IMPRESSION

Enhancing Digital Skills Across Pakistan

MANIFESTO 2023

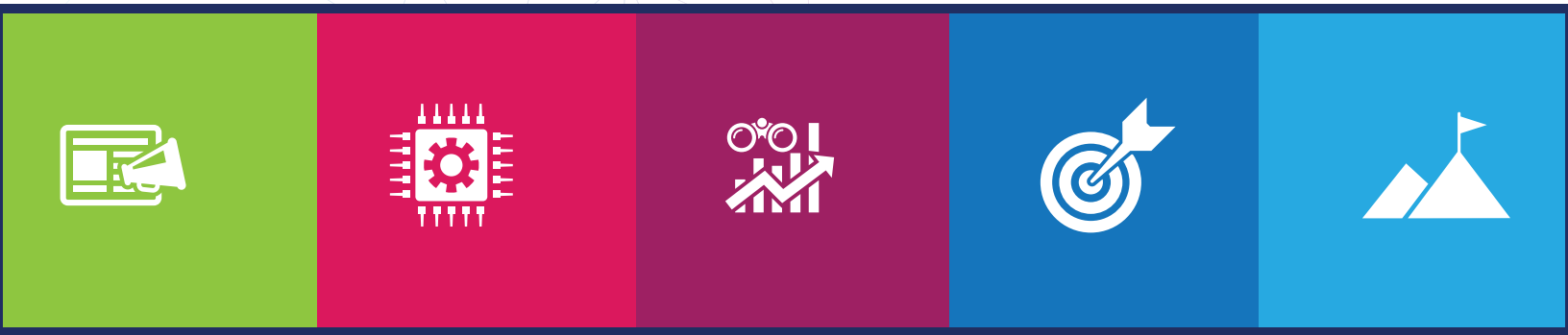

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TABLE OF CONTENTS

INTRODUCTION 1

EDUCATION AND TRAINING PROVISION 2

INCLUSIVE DIGITAL LEARNING INITIATIVES 3

EMPOWERING THROUGH HIGH-QUALITY TRAINING 4

RECOGNIZING DIGITAL SKILLS AND ABILITIES 5

FOSTERING DIGITAL COMPETENCE INTEGRATION 6

INTRODUCTION

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Introducing Danubius Consulting (SMC-Private) Limited, a dynamic organization incorporated under the Companies Act, 2017 in Pakistan. Representing IMPRESSION, it is dedicated to providing digital skills training and education from basic to advanced levels.

WHAT IS IMPRESSION

IMPRESSION is a Danubius Consulting association working to enhance digital skills across Pakistan.

OUR VISION

Everyone can benefit from digital transformation for a better tomorrow.

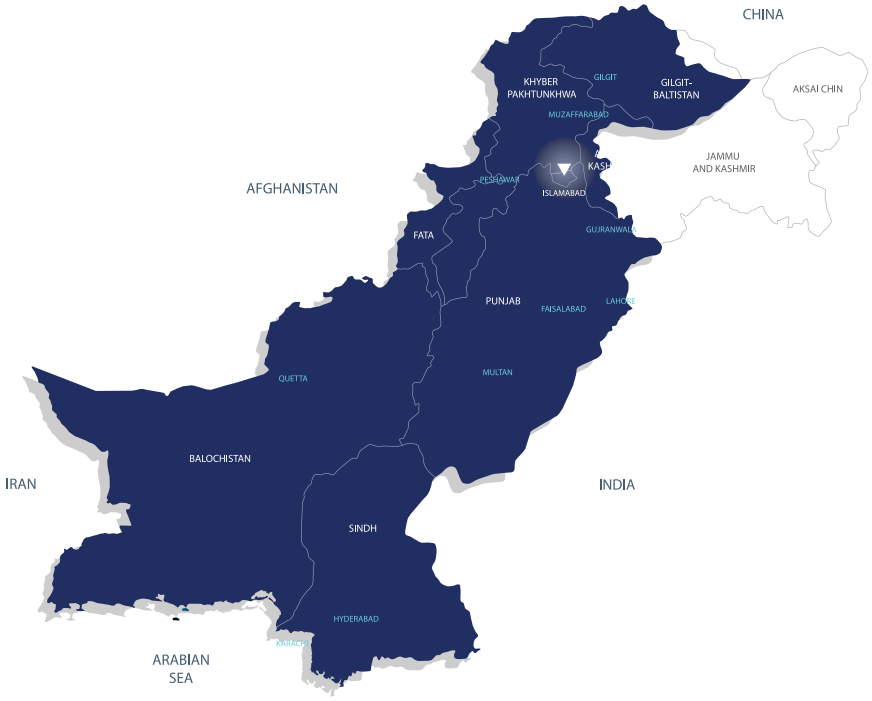
Our manifesto's core belief is to empower Pakistan's citizens to thrive in the digital age. It emphasizes equitable access to digital education, modernizing the education system, supporting educators, collaborating with industry, fostering innovation, and enabling workforce reskilling.

