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# DIGITAL SKILLS DEVELOPMENT TOOLKIT FOR YOUNG NEETS TO INCREASE EMPLOYABILITY



## R1: DIGITAL SKILLS TRAINING FRAMEWORK

### GOOD PRACTICES MANUAL

2021-2-TR01-KA220-YOU-000047996



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# Introduction

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The good practices example manual is a kind of tool and a comprehensive, systematic guide for all interested civil society organizations that want to support youth, women, and other disadvantaged groups in their transition to the labour market and promote their digital skills.

The manual is intended to serve as a roadmap and guide for youth organizations and other civil society organizations interested in offering employment and business models to improve the situation of NEET young people in their respective communities through digital literacy and soft skills development.

The document is based on good practice examples of relevant civil society organizations in Austria, Italy, Spain, and Turkey.



The concept of NEET refers to a diverse group of young people, not in employment, education or training. More specifically, it relates to unemployed and inactive young people who don't participate in formal or non-formal education programs.

The term NEET first appeared in the 1990s in the context of policy discussions in the UK about the reintegration of young people aged 16 to 18 who'd dropped out of education but weren't yet integrated into the labour market.

NEETs were first mentioned in the European discussion on the Europe 2020 flagship initiative 'Youth on the Move'; the term was then extended to 15–24-year-old and later to 15–29-year-old. Today, it's a central part of the political discourse of the European Commission, the European Parliament and the Council of the European Union.

Although the concept of NEET was initially used to understand how NEET situations affect individuals, it's evolved. It is often seen as an indicator of how NEET situations affect society, the economy, and the labour market.



Differences between young people who're unemployed or inactive vary according to age, family background, personal characteristics, socio-economic status, level of education, etc. Understanding these barriers is crucial and, combined with the specific community context and general knowledge of youth development and educational needs, can contribute to developing appropriate and quality support programs and interventions.

The "digi4you" project aims to increase the quality of education and training of youth staff in project partner countries through structured content and tools to raise youth's digital abilities and soft skills.

Source: Exploring the diversity of NEETs, Executive summary, Eurofound:  
[https://www.eurofound.europa.eu/sites/default/files/ef\\_publication/field\\_ef\\_document/ef1602en\\_1.pdf](https://www.eurofound.europa.eu/sites/default/files/ef_publication/field_ef_document/ef1602en_1.pdf) (accessed: 01/10/2022)



# Good practices in Turkey

## 1. Young Women Building Their Future

Organized by Sabancı Foundation

### Target group:

Young NEET womens

### Problems addressed:

The concept of NEET (not in employment, education or training) is used by young people to identify their problems and situation in the labour market and education. In Turkey, 34.7% of young people aged 18-29 are in the NEET category. Women have a larger share within this group. The NEET rate among women is 50.5%, compared with a rate of 24.4% for men in the same age group. The number of NEET women is 3.554.000 in Turkey.

In partnership with the Turkish Ministry of Family and Social Services, the Turkish Ministry of Work and Social Security and The United Nations Development Programme (UNDP), we have recently launched the Young Women Building Their Future project intending to raise awareness about the challenges that young women NEETs across Turkey face, and to address their needs.

### Mission and objectives:

The project aims to make the problems and needs of the NEET women visible and establish mechanisms to address these problems and needs. The project will also increase NEET women's social and economic participation by empowering them.

- To raise the problems and needs of the NEET women in national fora and activate the relevant stakeholders and institutions.
- To ensure awareness raising and empowerment of the NEET women.
- To improve the reachable NEET women's skills and employment opportunities.



### Activities:

Pilot cities are Adana, Ankara, Bursa, Diyarbakır, Erzurum, İstanbul, İzmir, Konya, Mardin, Trabzon and Van.

- Field Research: Baseline and Needs Assessments
- Capacity Building and Awareness Raising Trainings
- Training on Improving Vocational Skills
- Mentorship and Internship
- Digital Portal, including the Opportunities Map
- Awareness Raising Campaigns
- International Symposium
- Grant Program

### Implementation period:

2022-2024

Website: <https://www.geleceginikurangenckadinlar.org/>

LinkedIn: <https://www.linkedin.com/company/sabancivakfi/>

Facebook: <https://www.facebook.com/sabanci.vakfi/>

Photo sources: <https://www.geleceginikurangenckadinlar.org/>





## 2. Design Your Future

Organized by Habitat Association

### **Target group:**

Youth aged between 16-30 years old, mostly focusing on unemployed or youth seeking employment.

