

In this edition of the **European Alliance on Skills for Employability** newsletter, we are talking with consultants **Ariane Molderez** and **Laurence Fabry Lorenzini** from Belgium, and reviewing the launch of two employability initiatives in the UK and Germany

BELGIUM



Talk to the consultants

Ariane Molderez and **Laurence Fabry Lorenzini** are now developing a renewed strategic vision for activities in Belgium!



Qu. What do you feel is the biggest obstacle to the Alliance in addressing the challenge of unemployment in the Belgian labor market?

AM. The training facilities already exist in Belgium the challenge is to provide that extra link, extra capacity to bridge the gap.

Qu. Do you see the Alliance as being an agent of change?

AM. Yes, if we stay modest, it is not necessary to reinvent ourselves.



Qu. How can we bring partners together more effectively to scale up their activities in the field?

AM. There are already some strong partnerships, if partners broaden the scope of their contributions to for example giving training sessions, engaging in employee volunteering, these little things can help touch those that haven't got the means.

Qu. What will be the determining factors of success of the Belgian Employability Alliance?

AM. 'Say what you do, do what you say'. We must not raise too many expectations before we can communicate concrete achievements.

UK



The Launch of the Fairbridge Project

The launch of the **Fairbridge** project as a new Alliance partnership in January is an example of partners **State Street** and **Microsoft** supporting the use of ICT as a platform to leverage potential and raise morale. The NGO **Fairbridge** targets young disadvantaged people to acquire the necessary confidence to enter the job market. This program has been rolled out across Scotland with support provided through training programmes and the provision of software and curriculum.



"Fairbridge is delighted to have been selected as one of the first recipients of support from the Alliance. For over 20 years, Fairbridge has focused on supporting young people with low attainment levels who are not in education, employment or training and we welcome the focus that is now being applied across Europe and particularly in the UK."

Fairbridge Director, Nigel Haynes



The Launch of IT Fitness

THE ELEMENTS OF A SUCCESSFUL MULTI-STAKEHOLDER ENGAGEMENT



German employability projects have flourished since initial plans in 2006, the collaboration is now a benchmark for other national chapters of the Alliance. The unique branding brings the partnership to life, and uses the imagery of fitness as a means to attract attention to the importance of ICT competences. Close collaboration of partners has been the determining factor of the success of the project. The launch in Berlin on March 27th formally introduced two new partners: **Deutsche Bahn AG (DB)** and **the Federal Employment Agency** to further strengthen efforts!

“In the framework of the European Alliance on Skills for employability, IT Fitness is an innovative example of multi stakeholder partnerships in the field of CSR.”

EU Commissioner, Vladimir Spidla

The new partners join **Cisco, Microsoft, Randstad, State Street** as well as the **German Association for Information Technology, Telecommunications and New Media e.V (BITKOM)**, and the **German Confederation of Skilled Crafts (ZDH)** in the driving seat of this initiative.

REACHING 4 MILLION GERMANS BY 2010!

Central to the initiative is an online test posted on the web site www.it-fitness.de that gives people the ability to assess their IT knowledge. On completing the test, participants receive an evaluation and recommendations for free onward training. This model is one we could look to develop elsewhere.



Chapters on the Agenda...

LUXEMBOURG

Caritas Luxembourg, State Street, Microsoft and **Randstad** are joining forces to provide asylum seekers basic ICT training. The official launch of the initiative will take place on June 5th with the attendance amongst others of **Jeannot Krecke, Minister of Economy and Foreign Trade**.

In addition, co-joint initiatives will soon be launched in **Portugal** (September), **Spain** (September) and **Poland** (Winter).

Employability Alliance Secretariat c/o CompTIA

Irene de Beni

email: info@e-scc.org

web: www.e-scc.org/alliance

Updated Alliance brochure now uploaded!

Founding members:

NETHERLANDS

On the 31st May partners **Microsoft, Randstad, State Street** and **EXIN** plan to further discussions around a joint collaboration with NGO **Computerwijk** to scale up ICT trainings to immigrants in the region of Amsterdam.

Employability Alliance Chair

Elena Bonfiglioli

email: elenab@microsoft.com

Employability Alliance Coordinator

Kate Barnes

email: v-kbarne@microsoft.com