The ultimate goal is a digitally advanced Pakistan, where everyone can contribute to the nation's success in the interconnected world.

IMPRESSSION and its members are passionately committed to taking action and forging innovative collaborations at all levels - national, regional, and local in Pakistan.

Together, we will tirelessly work towards fulfilling the ambitions outlined in this Manifesto includes key principles and recommendations under 5 main areas.

Join us on this transformative journey as we pave the way for a brighter, digitally empowered Pakistan, leaving no one behind in the pursuit of digital excellence.



EDUCATION AND TRAINING PROVISION

OUR MISSION

Our mission is to empower individuals with digital skills, confidence, and a mindset that embraces the potential of digital transformation to foster a greener, more sustainable, inclusive, and cohesive society.
Additionally, we aim to enlighten people about how digital competences can enhance their personal and professional growth.

RELEVANT

Create relevant, personalized digital education and training based on market needs and emerging job trends.

HOLISTIC

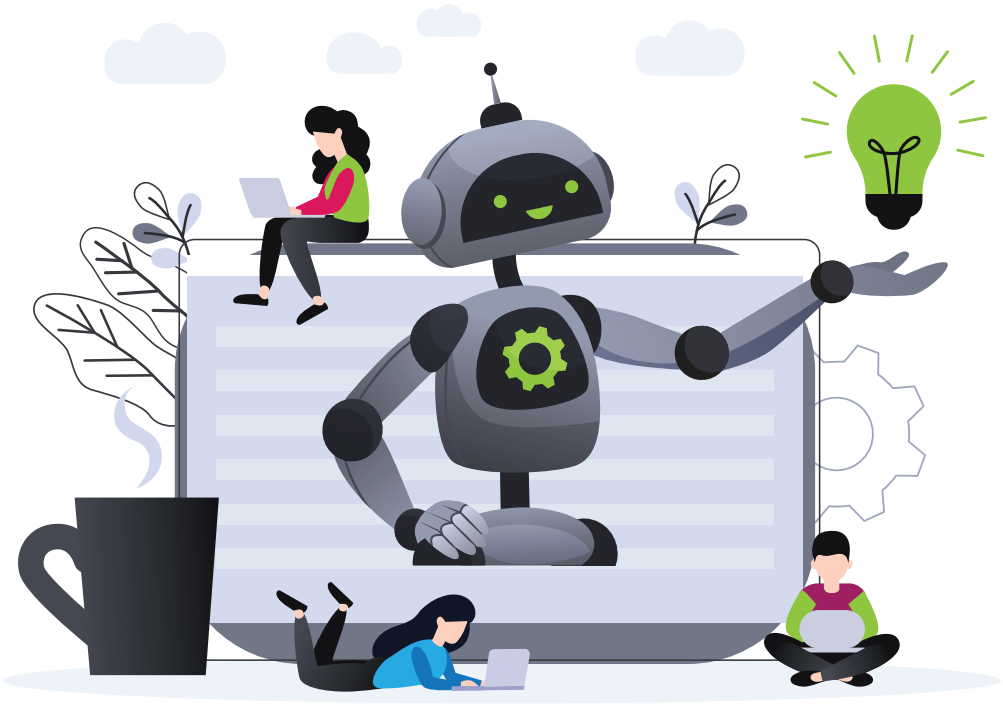
Offer holistic digital competence courses covering employability, career growth, and essential life skills like communication and collaboration[1].

