



SKILLS FOR TODAY SKILLS FOR LIFE



CISCO NETWORKING ACADEMY®

Education and technology are two of the greatest social equalizers. Education helps people improve their economic opportunities, while technology provides access to education. In Europe, Cisco partners with many private and public organizations to deliver programs that contribute to education and the innovative use of technology. The largest of these programs is Cisco Networking Academy™.

Every year, Networking Academy teaches thousands of students in the European Union the skills needed to design, build, manage, and secure computer networks, helping to enhance their career prospects and fill the global demand for networking professionals. Present in 28 EU Member States, Networking Academy is one of the pillars of Cisco's Corporate Social Responsibility policy and delivers classroom instruction, online teaching materials, interactive tools, and hands-on learning to students from every socioeconomic background, so that they can develop the knowledge and skills required to succeed in a technology-driven market. Since its launch in Europe in 1997, the program has trained more than one million students. With the support of institutions across Europe, our aim is to grow that figure.

As organizations become increasingly reliant on intelligent networks and innovative workers, Cisco and its partners are helping the workforce prepare by teaching the career skills that employers need. In Europe the program is available to high schools, secondary schools, vocational training, universities and a variety of community-based organizations. The coursework is comprehensive and free to nonprofit institutions.

Encouraging
young people to
follow an ICT
career

Encouraging
teachers to
promote ICT
careers

Encouraging ICT
students to
undertake
networking
specialization


1.124.665

students since the
inception of the
programme in
Europe


2.937

academies in
Europe


348 M EUR

in kind contribution
to education since
inception in Europe


6.364

instructors in
Europe

CISCO PLUGS EUROPE'S DIGITAL SKILLS GAP



Cisco Networking Academy® is assisting the European Commission by helping to ensure that supply meets demand. Students acquire basic to advanced knowledge of information communications technology and learn networking skills. They also develop the analytic, teamwork, and efficiency skills and the self-confidence that are so essential in the 21st century, both in the job world and in college.

For a competitive and sustainable economy, Europe needs a skilled and well-trained workforce that can meet the demand of industry. Paradoxically, while there are about **26 million people unemployed in Europe**, new figures show that there will be up to **900,000 ICT vacancies by 2015**. To tackle this skills gap scenario Cisco joined the recently launched EU Commission multi-stakeholder partnership, the **Grand Coalition for Digital Jobs**, raising the following two pledges:

- To develop the education curriculum addressing smart grid networking skills and enable usage of the Networking Academy programme to train smart grid professionals.
- Cisco sponsored the IT aspect of the 2013 World Championship of Vocational Training, WorldSkills International, in Leipzig, Germany. As the IT sector representative, Cisco took the responsibility to inform young students about the large variety of IT professions.

The Networking Academy is an ideal programme to meet compromises acquired by the EU and the Industry to:

- Improve the image and attractiveness of ICT careers.
- Offer training packages co-designed with the ICT industry.
- Offer more aligned degrees and curricula at vocational and university level education that will respond to the needs of students and industry.
- Improve recognition of qualifications across countries by stimulating the take-up of a European certification scheme for digital skills, based on the existing e-Competence Framework.
- Reduce labour market mismatches.

Moreover, Cisco is also involved in **the European Alliance for Apprenticeship** with the aim of providing close support to young European people on their first steps towards the development of a successful professional career and signed the EU Code of Best Practices for Women in ICT.



“The digital skills gap is growing, like our unemployment queues. We need joint action between governments and companies to bridge that gap”

Neelie Kroes, European Commissioner for Digital Agenda

CISCO COMMITTED WITH EU INITIATIVES

"Investing in education, training and research is the best investment we can make for Europe's future. Our new Erasmus+ programme will help to ensure that our young people get the help they need to succeed in life."

Androula Vassiliou, European Commission Education, Culture, Multilingualism and Youth.

Photo: EC Audiovisual service



"Given the unacceptable levels of youth unemployment, there is an urgent need to facilitate the transition of young Europeans from school to work, and to improve the matching process between jobseekers' skills and companies looking for those skills. The European Alliance for Apprenticeship and the Grand Coalition for Digital Jobs are two key initiatives that will help close the gap between vacancies for ICT practitioners on the one hand, and the supply of skilled candidates on the other."

László Andor, European Commissioner Employment, Social Affairs and Inclusion.

Photo: EC Audiovisual service



"My motto, my dream, my bumper sticker is to get Every European Digital and my ambition is to get more women into ICT."

Neelie Kroes, European Commission Vice-President responsible for the Digital Agenda Europe.

Photo: EC Audiovisual service



CISCO NETWORKING ACADEMY FACTS

Cisco Networking Academy programme has touched the lives of more than one million students and contributed with an estimated in-kind contribution of 348 MEUR to the education sector in the EU.

