



ECDL
Foundation

Empowering Individuals
Building the Information Society
Enabling Growth and Employability

Damien O'Sullivan



i2010

i2010 is the EU Strategy for Information Society
ECDL contributes to i2010

The European Commission bears no responsibility for ECDL programmes.

→ Opening remarks

Introduction

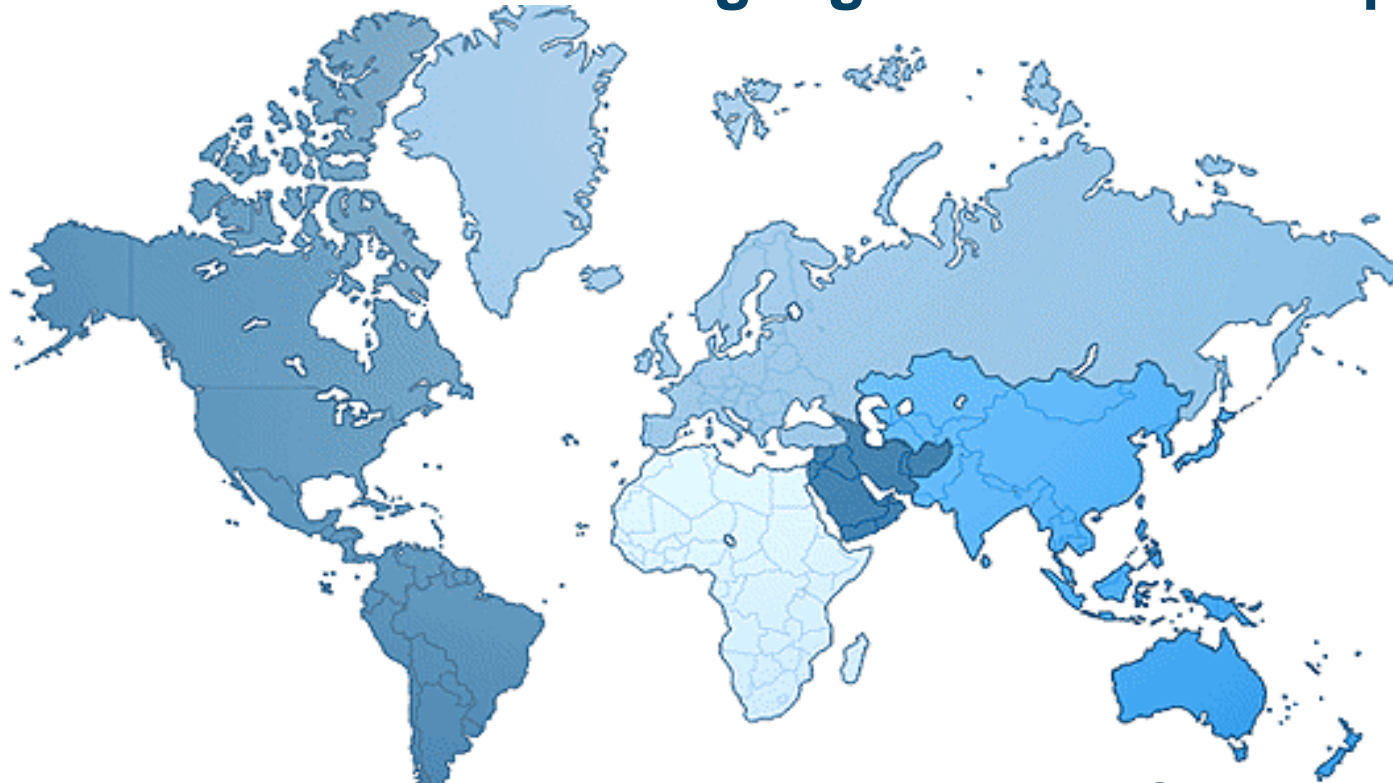
- ECDL **European Computer Driving Licence**
- ICDL **International Computer Driving Licence**

- ECDL developed by **CEPIS in 1996**
- **Council of European Professional Informatics Societies**

- ECDL Foundation **established by CEPIS in 1997**

Global Standard

100+ Countries 40+ Languages 9 Million People



25 Million Examinations 20,000 Centres

Leading Countries – annual candidate registrations

ECDL Countries

1	Italy
2	United Kingdom
3	Greece
4	Austria
5	Hungary
6	Ireland
7	Germany
8	Romania
9	Poland
10	Switzerland
11	France
12	Netherlands
13	Croatia
14	Lithuania
15	Norway

ICDL Countries

1	Egypt
2	United Arab Emirates
3	Saudi Arabia
4	South Africa
5	Jordan
6	Sri Lanka
7	Libya
8	China
9	Iran
10	Syria
11	Kuwait
12	Chile
13	Singapore
14	Zimbabwe
15	Qatar

