IFOA's **Digitize** training programme:
which DigComp competences are the unemployed most interested in?

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DigCompHub – Inspiring Experiences webinar

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VET Training Centre
Employment Agency

IFOA – Italy

● main site: Reggio Emilia
⊗ other sites

www.ifoa.it/en

Mission

Creating a bridge between people and

companies at a local and international level.

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Activities

- Training for youth and unemployed people

- Training and consultancy for companies

- Employment services

- European and International projects

- Technical Assistance to Public Administrations

Index

- IFOA

- Digitize and DigComp

- Target and main topics

- IFOA approach

- Final results

- Digitize 2

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Digitize and DigComp

Digitize is a project funded by the Emilia Romagna Region within the Regional Operational Programme ESF 2014/2020

EU Goal: by 2030, 80 % of citizens aged 16-74 will have at least basic digital skills.

Digitize goals:

- Update and keep up with the changing demand for skills
- Improving the possibilities of access to the labour market

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The Digitize training offer /1

30 courses covering all 5 DigComp areas

Area 1 - Information and data literacy

- Virtual Assistants
- Navigating the world of information
- The digital for job search
- Managing complex searches: digital and computer tools
- AI and Big Data
- Data management and storage tools

Area 2 - Communication and collaboration

- Managing digital identity
- Interaction, digital sharing and online identity
- Netiquette: rules of behaviour in the digital world
- Digital communication tools
- Storytelling on social media
- Digital collaboration tools

Area 3 - Digital content creation

- Reprocessing/re-elaborating Content
- Creation of documents and presentations
- Copyright and licensing
- Creation and online publication of graphics and audio/video content
- Digital tools for the CV: infographics and videocurriculum
- Videomaking

The Digitize training offer /2

Area 4 - Safety

- Protecting personal data
- How to protect smartphones, tablets and PCs
- Health risks induced by digital devices
- Responsible and conscious use of social media
- Regulatory aspects of GDPR
- Advanced Cybersecurity

Area 5 - Problem Solving

- Choosing the right portal for my needs
- Choosing the most suitable hardware and software
- Evaluate and improve your digital skills
- Dealing with technical hardware and software issues on my device
- Digital tools for selling and buying online
- Using software for project management

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Target

Unemployed men and women, of all ages (above 16 y.o.), coming from any study and employment background, resident in the region Emilia Romagna.

These users could be either enrolled in a specific regional active policy programme called GOL Employment Guarantee (The GOL programme is a reform action under Italy's PNRR to upgrade active labour policy services), or simple unemployed persons not enrolled in any active labour policy services, resident in the region.

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Aggregate numbers (by DigComp Area)

	Area 1	Area 2	Area 3	Area 4	Area 5
N° courses	6	6	6	6	6
N° editions delivered	11	7	22	3	4
N° participants involved in these editions	107	77	209	23	37

Digitize started on 03/27/2023 and ended on 09/29/2023.

Total editions delivered: 47

DETAILS ABOUT THE GENDER AND AGE COMPOSITION OF PEOPLE WHO APPLIED TO THE COURSES ARE PROVIDED IN AN ANNEX SLIDE

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Topics

The 6 most successful Digitize's titles in terms of participants:

1. **"AI and BIG Data" (Information and Data Literacy)** of 16 hours, with 4 editions realised and a total of 41 participants enrolled

2. **"Data management and storage tools" (Information and Data Literacy)** of 32 hours with 4 editions realised and a total of 38 participants enrolled

3. **"Storytelling on social media" (Communication and Collaboration**) of 16 hours, with 5 editions realised and a total of 58 participants enrolled

4. **"Creation of documents and presentations" (Digital Content Creation)** of 32 hours, with 4 editions realised and a total of 47 participants enrolled

5. **"Reprocessing/re-elaborating Content" (Digital Content Creation) of** 16 hours, with 5 editions realised and a total of 49 participants enrolled

6. **"Videomaking" (Digital Content Creation)** of 32 hours, with 6 editions realised and a total of 66 total participants enrolled

"Storytelling on social media" (Communication and collaboration) - 16 hours.

Contents:

- The importance of story telling
- Social media for work
- The unique value propositions
- Social media marketing and the corporate point of view
- Benefits and risks of social media communication
- Online communication planning

Topics

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"Videomaking" (Digital Content Creation) - 32 hours

Contents:

- Project set-up

- Creation of social accounts (e.g. Youtube or Tik Tok)

- Creation of a channel/profile

- Identification of a sector/niche to focus on

- Selection of video topics and themes and communication style

- How to film content for social media

- How to edit videos according to the 'constraints' of social media

- Overview of video basics (formats, resolutions and current technologies, creating and editing projects, software interface and workflows)

- Checking available resources

- Video and audio creation and editing

- Animations

THE CONTENT OF THE OTHER FOUR MOST SUCCESSFUL COURSES ARE PROVIDED IN THE ANNEX SLIDES

Topics

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Titles of the courses not delivered for lack of participants:

1. **Managing complex searches: digital and computer tools** (Literacy on information and data)
2. **Managing digital identity** (Communication and collaboration)
3. **Interaction, digital sharing and online identity** (Communication and collaboration)
4. **Netiquette: rules of behaviour in the digital world** (Communication and collaboration)
5. **Digital collaboration tools** (Communication and collaboration)
6. **Health risks induced by digital devices** (Safety)
7. **Responsible and conscious use of social media** (Safety)
8. **Regulatory aspects of GDPR** (Safety)
9. **Choosing the right portal for my needs** (Problem solving)
10. **Digital tools for online selling and buying** (Solving problems)

