



CSR Toolkit

A comprehensive guide for industry organizations on ways to support EU Code Week with Corporate Social Responsibility initiatives focusing on Digital Skills development

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The Code4Europe Consortium

The Code4Europe project is implemented by the following Consortium of Partners:

	Partner	Acronym	Country
1	Junior Achievement Europe	JA Europe	Belgium
2	European Alliance to Save Energy ASBL	EUASE	Belgium
3	CityLab IKE	CityLab	Greece
4	Dzhuniar Achiyvmant Bulgariya	JA Bulgaria	Bulgaria
5	Latvian Information and Communication Technology Association	Likta	Latvia
6	DIGITALEUROPE AISBL	DIGITALEUROPE	Belgium
7	European Parents Association	EPA	Belgium
8	Fundacion Junior Achievement Espana	JA Spain	Spain
9	NGO Junior Achievement Ukraine	JA Ukraine	Ukraine
10	Fundacja Koalicji na rzecz Polskich Innowacji	KPI	Poland
11	eSkills Malta Foundation	eSkills Malta	Malta
12	Matrix Internet	Matrix	Ireland
13	University Politehnica of Bucharest	UPB	Romania
14	Avanade Belgium SPRL	Avanade	Belgium
15	Euractiv Media Network	Euractiv	Belgium
16	Microsoft Ireland Research Ltd	Microsoft	Ireland
17	WIDE ANDCO	WIDE ANDCO	Luxembourg
18	All Digital Aisbl	All Digital	Belgium
19	CY.R.I.C Cyprus Research and Innovation Center Ltd	CY.R.I.C	Cyprus
20	European Center for Women and Technology Forening	ECTW	Norway
21	Profil Klett D.o.o.	Profil Klett	Croatia
22	UNI SYSTEMS Systimata Pliroforikis Monoprosopi Anonymi Emporiki Etairia	UNISYSTEMS	Greece
23	ATHINA – Erevnitiko Kentro Kainotomias stis Technologies tis Pliroforias, ton Epikoinonion kai tis Gnosis	Athena RC	Greece
24	Schuman Associates SCRL	Schuman	Belgium
25	Charlie Miller Group	Charlie Miller	Denmark

26	Officina Futuro Fondazione W Group	Officina Futuro	Italy
27	Fondazione LINKS - Leading Innovation and Knowledge for Society	Fondazione LINKS	Italy
28	INTEL Technology Poland Spolka z Ograniczona Odpowiedzialnoscia	INTEL	Poland
29	INDIRE - Istituto Nazione di Documentazione per l'Innovazione e la Ricerca Educativa	INDIRE	Italy
30	Genc Basari Egitim Vakfi	JA Türkiye	Türkiye
31	Science on Stage Deutschland e.V.	Science on Stage	Germany
32	I Osnovna Skola Cakovec	O.S. ČAKOVEC	Croatia
33	National College of Ireland	NCI	Ireland
34	Narodna Koalicia pre Digitalne Zrucnosti a Povolania Slovenskej Republiky	Digitalna Koalicia	Slovak Republic
35	Cisco Systems Belgium	Cisco	Belgium
36	Bulgarian Ministry of Innovation and Growth	MIG	Bulgaria
37	Accenture SA	Accenture	Belgium
38	CoderDojo Belgium	CoderDojo	Belgium
39	Digitale Wolven	Digitale Wolven	Belgium
40	Terawe Technologies Limited	Terawe	Ireland
41	Simplon.Co	Simplon	France

No	Partner	Acronym	Country
1	Global Alliance for Youth	GA4Y	Switzerland
2	HP Inc Belgium	HP Inc Belgium	Belgium
3	SAP SE	SAP SE	Germany
4	Junior Achievement of Albania	JA Albania	Albania

About the Code4Europe Project

With 2030 rapidly approaching and the digital decade target of **20 million** ICT professionals in Europe still far out of reach, now is the time to bring together all of Europe's digital skills stakeholders from Youth Education, Civil Society, Digital Industry and Government to implement innovative new approaches to the digital upskilling of young people.

Code4Europe envisions to create a hugely successful, sustainable, and scalable digital education and upskilling initiative that will empower all young Europeans to embrace digital technologies and pursue a highly rewarding career in Digital. We intend to reach this goal by reimagining and growing EU Code Week, giving it a mandate to:

- **Drive real change** in **digital education** throughout Europe
- Focus on vastly increasing the number of young people who choose **digital careers**, and
- Engage the entire **digital skills ecosystem** in a common mission to **close the digital skills gap** in Europe by tackling the problem at its source.