Leading ECDL Countries – population penetration

No.	Country	Cumulative Candidates to end 2008	% Population Penetration
1	Ireland	468,386	11.06%
2	Malta	43,775	10.85%
3	Austria	407,727	4.95%
4	Sweden	439,325	4.83%
5	Denmark	252,434	4.66%
6	Norway	200,942	4.31%
7	Hungary	335,777	3.33%
8	Cyprus	24,761	3.27%
9	United Kingdom	1,943,651	3.21%
10	Italy	1,582,734	2.70%
11	Switzerland	116,689	1.56%
12	Lithuania	44,814	1.32%
13	Croatia	43,668	0.98%
14	The Netherlands	128,407	0.79%
15	Slovenia	13,216	0.66%

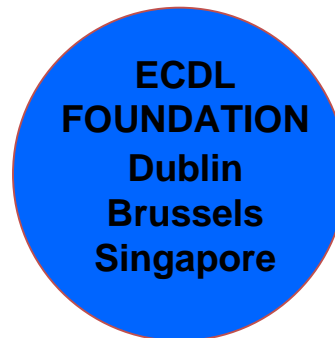
Why are we successful ?

- ECDL Foundation Network
- Shared Mission
- Shared Values

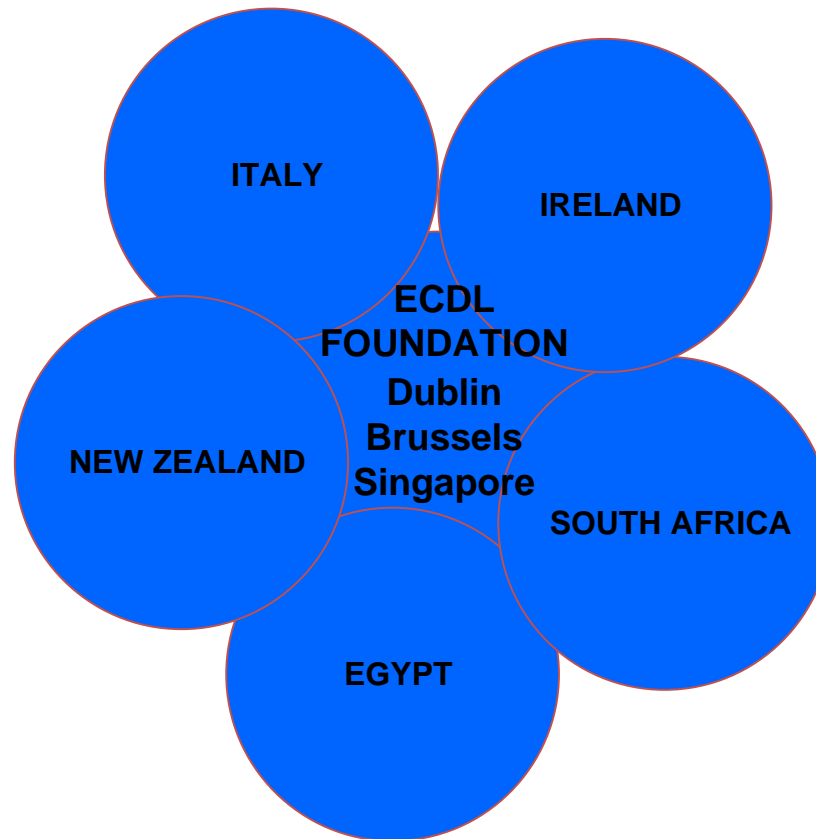


IT STAR Workshop2009

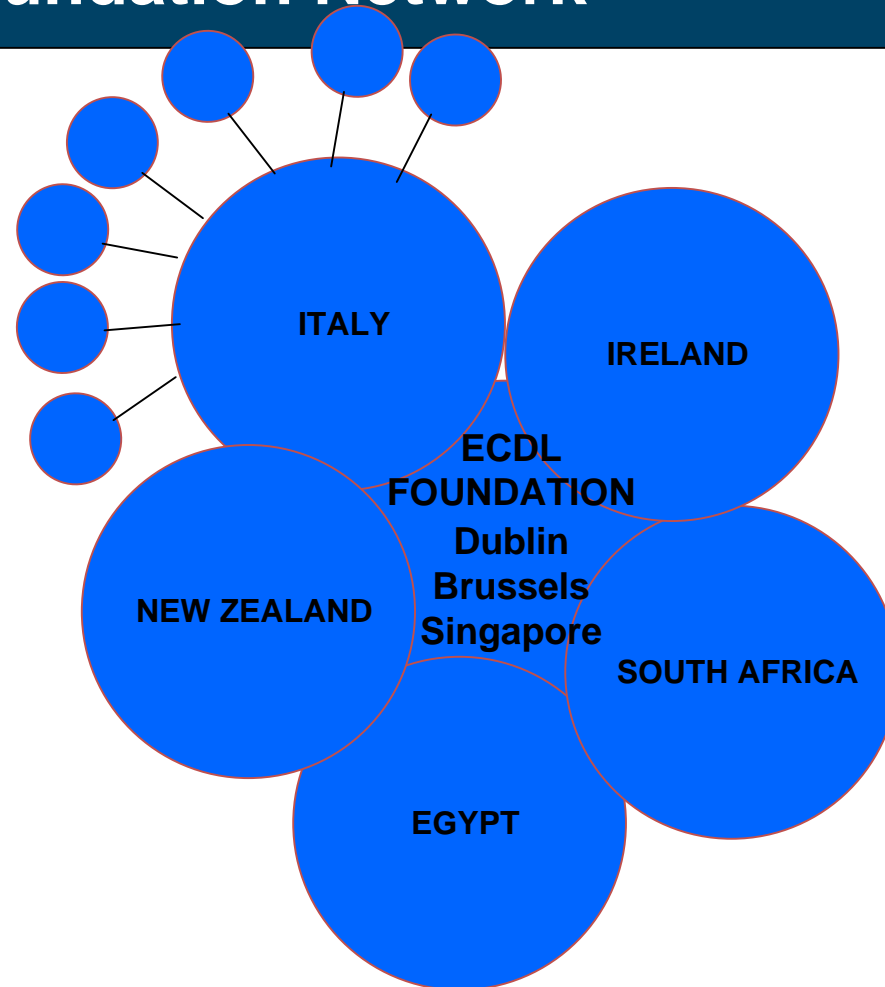
ECDL Foundation Network



ECDL Foundation Network



ECDL Foundation Network



Our Shared Mission

- The ECDL Foundation mission is to enable proficient use of ICT that empowers individuals, organisations and society, through the development, promotion and delivery of quality certification programmes throughout the world.

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ECDL Foundation Values

- **Social Responsibility**
- **Vendor Independence**
- **Quality**

ECDL Foundation Values

- **Social Responsibility:** as a not-for-profit organisation, we are committed to improving digital skills proficiency within society. Our certification programmes are designed to be accessible to all citizens, irrespective of age, gender, status, ability or race.

ECDL Foundation Values


- **Vendor independence:** our certification programmes give candidates the flexibility and freedom to acquire digital skills and confidently apply them in any software environment that they may be required to use.

