HeLB
Hungarian EUGA
Leadership Board

"We are glad that the industry and the government in Hungary are looking forward on this project: you can certainly count on our Team here in Hungary and on the Industry in this very valuable Programme."

Steve A. Ballmer
CEO – Microsoft Corporation

"We would like to attain the goal that tens or hundreds of thousands of Hungarian SMEs would benefit from both high-level ICT skills and digital literacy as a natural part of their everyday lives."
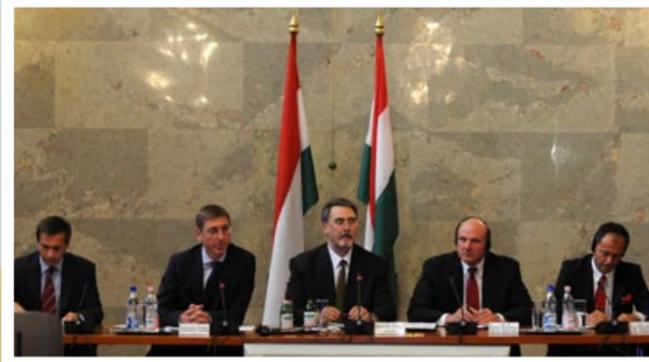
Ferenc Gyurcsány
Prime Minister

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HUNGARIAN EUGA LEADERSHIP BOARD

PARTNERSHIP FOR A DEVELOPED HUNGARY

Allied with European organizations **eea** *and* **e-Skills**

EUROPEAN ALLIANCE
ON SKILLS FOR EMPLOYABILITY

INDUSTRY LEADERSHIP BOARD
www.e-skills-ilb.org

HUNGARIAN EUGA LEADERSHIP BOARD AND TITAN PROGRAMME

The Hungarian EUGA Leadership Board (HELB) is a not-for-profit multi-stakeholder partnership (MSP) created and operated by the Hungarian IT industry, with the main objective of supporting the highly-efficient use of IT-related development funds to create a competitive, innovative and inclusive Hungary within the European Union. HELB Members include multinationals (Microsoft, Cisco, Magyar Telekom, Intel, and HP), and innovative Hungarian SMEs. The organisation has in its Advisory Board stakeholders from the academic world, trade associations and NGOs, and functions in close co-operation with public administration. Relying on EU recommendations and similar prestigious initiatives, HELB is also the Hungarian working party for the E-skills Industry Leadership Board and the European Alliance on Skills for Employability.

(More information: www.helb.hu)

The launch press conference of the TITAN Programme was held on the 19th of May in Budapest, in the Delegation Hall of the Hungarian Parliament, hosted by the ICT Subcommittee of the Parliament. The launch meeting (though by invitation only) attracted cca. 80 very high level speakers and participants (including Ministers, Hungarian, CEE and EMEA level CEOs, MEPs, MPs, top-level representatives of business, civil society, academia) and enormous press attention. A TITAN Memorandum of Understanding was ceremonially signed between the HELB, the Hungarian Government, all five parliamentary political parties, the Parliamentary ICT Subcommittee, and the Hungarian Enterprise Development Foundation.

The first programme initiated and devised by the HELB, TITAN is a cca. 250 M USD "Training Framework Programme for Increased Adaptability in the Information Society", aiming at the competitiveness and employability-driven ICT Training of 10.000 IT Pros, 25.000 SME Managers, and 200.000 Basic Users per year. Between 2009 and 2012, the TITAN FP intends to present model results to the objectives of Employability Alliance and the national programmes in different stages in European member states. The programming for the TITAN Framework Programme and its subprogrammes (PROTEUS, DIG-IT, DIG-IT-ALL) is now on a dynamic course with the involvement of internal workgroups and external specialists, ad joint work with the government experts have started. The objective of the programming is to have TITAN Framework Programme accepted and backed in 2008 as a priority programme, financed from EU funds in line with the New Hungary Development Plan.

TITAN launch and joint IT Subcommittee-Hungarian EUGA Leadership Board meeting was opened by Mr. Márfai, IT Subcommittee Chairman. TITAN announcements were jointly made by Prime Minister Gyurcsány, and Development & Economy Minister Bajnai and determination was expressed on how the TITAN Programme will contribute to the development of Hungarian economy and the whole of society. The keynote announcement was given by Steve Ballmer on the role and support of the industry and that of Microsoft behind the Programme, followed by Q&A. The second half of the session opened by a speech by Jan Muehlfeit, representing the Employability Alliance, and followed by György Tilesch, Director General on behalf of and on the future of the HELB.

TITAN PROGRAMME

At the first preparatory meeting for the Hungarian EUGA Leadership Board, held in October 2007, a number of ideas and expectations were raised by the IT industry to reduce the workforce shortage and to make EU-funded training more efficient. The need was formulated to develop and implement a training framework programme to better serve the objectives in the first few months of 2008. HELB has set the following guidelines for the programme:

- It should respond to real-life demands of the market and it should bring results rapidly,

- It should provide the potential to train IT specialists efficiently and to high standards,

- The quality of training should be subject to constant monitoring,

- Tendering, implementation and monitoring should be carried out with as little red tape as possible (both on the government and the participants' side).

In line with the above guidelines, the establishment of the TITAN framework programme (Training Framework Programme for Increased Adaptability of the Information Society) was started by HELB which became more formalised and extended in the meantime.

The most important strategy focus points for the TITAN Framework Programme aimed at developing ICT skills are as follows:

- European and international competitiveness of Hungarian businesses,

- Transfer the expectations of the digital economy,

- Acceleration of SMEs' adaptation to the changing technologies,

- Adjust the training culture of employers to the market demand,

- The levels and up-to-dateness of employees' skills in line with the job,

- Standardised accreditation and certification pillars,

- The minimisation of red tape and own funding in the tendering processes for SMEs.

CLIMBING THE KNOWLEDGE PYRAMID

TITAN programme recognises and provides an integrated approach to the different e-skills levels co-existing in society. The novelty in the pivotal elements of the programme's philosophy is that training should be able to push all participants one level higher in the knowledge pyramid, while all participants are to be taught skills in line with their level. Digitally illiterate people should be equipped with digital literacy, professionals are to take part in top-of-the range training, up-to-date and relevant to the market demand.

IT Pro
ability to maintain, develop and modify IT systems

User level
knowledge of office applications, Internet skills, handling of documents and e-mails, use of some major IT systems (data entry and retrieval)

Basic IT skills
(ability to use a computer at a basic level)

TITAN

Training Framework Programme for Increased Adaptability of the Information Society

Subprogramme I
PROTEUS programme – Competitiveness and reaching the cutting edge

The objective is to reduce the multiple skills shortages in the ICT sector, by IT-Pro people trained in line with the market demand, to high standards and in a diversified manner, to rapidly improve the competitiveness of ICT-intensive business in Hungary.

Subprogramme II
DIG-IT programme – Digital economy and the strengthening of the SME sector

The objective is to improve the competitiveness of the Hungarian SME sector by providing decision-makers in the sector with ICT-focused training in business and more up-to-date skills in e-business.

Subprogramme III
DIG-IT-ALL programme – E-inclusion with an employability focus

Training of digitally illiterate employees and potential employees, or those with basic IT skills, to assist them in getting better jobs and positions, and to foster startup e-businesses.