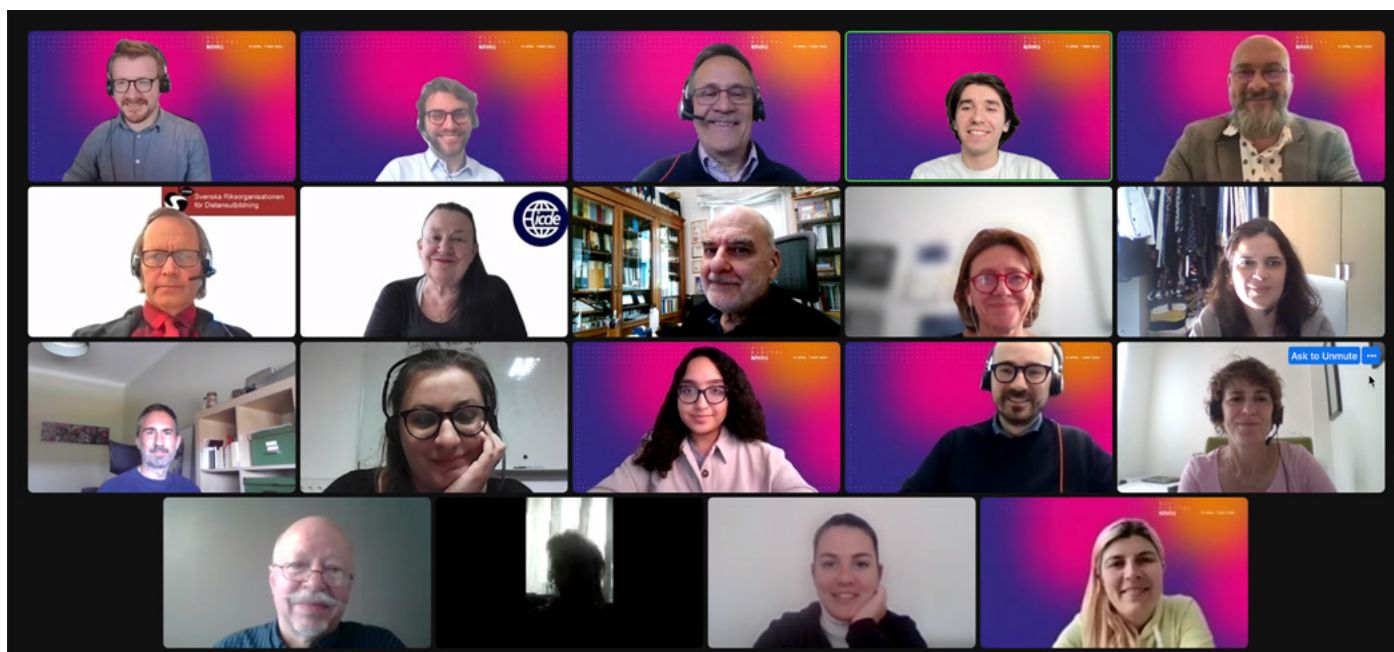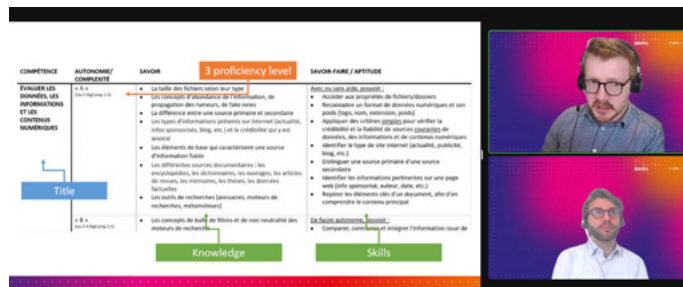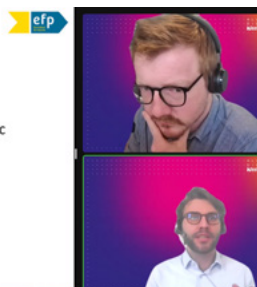
On the 26th of April 2023, in the context of the Inspiring Experiences Webinar series and under the banner of the All Digital Weeks, the **DigCompHub project** invited Bruxelles Formation and the EFP to present their work to popularize the DigComp framework, in the french speaking community in Brussels.

The project provides a dynamic and flexible training environment for newcomers who want to practice the digital and linguistic skills they need to search for a job in Flanders (Belgium). The environment is in Dutch and was designed to be used together with a coach, who supports the learning process in a targeted way.
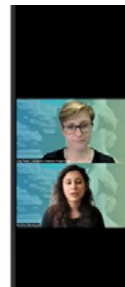
You can find the recording **here.**

The session started with **Lisa Peter** introducing Margherita Sani, who represented the LEM Group of NEMO and the Europeana Education initiative in this session. M. Sani made a brief introduction highlighting the main common objective of both pan-European institutions which is to support the cultural heritage sector and invited professionals to get involved to meet like-minded people and share knowledge and capacity with events like this, hosted by ALL DIGITAL.

M.Sani also gave the context and explained the main reason for the webinar which was to disseminate the results of research commissioned by NEMO and conducted by Kristina Barekyan, published with the name Digital learning and education in museums - Innovative approaches and insight, which includes a couple of chapters by L. Peter, one of them about Europeana.

After this, L. Peter introduced K. Barekyan, who told how this research started in 2021 in the middle of the

pandemic and initially with a focus on German museums. Rapidly the research extended its focus by talking with other European museum professionals but also digital experts. The research ultimately also covered some projects where the learning process was unintentional (informal learning).

