

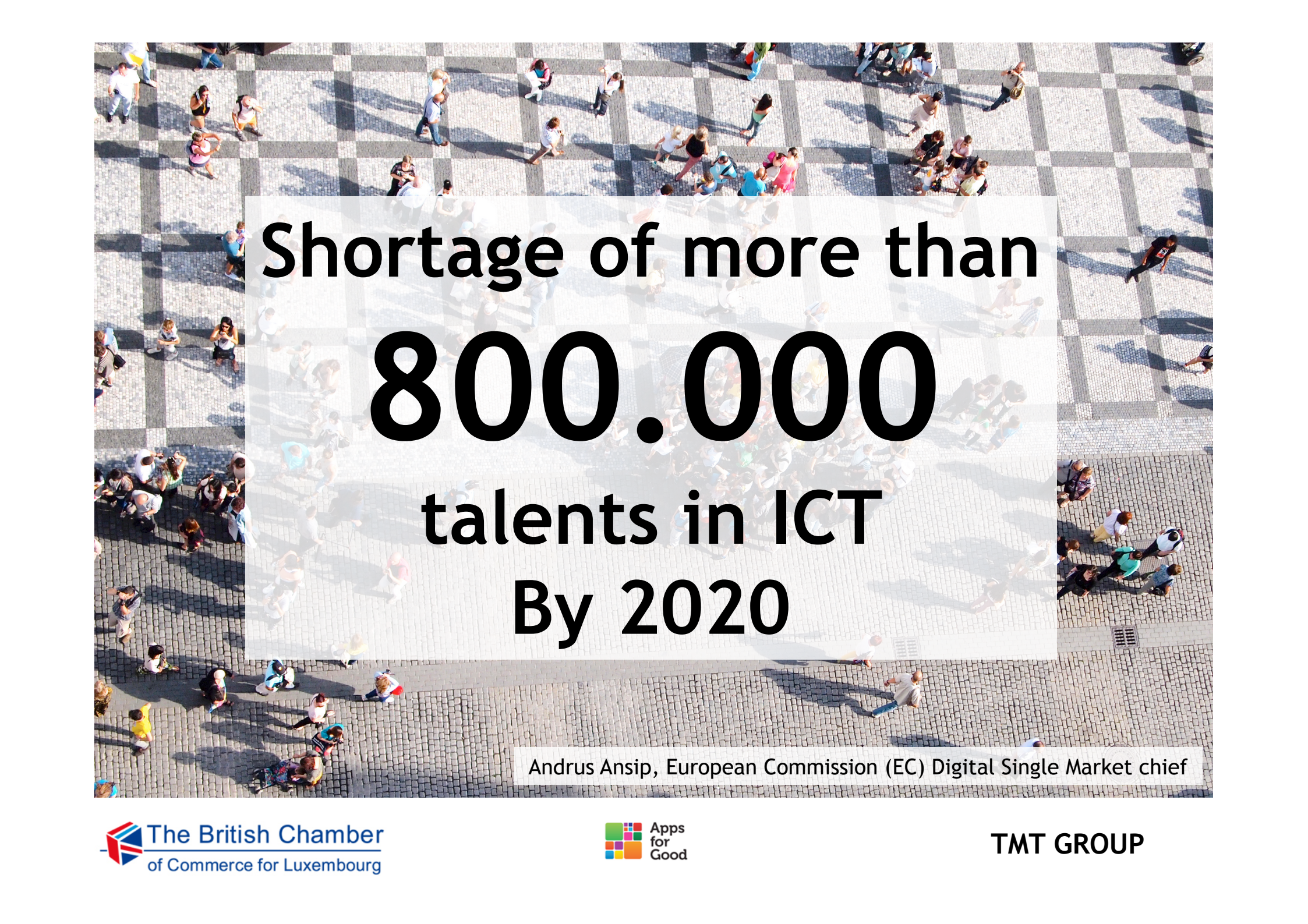


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# **The War for Talent: how to create dialogue between business and schools**

Monday, 14 March 2016






# Shortage of more than 800.000 talents in ICT By 2020

Andrus Ansip, European Commission (EC) Digital Single Market chief





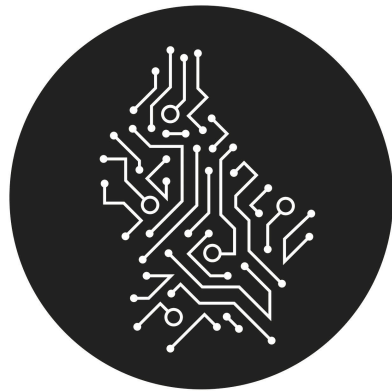
**59% of companies in Luxembourg had hard-to-fill vacancies for jobs requiring ICT specialist skills**

EUROSTAT, January 2016, ICT specialists, Almost 8 million ICT specialists employed in the EU in 2014



