

**Briefing file for Commissioner Thyssen  
Bilateral meeting with President of Google Europe, Mr Matt Brittin  
5 May 2015, 14.00-14.30, Berlaymont**

**Scene-setter**

- The meeting has been requested by Mr Matt Brittin, President of Google Europe, with the aim to **discuss a common agenda in the field of digital skills and employability**, and more notably Google's initiatives in this field and its plans to train 1 million Europeans in digital skills by 2016 across Member States.
- Google Europe employs more than 9000 people. Google is very active in boosting digital skills. Very recently it has adopted a new initiative called "[Google is a growth engine for European businesses](#)" which provides, as a first step, to train 1 million Europeans in digital skills by 2016. They will invest an additional €25M to broaden their current programs in Spain, Italy, Germany, France, and take them to new markets across Europe to train more small businesses on the digital skills they so need. The company will also build a Europe-wide training hub to support businesses anywhere in Europe to get training online.
- Furthermore they will enlarge their other activities such as **Google for Entrepreneurs**: Google will reach 50,000 entrepreneurs across Europe in 2015 through partnerships and startup hubs in the EU.

Google team members accompanying Mr Brittin are:

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**Main topics on the agenda:**

**(1) Google's initiatives in the field of employability and skills:**

**(1 a) Google's involvement in the European Alliance for Apprenticeships**

**(1 b) Google's plans to train 1 million Europeans in digital skills by 2016  
(pledge under Grand Coalition for Digital Jobs)**

## **Speaking points**

- I welcome Google's renewed pledge in the **Grand Coalition for Digital Jobs**. Let me also congratulate you for having implemented successfully your 2013 pledge and even exceeded your initial commitments.
- Your renewed pledge is even more ambitious: I welcome your initiative to train 1 million Europeans in digital skills by 2016, including initiatives that reach young (<18) girls, underrepresented minorities, and students facing socio-economic barriers.
- There is a need for digital skills for nearly all jobs where digital technology complements existing tasks. In the near future 90% of jobs - in careers such as engineering, accountancy, nursing, medicine, art, architecture, and many more - will require some level of digital skills.
- I also welcome Google's indirect participation in the **European Alliance for Apprenticeships** through membership in the Alliance4Youth initiated by Nestlé.
- To what extent does Google engage in cooperation with the vocational education and training sector, in particular by offering apprenticeships (as opposed to traineeships and internships), as a way to reach the goals on digital skills?
- Quality apprenticeships have shown to be particularly efficient in delivering the skills that benefit both companies and learners. They are part of formal VET, with a combination of learning in school and training in company, and lead to nationally recognised qualifications.

- The Commission and the LV Presidency are organising a high-level event on the European Alliance for Apprenticeships in Riga on 22 June. We would appreciate Google to get stronger engaged in the European Alliance for Apprenticeships by attending this event and making a direct commitment (pledge).

## **Background**

### **1. Google and apprenticeships**

We have limited information on what Google offers in terms of apprenticeships. In the UK, they do offer short (12 months) Level 3 Advanced Apprenticeship in Social Media and Digital Marketing. The programme consists of 4 days in the company and 1 day at school weekly.

<http://www.archapprentices.co.uk/job/google-apprenticeships-10-vacancies/>

<http://www.cityandguilds.com/news/September-2014/google-apprentice>

Google is indirectly a member of the European Alliance for Apprenticeships through membership in the Alliance 4 Youth which was initiated by Nestlé. This Alliance has pledged to generate more than 100,000 jobs, apprenticeships and traineeships between 2014 and 2018. Google's direct contribution in this regard is unknown.

<http://ec.europa.eu/education/policy/vocational-policy/doc/alliance-youth.pdf>

### ***European Alliance for Apprenticeships***

The European Alliance for Apprenticeships is one of the three pillars of the Youth Employment Package from December 2012, and was launched at the World Skills in Leipzig on 2 July 2013.