K. Berekyan described the different parts of the report organized into four main chapters giving examples of some of the 15 case studies presented. The first chapter is dedicated to the educational opportunities associated with the digitisation of museum collections and archives, as well as opening access to museum data. The second chapter is focused on learning formats related to the expansion of museums into digital environments and Extended Reality, including Augmented reality (AR), AR holograms, and Virtual reality (VR). The next section revolves around digital communication and chatbots. And the final chapter focuses on digital games and playful learning.
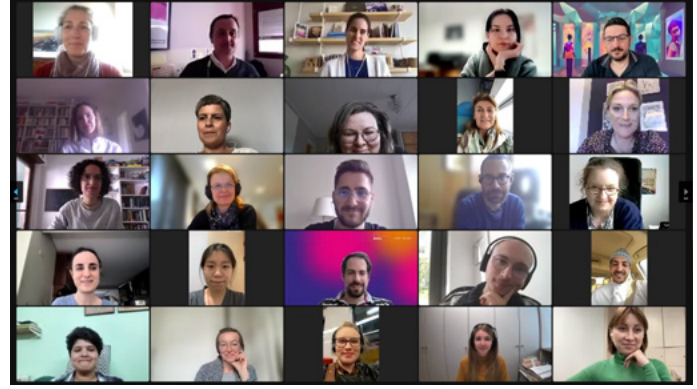
K.Barekyan finalised her presentation with some learnings of the research and recommendations to museum and other cultural heritage professionals interested in digital learning.

With this summary, the second part of the webinar and the panel discussion with experts started. The panelists introduced themselves: Marion Carré, Co- founder and President of Ask Mona; John Glancy, Digital Learning Section Head at Zayed National Museum; Brett Volker, Head of Experience Design and Innovation at the Universal Hip Hop Museum; and Johanna Eiramo, Director of the Digital National Programme of the Finnish National Gallery,

L. Peter dropped the first question, 'what are the biggest challenges of digital technologies in regard to education?' Most of the speakers agree that time/ money/resources are the biggest concerns, but like in any other project. In particular, B. Volker stressed the importance of finding a middle ground between expectations and quality/ accuracy, and J. Eiramo the need for a marketing budget to properly disseminate and communicate, meanwhile M. Carré advised a design thinking - and small steps approach.

"What the biggest takeaways from these projects are", was the second question of L.Peter. Again most of the panellists agreed on the importance of 'just do it', learning by doing it and playing with it and having fun.

The last question of L.Peter to the panellist was "What would you recommend to other professionals who need to go through this journey?" B. Volker stressed the importance of co-creating with audiences and specially future generations of visitors and M.Carré the need to think in front about the sustainability of the projects due to the fast-paced technologies.

After this L. Peter dropped one more question from the audience about the role of digital technologies for enhancing cultural diplomacy by museums and other similar heritage institutions. Speakers agreed on this approach and B.Volker made a positive consideration about AI for instance as an enabler to access to data of thousands of libraries all over the world in ways we couldn't before. New technologies allow us to get closer to each other and learn from other communities and cultures.

L.Peter closed the panel thanking the speakers and gave the floor to K.Barekyan for the last words.
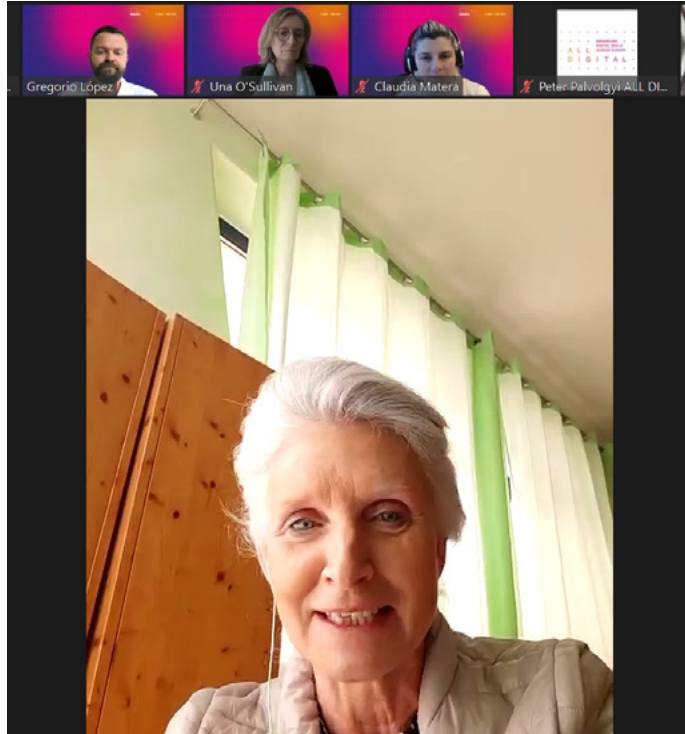
On the 28th of April 2023, ALL DIGITAL hosted an online event titled "Cybersecurity and Safer Internet". The event gave space to the presentation of **the Global Online Safety Survey curated by Microsoft, the Horizon project RAYUELA** focused on cybercrimes affecting minors, and **the voice of the European Parents' Association** to understand their views on how children use the internet and what are the risks they identify. The event started by welcoming words and introduction to the ALL DIGITAL Weeks from Peter Palvolgyi, CEO of ALL DIGITAL. Afterwards, Claudia Matera, Chief Development Officer of ALL DIGITAL introduced the event speakers and the topic.