# Status Quo

Digital Luxembourg: an overarching policy



Digital  
Lëtzebuerg

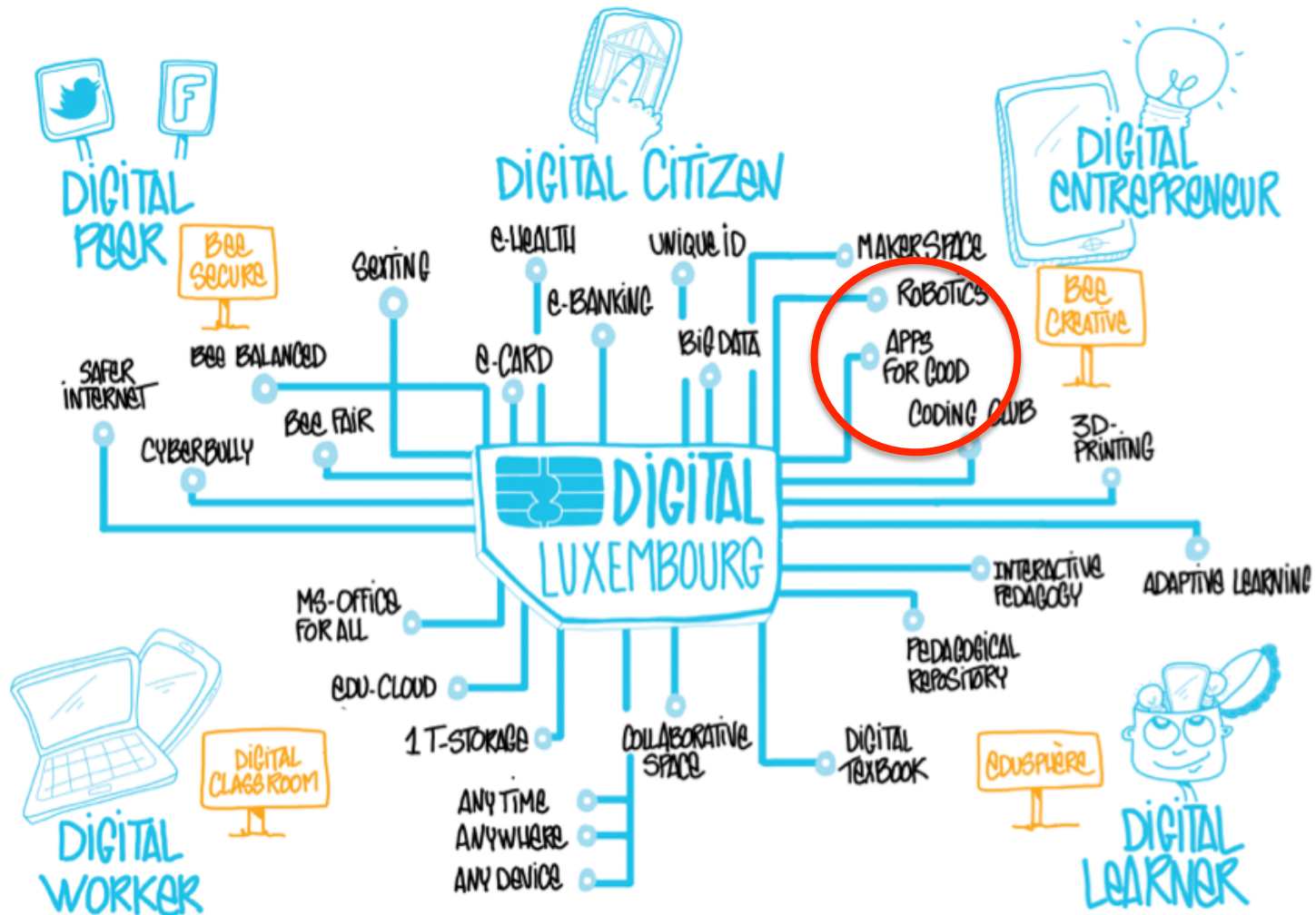
**"LES TECHNOLOGIES NUMÉRIQUES  
SONT, PLUS QU'UN SIMPLE SECTEUR  
ÉCONOMIQUE, UN ÉLÉMENT ESSENTIEL  
DE LA COMPÉTITIVITÉ, LE SANG QUI FAIT  
BATTRE NOS ÉCONOMIES ET, DE PLUS  
EN PLUS, NOS SOCIÉTÉS".**

Xavier Bettel



# Status Quo

## Digital (4) Education





# How we did it

2014: Opportunity 2020

(#BCC2020)

The screenshot shows the top of a news website. The header includes the logo 'Luxemburger Wort' with flags for German, French, and English editions, and a 'Business' section label. A navigation bar lists categories like 'LUXEMBOURG', 'POLITICS', 'INTERNATIONAL', 'BUSINESS', 'CULTURE', 'SPORT', 'LIFESTYLE', 'PANORAMA', and 'COMMUNITY'. Below this is a weather and utility bar with a search field. The main article title is 'Luxembourg not attractive to new entrepreneurs'. The image shows five people standing in front of a banner for 'The British Chamber of Commerce for Luxembourg' with the website 'www.bcc.lu'. To the right of the image are social media sharing icons for Facebook, Twitter, LinkedIn, Google+, Email, and Print. Below the image is a caption: 'Claude Lüscher, Sophie Kerschen, Joanna Denton, Gary Kneip, John Johnston' and the photo credit 'Photo: Anouk Antony'.