### **Problems addressed:**

In a changing and developing world, it is necessary to increase the knowledge and awareness of the youth community on digital rights by expanding the use of information channels and training that will improve the digital skills of young people.

Geleceğini Tasarla is an ongoing project of Habitat Association and Microsoft since 2005. Project activities focus on 2 main themes: skills and employability.

### **Mission and objectives:**

The project aims to increase the employability of unemployed youth by equipping them with digital and soft skills that are crucial in Professional Career.

- To offer the users of the training platform [www.geleceeginitasarla.com](http://www.geleceeginitasarla.com) an opportunity to improve their digital competencies, enrich their social skills and search for jobs effectively.
- To improve the social and digital skills of job seekers to increase their employability,
- To support young volunteers in spreading the educational contents face to face with the peer education model,
- To support the capacity development of young people together with teachers/mentors.





### Activities:

With the online education platform "geleceginitasarla.com", created in 2020, registered users follow free online training on developing their digital competencies, enriching their social skills, and searching for an adequate job. Within the scope of the online platform and face-to-face training, activities are organized on the topics of "Career Planning Skills", "Digital Productivity Tools", and "Digital Literacy".

- Digital skills training
- Employability and 21st century skills training
- Employability events

Implemented cities: Adana, Ankara, Antalya, Aydın, Bursa, Denizli, Erzurum, Eskişehir, Gaziantep, Mersin, İstanbul, İzmir, Kayseri, Konya, Malatya, Ordu, Tekirdağ, Trabzon, Şanlıurfa, Van

### Implementation period:

2005 - ongoing

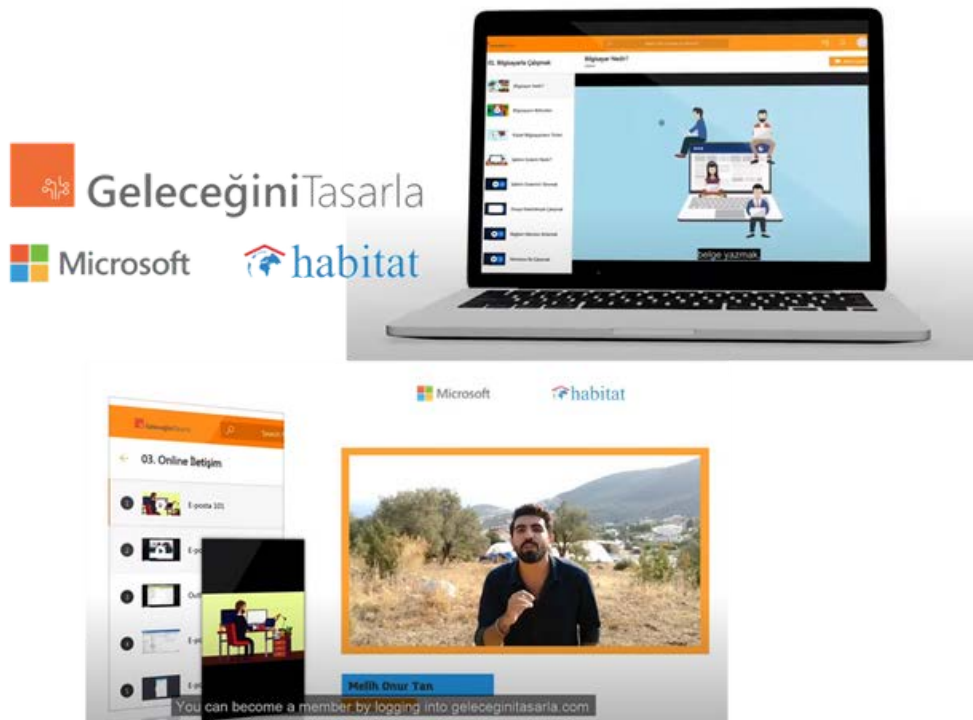
Website: <https://geleceginitasarla.com/>

LinkedIn: <https://tr.linkedin.com/company/habitatdernegi>

Facebook: <https://facebook.com/habitatdernegi>

Photo sources: <https://geleceginitasarla.com/>

<https://youtu.be/1lcV0nvRFP4>







### 3. Up to Youth Promoting Future Digital Social Entrepreneurs

Organized by Bahcesehir University Foundation

**Target group:**

Young NEETs aged 18-24

**Problems addressed:**

There is widespread concern that economic growth has not been shared, and that the financial crisis has only widened the gap between rich and poor. Young people are very concerned about this situation and would like to take some steps against it. However, when youth graduate from universities, they find themselves competing for a job. Social entrepreneurship can bring solutions to this problem since the benefits of it are for both youth and people in need.

