

## ECDL FOUNDATION NEWSLETTER

### HIGHLIGHTS OF THIS EDITION

Latest Quality Standards Unveiled at ICDL Asia Regional Meeting

Combat Cybercrime - Dubai Municipality Endorses ICDL IT Security Module

**WELCOME TO THE OCTOBER 2013 ISSUE OF THE ECDL FOUNDATION NEWSLETTER.**

**ECDL / ICDL IN ACTION AROUND THE WORLD**



### **COMBAT CYBERCRIME - DUBAI MUNICIPALITY ENDORSES ICDL IT SECURITY MODULE**

Dubai Municipality (DM) announced its endorsement of the ICDL IT Security module – a move that is part of the Municipality's commitment towards the provision of best practices in maintaining higher levels of IT security and safety.

The Dubai Municipality Training Centre will be introducing the module under the supervision of ICDL-certified experts, which ensures that candidates taking the security module will acquire the necessary skills needed to combat cybercrimes and maintain the privacy and confidentiality of customer data.

The ICDL IT Security module has been designed to provide computer and internet users with the necessary skills to ensure robust defences for their digital data while also addressing security gaps found in home and office networks as cybercrime rates continue to rise in the region.

Dubai Municipality has a track record of excellence in IT Security, having obtained the international ISO27001 certificate in 2010 in information security for e-services rendered to the public.

Aljassmi, Head of IS Security Section at the IT Department, Dubai Municipality, said: *"We are pleased to cooperate with ICDL on the implementation of ICDL IT Security, which represents an important step forward in our efforts to create a positive work environment that complies with the highest standards of information security to protect the privacy and safety of customer data."*

Jamil Ezzo, Director General of ICDL GCC Foundation added, *"...we look forward to support DM's efforts to raise more awareness among employees on the best online security practices to ensure delivery of best services to customers."*

### **7TH BALKAN REGION ECDL FORUM IN ZAGREB**



ECDL Operators from Bosnia and Herzegovina, Croatia, Montenegro, Serbia and Slovenia as well as representatives of Croatian authorities, test centres and ECDL Foundation met on 11 October in Zagreb, Croatia. Participants discussed ways of improving digital literacy levels in the region in the context of the Digital Agenda for Europe – A Europe 2020 Initiative.

The Zagreb Forum was an opportunity to officially launch new ECDL in Croatia. The new certification concept was the main subject of presentations delivered by ECDL Foundation's CEO Damien O'Sullivan and Presidents of regional computer societies: Mensura Beganovic, Djordje Dukic, Marijan Frkovic and Niko Schlamberger.

Other subjects discussed during the Forum included 'Strategy of Education, Science and Technology in the Republic of Croatia'; 'Digital Agenda in Europe and Croatia' and the 'Croatian Qualification Framework'.

### **ICDL CERTIFICATION AS PART OF THE RECRUITMENT PROCESS IN CIMMYT MÉXICO**



CIMMYT (Centro Internacional de Mejoramiento de Maíz y Trigo, Internacional - International Maize and Wheat Improvement Centre) is a non-profit international research and development organisation, dedicated to the improvement of wheat and maize with the ultimate aim of ending world hunger.

To improve its internal recruitment process, they decided to include an international certification with a validated standard in order to ensure a level of ICT knowledge and skills of potential candidates. They became an ICDL Accredited Test Centre to offer ICDL testing and certification as part of this recruitment process and also for staff training programmes.

Administrators and examiners have been trained and they will be in charge of ICDL within the organisation.

CIMMYT grew out of a pilot programme sponsored by the Mexican government and the Rockefeller Foundation in the 1940s-50s to raise Mexico's farm productivity. Nowadays, more than 10,000 researchers worldwide are alumni of CIMMYT training programmes. They play a critical role in their home countries helping the world's poorest and most marginalised farmers. Today, CIMMYT seed varieties are grown in more than 100 countries.