Una O'Sullivan, Microsoft's Corporate Affairs Manager, shared insights from the Global Online Safety Survey 2023: Parents' and Kids' Perceptions of Online Safety. Una stated that **"as much as strengthening digital skills is important, it is also very important to be able to do so in safe and secure environment".**

The survey found that parents underestimated their teenager's exposure to online risks, with a gap of 12 points. However, most parents are taking proactive steps to protect their children online. Europe scored well, but concerns remain about the normalisation of graphic violence among young people.
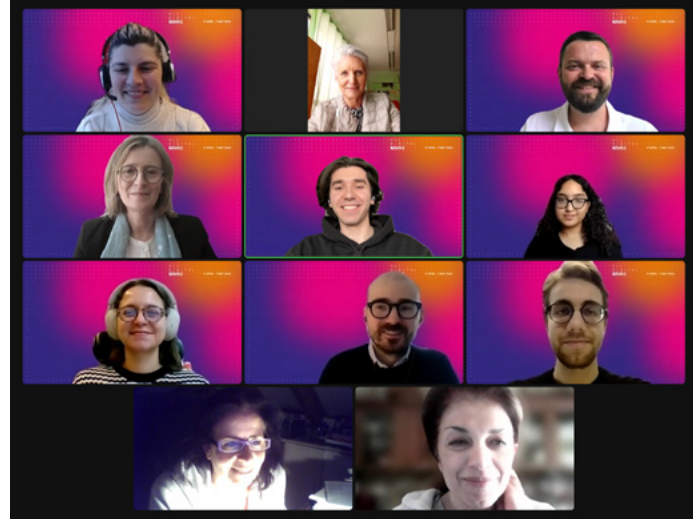
Then, **Dr Gregorio Lopez**, Comillas University, RAYUELA Project Coordinator presented the project and its implementation phase, including preliminary results of the data analysis. Gregorio shared that the data collected points out that the game is a good measure and predictor of risky attitudes. Nevertheless, it is too early to draw conclusions and larger volume of data is needed.

Arja Krauchenberg, Project Coordinator, European Parents' Association (EPA) talked about the role of parents in guiding their children through the digitalised world. Arja showcased few EPA's project

and mentioned that it is important to highlight the dangers of online environment, but also opportunities, recognizing that "parents need to keep a delicate balance between warning against danger, but at the same time not scaring children away".

Following the presentation, the speakers discussed on how we could contribute to reducing cyber-crimes that are happening and affecting minors. Una shared that raising awareness among children, teachers, and parents is key to fostering a safe digital enviro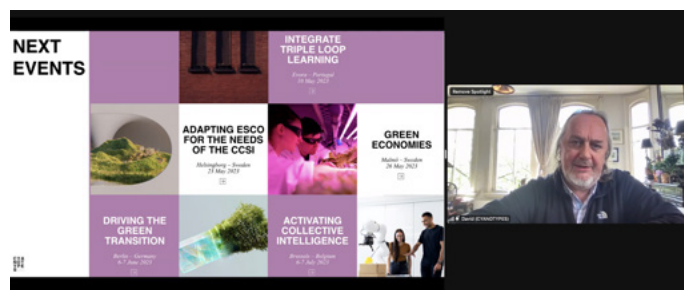nment, Gregorio shared that RAYUELA would like to provide evidence to inform policy makers and law enforcement agencies and Arja shared that parents should be aware of different ways to foster digital skills, which doesn't necessarily mean that children should be exposed to online environments from an early age.
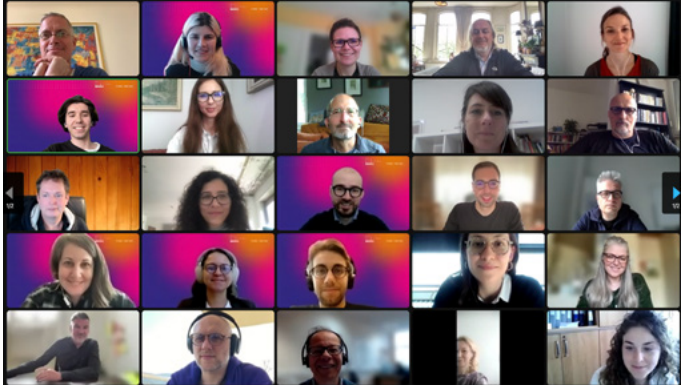
Cyanotypes Build and Ecosystem view
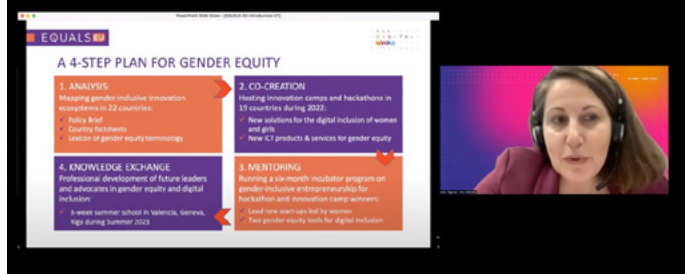### 2 May

Cyanotypes is an Erasmus+ Blueprint project focused on updating the skills needed in the Creative and Cultural Industries, including the review of related ESCO profiles.
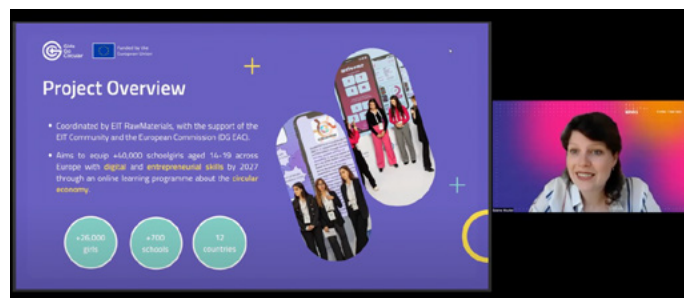
On **May 2 from 14:00 to 15:30 CEST,** Cyanotypes partners (including All Digital) ran an **online workshop** addressing the **future digital skills of the Creative and Cultural Industries** and sought exchanges with members of the DigComp CoP who are interested and working on this topic. **Three main points** were discussed during the workshop:

1. **digital creativity** - tech innovation is radically transforming the creative sector and almost all creative skills are also becoming digital skills. How is this happening and which are the implications?