Code4Europe will massively scale **EU Code Week** aiming to impact **25 million young people** over the period of 2 years (01/07/2024 – 30/06/2026). We will maintain and build on the grassroots nature of the initiative, embrace and empower the existing Code Week community, and stay fully aligned with its core values. To implement our vision, we have created a Consortium of 45 committed and passionate organisations representing all the Digital Education & Skills Stakeholder groups needed to grow EU Code Week to unprecedented levels. Led by Junior Achievement Europe, Code4Europe will unite European Education and Digital Skills Communities within one integrated EU Code Week programme.

Scope of this Deliverable

This Deliverable is part of Work Package 2 of the Code4Europe project. One of the objectives of this Work Package (S15) is to bridge the gap between education and industry by aligning corporate CSR programmes under the EU Code Week initiative.

This deliverable is a comprehensive **CSR toolkit for Companies / SMEs** that will support companies of all sizes to scale their existing and new CSR initiatives, and connect them with EU Code Week. It will provide an **overview of CSR initiatives** that companies and organisations can align as part of EU Code Week such as: workshops, mentorships, summer camps, hackathons, coding competitions, scholarships, innovation challenges, school visits, bootcamps, etc. The toolkit features practical guidance for organisations to support EU Code Week, engage with schools and support next generation, while fostering collaboration with key stakeholders. It equips organisations to integrate impactful digital education activities/programs into CSR strategies, and contribute to a more inclusive, innovative and digitally skilled Europe. The toolkit will be supplemented by a **CSR campaign**, and together they constitute **D2.9 Code Week CSR Campaign & CSR Toolkit for Companies / SMEs**.



The ICT/STEM Skills Gap, the EU Code Week initiative & the Role of Industry

This section provides a background on the ICT/STEM Skills Gap that Europe faces, particularly on young people and women, and introduces initiatives that Europe has launched in order to address this gap. Then, it focuses on presenting the main goals of a flagship EU initiative, the EU Code Week. Finally, it presents compelling evidence about the role that SMEs and large companies as well as support organisations can play in effectively addressing this skills gap.

EU Digital Education Ecosystem & the ICT/STEM Skills Gap

Technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination – are among the major drivers expected to shape and transform the [global labour market by 2030](#). Three [trends](#) – broadening digital access, advancements in AI and information processing, and robotics and autonomous systems technologies – feature prominently as drivers of the fastest growing and declining jobs. [Access](#) to new tech, digital infrastructure & tools means little without the skills to use them effectively though. Digital competences and skills are thus crucial for providing every individual with equal opportunities to succeed, secure employment, and actively participate in society. In fact, among the most prominent skills differentiating growing from declining jobs are, quite importantly, [programming and technological literacy](#).

However, such competences, such as [writing code](#), are [less widespread in young people](#) aged 16-25 years. Moreover, [gender inequalities in STEM fields](#) hinder the realization of fundamental rights, preventing women and men from contributing to societal change, innovating cultural practices, and solving real world challenges. In STEM fields, particularly in computer science and engineering, [women are under-represented](#). Even though they make up 51% of the EU population, only [1 in 3 STEM graduates](#) and [1 in 5 ICT specialists are women](#) (McKinsey & Company, 2024).

Overall, filling in skills gaps and bridging the gender gap in the field of education, especially in STEM subjects, is a huge step in making a difference in society, yet requires ambitious plans at the European level. So, what is the strategy of the EU? The European Commission is addressing these issues through its flagship policy initiative, the [Digital Education Action Plan \(2021-2027\)](#), which outlines a shared vision for delivering high-quality, inclusive, and widely accessible digital education across Europe. The Plan plays a vital role in advancing the vision of establishing a [European Education Area by 2025](#). It further contributes to the targets set out in the [European Skills Agenda](#), the [European Pillar of Social Rights Action Plan](#), and the [2030 Digital Compass](#). In parallel, a new plan was also introduced to improve high quality education, training and lifelong learning, the “Union of Skills” and part of this is the [“STEM education strategic plan”](#). This initiative supports the European Commission’s priority of [A Europe fit for the Digital Age](#) and contributes to the goals of [Next Generation EU](#). Furthermore, as the AI revolution gains momentum, the EU recently also adopted the [AI Act](#) which targets take-up of cloud, big data and AI technologies by at least 75% of European companies and will [require 20 million more ICT specialists by 2030](#) ([Cedefops, 2025](#)). And finally, a key objective of the [EU Gender Equality Strategy 2020-2025](#) is to address persistent [gender stereotypes](#) in European societies.

Within this context, one of the key EU initiatives which has been instrumental in bridging the digital skills gap and empowering youth with the necessary competencies for the future is [EU Code Week](#).