**Mission and objectives:**

The project aims to encourage young people (undergraduates, unemployed graduates or young migrants) to develop their skills for digital social entrepreneurship. These certain skills are required to create and develop a digital social enterprise up-to-date and range from those for promoting social inclusion such as life skills, social skills and work skills to support entry in the labour market, skills for entrepreneurship and management and skills for workforce development, essential to achieve sustainability and growth.

- To develop social entrepreneurship skills such as how to start social entrepreneurship or how to create capital.
- To develop digital marketing skills and new media skills (e-commerce, using social networks).
- To increase multiculturalism awareness to reach immigrant individuals effectively.
- To learn important skills such as budgeting and building business models



### Activities:

- Desk research on training opportunities for youth's entrepreneurial skills
- Good practices and interviews with role models to show how the ideas of social entrepreneurs have been prepared and role models from social entrepreneurs and digital media experts
- Trainers' handbook
- Training materials on social entrepreneurship and digital marketing
- E-learning platform.

### Implementation period:

2018 - 2020

Website: <https://uptoyouth.eu/>

YouTube: [https://www.youtube.com/channel/UCaRmVqtgvUDZ\\_dox1qkdjMg](https://www.youtube.com/channel/UCaRmVqtgvUDZ_dox1qkdjMg)

Instagram: <https://www.instagram.com/uptoyouth.eu/>

Photo sources: <https://uptoyouth.eu/>



## Good practices in Italy

### 4. Digital Skill Voyager

Organized by Dintec - Consorzio per l'innovazione tecnologica

**Target group:**

Students, young people, workers, entrepreneurs and more generally of all those who are looking for a specific tool to measure their digital skills, enhancing them on the job market

**Problems addressed:**

Digital Skill Voyager (DSV) is an online test to measure digital knowledge. The good practice consists in accompanying people on the digitalization process in order to meet the challenges that technological transformation poses and to be competitive on the job market. Good practice allows workers to be guided towards training courses that are aware of and adequate to the level of competence actually possessed and to the requests of companies. Furthermore, it makes it possible to facilitate the digitalization processes of companies.

**Mission and objectives:**

The activity investigates, using the gamification technique, the main areas of digital competence identified starting from the in-depth levels of DigComp 2.1, integrating them with questions relating to the soft-skill topic, technologies, business models 4.0 and "digital sustainability"

At the end of the path, based on the answers provided, a report is automatically obtained containing an evaluation that allows you to discover your level of digital competence, also returning the benchmark of the performances obtained compared to those achieved by other users of the test with a similar profile in terms of age and professional occupation.



### Activities:

DSV is part of the assessment tools offered by the PID network - Digital Business Points of the Italian Chambers of Commerce (structures that are part of the network of technology transfer centers at national level provided for by the National Transition Plan 4.0, of which Dintec is the coordinator nationally) and that in the last 3 years have involved almost 450,000 young people and citizens.

DSV is a free service and is one of the initiatives promoted by "Repubblica Digitale", and was mentioned in the DESI - Digital Economy and Society Index 2021.

### Implementation period:

2021 - ongoing

### Links:

<https://www.dskill.eu/game.php>

<https://www.youtube.com/watch?v=1ITH06p-bl4>





## 5. Digital Girls

Organized by University of Modena and Reggio Emilia + EWMD

### Target group:

Girls

### Problems addressed:

Digital Girls is an innovative orientation project that aims to bring high school girls closer to computer science and the principles of software development in a creative and fun way. The project is a candidate in the "Digital against the gender gap" category as the ultimate goal is to reduce the gender gap in the IT and digital sector, which still sees a very strong under-representation of the female component.

### Mission and objectives:

Girls Digital was developed in presence, before the covid, as Summer Camp and, after covid, online in the last two editions.

The girls have the opportunity to develop digital skills, learning the basics of computational thinking through activities such as the creation of video games in the Python language, the programming of mini-robots based on Arduino and the creation of apps, even by inserting Artificial Intelligence modules, for example dedicated to image classification or to training supervised Machine Learning models.