TRANSFORMING

Ensure continuous evolution of digital competence education and training to align with Socio-economics digital transformation. Embrace inclusivity, fostering innovation, competitiveness, and improved labor markets.

LIFELONG

Recognize digital competence development within lifelong learning pathways across formal, non-formal, and informal settings.



1. **Council Recommendation on Key Competences for Lifelong Learning**

INCLUSIVE DIGITAL LEARNING INITIATIVES

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AVAILABLE

Empower citizens' digital competence through accessible education, resources, and flexible learning pathways.

FLEXIBLE

IMPRESSION can tailor education and training programs to accommodate diverse learning approaches, styles, and settings, ensuring that individuals can learn in ways that best suit their lives and work requirements.

INCLUSIVE

We design and deliver digital competence education and training with respect for cultural diversity and ethical behavior, avoiding discrimination based on age, race, gender, or disability.

Ensure equal opportunities for women and men and address the under-representation of women in STEM (Science, Technology, Engineering, and Mathematics) fields.

Consider the specific needs of disadvantaged groups, including migrants, NEET (Not in Education, Employment, or Training) individuals, older persons, low-skilled individuals, disabled people, and detainees, as well as those in disadvantaged urban or rural areas.

Stronger Together

SYSTEMATIC

Embedding quality assurance practices in digital competence education and training is essential for Pakistan's digital landscape to thrive. It will contribute to a skilled and empowered workforce, driving the country's progress in the digital age and fostering a more inclusive and sustainable society.

MEASURED

Learning outcomes are essential foundations for designing and delivering digital competence education and training. They aid learners in understanding and taking ownership of their learning journey, while also improving the quality of assessments and results.

Additionally, learning outcomes make it easier for employers and institutions to recognize the value and relevance of the course.

QUALIFIED

Education and training in digital competences should be imparted by accredited educational and training organizations, led by qualified and experienced trainers and educators.

These organizations must prioritize employing and supporting well-qualified staff while dedicating sufficient resources to ensure ongoing professional development and upskilling of their personnel.

CERTIFICATION AND RECOGNITION

Technology plays a crucial role in supporting the recognition and mobility of digital competence certificates.

Certification providers should harness trustworthy mechanisms, like Europass Digital Credentials, to issue digitally signed certificates that serve as credible evidence of learners' achievements.

These digitally signed certificates can be effortlessly verified by employers, education and training institutions, and stakeholders across various countries.

As a result, this approach reduces reliance on paper-based administration and minimizes delays in recognizing digital competences.

FOSTERING DIGITAL COMPETENCE INTEGRATION

COLLABORATION

The collaboration of stakeholders from industry, society, education, and training is crucial in designing and delivering courses and services for the development of relevant, holistic digital competences.

Our members and digital competence stakeholders must actively participate in Pakistan's co-operation mechanisms, including the Strategic Engagement Plan (SEP).

This engagement will allow them to represent and contribute to skills development activities across the country, fostering the growth of a skilled and competent digital workforce.

INFRASTRUCTURE

In the context of digital competence development, infrastructure refers to the essential technological and physical resources required for effective access to digital education, training, and services.

It includes broadband connectivity, digital devices, learning platforms, digital resources, communication tools, learning spaces, power supply, access to digital services, and digital literacy training.

A robust infrastructure is crucial to ensure equal access and foster a technologically adept and inclusive society.

INVESTMENT

Sufficient investment is crucial to ensure accessible and affordable digital competence education and training for all Pakistani citizens.

Additionally, it is vital to establish the necessary digital infrastructure and broadband connectivity to support these efforts effectively.

GOVERNANCE

We acknowledges the complexity of digital competence and aims to collaborate with stakeholders in Pakistan to create a thriving tech hub.

By proposing effective governance mechanisms, we strengthens partnerships and represents the voice in co-developing digital skills, with the goal of advancing digital literacy and driving Pakistan's growth in the digital economy.

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