



**CSR**

***Transforming People's Lives  
Through ICT***

**Riga June 2006**



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# Overview of FIT



- **Employer-led Organisation with Social Intent.**
- **Supported by and working with government, its agencies and local communities.**
- **Enabling marginalised groups through training and employment.**
- **A company, structured and managed on business lines.**
- **Simultaneously resolving poverty issues while complementing the workforce.**



# Mission Statement

***Through industry, community and agency collaboration – enable marginalised job seekers, particularly those residing in disadvantage communities’ access market-led ICT skill as a means of securing new employment opportunities.***



# Transforming Peoples Lives



- 5,500 job seekers residing in disadvantaged areas have participated in FIT Training Initiatives
- A further 1,800 people have become digitally literate through FIT community programmes
- 800 Youth 'At Risk' have been supported and progressed into further education and employment opportunities



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**Presented jointly by the British and Irish governments at the Special European Summit in Lisbon as**



**“.....a vehicle to combat social exclusion”**



# An Industry Initiative for Social Inclusion

Dell

Eircom

Esat BT

Hewlett Packard

IBM

Alchemy

AIB

Connect Global Solutions

Creative Labs

Computer Sciences

Danone

Apple

Microsoft

Modus Media

AOL

Oracle

Pivotal

PriceWaterhouseCoopers

SkillSoft

Symantec

Siemens

Vistatec

IBEC

Halifax

Kainos

Northbrook

Liberty IT

BT

HCL, BPO

CBI

Club IT

BBC

Nortel

HBOS



## Exploiting Emerging Skills Needs in ICT

### **Creating new market led courses**

- Broadband Communication
- IT Office Admin & Design
- Business Through Computers
- IT Reception Skills
- Audio Visual Programme
- IT Retail Sales and Support
- Data-based Management Systems
- Certified Professional
- PC Maintenance & Servicing
- Quality Assurance
- Localisation
- Internet / E-commerce
- Programming

**Combing technical competency with soft skills development**



# Upskilling for Employment & Progression

<b>Number of Participants</b>	<b>5,500</b>	
<b>Placements to date</b>	<b>3,300</b>	<b>60%</b>
<b>Further Education &amp; Training</b>	<b>715</b>	<b>13%</b>
<b>Progression to date</b>	<b>4,015</b>	<b>73%</b>



## **FIT Development**



- **1999 - Commenced in Dublin**
- **2004 - Regional Strategy – Dublin, Limerick, Cork & Navan**
- **2004 - Belfast – FIT-NI**
- **2005 – 80 FIT Training Programmes - 1,800 job seekers**

## **Wider Collaboration**

- **2001 – FTE Vancouver**
- **2002/3 – FIT Napoli**
- **2003 – 2006 Initiated a significant number of EU projects with partners in Latvia, Slovakia, Spain, Belgium, Bulgaria, Finland, Sweden, Greece, Italy, Portugal, Germany, Holland, Slovenia and UK**



# Why Employers Actively Engage!



- Operates on Business Principals – ‘Social Entrepreneurship’
- A ‘win-win’ scenario – makes business sense.
- Responsive to emerging ICT skills sets.
- The FIT Model Works – transferable regionally & internationally.
- Effective vehicle for social inclusion & labour market integration.
- Provides benefit to a range of stakeholders.
- FIT - a unique approach to CSR - delivers benefit to companies ...while serving the greater good!
- Has the capacity to facilitate a pan-European model for industry engagement in e-Inclusion.