### Activities:

The project was born in 2013 from the collaboration between the Enzo Ferrari Engineering Department of the University of Modena and Reggio Emilia and the EWMD (European Women Management Development) association, the project has grown over time, involving the University in 2018 of Bologna through the Department of Computer Science - Science and Engineering, Cesena office and, from 2022, also the Universities of Parma and Ferrara.

Digital Girls, which enjoys the patronage of the Municipalities of Modena and Reggio Emilia and the Emilia Romagna Region, is mainly financed by the Modena Foundation, but has been able to enjoy further corporate support such as VEM, Cisco, Expert System, Doxee, Iren, Lombardini -Kolher, as well as funding from the Pietro Manodori Foundation, the Vignola Foundation and the Scientific Degree Plan project. The project has also been recognized as a best practice in the context of the European project Horizon 2020 EQUAL-IST "Gender Equality Plans for Information Sciences and Technology Research Institutions".

Over the years there have been over 1000 girls trained through this initiative

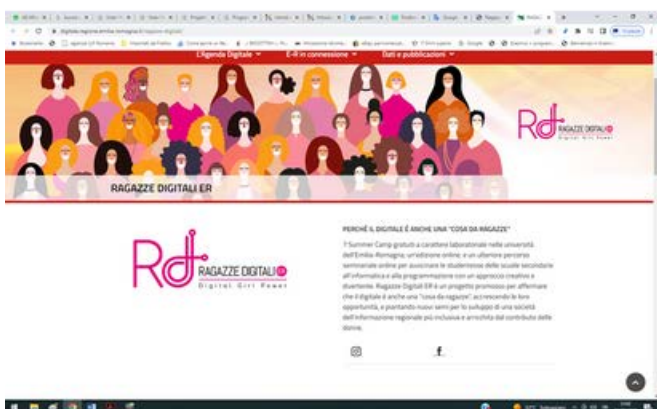
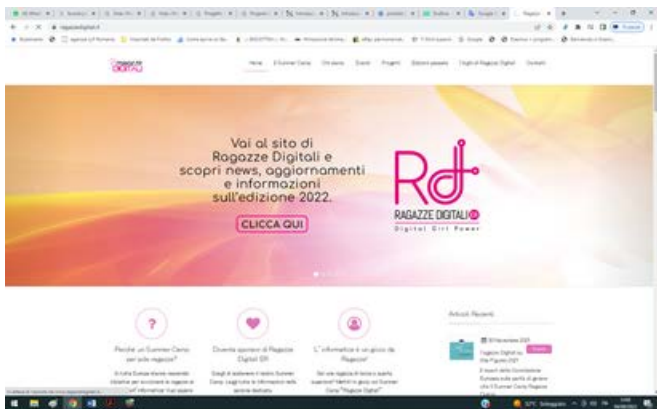
### Implementation period:

2013 - ongoing

### Links:

<https://www.ragazzedigitali.it/>

<https://www.youtube.com/watch?v=5EVaXfpzY4k&t=3s>



## 6. Coding Girls

Organized by Fondazione Mondo Digitale

### Target group:

Girls

### Problems addressed:

Coding Girls, promoted by the Fondazione Mondo Digitale in collaboration with the US Diplomatic Mission in Italy and Microsoft Italy, was born in 2014 and over time grows to become an increased training program to train the new generations on Steam, but above all to help young students. to have a greater awareness of one's own resources, confidence in science and the ability to orientate freely in the careers of the future.

### Mission and objectives:

The objective of the Coding Girls project-program is to accelerate the achievement of equal opportunities in the scientific and technological sector by acting on several fronts:

- Fight against prejudices and stereotypes
- Au pair training
- Positive models
- Transformative training experiences
- Orientation to the careers of the future
- Social campaign # dependedame (My future? It depends on me)
- Impact assessment

The 8th edition of Coding Girls is presented in November 2021 with the patronage of Women20. The program includes training and competitions in coding and computational thinking, thematic insights in the Steam sector, orientation sessions and role modelling animated by the 30 academic partners and aimed at secondary school students.







### Activities:

The project is aimed at encouraging the participation (and permanence) of women in the labor market and supporting gender equality in the fields of science and technology.

The training methodology is based on innovative train the trainers, peer to peer, team building and learning by doing approaches.

During the years, the project had more than 15.000 students trained.