EU Code Week: A key initiative addressing the Digital skills gap

[EU Code Week](#) is a grass-roots movement supported by the European Commission that aims to:

- Promote computational thinking, coding and tech related activities
- Make programming more visible
- Show children, young adults, their parents and teachers how you bring ideas to life with code
- Demystify coding skills
- Bring motivated people together to explore and learn about our digital world

The backbone of EU Code Week is a vibrant volunteer [network of Ambassadors, Leading Teachers, and EDU coordinators from Ministries of Education across Europe](#), who encourage others to join, learn, create and organise activities relating to [coding, STEM fields, digital literacy and technology](#). They dedicate their time, energy and skills to bring computational thinking, coding, robotics, tinkering with hardware, computer science and digital skills at large to as many people as possible.

Think of EU Code Week as a shared space between teachers, students, (young) adults, parents, teachers, librarians, companies and entrepreneurs, non-profit organisations and policymakers – people from all walks of life that are passionate about digital technologies and coding. A place where all come for ideas, get creative, learn new skills, and share experiences, and become more comfortable with tech. [Everyone](#) can [organise and/or participate in coding and digital skills events](#) and whoever organises an activity pins it to the [codeweek.eu map of activities](#), to inspire others!

What is the role of companies and industry organisations in EU Code Week and why should they get involved?

As the landscapes of education, technology, innovation, and employment continue to evolve, [all types of organisations](#) are emerging as key architects of the future and can expand the appeal of STEM/ICT fields, inspiring individuals to view them as viable career paths. So, today's leading organisations recognise that investing in STEM/Digital skills is a **strategic** move. This is not just about [supporting young minds](#), it is about [empowering](#) educators, [enabling partnerships](#), and [breaking down the barriers](#) that keep diverse voices out of the tech and innovation landscape. Classrooms become launchpads for innovation, communities gain access to new opportunities, and [your business leads with purpose](#).

EU Code Week is thus for everyone, by everyone, including **industry! Businesses** (solo entrepreneurs, start-ups, SMEs, large companies) as well as other organisations like **clusters, digital innovation hubs, chambers of commerce, industry associations, professional bodies, or entrepreneurial networks** have a crucial role in tackling the STEM and digital skills gap and can embrace innovative ways to reshape how these skills are developed and applied. In this way, industry organisations can support EU Code Week via their **Corporate Social Responsibility (CSR) strategies and programmes**. Indicatively, they can:

- Encourage employees to [volunteer](#) as trainers, speakers, mentors, or judges.
- Host and promote coding [workshops](#) and training sessions.
- Organise or sponsor fun coding [challenges](#), [competitions](#) or [hackathons](#) for students.
- [Partner](#) with schools and educational institutions.
- Provide [funding](#), [learning material](#), or other [resources](#) for digital education programs.
- Sponsor [awareness-raising events](#) for coding and digital skills, digital inclusion and gender equality.
- [Spread the word](#) about EU Code Week and promote its activities through their industry networks.

Active participation in EU Code Week positions [your organisation at the forefront of societal innovation and corporate responsibility](#). Implementing CSR initiatives that emphasize digital skills, ICT, and STEM education aligns your organisation's strategic vision with critical societal needs, [enhancing your corporate reputation, employee pride, and stakeholder trust](#). Through simple, **quick-to-implement yet high-impact actions**, your organisation can open new

doors to young people, share knowledge and activate networks, multiply the impact and make a **strategic investment in Europe's digital future.**

EU CODE WEEK HAS BEEN GROWING BECAUSE
FORWARD-THINKING ORGANIZATIONS
LIKE YOURS, **CHOOSE TO ACT.**

WHY SHOULD YOU GET INVOLVED?





Introducing this CSR toolkit

This section introduces what this toolkit is about, who can use it, and how. This section also clarifies that **engagement of companies & industry organisations in EU Code Week does not need to happen in isolation** - companies can collaborate with each other or other types of organisations). It also does not require previous experience or a lot of resources.

Why has this toolkit been developed?

This comprehensive toolkit seeks to support individuals or teams from industry in **identifying, planning, promoting and/or delivering CSR initiatives** that align with the EU Code Week mission and relate to coding, STEM fields, digital literacy and technology. It contains ideas for activities matching diverse profiles and resources of organisations – they can be **anything you are already doing or planning of doing**, from encouraging employees to volunteer, to giving talks to local schools, to offering mentorship opportunities, to running coding workshops, to launching challenges and competitions, to sponsoring coding clubs, to organising hackathons, bootcamps and summer camps, to offering scholarships, internships, apprenticeships, and so much more! It is your go-to guide to play a meaningful role and drive long-term, positive change towards a more inclusive, future-ready, and digitally skilled Europe.