## TRAINING OF TRAINERS AT UNIVERSIDADE DILI TIMOR LESTE

ICDL Asia Accreditation Partner in Indonesia, Yayasan Pendidikan Indonesia (YPI), organised a TOT (Training of Trainers) programme at the University of Dili, Timor Leste on 11-14 October, 2013. The training was attended by 30 teachers and invigilators, together with 2 trainers from YPI. This programme aims to strengthen the capacity of ICDL Trainers and Invigilators at the University of Dili.

The University of Dili (UNDIL) became an ICDL Accredited Test Centre in September 2012 and was inaugurated formally by the Prime Minister of East Timor, HE Xanana Gusmao in October 2012.

The TOT programme will look at strengthening ICDL Trainers and Invigilators with skills on teaching ICDL modules, planning, and managing the ICDL programme in UNDIL. 400 candidates has been enrolled onto the ICDL programme.

## MANDATORY REVIEW OF ICT QUALIFICATIONS IN NEW ZEALAND



The New Zealand Qualifications Authority and the Institute of IT Professionals are leading a review of all Level 1–6 ICT qualifications in New Zealand. ICDL Asia's New Zealand partner, the 2020 Communications Trust, is represented on the Review Working Group by one of its Trustees, Hazel Jennings. The first stage of the review has involved distinguishing between qualifications relating to the use of computers 'as a tool' compared to those relating to 'IT as a profession'. ICDL has been mentioned explicitly in the consultation document as a relevant international certification; it is expected that the new qualifications will have direct linkages to the ICDL modules. Once the qualifications are finalised, the 2020 Trust will be initiating a formal mapping process to identify these linkages and ensure ICDL continues to be recognised on the new framework. Further details about the review can be found on the [New Zealand Qualifications Authority website](#).

## ICDL IRAN IMPLEMENTS OFFICE 2013 TESTS



Due to the fast advances of technology and the constant upgrading of software, ICDL Iran has decided to implement ICDL tests for Office 2013 in addition to Office 2007. Therefore, a schedule has been prepared to introduce the new programme. According to this schedule, a promotional campaign including posters and brochures will commence at the end of October and candidates and Accredited Test Centres will be informed of the new facility. This project will officially launch at the end of November. In the first phase, the tests will be piloted and after the revisions, they will be offered to the candidates.

## NEW ICDL LAUNCHED IN SOUTH AFRICA

Over 170 people gathered in Johannesburg on 4 October for the official launch of 'New ICDL' in South Africa. In total 25 delegates travelled from outside South Africa, representing Botswana, Namibia, Swaziland, Zambia and Zimbabwe. This event marked the last of a series of successful 'New ICDL' launches across Africa.

Daniel Palmer, General Manager ICDL Africa gave the keynote address, updating delegates on the success of ICDL globally and the introduction of New ICDL. Jennifer van Niekerk, CEO, ICDL South Africa, presented on the opportunities for the future with New ICDL. Following this, attendees were divided into breakout groups according to the sector they operated in to share experiences and identify challenges. Faye Macheke, ICDL Development Director, then gave a presentation on experiences of implementing ICDL. This was followed by Charlton Philiso who spoke about the involvement of ICDL in the Ministry of ICT and the Skills Education Training Authorities.

Feedback from centres in attendance was very positive - delegates were excited about 'New ICDL' and the flexibility that it offers.

Jennifer van Niekerk summed up the thoughts of the ICDL South Africa team following the success of the Forum *"It was fantastic to see such a great turnout of ICDL Accredited Test Centres and Accredited Testers at the Forum. Reconnecting with people who have been with ICDL for many years and meeting new, excited and passionate centres was so inspiring! The positive input from so many participants shows how passionately committed our centres are to creating a digitally literate South Africa."*



### CENTRAL AND EASTERN EUROPEAN MEETING 2013

Representatives of 11 ECDL National Operators and Accreditation Partners from Central and Eastern Europe met in the Slovakian capital, Bratislava to share their recent experiences in implementing new ECDL. The new certification launched by ECDL Foundation last May is already available in Austria, Czech Republic, Hungary, Poland and Romania with recent and expectant launches in Croatia, Lithuania and Slovakia.