### Implementation period:

2014 - ongoing

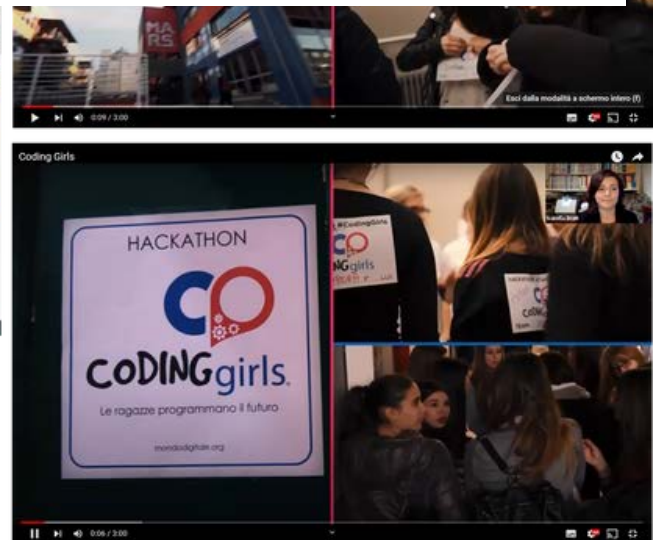
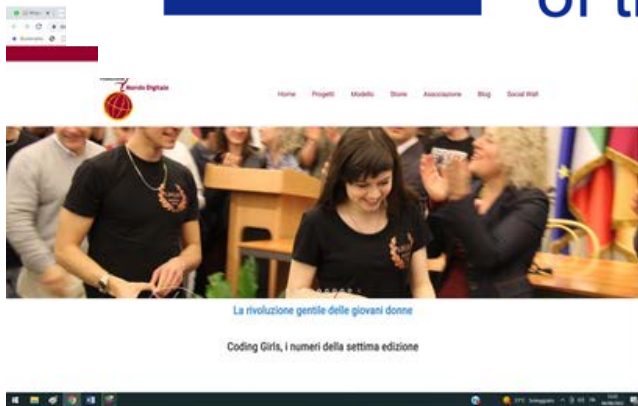
### Links:

<https://donne.mondodigitale.org/>

<https://www.youtube.com/watch?v=5EVaXfpzY4k&t=3s>



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## Good practices in Spain

### 7. BCN Inclusive Coding to promote social inclusion

Organized by Mobile World Capital Barcelona & Barcelona Digital Talent

**Target group:**

People at risk of social exclusion and vulnerability

**Problems addressed:**

20% of Catalan society lives at risk of social exclusion for reasons of gender, ethnicity or employment status. Professional opportunities for these segments are reduced, and therefore, the percentage of employability is very low. Thus, this project aims to promote a social initiative that fosters digital training in vulnerable profiles and their incorporation as digital talent.

**Mission and objectives:**

- To recruit 10,000 digital professionals over the next 10 years to reduce the digital talent gap and social impact.
- To generate a new professional opportunity in segments of the population that are in vulnerable situations.
- To train in the most in-demand digital skills to incorporate new talent into the labour market.
- To promote and help consolidate corporate social responsibility in the digital ecosystem.
- To generate vocation for digital professions



## Activities:

To carry out the initiative, there are four main guidelines or phases:

- The recruitment and identification of individuals from vulnerable groups who are suitable for training in digital competences.
- Training and mentoring of those profiles interested in being trained in digital skills, and subsequent transfer to the partner training centres so that they can start their training and professional transformation itinerary.
- Digital training provided by the partner centres.
- Access to the market through the implementation of recruitment days between companies and talent, with the aim of connecting digital profiles that have been trained with technology companies and facilitating their insertion in the labour market.

## Implementation period:

2020-2030

Website: <https://barcelonadigitaltalent.com/bcn-inclusive-coding/>

LinkedIn: <https://www.linkedin.com/company/barcelona-digital-talent/>

Facebook: <https://www.facebook.com/Barcelona-Digital-Talent-111141617309129/>

Photo sources: <https://www2.cruzroja.es/web/ahora/-/competencias-digitales-reducir-brechas-aumentar-empleabilidad>

<https://www.facebook.com/Barcelona-Digital-Talent>



## 8. BeJob: digital training and talent development

Organized by BeJob

### Target group:

Unemployed or working people; girls between 10 and 13 years old; young women; young people in Latin America with no prior knowledge of technology and no professional experience

### Problems addressed:

- Unemployment
- Low employee qualification in digital skills
- Gender gap, especially in professional careers related to new technologies