No matter where you stand and what you choose, this toolkit presents **quick first steps** you can take, **ways to collaborate** with schools, universities and other relevant education stakeholders, and offers a **curated set of actionable, easy-to-implement, yet high-impact initiatives and activities**. For each one, it offers step-by-step **guidelines**, easy-to-follow **checklists**, useful **tips**, customisable **templates**, practical **resources** and **tools**, and real-life **success stories**, to make it really simple for you and your team to take action and organise an inspirational activity, inspire your employees, engage your audience, promote and register the activity on the [codeweek.eu map of activities](https://codeweek.eu/map-of-activities), and measure its impact!

Who is this toolkit for?

The toolkit is targeted:

- primarily to **CSR, marketing, HR executives/teams, or other industry professionals** from **businesses of all sizes** (solo entrepreneurs, start-ups, SMEs, large companies) that wish to align their existing CSR activities with EU Code Week or get inspired about new CSR initiatives they can launch relating to digital skills development.
- to **professionals or teams managing** organisations like **clusters, digital innovation hubs, industry associations, professional bodies, or chambers of commerce** that wish to drive collective action and maximize the overall impact of their organisation, while uniting their members towards a common goal and nurturing a culture of innovation and community involvement among them.

Do I need experience in CSR or a lot of resources? (No!)

No. The toolkit **can be used regardless of your experience** in implementing CSR strategies – from beginners to experienced professionals and teams. You also **do not need any prior knowledge of EU Code Week**.

Moreover, the toolkit contains ideas for CSR activities you can do that **do not require a lot of human or financial resources**, but it also contains ideas for more resource-heavy choices, if you want! So, whether you are part of a large multinational company or a startup, **you do not need a big budget or a large-scale project to make a difference**. Many effective initiatives are small and focused—and you do not have to reinvent the wheel. It is all about matching **what you already do** with what you want to achieve.

Below you can find some **examples** of how this toolkit can help you.

HOW CAN THIS TOOLKIT HELP YOU?

1

You are part of a team in a large company and you have already planned an activity, event or training resource that promotes digital literacy and coding? Great – this toolkit will help you align this with EU Code Week and become part of its family, promote your event and maximize its impact and reach!



2

Maybe you are a small company that doesn't have any specific CSR plans and wish to get inspired? No worries, this toolkit will help you to get new ideas, design and implement them!

3

You are a young entrepreneur or innovator but don't know how to make an impact with no other resources than a couple of hours? Have no fear, this toolkit will give you ideas on volunteering and partnering up with local schools for short inspiring sessions with young minds!



4

You are managing a cluster or chamber of commerce and want to bring your members together to support the future of your industry? You can use the toolkit to reinforce your role as the bridge between your members, and offer ideas for joint initiatives (e.g. a hackathon on common challenges) that benefit both the community and your members' long-term goals!



5

You are part of a professional body or a volunteer network of driven experts who are keen to make a difference and to inspire youth to follow similar careers, but don't know how? You can use this toolkit to set up a mentorship program that will enhance the digital capabilities of the future workforce in your field!

Throughout this toolkit, you will come across numerous **ready-to-use ideas** about CSR initiatives and activities that match your organisation's profile and resources while simultaneously maximising your impact in fostering digital literacy and supporting the growth of the tech community at the local, regional, national and/or European level.

Do I need to do an activity alone or can I partner up with others?

It is your choice! Maybe your organisation has already planned a list of activities offering mentorship, training or any other contribution to digital skills development for youth, students or teachers. Maybe you might be new to all this and do not want to dedicate to doing this alone – that is fine too!

You can partner with other stakeholders on activities or programs that may need multiple human/economic resources or tools to run them, but they are also the best way to multiply your overall positive impact. For example, all businesses belong to some kind of a network or industry support organisation – reach out to your local chamber of commerce, your industry association, or your local start-up accelerator, to explore the possibility of co-organising a challenge addressed to students from local schools or universities. To further support you in this process, in [Appendix B](#), you will find:

- a list of relevant stakeholders with footprint at the **EU level** that you can approach for co-creating and co-organising joint activities and events (e.g. an online competition, a hackathon, or a STEM fair).
- a list of all the EU Code Week National/Regional Hubs, which can support you in identifying relevant partners at the **local/national/regional level**.

And of course, you can always reach out with your ideas to info@codeweek.eu for further support and assistance.

I am ready! How can I use this toolkit?

The toolkit contains the following main sections:

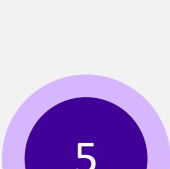
1. **First Steps:** some quick steps to get you started.
2. **A Roadmap for Collaboration between Industry, Schools & Academia:** a quick, practical guide for companies looking to engage meaningfully with the education sector (schools, universities). It outlines why these partnerships matter and how to build them, and addresses common misconceptions and barriers for fruitful collaborations.
3. **The CSR Inspiration Hub:** the main content of the toolkit where you will find different types of CSR activities that you can organise either alone or as a collaborative initiative with other stakeholders, with checklists, templates, tips, tools and success stories for each one, to help you plan, implement, and promote your activity smoothly and effortlessly.
4. **Appendices:** they include additional resources (such as templates and feedback forms!) that are broadly applicable across different categories of CSR activities/initiatives.