The aim of the Alliance is to mobilise stakeholders on the issue of strengthening the quality, supply and image of apprenticeships in Europe, since quality apprenticeships facilitate young people's transition to the labour market and provide the skills that companies need to develop their business.

Commitments made:

- Joint Declaration at Leipzig by the European Social Partners, the European Commission and the Lithuanian Presidency of the Council of the EU
- Council Declaration (EPSCO) adopted on 15 October 2013
- 23 Member States' individual commitments
- Some 45 pledges by companies, chambers of commerce, industry and crafts, social partners, VET providers, youth organisations and regions
- Around 150 companies involved, including through a business Alliance4Youth (Nestlé++)

### ***Riga event 22 June 2015***

The Commission and the LV EU Presidency are planning a high-level event on the European Alliance for Apprenticeships in Riga on 22 June. It will be an opportunity to mark the 2 years of the launch of EAfA and discuss future priorities.

The Commission sees an untapped potential to further involve companies, in particular SMEs, with the aim of increasing the supply of apprenticeships at EU level.

The Riga event will in particular focus on mobilising companies, incl. SMEs, and a new High level Business Advisory Group chaired by the Commissioner may potentially be announced.

New companies and business organisations (but also other stakeholders) are invited to join the Alliance by making pledges in Riga, while existing members are invited to update and reinforce their existing commitments.

## **2. Google's involvement in EU initiatives: the case of the Grand Coalition for Digital Jobs**

### *2.1. New commitment by Google through pledge under the Grand Coalition for Digital Jobs (2015)*

After the successful completion of their first 2013 pledge to the Grand Coalition, in March 2015 [Google renewed their pledge](#) with fresh initiatives and even more ambitious numbers:

1. **Growth Engine:** Google will provide digital skills training **to 1 million Europeans by 2016** through their [Growth Engine](#) (click for link) initiatives. They will invest an additional €25M to broaden their current programs and take them to new markets across Europe to train more small businesses on the digital skills they so need. The company will also build a Europe-wide training hub to support businesses anywhere in Europe to get training online.
2. **Google for Entrepreneurs:** Google will reach 50,000 entrepreneurs across Europe in 2015 through partnerships with [Startup Weekend](#) and [Startup Grind](#); Google event programming; and their five startup hubs in the EU - the Google-operated Campuses in [London](#), [Warsaw](#) and [Madrid](#), plus partner locations in Berlin ([The Factory](#)) and Paris ([NUMA](#)).
3. **Google Computer Science Education:** Google will work with seven STEM (science, technology, engineering and math) and computer science education organisations across Europe, to impact 100,000 young people by the end of 2015, (as part of the [RISE programme](#)). They will focus on three specific groups: girls, children from lower socioeconomic backgrounds and ethnic minorities.

### *1.2. Progress of 2013 Google pledge under the Grand Coalition for Digital Jobs*

In June 2013 Google joined the Grand Coalition and made an ambitious [pledge](#). Google not only implemented successfully their pledge but they also exceeded their initial commitments.

1. **Google for Entrepreneurs:** Google pledged to reach 20,000 entrepreneurs across Europe in 2013 through partnerships with [Startup Weekend](#) and [Startup Grind](#); Google event programming; and their four sponsored startup hubs in the EU, in London ([Campus London](#)), Krakow ([Google for Entrepreneurs, Krakow](#)), Berlin ([The Factory](#)) and Paris ([Silicon Sentier](#)). These partnerships and programs would be run under the umbrella [Google for Entrepreneurs](#) initiative.

Progress: Through Google for Entrepreneurs Google reached thousands of entrepreneurs across Europe. In addition to the partnerships, events programming and four startup hubs in the pledge from 2013, the company announced opening two new Google campuses in Madrid and Warsaw.