### Mission and objectives:

- To facilitate the labour insertion of the unemployed or to favour the retraining of workers, thus contributing to provide the qualified talent required by companies for their growth.
- To inspire and guide girls into the future and contribute to the early promotion of technological vocations in them (Club InspirinGirls project)
- To increase girls' professional ambition and their job expectations, especially in less feminized profiles such as STEM fields (Club InspirinGirls project)
- To expand the skills and employability of young women in the digital economy, as well as the promotion of innovative solutions to increase the participation of young women in technology careers (Women4IT & Samsung DesArrolladoras Projects)
- To promote partnerships and innovative solutions to increase the presence of women and girls in the European Union's digital agenda (Women4IT Project)
- The promotion of digital competencies and transversal skills for employment in Brazil and Latin America.







### Activities:

- Training courses in various fields such as Cybersecurity and Python programming language.
- Technology workshops and activities such as inspirational talks given by women professionals in the technology and innovation sectors (Club InspirinGirls project)
- SkillsBuild, a free online training platform

### Implementation period:

Present

Website: <https://www.bejob.com/>

LinkedIn: <https://www.linkedin.com/company/bejob-santillana/>

Facebook: <https://www.facebook.com/Bejobformacion>

Photo source: <https://www.facebook.com/Bejobformacion>



## 9. The university partners with Microsoft to certify the digital teaching skills of teacher training students

Organized by University CEU Cardenal Herrera (CEU UCH) & Microsoft

### Target group:

Students of the Degree in Primary Education

### Problems addressed:

- Skills gap in the labour market.
- Adaptation to increasingly digitalized environments.

### Mission and objectives:

- The accreditation of the STEP (Student Teacher Education Program) certification, which certifies the acquisition of the digital skills necessary to promote the employability of teachers.
- To endorse students' qualification in the use of technological tools to create learning environments that prepare students for the future, empower them to be independent and creative, encourage reading, and enhance both language and STEM skills.
- To use technology to optimize time management and focus more on the needs of future learners.



### Activities:

A Digital Teaching Competence itinerary developed by the University CEU UCH, which consists of a learning path based on the CEU Microcredentials Ecosystem and aimed at facilitating the incorporation of future teachers into the labour market through the acquisition and certification of international, research and technological competencies through courses, seminars, internships and other activities carried out during the degree program.

### Implementation period:

2021 (First Edition)

Website: <https://medios.uchceu.es/actualidad-ceu/nos-aliamos-con-microsoft-para-certificar-las-competencias-digitales-docentes-de-los-estudiantes-de-magisterio/>

Photo source: <https://medios.uchceu.es/actualidad-ceu/nos-aliamos-con-microsoft-para-certificar-las-competencias-digitales-docentes-de-los-estudiantes-de-magisterio/>





# Good practices in Austria

## 10. She.Digital Wien

Organized by DigitalCity.Wien

### Target group:

Young women

### Problems addressed:

This project addresses the multi-faceted layers that surround the issue of women in tech. Specifically, it purports to motivate and excite the target group to take root in the technical field from a young age and to provide a gender-sensitive format to develop as well as implement digital skills.

Despite the primary target being young women, the project reaches out to teachers and parents as well, rolling out well-defined initiatives to support both groups in their role as crucial figures for the professional and educational development of the main addressees.

### Mission and objectives:

Concretely speaking, She.Digital Wien equips teachers with the awareness and skill-set required to build up young women's digital competences in STEM subjects. On top of that, teachers are endowed with key-knowledge about sought-after competencies on the labour market, which is then deployed to design suitable forms of support for young girls.

Parents and familiar units, on the other hand, receive pertinent information concerning role models and potentialities in the tech-field. Hereby the expected outcome is to prompt acceptance as well as concrete forms of support, especially when it comes to less privileged households, as these might be sceptical or simply less aware of the chances offered to women in tech, paths of higher education or, bearing in mind the consequences of the digital divide, just not familiar with digitalization



### Activities:

The main target group is further divided into two sub-units: young women from less digitised households and age groups confronted with crucial decisions on their educational pathways. Hereby the project offers three main initiatives:

- promoting visibility and awareness of female role models in the tech world
- ongoing exchange and contact with education as well as training institutions
- organising female-focused formats such as the Digital Salon, the Digital Girls Hackathon Vienna, and the Hedy Lamarr Prize of the City of Vienna.