Curricula	Associated Career Paths
IT Essentials PC Hardware and Software curriculum provides an introduction to the computer hardware and software skills needed to help meet the growing demand for entry-level information and communication technology (ICT) professionals. The curriculum covers the fundamentals of PC technology, networking, security, and also provides an introduction to advanced concepts	IT technician IT administrator Field service technician
CISCO CCNA® CCNA provides an overview of general networking theory and opportunities for practical experience, career exploration, and soft-skills development, as well as a comprehensive overview of foundational to advanced networking concepts, with an emphasis on theory and practical application	Technical Support SMBs
CCNA® Security Introduction to core security concepts and skills	Enterprise Networking
CCNP® Provides students the skills needed to plan, implement, secure, maintain, and troubleshoot converged enterprise networks	Enterprise Networking



Networking Academy delivers a comprehensive, 21st century learning experience to help students develop the foundational ICT skills needed to design, build and manage networks, along with career skills such as problem solving, collaboration and critical thinking. Students complete hands-on learning activities and network simulations to develop practical skills that will help them fill a growing need for ICT and networking professionals around the world

Networking Academy methodology integrates four skill areas identified by education researchers as critical for 21st century workers:

Problem solving and decision making:

Students practice and test their knowledge by configuring and troubleshooting networks using hands on labs and simulation software.

Creative and critical thinking:

Students understand the how and why of networking by combining hands on learning with conceptual and analytical exercises.

Collaboration, communication and negotiation:

Students acquire individual and teamwork skills as they perform lab exercises and practice solving problems in the context of business scenarios.

Intellectual curiosity and information handling:

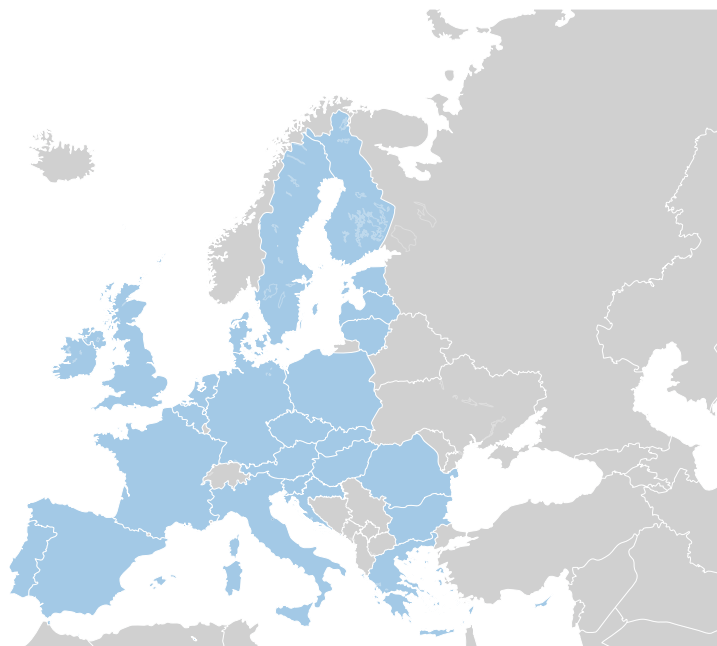
Students develop the ability to locate, select, structure and evaluate information. Real-world case studies give students the opportunity to develop advanced problem solving techniques.

EU cumulative students:
1.124.665

EU instructors:
6.364

EU academies:
2.937

EU in-kind contribution:
348.278.205



IMPACT SINCE THE ADOPTION OF CISCO NETWORKING ACADEMY IN THE EU

Country	Cumulative students since inception	Instructors	Academies	In kind contribution in €
AUSTRIA	41.719	198	76	12.985.244
BELGIUM	31.057	132	68	10.204.916
BULGARIA	18.993	108	36	6.044.587
CROATIA	7.246	62	20	3.390.696
CYPRUS	2.899	44	26	1.104.973
CZECH REPUBLIC	27.336	202	75	8.802.827
DENMARK	20.955	76	16	6.436.732
ESTONIA	5.143	12	9	1.541.070
FINLAND	29.645	74	29	9.944.983
FRANCE	98.238	526	302	29.253.150
GERMANY	152.575	798	323	43.631.836
GREECE	5.709	77	39	2.563.208
HUNGARY	22.164	222	82	8.681.264
IRELAND	12.163	65	23	3.863.884
ITALY	71.440	626	267	21.956.896
LATVIA	3.575	10	7	888.466
LITHUANIA	4.273	20	10	1.477.046
LUXEMBOURG	252	3	2	113.845
MALTA	2.960	15	4	782.625
NETHERLANDS	74.453	201	76	22.397.480
POLAND	95.572	716	524	25.177.071
PORTUGAL	12.578	98	54	4.559.510
ROMANIA	60.837	326	144	13.975.314
SLOVAKIA	25.192	156	57	8.065.589
SLOVENIA	1.946	20	6	606.576
SPAIN	107.580	726	316	37.770.390
SWEDEN	33.499	125	64	11.067.030
UNITED KINGDOM	166.829	791	305	51.151.094

