

Briefing for Stefaan Hermans
Bilateral meeting with Ms Atkinson, Head of Global Public Policy at
Google
18 May 2016 at 3:30 PM

Scene setter

The meeting has been requested by Ms Caroline Atkinson, Head of Global Public Policy at Google, to **discuss how Google can be more connected to the Skills Agenda implementation**, notably with reference to Google's initiatives around jobs and digital skills

Google is very active in boosting digital skills:

In 2015 Google pledged to train **1 million** Europeans in digital skills by 2016 across Member States under the **Grand Coalition for Digital Jobs**. The initiative called "[Google is a Growth Engine for Europe](#)" recently **doubled this pledge**: Google now intends to train **2 million** Europeans in digital skills by the end of 2016.

Google will invest an additional €25M to broaden its current programs in Spain, Italy, Germany and France, to take them to new markets across Europe, and to deliver the skills European businesses are looking for.

In **Italy**, for example, a partnership between Google, the Italian government (Ministry of Labour), chambers de commerce and educational organisations provides online courses and certification on digital skills.

Google is currently exploring how this type of successful initiatives at national level could be upscaled to other countries or to the whole of the EU. Building on the Italian experience, Google wants to build a Europe-wide training hub to support businesses anywhere in Europe to get training online.

Google is indirectly a member of the **European Alliance for Apprenticeships** through membership in the Alliance 4 Youth initiated by Nestlé.

Google Europe employs more than 9,000 people.

Annex: CV of Caroline Atkinson

Line to take

- The **upcoming New Skills Agenda** (to be adopted on 7 June 2016) emphasises the importance of digital skills for employability and competitiveness. Digital skills will be required in all jobs, from the most elementary to the most complex.

The following parts of the Skills Agenda are relevant for Google:

- Strengthening the foundation through basic skills. To reduce the high number of low skilled people in Europe, the Commission proposes to establish a **Skills Guarantee** to provide:
 - a skills assessment, giving low qualified adults, including recently arrived migrants, the chance to identify their existing skills and their upskilling needs;
 - a tailored learning offer, adapted to the specific needs of the individual and of local labour markets;
 - and opportunities for the validation and recognition of skills.
- The Skills Guarantee should help low-skilled adults to acquire a minimum level of literacy, numeracy and digital skills.
- To help more people acquire the core set of skills, the Commission will propose in 2017 **a revision of the Key Competences Framework**. Special attention will be paid to further work on the **European Digital Competence and entrepreneurial competence frameworks** in terms of assessment, validation and recognition of these competences.

- **Digital Skills for Europe**: Building on the Grand Coalition for Digital Jobs, the Commission will announce a "Digital Skills for Europe" initiative aiming at:
 - (i) supporting the creation of national digital skills coalitions among education, employment and industry stakeholders including actions to bring computing to all schools in Europe and train teachers accordingly;
 - (ii) attracting pledges from a broad range of stakeholders from ICT and ICT-using sectors, including social partners, to provide training to individuals.

How Google can be more engaged with Skills Agenda roll-out:

- Collaborate with the European Commission to update and pilot existing digital competence framework for citizens and to identify what are the 'basic' digital skills needed (Skills guarantee).
- Work with the European Commission on how to validate and recognise skills digitally → for example through European (open) badges.
- More pledges under the Grand Coalition for digital Jobs and Apprenticeships?

Question:

- ask for info/conclusions on their research into "Keeping up with digitalization – how it transforms our working life and what we need to adjust"

Background

1. Google's involvement in Grand Coalition for Digital Jobs

New pledge by Google 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 for Europe](#) initiative (recently doubled to 2 million by end 2016). 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.

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 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](#).

What next for the Grand Coalition for Digital Jobs?

Building on the Grand Coalition for Digital Jobs¹, the Commission is announcing under the New Skills Agenda (to be adopted 7 June 2016) the "**Digital Skills for Europe**" initiative aiming at:

- ✓ supporting the creation of national digital skills coalitions among education, employment and industry stakeholders including actions to bring computing to all schools in Europe and train teachers accordingly;
- ✓ attracting pledges from a broad range of stakeholders from ICT and ICT-using sectors, including social partners, to provide training to individuals.

3. 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.

¹ <https://ec.europa.eu/digital-single-market/en/grand-coalition-digital-jobs>

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++)

Main author:

██████████, EMPL-C4 (tel: ████████)

Coordination:

██████████, EMPL 01 (tel ████████)

Annex: CV



Caroline Atkinson, Head of Global Public Policy at Google

Google, facing increased scrutiny from European regulators, has hired a former senior adviser to President Obama to lead its global public policy team.

Caroline Atkinson, who left her position as a White House deputy national security adviser, joined Google in March.

Her most pressing task is to temper concerns by antitrust enforcement officials in the European Union, which has accused the company of abusing its dominance in web search.

Ms. Atkinson, who joined the administration in 2011, is the latest in a string of Obama administration officials to join Silicon Valley companies. David Plouffe, also a former adviser, joined Uber in August 2014, and Jay Carney, a former press secretary, was hired by Amazon early last year.

As Silicon Valley companies have grown in influence, they've raised greater regulatory concerns over competition and privacy. The senior government officials have been hired to help navigate the regulatory landscape and coordinate campaigns aimed at softening the images of their companies.

Ms. Atkinson served as Mr. Obama's representative at gatherings of the Group of 8 and Group of 20 and at other major economic summit meetings. A former official at the International Monetary Fund, Ms. Atkinson began her career as a journalist. She replaces Rachel Whetstone, Google's longtime head of policy, who left for Uber in May.