

The e-Skills Policy Framework in France

Francis Behr,
Consultant, Syntec Numérique

Initiatives and Events

Multi-stakeholder initiatives :

- **Digital Transition Committee** (*Comité de transition numérique*) MEDEF (French Employers Association) and private entities
- **Digital Suburbs** (*Banlieues numériques*) Annual event 21 Nov.
- **Digital Jobs in Universities Days** (*Journées des métiers du numérique à l'Université*) 2-3 Feb. (12 universities/12 companies) also in 2014
- **Digital Jobs Journey** (*Parcours dans les métiers du numérique : quelle place pour la diversité des âges et du genre ?*) 7 Nov.
- **Digital Identity for Growth** (*Identité numérique, relais de la croissance économique*) 14 Nov.
- **Digital Assembly** (*Assises du Numérique*) 3 Dec.
- **Digital Spring Days** (*Printemps Numérique*) June 2014 in Compiègne

CEP: A Major National Policy Initiative

→ CEP : "Prospective Study Contract" (2013 – 2018)

In French: "Contrat d'étude prospective"

→ *French Ministry of Labour*

→ *FAFIEC* (Joint Agency authorized by the State of the Branch of business for computing, engineering, consulting, education etc.)

→ *Unions*

→ The new jobs in the digital world

→ **More than 36.000 jobs net creation within five years** (Big Data, Cloud Computing, Embarked Systems, web and mobile, development, web design, community manager)

→ Identification of critical skills gaps and bridging paths :

→ Big data analyst (bridging path from consulting?)

→ Cyber-security specialist (bridging path from infrastructure specialist?)

→ Architecture cloud (bridging path exists from technical architect)

→ Business analyst

→ Business intelligence developer

→ Community manager

→ Web designer (no bridging path)

→ Developer for mobile apps (no bridging path, even from design and development)

→ etc.

The S'nums 2013 campaign

- Syntec numérique com campaign: "S'nums" :
 - **web série**, (1.212.975 videos vues)
 - une page Facebook, (93.000 pages vues, 21.970 fans)
 - un **quizz interactif** (2.195 quizz remplis)
 - et un **Social Game**. (415.000 tickets)
- How far did we go in developing awareness ?
- 2014 development : an app. for mobile devices