2. **digital literacies** - tech innovation has vastly increased the scope and complexity of digital skills, think for instance of the impact of ChatGPT on information gathering and source assessment, the crucial role of data sets that do not reflect linguistic diversity (giving us "intelligent" assistants that only understand a very limited range of cultural contexts and identities etc). On the other hand, more and more creative work is looped into the design and training of intelligent systems, making the boundaries between data literacy and data science, non-expert and expert knowledges much fuzzier than expected. How do we sort this out and which players are involved in this conversation?

3. **digital skills assessment** - in light of the above developments, and with the aim to overcome the limitations of conventional digital competence self-assessment approaches, what can we expect from, and are there valid examples of skill-focused (rather than knowledge-focused) practice-based assessment tools that try to operationalize skills in a way that directly contributes to the validity of assessments?

In the framework of ALL DIGITAL Weeks 2023, ALL DIGITAL organised a webinar with the theme **"Closing the skills and gender gap in STEM – Where do we stand?"** on the 3rd of May 2023 in the framework of its partnership in the **EQUALS-EU project** - Europe's Regional Partnership for Gender Equality in the Digital Age. The session gathered speakers from the flagship European initiatives on the empowerment of girls and women in STEM education, careers, and entrepreneurship across Europe and beyond to share key lessons and visions for gender equality & digital inclusion in Europe.

The webinar started with the **opening speech by Peter Palvolgyi, CEO, ALL DIGITAL** who introduced the **ALL DIGITAL Weeks campaign** and an overview of the **EQUALS-EU project** by **Selin Tagmat,** Senior Project Communication Officer, ALL DIGITAL.

Dana Adriana Puia Morel, Policy Officer from DG GROW, European Commission introduced the ESTEAM Fests initiative on **empowering women and girls through**

digital and entrepreneurial competences. Dana highlighted that self-esteem is key for girls and women to achieve their full potential. The initiative focuses also collaboration, creativity, problem-solving and public speaking skills.

Solene Moutier, Education Project Specialist from EIT Raw Materials, presented another flagship initiative run at the EU level, Girls Go Circular aiming to equip secondary schoolgirls aged 14-19 across Europe with **digital and entrepreneurial skills through an online learning programme about the circular economy.** The **online learning platform** is open to everyone and consists of 15 learning modules in 12 languages to explore digital tools and the circular economy in different industries.

Tamara Dancheva from GSMA, a partner of **EQUALS-EU** and **EQUALS Global Partnership for Gender Equality in the Digital Age,** provided an overview of global efforts to bridge the gender gap in technology sector and the EQUALS-EU summer school to be organised during summer 2023 in Valencia, Geneva
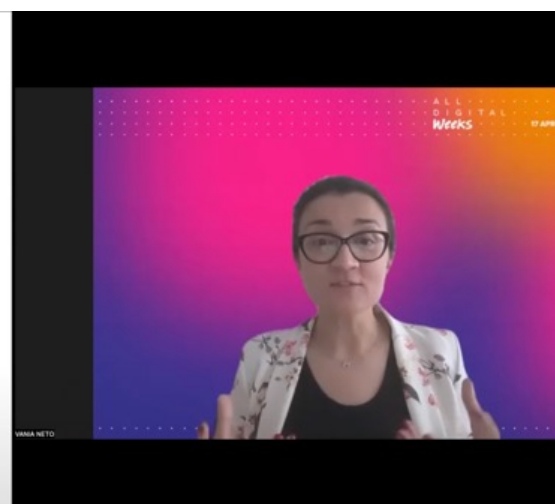
and Riga based on the professional development programme designed on women's digital rights, transformational leadership and STEM skills.
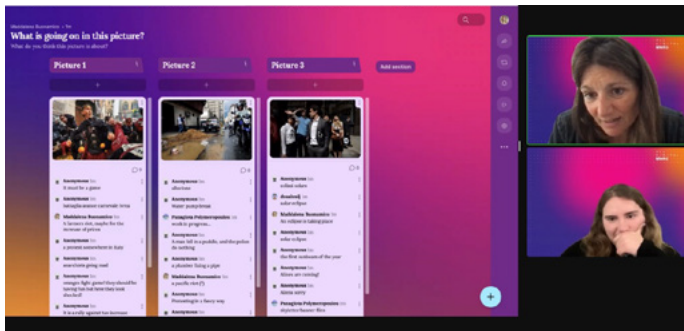
Maria Sangiuliano, Research Director and Program Manager from Smart Venice, shared her insights from the projects **CALIPER**, **BIAS** and **FIT**. Maria highlighted that giant steps were taken recently in terms of EU policies and strategies, while there's still a big gap to bridge in terms of gender equality in STEM careers. She added that STEM organisations are more engaged in gender equality and diversity plans today and the increasing shortage in ICT sector can be an opportunity for women.

Vania Neto, Education Skills & Learning Lead Western Europe at Microsoft, shared key learnings and future vision from their initiatives for empowering girls in STEM. Vania highlighted that women continue to be overrepresented in Education and Health & Welfare degree subjects compared to men and underrepresented in STEM fields. To overcome this, it's important to help girls keep their interest in STEM subjects at a young age so that they can be motivated to pursue STEM careers. Vania listed a few powerful actions to be followed such as providing role models to inspire girls, generating excitement on STEM topics, showing how such a career can make a difference in the world, offering hands-on experience with real-world examples, providing encouragement through parents, educators and others influential in a girl's life and finally encouraging a growth mindset. She shared some of Microsoft's initiatives taking into account these actions: Hacking STEM, Minecraft Education, Computer Science in the School Curriculum and Do IT, Girls!

CLIP Project webinar
3 May

This event was aimed at raising awareness about the importance of Visual Media Literacy, which is a fundamental component of the way European students and citizens are getting informed in the digital era.

To do that, Cristina Stefanelli firstly presented the CLIP Project (Critical Visual Media Literacy and Empowerment) and its scope: create innovative tools and training to equip HEI students with the needed skills to tackle misinformation caused by the manipulation of images.