ECDL Foundation Values

- **Quality:** we strive for continuous improvements in all that we do and ensure that our programmes are implemented to consistent standards internationally.

Leveraging Success

The Standard  The Standards Body

The Certificate  The Certification Body

Maintaining relevance

→ ECDL Syllabus 5.0

- ↳ Technological change
- ↳ Communications, new media, security
- ↳ Enhancement
- ↳ Good practice, database use
- ↳ Refinement
- ↳ Structure, logical flow, clarity of definition, accessibility

Maintaining relevance

→ Modular Flexibility and Uniform Certificate Design



✘ Advanced_WP_ECDL cert_landscape_with
licence logo on top_Pantone_AW_updated

Maintaining relevance

→ Developing Modular offering

Webstarter (revised) → ECDL Module 8 Web Editing

Imagemaker (revised) → ECDL Module 9 Image Editing

Security (new) → ECDL Module 10 IT User Security

Modular Offering

ECDL Modules		ECDL Advanced Modules	
M1	Concepts of ICT	AM1	Word Processing
M2	Using a Computer & Managing Files	AM2	Spreadsheets
M3	Word Processing	AM3	Database
M4	Spreadsheets	AM4	Presentations
M5	Using Databases	AM5	??
M6	Presentations	AM6	??
M7	Browsing & Communication		
M8	Image Editing		
M9	Web Editing		
M10	ICT User Security		
M11	ICT in Health Sector		

Modular Certification

Module Selection

ECDL Modules		ECDL Advanced Modules	
M1	Concepts of ICT	AM1	Word Processing
M2	Using a Computer & Managing Files	AM2	Spreadsheets
M3	Word Processing	AM3	Database
M4	Spreadsheets	AM4	Presentations
M5	Using Databases	AM5	??
M6	Presentations	AM6	??
M7	Browsing & Communication		
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Standard Certificate

