

# Research on Digital Agenda

Research on Digital Agenda in partner countries will be considered successful if the research manages to be conducted on a representative pattern and if it cover main issues of **youth employment in digital industry**. Indicators of achievement in this regard will be represented by the percentage of different groups represented in the research, as well as the responsiveness of different stakeholders and their participation in the research. Another indicator is number of meetings and dissemination events on which research report is presented on local, national and European level.

Study of Digital Agenda 2020 in all Partner Countries: its main goal is to **define progress in accomplishment of goals of Digital Agenda aimed at employment of young people in digital industry**. Research includes survey preparation, research promotion, data collection and analyses, report writing, dissemination. Part of research will be financed from PMI funds while expert analyses will be paid from Intellectual outputs (IO).

Members of the general public will get the chance to participate in the research on Digital Agenda and give their contribution to potential development of policies concerning digital skills. Through marking of Get Online Week and eSkills for Jobs initiatives and campaigns, they will be able to participate in free public presentations, lectures and workshops on the topic of ICT and gain useful digital skills and knowledge. Also, since study materials and necessary information for all ICT modules will be published online, general public will be able to use them for future learning. -representatives of business and labor market Together with other stakeholders, this target group will participate in the research on Digital Agenda and will be able to use its results for forming their developmental and human resourcing plans. After the end of the project, these groups will get potential workforce with specific ICT skills that can help them improve and advance their businesses.

## **Outputs:**

The research will cover the goals and accomplishments of Digital Agenda in partner countries, with the emphasis on the problem of youth unemployment. It will be translated in all partner country languages, and in English.

### *Preparation for conducting of the study*

Pre - preparation for conducting the study will take place on the first transnational meeting (kickoff meeting) that will happen in Rijeka, Croatia. **At the meeting, partners will discuss and define areas of their research that will, in general terms, include goals and accomplishments of Digital Agenda in their countries, aims and benefits of development of ICT skills for jobs, educational programmes in the ICT field that exist in partner countries, qualifications that can be received, ICT needs that are recognized by formal institutions, employment centers, etc.** After the meeting participants of the meeting will together define the questions for the survey. Responsible persons (one from each organization) for its implementation will be defined.

### Implementation: *Conducting the study on Digital Agenda in partner countries*

A survey that was developed on a partner meeting will be disseminated among specific target groups that have been previously defined because of their importance in the survey. **These will include employers, policy makers, educational institutions, employment agencies, as well as young people - students, employed and unemployed young people, NEETs.** The research will be conducted on a representative pattern, based on the relevant statistical data in every country. A survey will be developed in the form of an **on-line survey.**

All partner organizations will be responsible for **disseminating the survey on their local, regional and national level**, among specific target groups that have been previously defined because of their importance for the topic. **Every organization will be responsible for acquiring sufficient amount of data and for achieving the representative pattern in the survey.** At the end of the survey, every partner organization will gather the data and the information from it and translate them into English.

### *Evaluation of the study and its results*

Survey results from all partner countries will be brought and presented to other partners. Survey results will be analyzed and synthesized, and the final research results will be documented in written form. Joint infographic of the results will be made.

Partners will bring and present results of the survey in each of the countries through a presentation that they will have to prepare on the basis of results gathered in their country. All participants will be actively included in analyzing and synthesizing the data and forming final conclusions, as well as for documenting it and translating it into their languages. Infographic will be made by Latvijas Informācijas un Komunikācijas Tehnoloģijas Asociācija.

### *Dissemination of the study results*

In every partner country, a **public event** will be organized that will gather **interested stakeholders, media representatives and public in general.** At this public event **results, conclusions and analysis of the study will be presented.** Also, the **video with infographic** will be created and shown. In order to introduce the results to a broader public a **summary of the study will be sent to media representatives. Everything will be uploaded online on the web page of the project.**

Every organization will organize one public event to present the study and its results. Also, they will send it to the **local, regional and national media.** For creating the **infographic** the organization Cyprus Community Media Center will be in charge. Izmir University that is in charge of web page will upload the study, summary and infographic on the web page.

**Results of the Digital Agenda research will be taken into consideration by policy makers in developing new policies and strategies concerning e-skills.**

## RESULTS:

At the European and national levels, results of the Digital Agenda research in each of the partner countries and the guidelines and recommendations given as a result of the research are taken into account by policy makers in their plans and strategies in the area of digital jobs. Developed curricula for ICT modules are concordant with the needs and characteristics of job market and help in decreasing the number of unemployed people, and project results contribute to the stronger commitment of authorities in development of education in the field of ICT.

**The impact of the research on Digital Agenda will be measured by monitoring the development of digital policies in countries that participated in the research, as well as other countries at the European level. The number of meetings with stakeholders and policy makers will be recorded and general conclusion written and announced online. Beside, number of public presentations of research results will be recorded by all project partners. Project partner will use existing networks and transnational partners to transfer the information and know – how on annual meetings and conferences. Number of participants will be recorded.**

*Communication strategy:* Second communication with media will be implemented after the research, with aim of **raising policy makers and public's awareness about opportunities for which Europe does not have answers yet, even though high youth unemployment is one of the main political issues now.**

**Stress will be on raising awareness of benefits of tailor-made ICT solutions and employment of young ICT experts in organisations that work in areas of public interest.**

**National authorities** will be reached in order to **disseminate research results, guidelines and infographics**. The aim is to communicate need for improvement in the field of **creating educational programmes for digital industries' needs**. Importance of **development or revision of strategies for digital jobs will be stressed** as well as help from project partners in form of cooperation in development/ revising strategies and action plans, **transfer of know-how and good practice**. **Reports will be written and made available.**

**European authorities and policy makers** will be reached in order to communicate valuable inputs gathered through research about **current situation in partner countries**. **Accomplished project results** will be communicated as a valuable system ready for implementation in other countries and reached with support of Telecenter Europe.

**The web page of the project, holding all information about the project, as well as results of the Digital Agenda research.** The web page will be available in languages of partner countries and English, which will increase its availability to people from countries not participating in the project. All **online tools** used during the project implementation will be available also after the project ending.

**Thanks to the results of the research on Digital Agenda that will show the needs and sustainable activities worth of implementing in the field of digital jobs, organizations will be able to develop new modules and curricula that will be concordant with the needs of the job market and connected to the strategies of policy makers.** They will also improve their cooperation, create new alliances and partnerships with other institutions active in the field of ICT as well as enhance the possibilities of education in their local communities. The experience of conducting the research, analysing data, writing of report and guidelines for policy makers will provide all partners skills for

implementation of researches in ICT but also other fields. These results provide valuable insights to policy makers and are used for development of strategies and action plans on all policy levels.