IFOA didactic approach

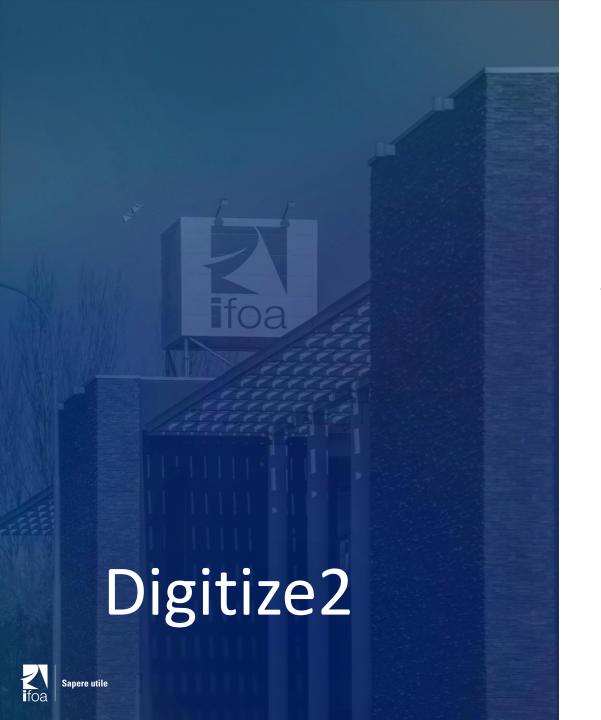- tutor always very willing to provide participants with feedback

- continuous exchange of information and data useful for the ongoing calibration of the training course

- frontal lessons, both in presence and in webinar mode (synchronous training)

- Total users involved: 296

- Total users registered: 453

- (some of them attended multiple titles)

- Final satisfaction questionnaire

Final Results

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Digitize2

The new RE-DIGITIZE programme, is co-financed by the European Social Fund Plus 2021/2027, and by the Emilia Romagna region.

It will start with the first edition of ''How to Manage and Archive Data'' on 24 January 2024.

How Digitize second cycle was redesigned based on them

The 20 titles proposed by RE-DIGITIZE:

1. Regulatory aspects of GDPR (Safety) *20 hours*

2. Copyright and Licensing (Digital Content Creation) *20 hours*

3. Fundamentals of AI and Big Data (Information and Data Literacy) *40 hours*

4. **Social Media Management (Communication and Collaboration) 40 hours**

5. Digital Communication Tools (Communication and Collaboration) *40 hours*

6. Protecting Personal Data (Safety) *20 hours*

7. Choosing the right hardware and software (Problem Solving) *40 hours*

8. Tools for Project Management (Problem Solving) *40 hrs.*

9. Videomaking (Digital Content Creation) *40 hours*

10. Digital Job Search (Information and Data Literacy) *20 hours*

11. How to Manage and Archive Data (Information and Data Literacy) *40 hours*

12. How to Search for Information Online (Tools and Methods) *20 hours* (Information and Data Literacy)

13. Creating and Managing Digital Identity (Communication and Collaboration) *20 hours*

14. **Creating a Website (Communication and Collaboration) 20 hours**

15. Digital presentation and content (Digital content creation) *40 hours*

16. **Graphics and audio/video content (Digital content creation) 40 hours**

17. Responsible and conscious use of social media (Safety) 20 hours

18. Cybersecurity (Safety) *40 hours*

19. Hardware and Software Maintenance (Problem Solving) *40 hours*

20. **E-Commerce Tools (Problem Solving) 20 hours**

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Thank you for your attention!

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ANNEX

Age and gender composition of applicants to the Digitize courses

Age	N°	%
19 – 33 years old	203	29%
34 – 47 years old	216	30%
48 – 66 years old	290	41%
Total	709	100

Gender	N°	%
Male	161	6
Female	548	4
	709	100

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"AI and BIG Data" (Information and Data Literacy) - 16 hours

Contents:

- Dealing with complex data (understanding its origin, identifying distortions)

- Techniques for analysing and interpreting data

- The support of artificial intelligence in analysis work

- Main applications

- Clear communication of results and strategic assessments

- Big data in business companies

- Big Data-related professions: roles and tasks of data scientists, analysts and others

Topics

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"Data management and storage tools" (Information and data literacy) - 32 hours

Contents:

- The use of data management programs: spreadsheets and other tools

- Programs for storing data on the PC and online

- Use of databases

- Organising a digital archive

- Back-up systems and the cloud

- The information and data management process

- The analytical and mathematical approach to data management

Topics

"Creation of documents and presentations" (Digital content creation) - 32 hours

Contents:

- The tools for creating documents and presentations

- Organising content

- Using pre-existing documents

- Infographics: theoretical aspects, formats

- Inserting visual elements, objects, shapes, tables, etc.

- Open-source tools

- Introduction to the world of graphics

Topics

"Reprocessing/re-elaborating Content" (Digital Content Creation) - 16 hours

Contents:

- The tools for creating documents and presentations

- Organising content

- Using pre-existing documents

- Infographics: theoretical aspects, formats

- Inserting visual elements, objects, shapes, tables, etc.

- Open-source tools

- Introduction to the world of graphics

Topics

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