Start_ICDL cert_portrait_with I logo on top_pantone_AW

Modules Listed

Leveraging Success

The Standard  The Standards Body

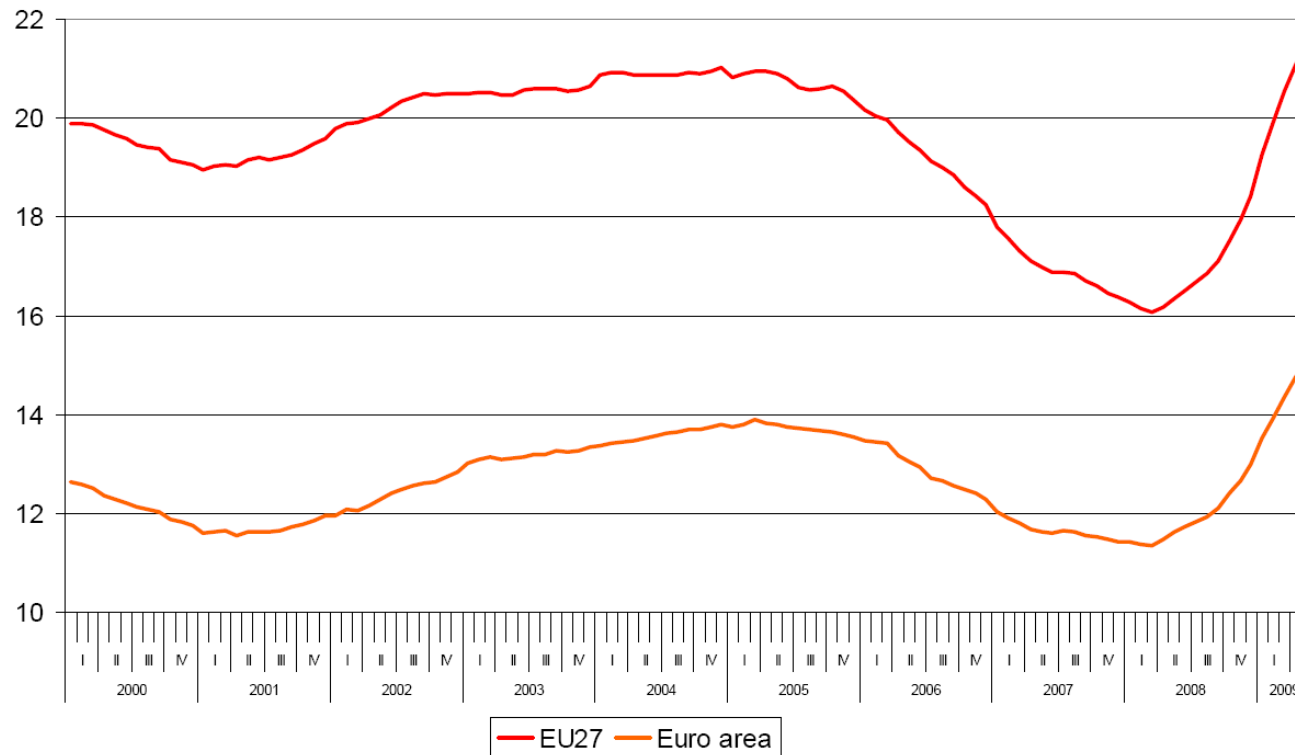
The Certificate  The Certification Body

Advocacy role

- To promote digital skills as the key enabler of effective use of ICT
- To advocate the continuous development of digital skills through the use of structured training and certification programmes.

Unemployment in EU27

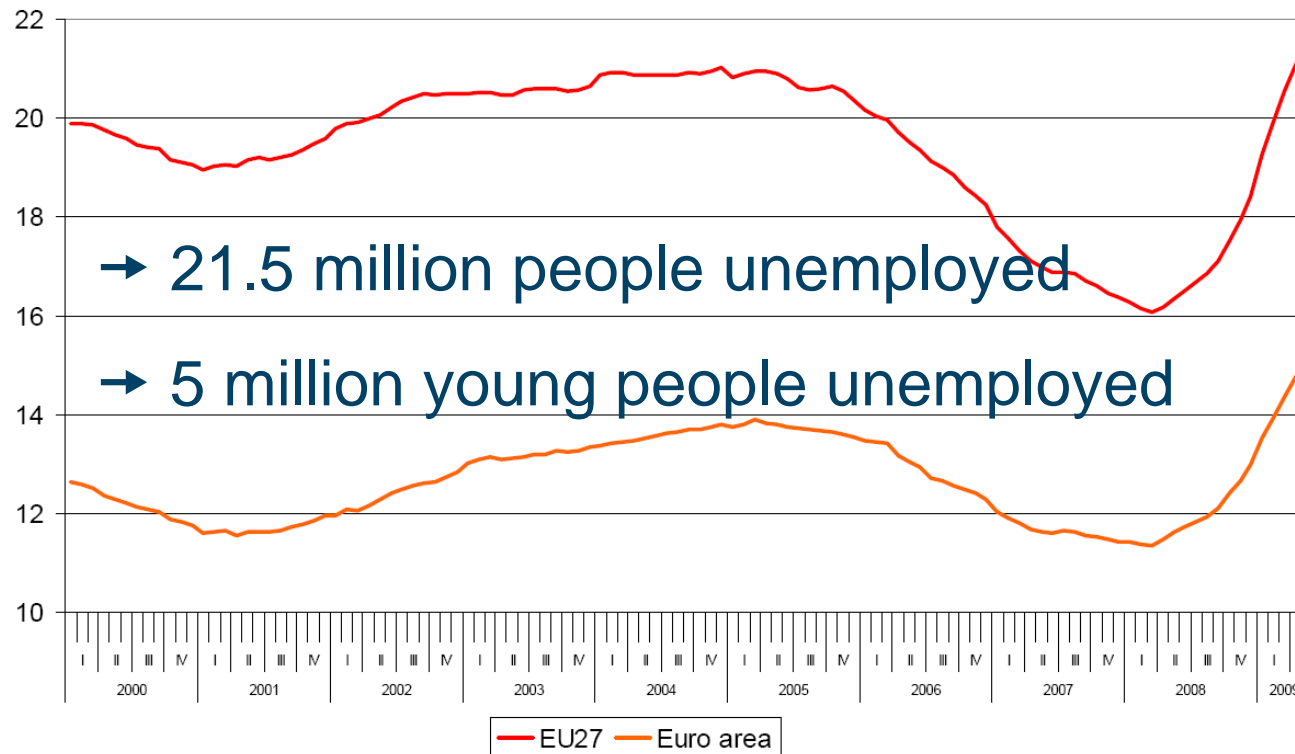
Figure 1: Persons unemployed (in million), seasonally adjusted