First steps – Start Here!

In this section, you can get information on some quick, actionable steps to make the involvement of your company with EU Code Week as smooth and effortless as possible.

Simple steps to start your company's involvement in EU Code Week

	Gain support internally: Inform your team/manager about EU Code Week and the value of aligning with EU Code Week, and get approval (if needed), using this email template here.
	Register your organisation on EU Code Week website: Register your organisation on the matchmaking platform that connects businesses across Europe with EU Code Week, here.
	Make company-wide announcement & engage your employees: Announce internally that your organisation is now a "Proud Supporter of EU Code Week" and encourage your employees to get involved and sign up here as digital experts and volunteers (e.g. speakers, mentors, hackathon/competition judges, or in any other way), as every contribution can make a real change with a long-lasting impact. To do this, you can use the template here.
	Share any learning material you have, to make immediate impact: If your company has already developed any training/learning material (e.g. a guide, a training course) that can help others (e.g. pupils, students, teachers), or you have any learning tools or platforms that are ready and can be shared with others, feel free to submit it here, so your material can start making immediate impact.
	Get on the EU Code Week map to gain quick and wide visibility! Identify relevant CSR activities/events/programs that your organisation already does or has done, register them on the EU Code Week map, using the #FutureReadyCSR hashtag. You can use the same hashtag when promoting your event/activity on social media, so that it can be reshared on EU Code Week channels! And of course, from now on, you can do the same for any new activities! You can register your activities here.
	Announce to the world that you are a 'Proud Supporter of EU Code Week': Show your support by sharing externally to partners, clients and networks that you are now a 'Proud Supporter of EU Code Week'. To do so, you can adapt this visual post on social media, newsletter or website here.



A Roadmap for Collaboration between Industry, Schools & Academia

Collaboration between industry and education is more critical than ever. As technology reshapes our world, schools and universities need strong, future-focused partnerships to help prepare young people for the challenges and opportunities ahead. **This roadmap is a quick, practical guide for companies looking to engage meaningfully with the education sector (schools, universities).** It outlines **why** these partnerships matter and **how** to build them and **addresses** common misconceptions and **barriers** for fruitful collaborations.

Whether you are new to this space or ready to scale up your efforts, this roadmap will help you create lasting, mutually beneficial collaborations that shape a more innovative, inclusive future. And do not forget to check out the CSR Inspiration Hub section in this toolkit, for ideas about specific activities you can do with schools!

Why does collaboration between industry, schools and universities matter?

Bridging the gap between industry and education is not just a matter of CSR but a **strategic imperative**. This is because collaboration between companies, schools and universities, reduces the digital skills gap, strengthens communities & contributes to **sustainable economic development**, empowers young students who need support from both academia & industry, builds **tomorrow's workforce** and nurtures future innovators.



Barriers to industry-school collaboration & solutions

Despite the benefits for both industry and the education sector, companies often report barriers such as bureaucratic inertia, fragmented school systems, lack of support by higher education authorities or lack of incentives for schools to engage in external partnerships.

Barriers		Solutions
<i>“Schools are hard to reach”</i>		Partner with intermediaries (e.g. National Hubs, NGOs)
<i>“We have limited time to work on activities with schools”</i>		Start with 1-2 easy-to-implement activities from this toolkit
<i>“We do not share the same goals with schools and universities”</i>		Co-design from the start
<i>“We do not have many resources to dedicate to such activities”</i>		Choose low-cost, high-impact types of activities from this toolkit
		Start small. Think big. Collaborate for impact.

5 Key Steps for a Successful Industry-School Collaboration

To design effective CSR strategies that aim to support education, this guide provides below some steps that companies can follow to create **mutually beneficial and sustainable models of cooperation with schools** (and similarly with universities).

Step 1: Define your goals & ideal level of commitment

- ❑ Define what **goals** your company wants to achieve (CSR? talent pipeline? community engagement?) Make them **specific** (2 or 3 student-centred objectives). It will be easier to measure progress.

- ❑ Think about: your **budget and available resources**, **time** you can commit, **capacity of coordination**, unique elements of your **setting**

Tip: No need to start from zero. Look into **existing tools/materials** and **leverage existing partners** (e.g. from other public or private entities, clusters, innovations labs, networks etc.)

Step 2: Find a school to partner with & ideal audience

- ❑ Identify the targeted **audience**: **Learners** from an age group(s) (e.g. any between 6–25 yrs) or a specific level of education (e.g. primary school or secondary school pupils, university students), **teachers** and/or **parents**.