The Digital Girls Hackathon Wien is worth a closer look, as it wonderfully exemplifies the values and dynamics that lie at the core of She.Digital Wien. Hereby 30 schoolgirls (14-19 year-old) worked meticulously to engineer ideas for a sustainable city, supported by female mentors from different sectors. Besides the coding activities, the project offered workshops on Design-Thinking, Ideation and Pitching.

### Implementation period:

The event took place on 18.10.2021 - 19.10.2021. As for the whole project, this is implemented differently every year since its start in 2014.

### Links:

<https://www.digitalcity.wien/>

<https://www.digitalcity.wien/digital-days-2021/digital-girls-hackathon-wien/>

<https://www.digitalcity.wien/wp-content/uploads/2022/04/She.Digital-Wien-Aktivitaeten-2022.pdf>



## 11. fit4internet

Organized by Fit4Internet

### Target group:

Youth, employees, active workforce, seniors

### Problems addressed:

fit4internet is a non-partisan, independent and non-profit association with the objective of qualifying and quantifying digital literacy among the Austrian population.

### Mission and objectives:

The primary goal is to enable the competent use of digital technologies and ensure a broad participation of the entire society in the digitisation process. For this purpose, the association collaborates with companies, organisations and institutions to prompt digital skills in Austria, which can be deployed for personal and professional development. Concretely, the objectives can be outlined as follows:

- Rapid and standardised development of competences and dissemination of knowledge in order to cope with digital demands in the Austrian economy and society;
- Coordination of as many IT-relevant organisations and companies as possible in order to gain the broadest possible basis for the implementation of these goals;
- Promotion of qualification offers for three focus groups: youth, employees and those re-entering the workforce, seniors;
- Bundling of activities to increase basic skills for mobile internet use
- Development of the Austrian certification system for digital skills according to the EU DigComp.



**Activities:**

Specifically, the association offers tools - CHECK and QUIZ - to assess one's digital competences by means of self-assessing (CHECK) and knowledge-based questions (QUIZ) according to the Digital Competence Framework for Austria (DigComp 2.2 AT). The first tool comes in the light and advanced versions, depending on one's current level of digital skills. As for QUIZ, the platform offers 4 versions ( A,B,C,ABC), which differ in the difficulty of the questions asked, as they encompass either a basic (A), intermediate (B), advanced (C) or all three levels. The results are then summarised in a skills profile, which can be easily downloaded.

**Implementation period:**

2018 - Ongoing

**Links:**

<https://www.fit4internet.at/view/verein/&lang=EN>

<https://www.fit4internet.at/view/kompetenz-checken>



## 12. ABZ\* Digital bewegt

Organized by ABZ\* Austria

### Target group:

Women

### Problems addressed:

The initiative ABZ\* Digital bewegt takes place from 01.01.2021 until 31.12.2023 and is offered by ABZ\*AUSTRIA, a non-profit women's organisation committed to promote the equality of men and women on the Austrian labour market by focussing on six main areas: "Gender Mainstreaming and Diversity Management", "Reconciliation Career.Family.Private Life", "Work.Youth.Age", "Lifelong Learning", "Work.Migration.Integration" and "New Work.Digitization.Innovation".

### Mission and objectives:

The project ABZ\* Digital bewegt targets women willing to deepen their digital skills and knowledge for professional and personal purposes, thereby enabling their participation in the digital and tech world, as well as their own independence. Indeed, the initiative addresses women coming from, or living in, non-digitized households. Accordingly, the workshops offered by the organisation equip women with crucial basic skills, which would otherwise halt them from being active members of the digital society. Thus, the project aims at bridging the first level of the fundamental gap that constitutes the digital divide.

The expected outcome is a better integration in the digital environment of the city of Vienna as well as an increased personal autonomy. Lastly, it is supposed to push women further up in their level of competencies.





**Activities:**

Concretely speaking, the enterprise offers 5 workshops :

Course 1: Digitally competent;

Course 2: Vienna digital;

Course 3: Mobile in Vienna;

Course 4: "fair-net";

Course 5: Participation made easy

The expected outcome is a better integration in the digital environment of the city of Vienna as well as an increased personal autonomy. Lastly, it is supposed to push women further up in their level of competencies.

**Implementation period:**

2021- 2023

**Links:**

<https://www.abzaustria.at/english>

<https://www.abzaustria.at/angebote-projekte/abzdigital-bewegt>





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