Source: Eurostat ([une_nb_m](#))

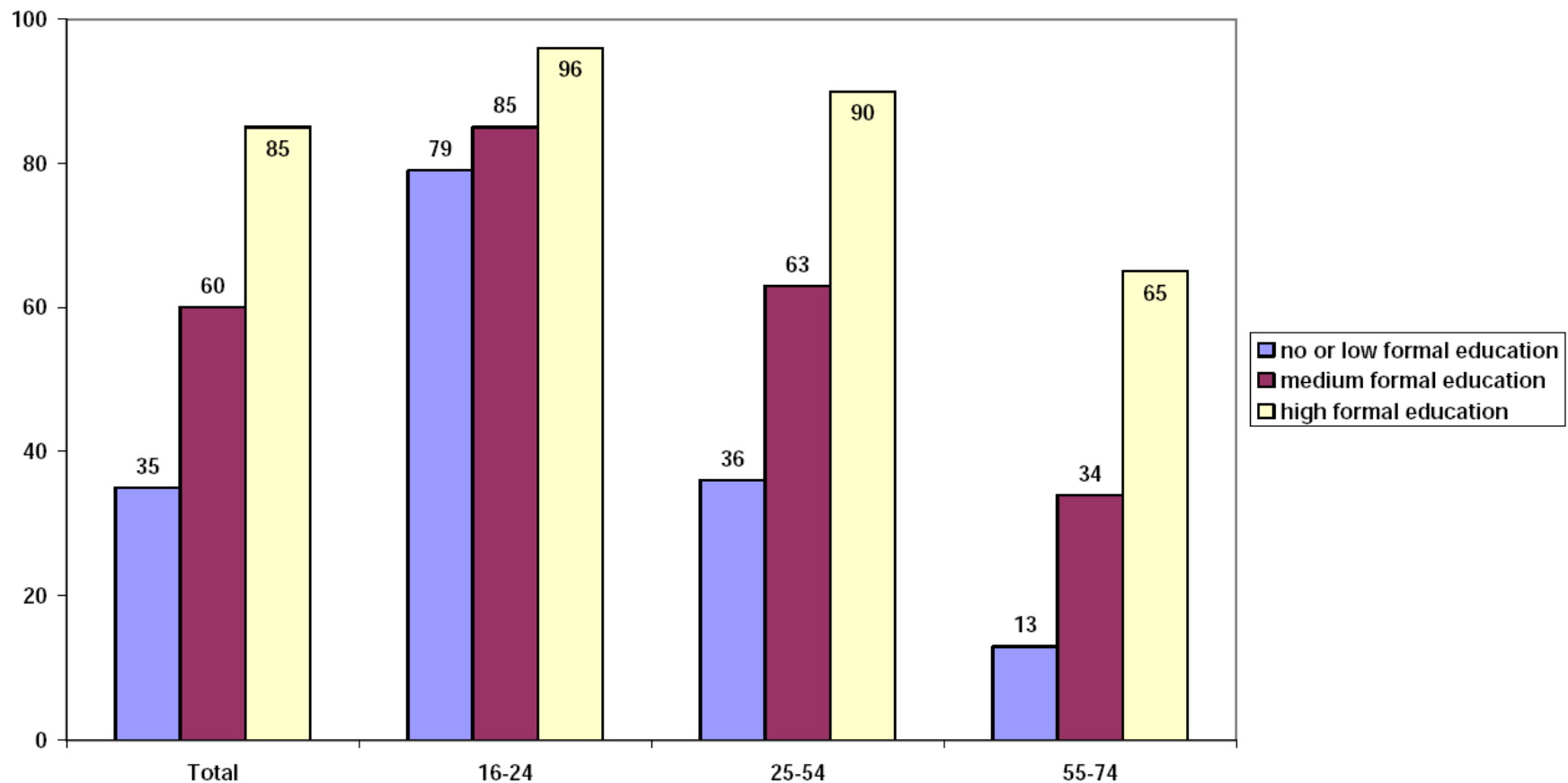
Unemployment in EU27

Figure 1: Persons unemployed (in million), seasonally adjusted

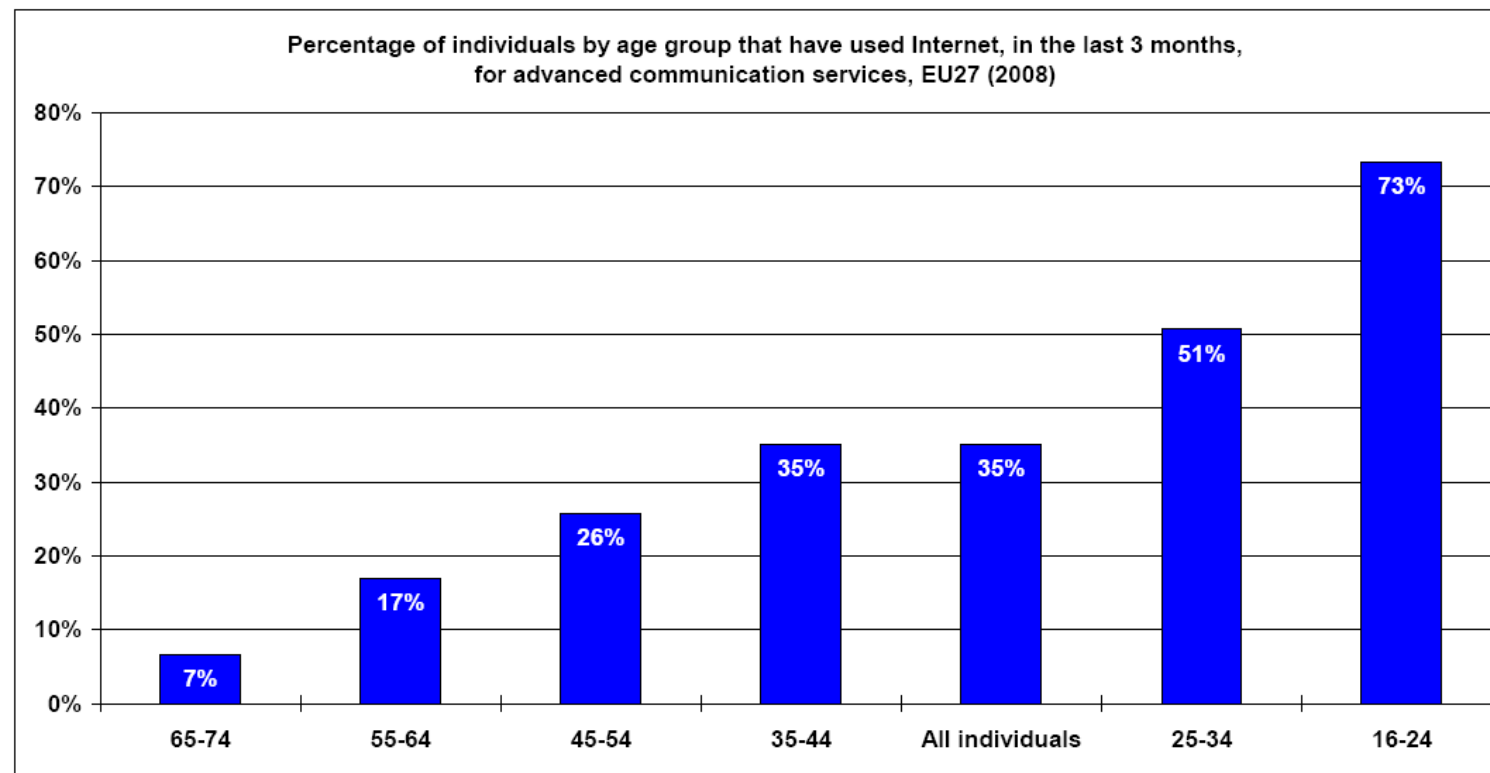


Source: Eurostat ([une_nb_m](#))

Weekly use of the Internet – by age & education



Use of advanced communication services



Source: Eurostat Community Survey on ICT Usage by Households and by Individuals

European Public Policy

"Europe's digital economy has tremendous potential to generate huge revenues across all sectors, but to turn this advantage into sustainable growth and new jobs, governments must show leadership by adopting coordinated policies that dismantle existing barriers to new services,"

Viviane Reding, EU Commissioner for Information Society and Media.

“Digital Europe”

“Digital Europe - Europe’s Fast Track to Economic Recovery”

Speech by Viviane Reding - EU Commissioner for Telecoms & Media

“We would like to have internet broadband for all Europeans by 2010. And high-speed internet broadband for all Europeans by 2013.”

“Digital Europe”

→ Digital Priorities for the next five years

- ↳ Facilitate access to digital content across Europe.
- ↳ Safe and consumer-friendly European space for mobile payments.
- ↳ Encourage ICT adoption by SMEs
- ↳ Make better use of innovative ICT solutions to meet our objectives of a low-carbon economy

Knowledge Society

→ President Barroso to the Heads of State and Government on 17 June.

“We now have to bring about a Europe committed to the radical transformation towards a knowledge-based society.”



Knowledge Society

Building Knowledge Society ...

I nfrastructure + C ontent

Knowledge Society

Building Knowledge Society ...

I nfrastructure + C ontent + ?

Knowledge Society

Building Knowledge Society ...

I nfrastructure + C ontent + D L

Knowledge Society

Building Knowledge Society ...