After that, Professor Simona Pezzano delivered a presentation defining what Visual Literacy is, and how we learn through images. She also discussed the results of the project's "Report on Visual Media Literacy in Europe" which critically integrates the challenges imposed by visual media illiteracy and the competences to be developed to avoid it.

Thirdly, we engaged the audience in an activity that allowed them to play with images deprived of caption and taken out of context, to see what their thoughts and interpretations were. We then showed the real meaning and background of the three pictures.

Lastly, we heard from 2 ALL DIGITAL members: Mediawijs and Dataninja, who shared their thoughts and best practices on the theme. Bert Pieters (Mediawijs) talked about the importance of memes in today's society and how interpreting them could lead to meaningful discussion about topical issues. Then, Federica Arenare (Dataninja) showed the audience how data visualization can change the way we understand things, proving that visual products have a real impact on citizens' knowledge. She also shared with the CLIP consortium some insights on how Dataninja is integrating Visual Literacy in other projects.

(Digi)taal@work webinar
4 May
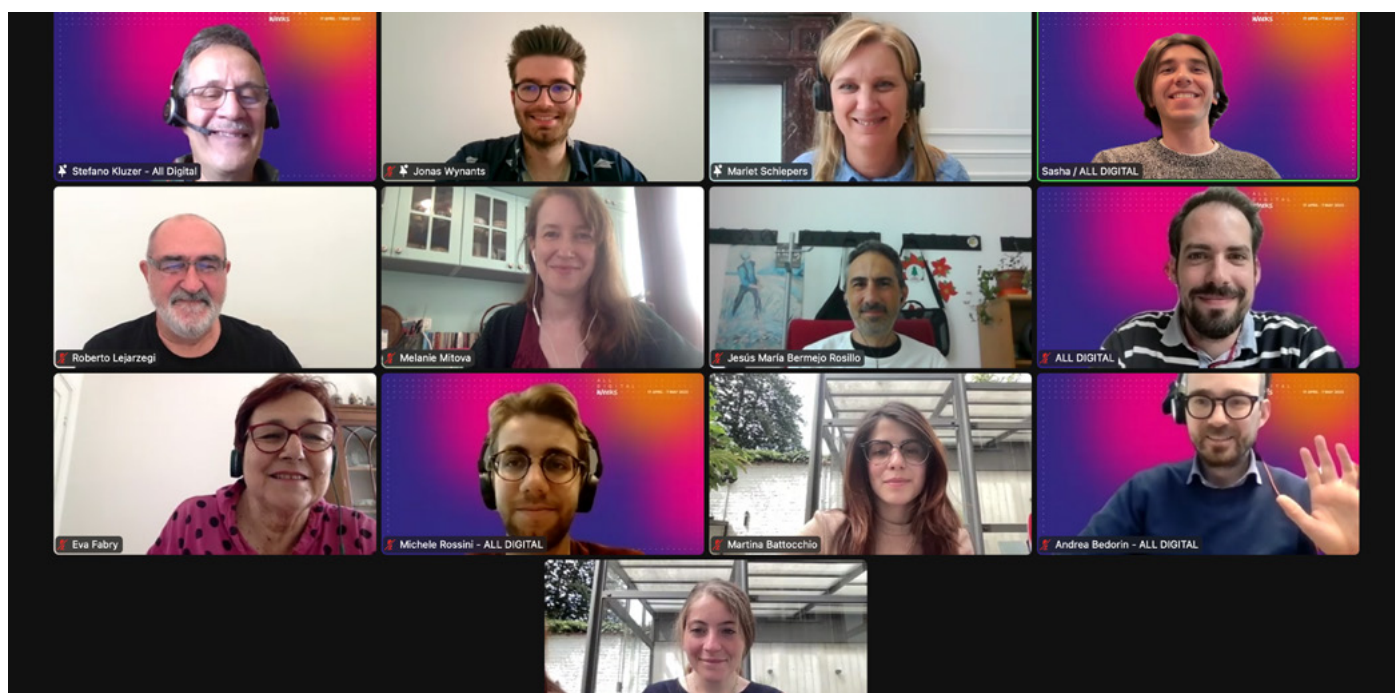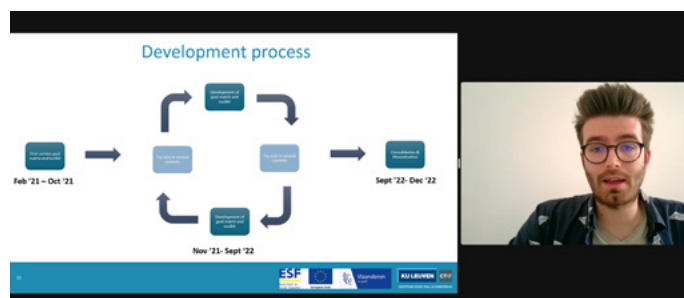
Recently, in the context of the Inspiring Experiences Webinar series and under the banner of the All Digital Weeks, the **DigCompHub project** invited the Centre for Language and Education (CTO – KU Leuven) to talk about the (digi)taal@work project, funded by ESF Belgium, together with Flemish partners VDAB, Mediawijs and Atlas, and ITTA from the Netherlands.

The project provides a dynamic and flexible training environment for newcomers who want to practice the digital and linguistic skills they need to search for a job in Flanders (Belgium). The environment is in Dutch and was designed to be used together with a coach, who supports the learning process in a targeted way.

You can find the recording here.

Closing Event

On the 5th of May 2023. ALL DIGITAL hosted online the international closing event of the ALL DIGITAL Weeks 2023. During the webinar we had the opportunity to share the achievements and learnings on digital education, empowerment, and inclusion earned during the 2023 campaign.

The event included keynote speeches on successful examples of digital skills programmes from our supporters Microsoft and Certiport, experiences and best practices from our national coordinators and strategic partners and lastly the main results, activities and achievements of the campaign were summed up.