- ❑ Choose a **school/university** that you wish to partner with, e.g.:
 - in the **local area**
 - in an area that is **underrepresented in STEM fields**, or **schools** that are falling **behind in engagement** or located in **vulnerable or remote areas**
 - one that has already **approached your company in the past**
 - one that has been **highlighted** (e.g. by an employee) **as an interesting case** (e.g. in an area that has suffered some recent disaster, e.g. floods, earthquakes, etc.)

Tip: if you do not have any specific ideas, you can join the EU Code Week [matchmaking platform](#) that **connects educators and businesses across Europe**, by registering [here](#). You can reach out to the **EU Code Week National/Regional Hubs** (see [Appendix B](#)).

Step 3: Select the right approach & co-design

- ❑ Reach out to the school leader / university department lead, to discuss **what your selected schools/students need** (digital skills courses? exposure to career paths and challenges? equipment?). Focus on these questions:
 - What approaches would be most effective for your targeted audience?
 - Which types of programs, initiatives, activities, or events tend to make higher impact, get results, and under what conditions?

- ❑ **Create or co-develop** activities ([check out this CSR toolkit for ideas](#)), ensuring that these activities align with your resources (Step 1). Focus on:
 - Expected Impact: Will this help students meaningfully in the long term?
 - Feasibility: Can you realistically plan and deliver this initiative?

Step 4: Engage the right people & deliver

- ☐ **Define involved people and the main points of contact** (e.g. you need at least one key representative from the school)
- ☐ Appoint your internal champions. Have in mind these roles:
 - **project manager/coordinator** (e.g. CSR/HR manager) from your organisation that will coordinate the core team and will ensure the successful delivery of the initiative/activity/event
 - **communication lead** (e.g. a Marketing executive/manager) from your organisation to ensure everyone stays engaged
 - **volunteers** from your organisation (who will act as e.g. instructors, speakers, mentors, judges, etc.). Numbers will depend on scale and duration of the activity.
- ☐ Check-out **step-by-step guidelines** on how to deliver your desired activity in the respective sections of [this CSR toolkit](#).

Step 5: Celebrate, Evaluate & Scale

- ☐ **Share success stories** from your activity/event on your internal and external official channels.
- ☐ **Collect feedback** from students, teachers, and your staff
- ☐ Arrange a **quick post-activity meeting** with school leadership and key people, to discuss what worked, what could be improved etc.
- ☐ **Discuss internally** with the core team on **what needs to be done to scale similar activities** and maximise impact in the future.

PARTNERING WITH SCHOOLS
 MEANS YOU GET TO **INSPIRE** YOUNG MINDS
 & **EMPOWER** FUTURE INNOVATORS



CSR Inspiration Hub: Ideas to Kickstart your Efforts

In the following pages, you will be introduced to various, innovative and practical CSR initiatives, separated in themes. Each category is presented with an “**inspiration corner**” where you will find interesting ideas to implement, a simple **checklist**, **bonus tips** to help you organise activities easier, **successful initiatives** from different stakeholders around the world, **relevant tools and resources** to support your effort (more in the Appendices too!), and **editable templates** which you can use to disseminate and promote your activities. Click on any of the categories below for more info!

Employee-Driven Activities		
Employee Volunteering Mentorship Programme		
Skill-Building Activities	Inspiration & Career Pathways Activities	Deeper Engagement Activities
Digital Literacy & Coding Workshops STEM Seasonal Camps & Tech Exchanges STEM Seasonal/Mobile Coding Clubs Competitions, Hackathons & Bootcamps	Industry Talks, Digital Career Days & Gender Equality Events In-House Events for Employees’ Children STEM Fairs Scholarships Apprenticeships & Internships	Adopt a Class/ School Program Training courses and educational material on company-owned or external platforms



Employee-Driven Activities

Your **employees** can be at the heart of your activities focusing on digital skills development for youth. Through their **career pathways and lived experiences**, their everyday tasks and innovative projects, they are in a unique position to inspire youth to follow similar careers and to understand more about what STEM, ICT and innovation can really do, as well as the kind of impact these fields have in our societies and economies. In this section, you will find step-by-step guidelines on how you can **engage your employees to become volunteers** as **digital experts**, as **instructors**, as **judges**, as **speakers**, and as **mentors**.

