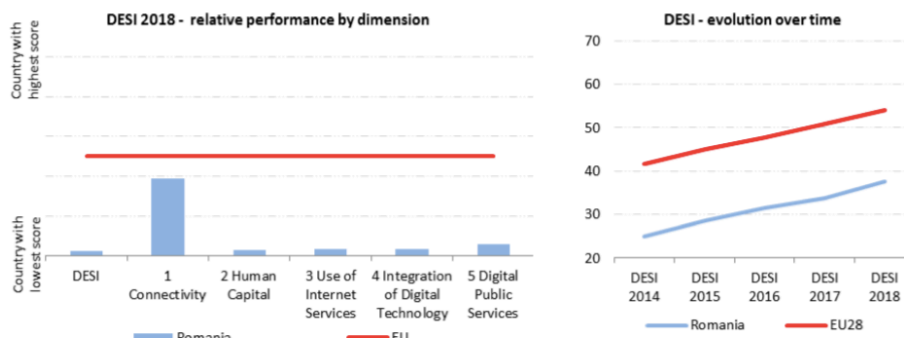


PROJECT INITIATIVE ICT COMMITTEE – DIGITAL SKILLS TASK FORCE DIGITAL START @ THE 4TH GRADE

CONTEXT

Romania ranks last out of the EU-28 in the DESI 2018. While its ranking remained unchanged over 2017, its score increased thanks to an improved performance in four of the five DESI dimensions. However, overall progress last year was slow, and Romania did not manage to catch up. Digitization of the economy and digital skills in the population is low and hinders progress in most of the DESI dimensions. ICT contributes 6-7% to Romania's GDP and the digital sector is growing, with two major hubs in Bucharest and Cluj as well as significant ICT investments in other cities.



Given the current situation, the AmCham Romania Digital Skills Taskforce would like to propose a viable solution to improve the DESI Index for Romania, as well as to align our country to the Digital Skills school-framework for the primary school, which is already in place in various countries across the EU, such as **Belgium, Estonia, Finland, France, UK, Portugal, Poland, Spain and Slovakia**. Our project initiative may be implemented with the support of our AmCham colleagues and partners starting with **1st March 2019**.

BRIEF PROJECT DESCRIPTION

We would like to explore feasible alternatives to facilitate the introduction of Digital Skills in the primary school curriculum, starting with a series of activities aimed for the 4th graders during the ALTFEL SCHOOL week in May 2019.

TIMEFRAME: May 2019, during the ALTFEL SCHOOL week

HOW WE RUN THE PILOT PROGRAMME:

For the beginning, we can start with a number of 6 schools that will participate in the pilot – 3 schools in Bucharest, 3 near Bucharest. We are keen to increase the number of schools in the pilot if we have a viable number of member companies supporting our initiative. We can do the school selection process with the help of fellow NGOs, AmCham members. Then, with the support of our AmCham ICT Committee colleagues, we would like to develop a 3-hour activity for the 4th grade classes of students coming from these schools during one day of the ALTFEL WEEK in May. The 3-hour activity will include Digital Skills content and will be organized at the headquarter of the participant company that will host the class of 4th graders. Our taskforce will do the matching between schools and companies, based on proximity. Basically, each ICT Committee member that wants to be part of our initiative, will host one or more 4th grader classes, according to existing company resources.

The activity will be performed by a voluntary team of company experts and will involve activities with the 4th graders, their class-teachers and the TIC teachers of the secondary school cycle.

A number of pre and post activity interviews with stakeholders will be organized on specific hot topics to decide upon the level of relevant Digital Skills know-how to be introduced at 1-4th grade.

WHAT'S THE MAIN PURPOSE OF THIS EXERCISE?

Education in key fields (like technological innovation) will be vital in preparing for and thriving in the future. In this concern, the following questions arise:

- Is there a relevant skill set that your company's expert team has mastered related to Digital Skills?
- Can your company distribute that unique knowledge to 'future proof' younger generations and help facilitate the dialogue for the introduction of Digital Skills in the primary school system in Romania?
- Can we organize a practical activity for the 4th graders, their teachers and the TIC teachers of the secondary school cycle, to link our valuable private sector expertise to their current level of know-how related to Digital Skills?
- Can we come together as a united voice of the ICT Committee AmCham companies in the process of bringing business, people and the public sector together for a shared medium to long-term goal?

If your answer to these questions is YES, then you can clearly help our initiative come to fruition and support the creation of this desired know-how & competency bridge between private sector experts and public-school teachers, for the benefit of 4th graders and their smart learning of Digital Skills.

Our Mission

We would like to contribute as AmCham Romania ICT Committee to facilitate a viable dialogue between the private and public sector stakeholders in raising the level of Digital Skills in Romania, starting with our youngest audience – the primary school students.

Our Method of doing this in a short timeframe

Given that we would like to implement our initiative during March-July 2019, we will use the Design Thinking methodology to achieve an intensive common understanding regarding the level of Digital Skills required in primary school and the practical ways to facilitate their introduction in the curriculum starting with the 2020-2021 school year. The results of this exercise will be presented in a qualitative assessment of our pilot initiative "Digital Start @the 4th grade", which will be presented to key public sector stakeholders, serving the common goal of helping to increase the DESI Index for Romania, as well as improving the public educational services framework. More info regarding the methodology that we will use, as well as desired outcomes will be shared within the ICT Committee in the following weeks.

Resources needed from our AmCham ICT Committee members:

- To book this activity in their marketing and PR calendar for May 2019 and help with room facilities;
- To allocate a team of company volunteers composed of IT Experts and Marketing/PR responsible to help us implement the pilot at each company headquarter based on a communicated schedule and a framework for this event – this framework will be shared by us to each participant company;
- To share resources related to this activity based on their own CSR initiatives project portfolio;
- To contribute with valuable input and a small budget to ensure a great experience for the 4th graders, their teachers and the experts participating at this activity at their headquarters;
- To facilitate transportation for the students and teachers if needed;
- To ensure resources related to the internal and external communication of this activity.

THANK YOU!

Digital Skills Taskforce Members:

Paul Dudău - UPC România; Margareta Chesaru – UiPath; Oana Ducuță - 2Checkout; Cristina Murgoci - Q-East Software; Carmen Iftode – BPV Grigorescu Ștefănică; Flavia Lungu – BPV Grigorescu Ștefănică; Paul Aparaschivei – eMAG