During the meeting, members of regional computer and informatics societies in the region stressed the importance digital skills certification in the context of the Digital Agenda for Europe, the EU Financial Framework 2014-2020, and emerging National Qualification Frameworks.

The meeting was attended by ECDL Foundation representatives including Damien O'Sullivan, CEO, who gave the National Operators an overview of current programme status and activities of ECDL Foundation globally.

### FOR DISCUSSION



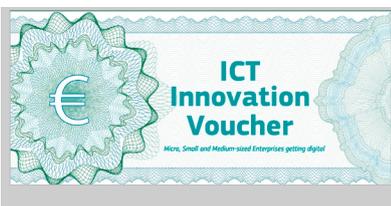
### GUIDE TO THE ICT VOUCHER: HOW SMES CAN GET 10K WORTH OF DIGITAL SERVICES

You don't need to be a CEO to know that doubling a business' growth, exports and employees is a considerable achievement. The claims made by European Commission Vice President Kroes recently are fact. Those figures are real<sup>[1]</sup> and digital services really are every bit the magic pill for business that the growth suggests.

Digital services can slash the time spent on manual processes, cut costs on hardware and create efficiencies that save time and resources. Used efficiently, they can increase competitiveness, open new markets, and maximise agility.

Digital services are great value when you consider the rewards. Best of all – courtesy of the EU – they will soon be free.

ICT Innovation vouchers worth up to €10,000 will be made available to micro-enterprises and SMEs across Europe in 2014. Used efficiently, they could transform a business.

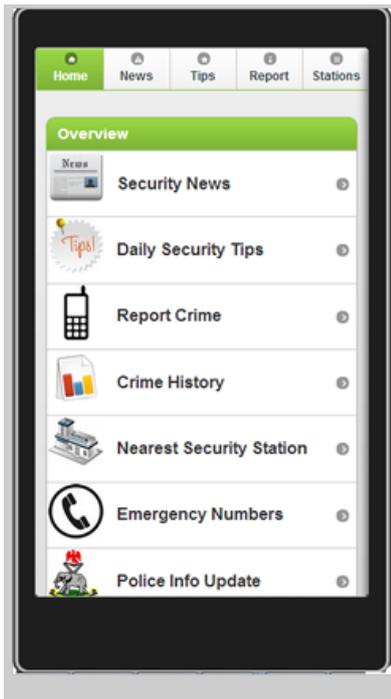


### What you need to know about ICT Voucher

These points are based on the Commission's blueprint guidelines on how the voucher scheme should work, but each scheme will differ as they are implemented by regional and local authorities.

- **Modest paperwork**

The ICT Voucher aims to keep the application "simple and short", so there won't be pages of paperwork and lengthy presentations. Form should be three pages maximum.



- **Fast turn-around**

The recommendation is to keep the application process “fast and light”. There should be no cut-off time for applications, and response time (approval or rejection) should be no more than 5-10 working days.

- **Not valid for hardware**

This is a key point – the grant is not for hardware or equipment. So you can’t use it for a server but it could be used for cloud services, for example. SMEs and hardware have a troubled history anyway, with SMEs often oversold hardware and unprepared for maintenance costs.

- **Not aimed at start ups**

The scheme primarily targets established companies after the first growth cycle, but the blueprint says start-ups could be considered.

- **Schemes will differ by region**

Each ICT innovation voucher scheme will be “tailor-made” to fit the region, so this will mean differences in the implementing body, how the voucher is redeemed, and maybe even co-financing.

### **What you can buy with ICT Voucher**

Here’s a non-exhaustive list of digital services which is based on the EC blueprint to get you thinking.

**What: Website or app**

**How much:** Starts at €40 up to €1000s for custom websites and apps.

**Why:** Every firm must have a website – but CMS solutions such as Wix mean you don’t necessarily need a web developer. Use the voucher on a Wordpress template and html course and you’ve also invested in your own skills.