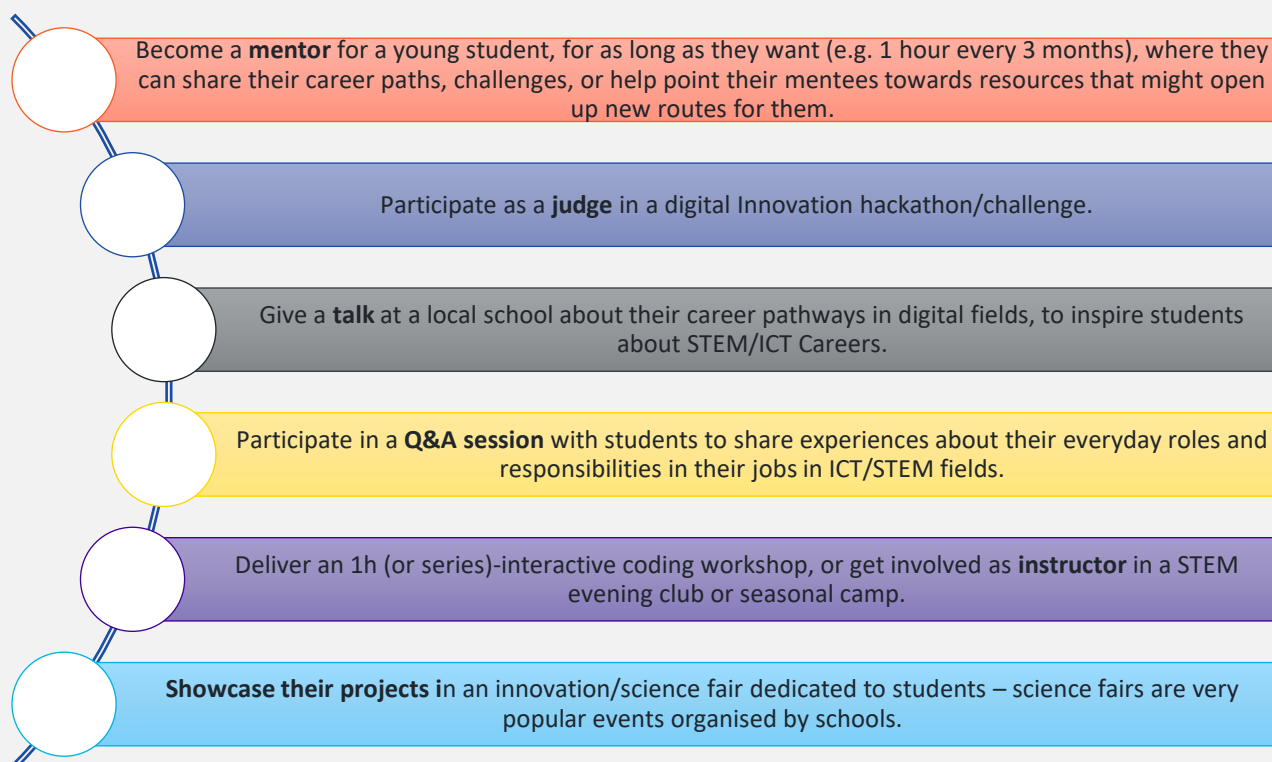
Employee Volunteering

As businesses deepen their commitment to sustainability, education, and social impact, it is a crucial opportunity to integrate **employee volunteering** into CSR strategies. Employees today seek to contribute to meaningful causes that align with their values. Companies that invest in **structured volunteering programs**, especially in STEM education, not only strengthen their corporate reputation but also build a more engaged and purpose-driven workforce. According to [recent studies](#), the top companies directly implement their CSR and employee volunteering activities into their [Reputation Quotient](#), and most of them measure volunteerism as part of the company's engagement score and performance.

By encouraging your company's employees to lead **coding workshops**, give a **talk** or participate in a **podcast**, be a **judge in a competition**, or **mentor students**, businesses like yours can bridge the skills gap while reinforcing their commitment to innovation and ensuring that every effort drives meaningful change. Moreover, tracking impact through measurable metrics and recognising employee contributions enhances participation and long-term success. Investing in employee-driven CSR programs is not just **good for communities** —it is a strategic move for businesses looking to create a lasting, positive impact.

Inspiration Corner | Suggested ideas

Check out below various ways that are related to “Employee Volunteering”. Remember that each activity or event where one or more of your employees participate in can be showcased on the [EU Code Week activities map](#), so do not forget to register them there! By [registering as a volunteer](#), your employees can:



Checklist

Explore the 4 simple steps below on **how to involve your employees** in [EU Code Week](#):

Step 1

- ☐ After the necessary discussions with **leadership**, launch an internal campaign about **employee STEM volunteering opportunities** and share shortly (via a short ppt or just 1-2 paragraphs) how you are getting involved.
- ☐ **Inform your co-workers** internally via e.g. Microsoft Teams. An [internal email](#) to announce your involvement, would be ideal, so that all are informed.

Step 2

- ☐ Encourage your employees to register as volunteers on the [EU Code Week platform](#), using [this form](#).
- ☐ Create a simple **internal sign-up form** – via e.g. [Microsoft/Google/ Monday](#), for employees to register interest by volunteering type (e.g. mentoring, workshops, judging competitions, expert talk etc.), so that you know who is interested and will be involved (indicate Name, role in the company, expertise and key themes-activities that will be interested).