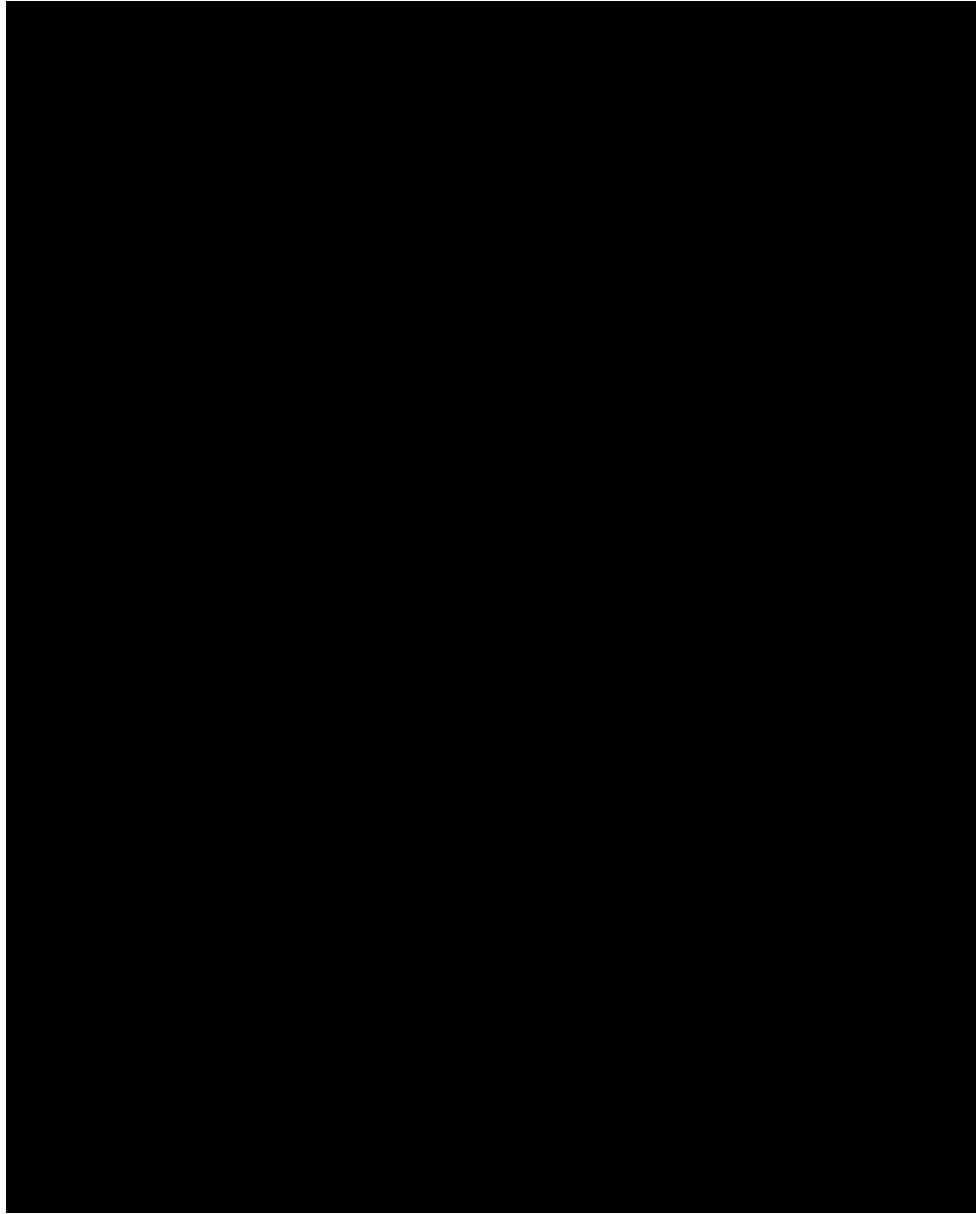


# Hear what employers have to say:

*“a win-win opportunity providing access to skilled personnel while promoting CSR”*



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## Complementing EU Priorities:

- EU goal – to become the most knowledge-based economy by 2010.
- Restructuring of internal markets - significant skills displacement across EU.
- FIT - developing an alliance between the EU and global companies – achieving a partnership for upskilling.
- Cross Europe collaboration - new learning and ideas in realising digital inclusion and social cohesion.
- CSR Initiatives can generate the synergy and resources to do much more.



## An EU Initiative for Digital Inclusion and Upskilling:

**FIT in collaboration with the Employability Alliance assessing the impact & potential for an EU digital inclusion initiative.**

- **Determining the interest in and benefit to key stakeholders in adopting the FIT model of intervention.**
- **Seeking EU endorsement and support for an e-Inclusion upskilling intervention.**
- **Harnessing wider Industry engagement in a European CSR Initiative in ICT.**



# The Objective!



- A EU-wide CSR Initiative with a significant membership of employers located across Europe.
- Facilitating marginalised job seekers to access new employment opportunities through the acquisition of ICT Skills
- Supporting upskilling in the labour market
- Operating on a cross-sectoral basis.
- Commence Programmes in 10 European locations which have significant numbers of marginalised job seekers in 2007 – be operating in all Member States by 2009.



# e-INCLUSION

***Transforming People's  
Lives***





# e-INCLUSION

## ICT for an Inclusive Society

Ministerial  
Conference Riga 11-  
13 June 2006