Already have a website? A grant to make it suitable for mobile or tablet (responsive design) could dramatically improve your online enquiries and sales. A simple mobile or tablet application might be the next step for your SME; look at the success of [Hailo](#).

**What: Digital marketing**

**How much:** From almost free (social media) to low cost (e-marketing software) to thousands of euro (consulting).

**Why:** Few firms market themselves online beyond their website (only 1 in 5 according to PayPal), and fewer still do it well. Often SMEs tinker with services such as social media and online advertising, get little return on the time invested, and then abandon it. Use the voucher for a social media consultancy or hire pay-per-click professionals for a set time period.

**What: e-commerce solutions**

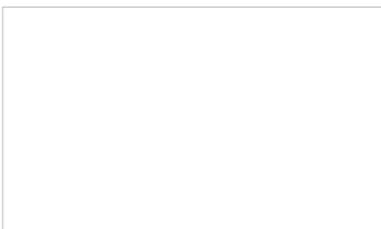
**How much:** From percentage of sale price (reseller commission) to thousands of euro for a custom e-commerce platform.

**Why:** 81% of small firms selling on eBay’s platform export to at least five foreign countries. The resistance of SMEs to sell cross-border keeps them small, and that has to change. The combination of the European single currency and plug-and-play e-commerce solutions means there is no excuse anymore. For more read our [e-commerce guide for SMEs](#).

**What: ICT training**

**How much:** Starts small (from €50), so training employees en masse is possible.

**Why:** Embedding ICT training with a new digital service is probably the most effective way to use the voucher.





Improving employee skills along with new software returns a bigger investment than the services on their own. ICT training itself can create huge efficiencies in businesses, with the [ALBA study](#) showing that ICT training reduces the time supervisors spend dealing with employee queries by 50%.

Of course, investing in employee skills also leads to higher staff retention, higher morale, and can spur internal promotions – the most cost-effective type of recruitment.

That fact is that often ICT training is a necessity. Three in five (57%) Australian SMEs say low levels of digital literacy is preventing them from running their business more efficiently, according to research from [PayPal](#).

Shiny new websites, CRM solutions and e-commerce platforms will never be a solid investment if staff don't have the digital skills to use them efficiently. That's why digital training providers, including our ECDL partners, are expecting a big demand for their services from SMEs next year.

The ICT Voucher will roll out across Europe in 2014, and SMEs, micro-enterprises and service providers all stand to benefit from it.

To keep informed on its progress, stay in touch with your regional authority or local chamber of commerce and bookmark the [Innovation Voucher website](#).

[1] In Germany 93% of SMEs with an active web presence increased employment over the past three years, compared to 50% of those without active web presence

## INTERNATIONAL RESEARCH AND REPORTS



### LESS THAN ONE THIRD OF YOUNG PEOPLE AROUND THE WORLD ARE DIGITAL NATIVES

According to a widespread myth, today's young people are digital natives, namely confident and skilled users of digital technologies. A new report from the International Telecommunication Union (ITU) reveals that in fact only 30 percent of the world's youth population are digital natives. Overall, digital natives represent less than 6 percent of the world's entire population. The countries with the highest proportion of digital natives among their population are mostly rich nations, which are characterised by high levels of Internet penetration, with South Korea at the top of the list. Timor-Leste, Myanmar and Sierra Leone are the countries with the smallest estimated population of digital natives. Overall developing countries are lagging behind but the digital native population in these countries is expected to double by 2017.



### DISCOVER ESCO, A NEW CLASSIFICATION TO HELP TACKLE LABOUR MARKET MISMATCHES

Matching the right worker to the right job remains a challenge. With this in mind, the ESCO classification has been developed in order to bridge the gap between the world of education and training and the labour market. ESCO introduces a standard terminology for occupations, skills, competences and qualifications that are relevant for the EU labour market and education and training. The system also provides occupational profiles showing the relationships between occupations, skills, competences and qualifications. ESCO is developed by the European Commission and it is available in 25 languages with a view to facilitating increased international transparency and cooperation in the area of skills and qualifications.