KEYNOTES

Nenja Wolbers, deputy chair of the ALL DIGITAL board, opened the event and highlighted the campaign's success over the three-week period. She emphasized the diverse range of national events and

impressive achievements, specifically praising the notable efforts of Slovenia, Italy, and Spain. Germany was also commended, with a specific mention of a local organization in Gelsenkirchen that effectively utilized the campaign to promote an intercultural platform, facilitating improved access to education for families with migration backgrounds.

Afterwards, Peter Palvolgyi, CEO of ALL DIGITAL, took the floor to explain more about the numbers and objectives of the campaign, which was co-funded by European Commission and supported by industry partners like Microsoft and Certiport. ALL DIGITAL have partnered with 21 National coordinators, who

> Europe must equip its citizens with skills that match the fast-changing technology landscape and benefit society. This requires a comprehensive and coordinated approach with all stakeholders, from policymakers, educators and NGOs to employers and citizens. No one can do this alone.

Andreea Calbeaza
Manager Digital &
Green Economy,
Microsoft

disseminated the results and engaged partners and participants in their respective countries. To ensure the European visibility of the campaign, ALL DIGITAL engaged with 19 strategic partners, who also promoted and supported our campaign and activities.

Andreea Calbeaza, Manager Digital & Green Economy at Microsoft, emphasized the partnership with ALL DIGITAL and other organizations to empower individuals with relevant skills for the digital economy, with a specific focus on cybersecurity skilling. The urgent need for skills development in the EU was highlighted, citing data that showed millions of unfilled jobs and a significant gap in technology adoption rates. The increasing number and impact of cyber threats in Europe were discussed, along with the shortage of cybersecurity professionals to address these challenges. She emphasized the need for a comprehensive and coordinated approach involving all stakeholders to

ensure European citizens have the skills to meet current and future demand, and mentioned the initiatives of the European Commission, including the European Year of skills and the Cybersecurity Skills Academy. She concluded by expressing the belief that by working together, everyone can develop the skills needed for success in the digital age.

Later on, considering the absence of **Fiona Fanning,** Direcvtor of European Affairs at Certiport, we played a video presentation of Certiport, a leading global provider of performance-based certifications recognized across various industries. Through their partnerships with industry leaders, Certiport creates valuable certification opportunities that offer significant advantages for students and job candidates. They collaborate with top education and training companies to deliver effective courses material and practice tests, establishing a strong foundation of skills and knowledge necessary for certification success.

Norman Röhner, Policy Officer at ALL DIGITAL, stressed the importance of certification in enhancing digital skills and mentioned the involvement in the European Digital Skills Certificate feasibility study. He highlighted the upcoming pilot phase and the significant focus on certification in Council recommendations and the high-level group on digital education and skills.

THEMATIC ISSUES

1) Following these keynote speeches, the event covered the thematic issues of the awareness campaign. The first key theme **– Digital Skills for "Equity, Diversity and Inclusion" – from basic to advanced** was introduced by **Alicia Garcia-Madrid Colado,** Manager of European Social-labour Inclusion Programmes, Accion contra el Hambre, one of the strategic partners. She expressed the alignment of her organisation with the goals of the ALL DIGITAL Weeks 2023 campaign, focusing on fostering equity, diversity, and inclusion. She highlighted the importance of providing digital skills to disadvantaged groups for socio-labor inclusion, addressing the gender digital divide, and promoting accessibility to technological resources.

Fulvio Ananasso, President of Stati Generali dell'Innovazione, pointed out their focus on vocational education, equity, inclusion, sustainability, and education in relation to digital transformation. **Sabrina Greco,** expert patient on digital technologies certified by UnitelmaSapienza University, presented the efforts of their organization in training patient and caregiver experts on digital technologies, aiming to bridge the digital divide and promote digital skills for all.
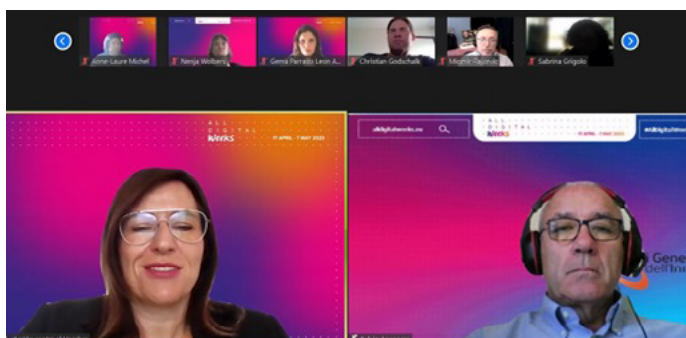

2) The second key theme discussed during the closing event was **DigComp** and **Digital Skills Certifications.** The conversation started with a video presentation from Certiport highlighting the importance of certification for both students and working professionals in obtaining the right job and achieving career success. In a competitive job market, certification sets individuals apart, increasing their chances of being noticed, rewarded, and promoted. Certified employees tend to earn higher salaries, gain professional credibility, and experience greater job satisfaction. The passage concludes by urging readers to recognize the value of certification in today's economy and to consider its benefits for students' careers.

Then our national coordinator from Czech Republic **Iva Walterova**, the CEO

29

from European Project Management Agency (EPMA), shared her experience and the word also with two national event organisers, Anne-Laure Michel and Ludmila Kasalova. The campaign in Czech Republic by EPMA, focused on transforming society through various projects and collaborations with educators, schools, and non-formal education. They highlighted the importance of certification, the participation of various organizations and authorities, and the organization of events on topics like cybersecurity, AI, and digital skills. This session presented a project called Moca, aiming to assist young people in creating digital projects for societal impact, emphasizing the need for certification and collaboration with the government.