I nfrastructure + C ontent + D igital L iteracy

Towards a Knowledge Society

Information Society

WWW

Digital Divide



Knowledge Society

Web 2.0

2nd Digital Divide

Towards a Knowledge Society

Information Society

WWW

Digital Divide



Knowledge Society

Web 2.0

2nd Digital Divide

“Exclusion 2.0”

Our 1-2-3 message

1. Digital Literacy
2. Certification
3. ECDL

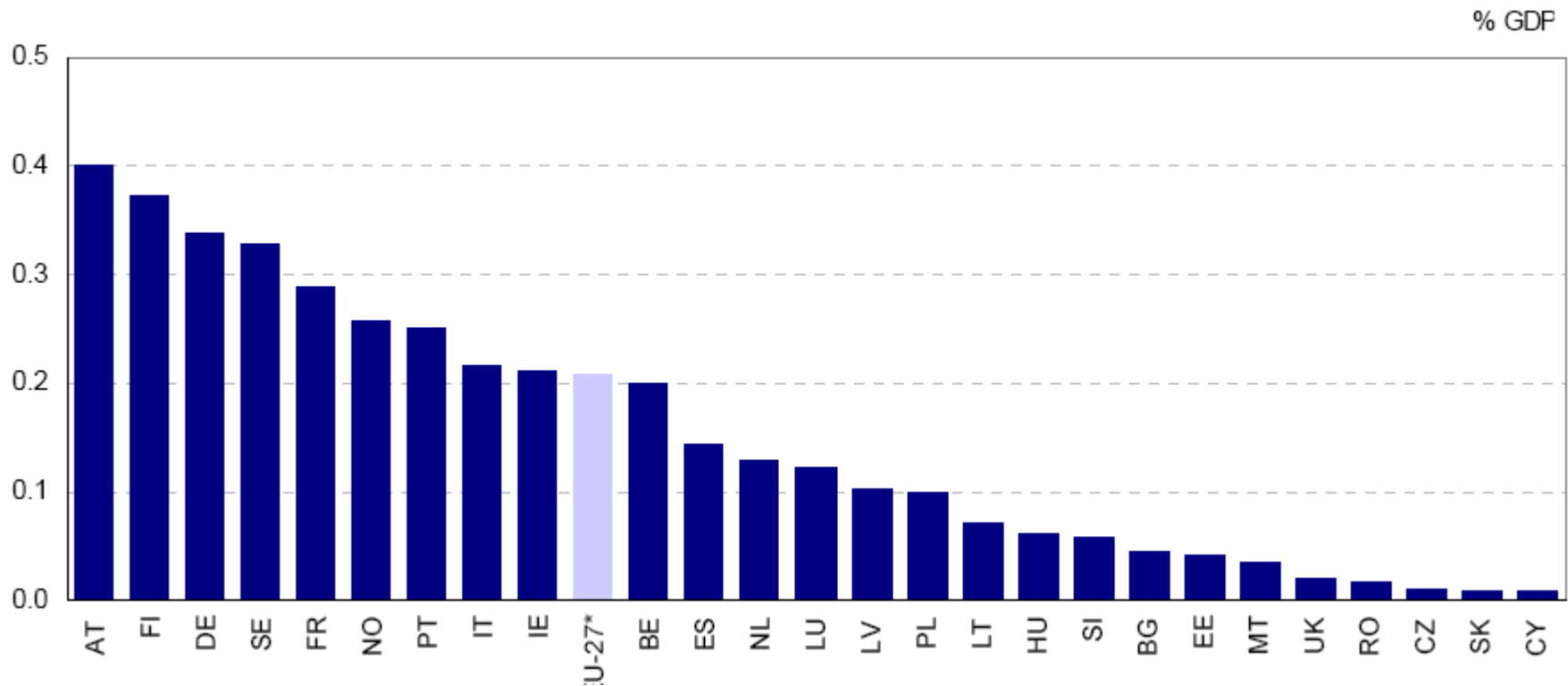
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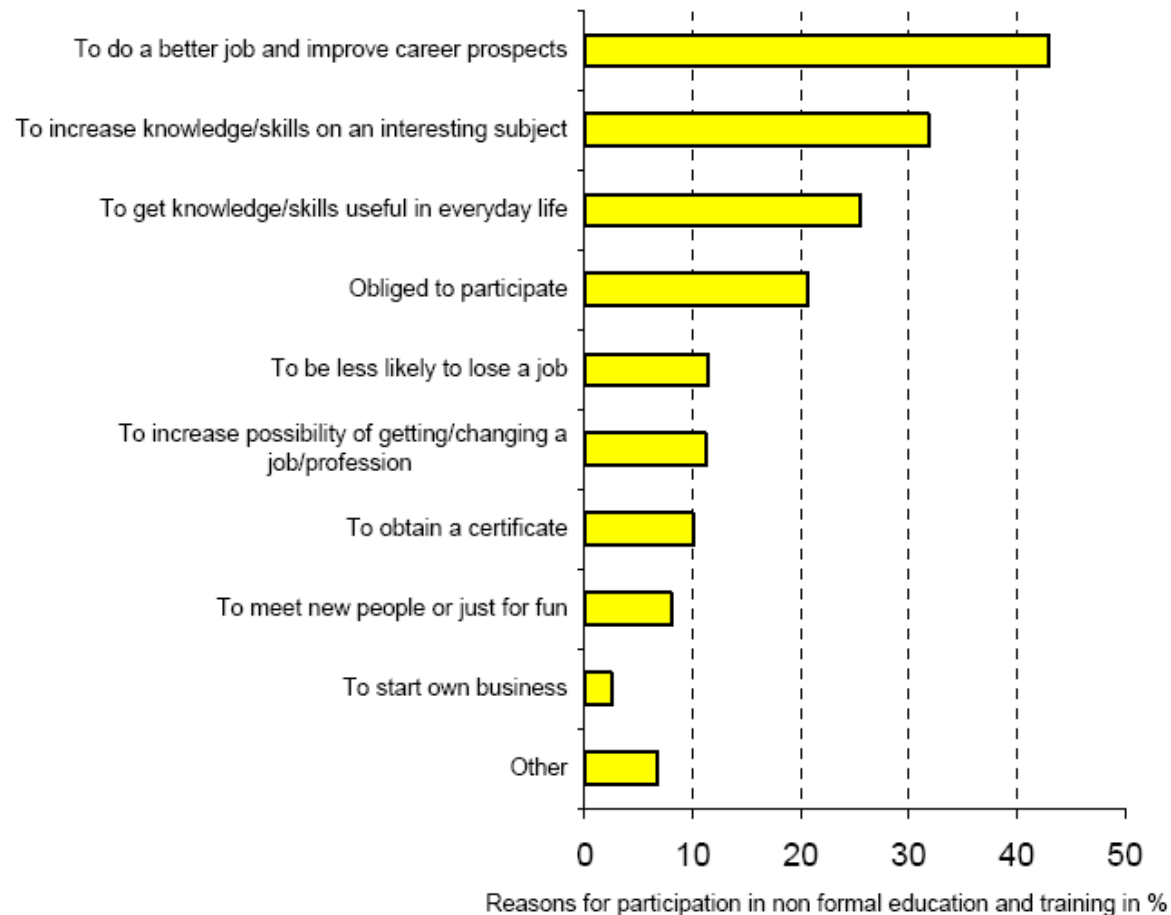
1-2-3 requirements

