



PRESS RELEASE – FOR IMMEDIATE RELEASE

EUROPEAN E-SKILLS WEEK 2010: MAJOR NEW CAMPAIGN TO PROMOTE ICT SKILLS IN EUROPE

Brussels, 22 October 2009 - The first European e-Skills Week, taking place 1-5 March 2010, aims to raise awareness of the growing demand for highly skilled ICT practitioners and users within the industry.

[DIGITALEUROPE](#) and [European Schoolnet](#) have come together with 20 national partners to promote e-skills whilst building bridges between the different stakeholders. The culmination of the campaign will be the European e-Skills Week taking place on the first week of March 2010.

The campaign is funded by the [European Commission's DG Enterprise and Industry](#) which has launched this important initiative as part of the EU e-skills strategy.

"Today, e-skills and computer literacy are a competitive advantage on the job market," said **Bridget Cosgrave**, Director General of DIGITALEUROPE. "The technologies are developing very fast and it is essential to help SMEs and entrepreneurs to keep up with the technology development to remain competitive."

"Fewer and fewer young people decide to study technology at tertiary level in Europe, and the European e-Skills Week campaign will help to change this situation, by helping students to get realistic views of IT studies and careers, meet inspiring role models and get their hands on inspiring technology," said **Marc Durando**, Executive Director of European Schoolnet.

Public authorities, ICT companies as well as schools and students are working together to organise a range of exciting events, training sessions, school visits, competitions and more, to underline **the importance of ICT skills** in today's society, and to demonstrate **the wide range of job opportunities in the field**. The campaign ultimately aims to increase ICT skills among professionals and to encourage more young people to take up ICT studies and careers.

The European e-Skills Week 2010 is expected to involve 300,000 participants in more than 100 activities. The events will take place across Europe with more than 20 participating countries. This exciting collaboration ensures that the European e-Skills Week 2010 will be



one that is both informative and memorable for a wide and diverse audience.

For up to date information, please visit <http://eskills-week.ec.europa.eu/> or contact:

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ABOUT DIGITALEUROPE

DIGITALEUROPE, the organisation formerly known as EICTA, is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 61 major multinational companies and 41 national associations from 29 European countries. In all, DIGITALEUROPE represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

ABOUT EUROPEAN SCHOOLNET

European Schoolnet is a network of 31 Ministries of Education in Europe and beyond. EUN was created more than 10 years ago with the aim to bring about innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers and researchers.

European Schoolnet's activities are divided among three areas of work:

- Policy, research and innovation
- Schools services
- Learning resource exchange and interoperability