3) For the key theme number three, **Digital media literacy and culture, Dovile Dudenaite** from Media and Learning Association strategic partner of ALL DIGITAL, explained that the Media and Learning Association (MLA) promotes the use of media to enhance innovation and creativity in education across Europe. MLA focuses on media education and literacy, collaborating to support knowledge exchange and digital media literacy projects. MLA actively participates in European initiatives and organizations such as
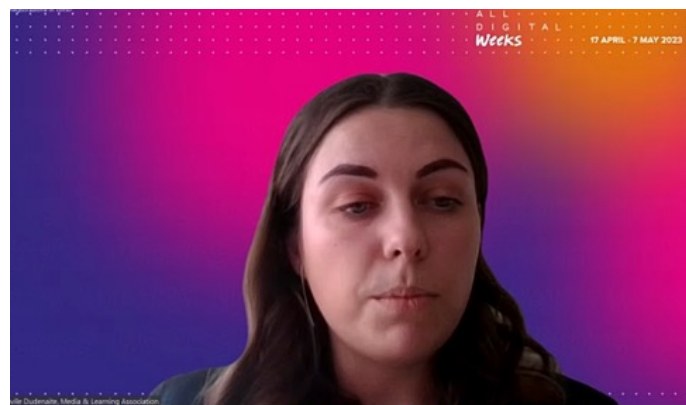
the ATMO consortium and the media and information literacy task force of APRA. The association endorses the ALL DIGITAL week's campaign, emphasizing the importance of digital media literacy in combating disinformation and protecting democratic values.

Miomir Rajcevic, President of Media Education Center, as Serbian national coordinato and national event organisers Stefan Mandic Rajcevic and Branko Vujicic. The speakers highlighted the role of media literacy in the region as well as the impact of digitalisation in healthcare and the need for patients to be informed of digital and technological progress.

4) The key theme number 4 was **Cybersecurity and safer internet** was introduced by Andreea Calbeaza from Microsoft and she emphasized that creating a safer internet is primarily about understanding the risks and protecting oneself and personal information in a constantly connected world. The pace of learning and raising awareness should keep up with the pace of innovation. Protecting children online is crucial, and parents, caregivers, and communities should educate themselves and their children about potential dangers and take steps to mitigate risks.

After this introduction, the floor went to Rosa Mendez from Somos Digital and as national event organisers Gema Parrado from AUPEX and again Rosa Mendez, who spoke on behalf of Fundacion Dedalo. Somos Digital represents an association composed of public administrations and non-profit entities that work on managing training programs for digital skills through networks of digital competence centres. They have a vast network covering the entire territory of Spain, with 2,372 centres in rural areas and 2,300 facilitators, reaching around 10 million people. They conducted a campaign focused on cybersecurity, discussing technical aspects and tips on cybersecurity, as well as how to protect against online threats. They achieved a live attendance of 300 people and received positive feedback. Another workshop targeted children, addressing responsible use of mobile devices, digital content, and raising awareness about cyberbullying, reaching 530 students who found it interesting and showed interest in future events.

5) The key theme number 5 Digital Skills for Environment and Sustainability was presented by Sotiria Tsalamani, EU Project Manager at European Association of Institutions for Vocational Training (EVBB), strategic partner of the ALL DIGITAL Weeks 2023. EVBB firmly believvse that digital skills are connected with vocational education and training. They emphasize the importance of digital skills, including media literacy, in preparing individuals for the job market and active citizenship. EVBB collaborates with its partner in the implementation of various activities and projects focused on digital skills, sustainability, and environmental aspects. They develop training materials and curricula to enable citizens to succeed in current society.
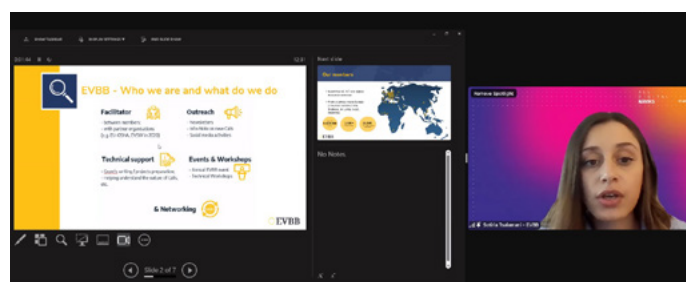

6) The last key theme tackled was Digital Skills for specific sectors. Tom Scott-Redford, Policy and Communications Manager at Council of European Professional Informatics Societies (CEPIS) and Ronald Bieber, Secretary General at the Austrian Computer Society (Austria) presented their experiences. CEPIS' representative emphasized the importance of digital skills for everyone, not just IT professionals, as user competence is crucial for the success of IT systems. He highlighted the changing landscape of IT job profiles and the need for digital skills in various roles. Ronald Bieber believes that providing opportunities to develop strong digital skills in schools can open doors to future careers in IT or related fields. He expressed the support for the ALL DIGITAL Weeks initiative and shared the impact and activities of the Austrian Computer Society in promoting digital skills through workshops, seminars, and events.

In the last part of the closing webinar, **Andrea Bedorin,** Senior Communications Officer at ALL DIGITAL, summed up the key results, activities, and achievements obtained across Europe during the three-weeks campaign. The ALL DIGITAL Weeks 2023 campaign has been a great success, with over 900 events organized across Europe, covering various themes and involving 31 countries. The campaign has seen increased impact compared to previous years, and strategic partnerships have further enhanced its reach. The campaign aimed to promote digital education, inclusion, and empowerment, particularly in regions that are currently lagging behind in these areas. He mentioned the possibility for participants to register their events on the map of events. By doing so, they will have the opportunity to win a trip to Zagreb and attend the ALL DIGITAL Summit Conference, where the best event and best national campaign will be awarded.