1. Policy Commitment
2. Dedicated Funding
3. Ambitious Scale

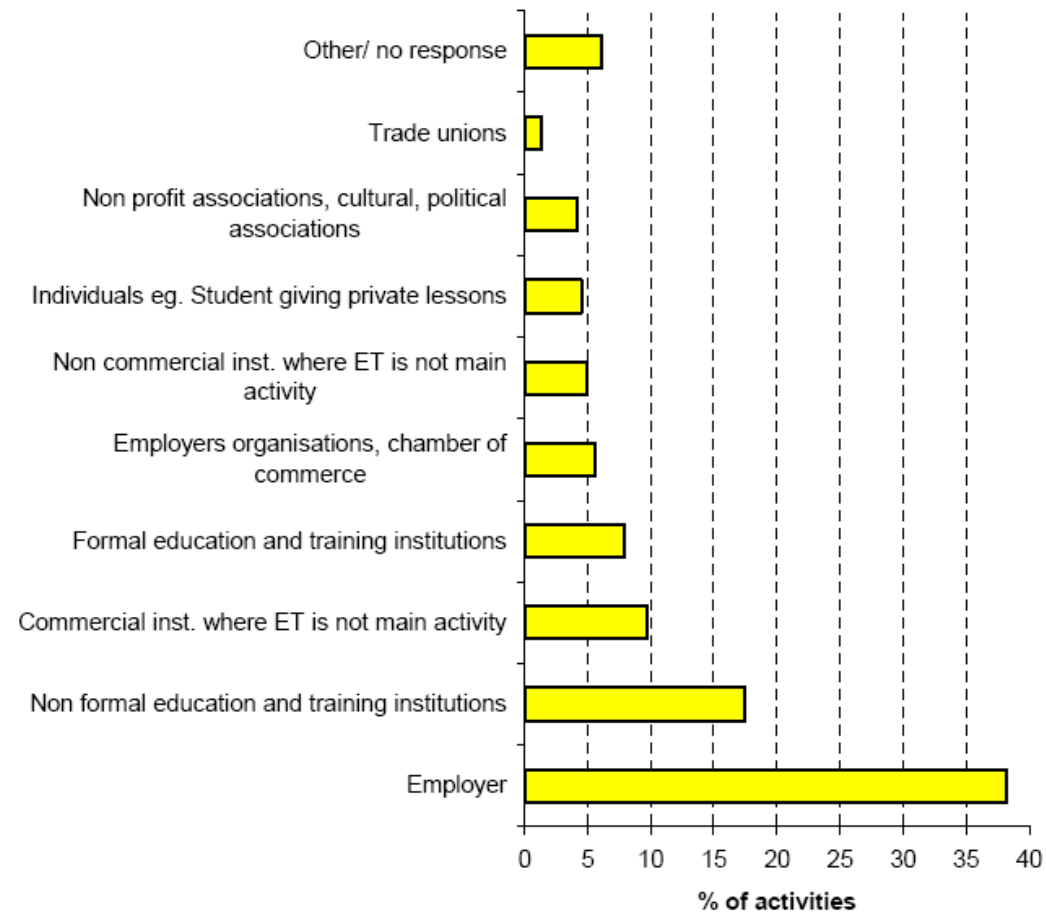
Expenditure on training as % of GDP



Reasons for participation in education and training



Providers of non-formal education & training



Employability

- Employability determined by employers
- Employers need workers with appropriate IT Skills
 - ↳ Standardised skills
 - ↳ Independently validated and recognised
- Employers need workers with appropriate IT certification

Our 1-2-3 message

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Thank you.