- a. Campus London:
    - i. ~1,100 mentoring sessions delivered in 2014
    - ii. Overall registered members ~41k
    - iii. Startups within Google's network created ~1,230 jobs and raised over £41 million in capital in 2014
  - b. Google works with partners:
    - i. In 2014: Startup Weekend took place in 32 countries in Europe
    - ii. Startup Grind held events in 20 countries in Europe
    - iii. Google for Entrepreneurs Week was in 14 cities in Europe
  - c. In the second half of 2014, Google's tech hub partners in Europe (NUMA in Paris, The Factory in Berlin) reported over 500 startups as members, 25% female membership and hosted over 430 community events.
2. **Google in Education:** Google worked with six STEM and computer science education organisations across Europe, and reached 40,000 youngsters in 2013 and 110,000 in 2014 (as part of the [RISE programme](#)). This amounted to an investment of 6.3 million dollars across the EU. They focussed on three specific groups: girls, children from lower socioeconomic backgrounds and ethnic minorities. The six EU organisations they supported were: [Code Club \(UK\)](#) , [Uniristii Association \(Romania\)](#), the [Royal Institution of Great Britain \(UK\)](#), [Science and Society Synergy Institute \(Croatia\)](#), [Technik Begeistert \(Germany\)](#), [Saint Angela's College \(Ireland\)](#).
  3. **Google University Relations:** Google pledged to launch 25 MOOCs in collaboration with universities across Europe, focusing on the themes of maths, computer science, entrepreneurship, digital marketing and law, with the aim of reaching tens of thousands of people across Europe, similar to the [UniMOOC](#), launched with the University of Alicante last year. Google launched 25+ MOOCs in collaboration with universities across Europe, focusing on the themes of maths, computer science, entrepreneurship, digital marketing and law.

## 2. General information on the Grand Coalition for Digital Jobs

The European Commission is leading a multi-stakeholder partnership, the **Grand Coalition for Digital Jobs**, to tackle the lack of digital skills in Europe and the thousands of unfilled ICT-related vacancies across all industry sectors. Four DG's are actually involved: DG CNECT, EMPL, GROW and EAC.

Skills and skills development are at the heart of the Grand Coalition for Digital Jobs. Millions of Europeans are currently without a job; from their side, companies have a hard time finding digital skilled professionals and this across all sectors. As a result, there could be up to 825,000 unfilled vacancies for ICT professionals by 2020. Moreover, there is a need for digital skills for nearly all jobs where digital technology complements existing tasks. In the near future 90% of jobs - in careers such as engineering, accountancy, nursing, medicine, art, architecture, and many more - will

require some level of digital skills. At the end of the day every citizen needs to have at least basic digital skills in order to live, work, learn and participate in society.

This is why in March 2013 the Commission launched the Grand Coalition for Digital Jobs: a multi-stakeholder partnership that endeavours to facilitate collaboration among business and education providers, public and private actors to take action attracting young people into ICT education, and to retrain unemployed people.

Today, the Grand Coalition is the largest collaborative effort in Europe aimed to offer more ICT training co-designed with the industry; implement job placement programmes; provide more digitally aligned degrees and curricula at all levels and types of training and education; and motivate young people to study ICT and pursue related careers.

More than 80 stakeholders, representing large and smaller companies, education providers and NGOs have made [pledges](#), i.e. concrete commitments to act to reduce digital skills gaps. Likewise, [National Coalitions for Digital Jobs](#) aimed to facilitate high-impact actions at local level have already been launched in 8 countries (BG, EL, IT, MT, LT, LV, PL, RO) and many more are under formation. Furthermore, the Grand Coalition has gained large political support, including by the [European Council](#), as well as high-level stakeholder support, such as by [CEOs of global companies](#).

*And what next with the Grand Coalition for Digital Jobs*

Under the Digital Single Market Initiative, it is foreseen to continue the Grand Coalition for Digital Jobs but embedded within measures around digital skills for citizens, entrepreneurs and workforce.

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