Lastly, ALL DIGITAL CEO **Peter Palvolgyi** concludes the event saying that the campaign's growth demonstrates its increasing outreach, inclusivity, and engagement among ALL DIGITAL members and partner organizations. Gratitude is extended to the speakers, panellists, and presenters who contributed to the success of the closing event and the 14 international events held during the campaign. Special thanks are given to the supporters, including the European Commission, Microsoft, and Certiport, as well as the strategic partners and national coordinators who played a vital role in coordinating activities at various levels. The dedication and hard work of the ALL DIGITAL board members, advisory board, and the entire team were acknowledged. A special thank has been reserved to the participants for their presence and they have been encouraged to stay engaged in promoting digital skills for all.
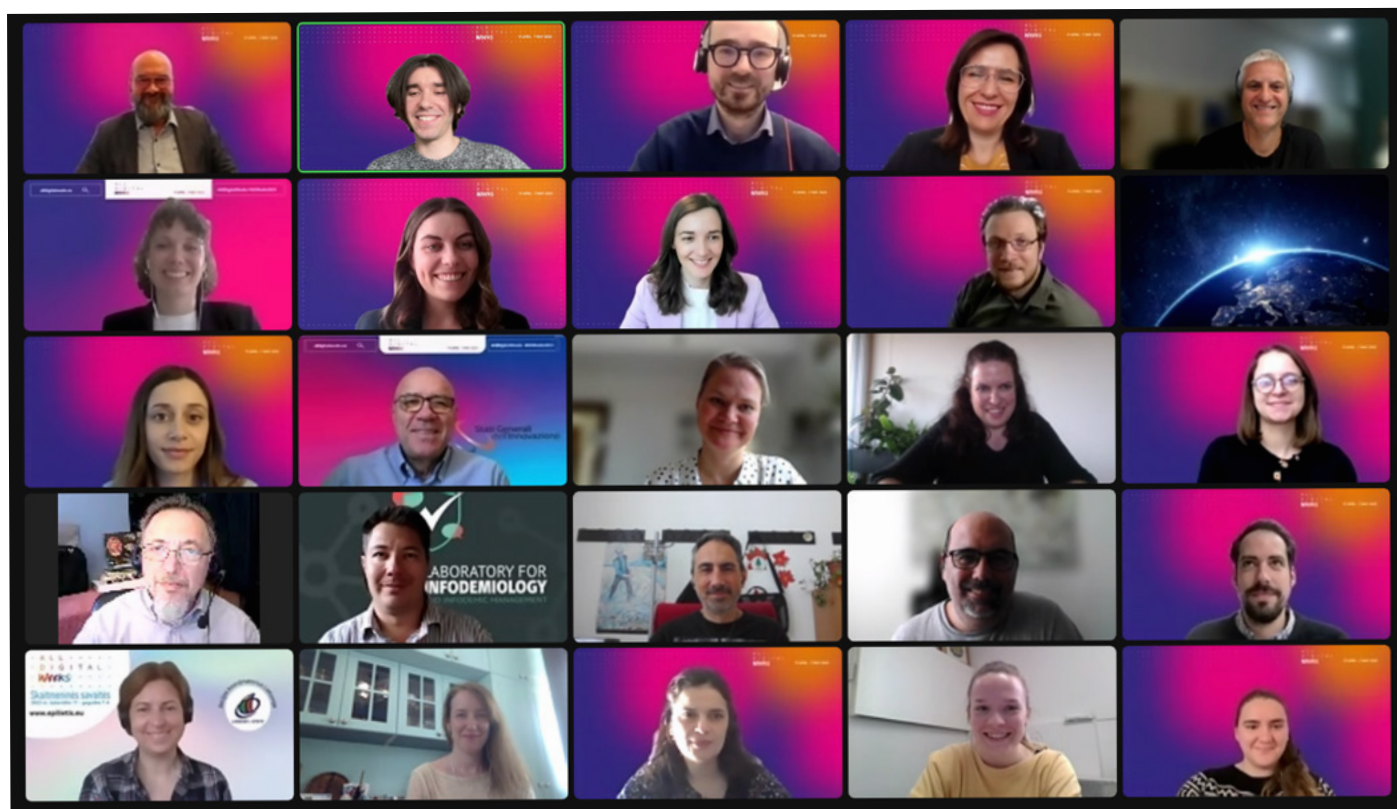
APPLY FOR THE ADWEEKS 2023 AWARDS FOR:

Best national campaign

Best Event

You can win a trip to **Zagreb** to attend the **ALL DIGITAL Summit 2023!**

ALL DIGITAL AWARDS 2023

ALL DIGITAL Weeks

We have decided to create 2 Awards for the ADWeeks campaign to recognise the consistent and impactful work done by our members, as national coordinators, and by the local event organisers at the grassroots level in enhancing digital skills through activities directed to expand the knowledge and competencies of all people present on the European territory.

The 2 awards categories were:

- **Best national campaign,** dedicated to the best national coordinator

- **Best event,** dedicated to the event organisers filling in the map of events

Supporters

Co-funded by
the European Union

Microsoft

CERTIPORT

A PEARSON VUE BUSINESS

National Coordinators

The campaign was sustained and promoted with the support of selected national coordinators across Europe. The 21 national coordinators are ALL DIGITAL members that liaised with organisations involved in digital skills, promoted the campaign across their networks, and monitored the performances at national level.

They fostered the visibility of the ALL DIGITAL Weeks in their countries, and supported and coordinated the local partners in the organisation of local events, training and courses which provide different population groups with digital skills and education.

Strategic Partners

We invited national networks, umbrella organisations, or those with capacity to have a big regional or national reach to join as partners of the campaign. We asked them to support us in promoting the campaign and planned activities to their network and raise awareness on digital education issues tackled by the campaign in their country.

We invited them to organise an international event in English and have it featured in the ALL DIGITAL Weeks 2023 agenda as well to encourage local organisations to add their events on the map of events.

ALL DIGITAL Weeks

Map of Events

Thank you!

Keep enhancing your digital skills!

See you in 2024.

**Co-funded by
the European Union**