# How we did it

2015: Apps for Good



# Apps for Good

Powered by **edi**



# Apps for Good - Presentation

2015: Apps for Good

[https://www.youtube.com/watch?v=PAOVyFnz0W8&ebc=ANyPxKqb-xQRNJ0e-\\_ITFPm3D1-94kD\\_HC2y2qfdOTptiZqWpJ4lhNrTa74rZK5ZMBM02zwi8hDYM-1D-g8U5iLUyTRy8rB1vQ](https://www.youtube.com/watch?v=PAOVyFnz0W8&ebc=ANyPxKqb-xQRNJ0e-_ITFPm3D1-94kD_HC2y2qfdOTptiZqWpJ4lhNrTa74rZK5ZMBM02zwi8hDYM-1D-g8U5iLUyTRy8rB1vQ)



# Apps for Good - Figures

2015: Apps for Good

**“ Our goal is to transform the way technology is taught in schools; to empower students from all backgrounds to seize the opportunities of our digital age and create solutions to the problems they care about, using technology. ”**

*— Rodrigo Baggio, CDI Apps for Good, Founding Chairman & Founder CDI Global*



**25,000**

Students this year

50,000+ since 2010



**1,136**

Active Education Partners

1,200+ since 2010



**1,267**

Industry expert volunteers

From 40+ countries

# Apps for Good - Impact



Mohima Ahmed, 20  
App developer

Named one of **30  
Women Under 30  
Who Are Changing  
The World** by Elle UK

Apps for Good  
winner in 2011

Over 50% of Apps for Good participants are girls



# Apps for Good - “Who cares”

[https://www.youtube.com/watch?v=EA\\_GilEetZc](https://www.youtube.com/watch?v=EA_GilEetZc)

# Apps for Good - 2015 Winners

## 2015 Winners

Check out the winners of the Apps for Good Awards 2015 who have turned bright ideas into real technology products to solve problems in their world.



### **AssembleJobs**

Local jobs to fit around students' schedules



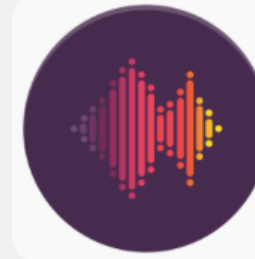
### **BOOKd**

Discover and share new books by creating book clubs with friends



### **GardenKing**

Take a photo of any flower in your garden and identify it instantly



### **MySoundClash**

Connect multiple phones to get a bigger sound



### **My World of Atoms**

An adventure game to help you master the periodic table



### **One Click Politics**

Getting young people tuned into politics



### **weKonnekt**

Connecting young carers with local resources and support



# Current developments

2015: Generation ICT: Building Skills Today for Luxembourg's Jobs of Tomorrow



# Current developments

2015/2016: Apps for Good in Luxembourg



S<sup>t</sup> George's

International School, Luxembourg  
A.S.B.L.





Lessons  
Learned

# Lessons learned

Talent is networked





# Lessons learned

Structure your approach

- 1. Identify talent early**
- 2. Create dialogue with talent networks**
- 3. Adopt new ways of recruiting**

# Lessons learned

Create engagement

Numeric**ALL**

WEBFORCE  
\*\*\*<HELLO WORLD>

lux future  
lab

nyuko  
Start Up Nation Luxembourg

Startup Weekend Luxembourg  
Powered by Google for Entrepreneurs  
23-25 May  
2014

#play14

CoderDojo

GAME  
OF  
CODE  
{ HACK  
ATHON }

geek  
girls  
carrots

syn2cat  
the geek and hacker community

SILICON  
LUXEMBOURG

Startup  
GRIND

technoport®  
business incubator | coworking | fab lab

The British Chamber  
of Commerce for Luxembourg

Apps  
for  
Good

TMT GROUP

# Lessons learned

Create engagement

WEFORCE >

Numeri

nyuko  
Start Up N



CoderDo

nyuko—  
Start Up Nation Luxembourg

Help talent to develop ideas in  
a business environment



cat

hacker community



Startup  
GRIND

technoport  
business incubator | coworking | fab lab



# Lessons learned

Create engagement

**WEBFORCE**  **NumericALL** 

\*\*\*<HELLO WORLD>

**Provide mentoring and support  
for job seekers.**

Numeri

nyuk  
Start Up N



CoderDo



Startup  
GRIND

technoport  
business incubator | coworking | fab lab



cat  
hacker community

# Lessons learned

Create engagement

WEFORCE >

Numeri

nyuk  
Start Up N



CoderDo



**Acquire new technologies/  
knowledge by creating  
partnerships with start-ups.**



cat  
hacker community



# Opportunities

Get involved!



Join the TMT Group!  
Become an expert for Apps for Good!  
Become a sponsor!  
Join the dialogue!





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## **QUESTIONS?**