SUPPORTING THE FUTURE EU WORKFORCE

Innovation such as social networking, cloud computing, e-commerce, web conferencing and desktop visualization are changing the way we live, work, play and learn. These capabilities are all powered by networks, and organizations around the world are experiencing a shortage of qualified ICT candidates to design, install and manage these networks. Students who gain ICT knowledge and hands-on experience through Networking Academy courses can help fill the existing gap.

With one in five young people in the EU labour market unable to find a job and almost one million ICT vacancies predicted for 2015, Cisco's compromise is to combat the situation with a complete solution: from securing ICT skills to supporting young people to access the job market.

Cisco is committed to supporting Networking Academy students and alumni in the development of their professional career. The academic aspect is completed with programmes like NetAcad Advantage®, by providing continued support on job placement and career development activities, encouraging participation in community discussion and providing coaching services.



Career
Advantage
Webinars
Free access to
essential career skills

ACADEMY IMPACT STORIES IN EUROPE

Alexander Duncan, UK student

Like Cisco CEO John Chambers, Alexander has dyslexia; a learning condition that makes it difficult to comprehend written materials. Alexander's dyslexia made it somewhat challenging to learn new concepts. "The hands-on practical work, combined with instructors who have a real passion for teaching, helped me develop my understanding of computer networking," says Alexander.



Clara Garriga Pérez, students and winner of national NetRiders, Spain

"Networking Academy learning method is the best option to structure your mind to face a complex problem and to improve your reasoning ability. The instructors are always willing to support you and the online course is very well structured with lot of support material like videos and graphics. Moreover, with practical exercises at laboratory level the students can consolidate their knowledge. Thanks' to Networking Academy I do not see ICT career as difficult one anymore".



Nicola Fracassi, FAR Networks company Co-founder and President, Italy

"Without our partnership with Cisco we would be in troubles! Over the past two years half of the hired people in our company come from Cisco Networking Academy programme - 6 out of 12. The technical preparation is good but what I appreciate most is the human side: Networking Academy students are capable junior technicians, they stay curious continuously adapting to our business needs. "



Alexandru Bujor, student, Romania

Alex is motivated to continually move forward by cycling. He compares technology challenges, such as the CCNA certification exam, to a strenuous bike ride. "One hundred test questions seemed simple compared to the composure needed to climb 20 kilometers on my bike," he reasons.



Grand Coalition for ICT Skills and Job: Open Letter to EU Heads of States and Governments

Despite a youth unemployment rate of more than 23% across the EU, employers are often struggling to find young people with the right information and communications technology (ICT) skills for positions across various sectors. By 2015 the EU expects as many as 900,000 unfilled vacancies for ICT professionals in the EU.

Upskilling is fundamental so that young people can be given the opportunity to convert their skills and match them to the needs of the labour market.

We firmly believe that combined efforts by the Government, Business and Academia to train people to gain the necessary skills can combat youth unemployment and will ensure the success of the European economy and society. Cisco is a proud partner of the 'Grand Coalition for Digital Jobs', an EU-wide multi-stakeholder partnership launched by the European Commission, with the aim of increasing the number of ICT skilled professionals by 2015, so that the shortage is resolved by 2020.

Cisco runs since 1997 the Networking Academy Programme in Europe, a CSR initiative developed to contribute to the education by teaching a number of skills that encourage ICT careers among young people. The training programme is completed with the close support provided to students and alumni via NetAcad Advantage, a service offered by Cisco to support students in the development of their ICT professional career.

By increasing the number of Networking academies, Cisco seeks to contribute boosting youth employability. Networking Academy aims to make ICT careers more attractive to young people, but particularly to women since only 30% of ICT professionals are women. Cisco offers women the support to develop the knowledge and skills for a successful technology-driven career because we believe it is vital for them to contribute to the internet economy.

The motto of Networking Academy is 'Mind Wide Open' and Cisco ultimately believes that education can benefit people, communities and the planet. Cisco is dedicated to using its technology, expertise and network to create new opportunities for young people. Networking Academy not only empower students with ICT knowledge, but they develop a range of other career skills that are adjusted to the modern labour market.

We are committed to build tomorrow's workforce.

**Piotr Pluta, Senior Manager,
Cisco Corporate Affairs Europe**



For further information:

<https://www.netacad.com>

<https://www.netacadadvantage.com>

Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.

csr.cisco.com