Step 3

- ☐ **Share the news** with your partners and your community via your corporate newsletter, social media pages, or your website.
- Tip:** Maybe you could share a simple **calendar** with the participating employees – via internal extranet/chat – and the activities that they got involved in e.g. “host a podcast,” “run a coding session”. You could also create a simple internal **“Volunteering Dashboard”**, visible to management, showing CSR alignment and ROI, if relevant and needed.

Step 4

- ☐ **Track participation** – number of volunteers, hours, student reach, activities delivered in a simple excel file, to use it when needed (e.g. reporting).
- ☐ Send a **short feedback survey** to all volunteers and use insights to improve future programs.
- ☐ Recognise volunteers publicly – via your corporate newsletter, a team meeting or a **social media post**.
- ☐ It takes only 5 minutes to share your initiatives to the world. Do not forget to **register your CSR activities** in the [EU Code Week map](#).

★ Bonus Tips

- To enhance engagement, maybe you could **involve employees** in the creation and design of your **volunteering or other programs**, as well as your overall participation in EU Code Week. You can use a quick poll to see what activities they might prioritise/align more behind.
- **Recognition** plays a vital role in motivating employees. Whether through **awards, certificates, or public acknowledgment events**, recognising employee efforts strengthens morale and encourages further participation. Companies like Google host annual celebrations to honour volunteer achievements, creating a culture of appreciation and enthusiasm for CSR involvement.

Case Studies

Company/Program	Description
Amazon Digital Skills Training (Spain)	Amazon , in partnership with Forma Roboti-k, offers STEM workshops to pre-school and primary students and teachers. Employees volunteer to conduct workshops, introducing children to coding and robotics. The initiative has equipped schools with resources like Lego Education Spike Essential and Bee-bots, fostering interest in STEM.
Lenovo Love on Month of Service	As part of its annual “LMOS”, local Lenovo volunteers from numerous countries and partnering organisations deliver a month-long STEM discovery and free training program for teenage girls. More than 1,300 volunteers have impacted 10,000+ individuals, with 7,970+ hours in 38+ projects, from 24 offices. By equipping young people with technical skills and problem-solving abilities, Lenovo contributes to building a skilled workforce that drives innovation and economic growth.
Lockheed Martin UK Women in STEM	The Women in STEM committee was set up at Lockheed Martin UK Ampthill to encourage more women to enter engineering. Members of the committee visit schools and careers fairs to talk to young women about STEM careers and the range of engineering jobs available.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) as well as the editable versions of [the internal email](#) and the [social media posts](#) templates.

Mentorship Programme

A mentorship program connects experienced professionals with young learners to guide, inspire, and support their growth in a particular field. **Mentorship** is especially crucial to bridge knowledge gaps, boost confidence, and encourage students—particularly girls—to explore careers in ICT & STEM. **Employee volunteering is perfectly aligned with a mentorship programme** or activity.

Inspiration Corner | Suggested ideas

"Virtual Code Buddies" for Beginner Coders

- It's a great opportunity for your company's employees to act as **mentors** for students in basic coding skills in weekly/monthly virtual coding sessions using Scratch (for 6-12) or Python (for 13-18), through a partnership with local schools.

Timeframe: 3 months – one-off activity or repetitive in different schools each year (4 sessions of 1/1:30 hour each, monthly).

Promotion: Use company's social media and internal newsletters to engage employees. Following necessary communication with the school, the activity can be shared on the school's website.

"Mentor Café"

- Students can rotate between different volunteer **mentors** in 15-minute "career speed-dating" style conversations, with various themes in order to spark more interest. Ideas:
 - **Speed Mentoring ("Career Speed-Dating" Style):** Organize short, 5-minute rotating mentoring sessions where students meet with various volunteers.
 - **Lightning Talks:** Focus on providing specific insights, such as career highlights, recent innovations, or their personal journeys. After each talk, host a Q&A game via an online tool, encouraging students to be active.
 - **STEM Show & Tell:** Ask each mentor to bring a hands-on item—a prototype or experiment they've worked on. This could be a 3D-printed model. Let students touch, feel, and interact with the STEM items, creating an unforgettable learning experience.
 - **STEM Myth Busters:** A myth-busting session where mentors debunk common misconceptions around STEM fields (e.g., "Girls don't excel in engineering").

Checklist

Step 1: Define purpose, goals & audience

- ☐ Align with the company's **CSR strategy** (e.g., supporting digital literacy, gender equality or other)
- ☐ Identify the target audience (e.g. ages 6-12 or 13-18)

Step 2: Internal communication & select mentors	☐ Present the idea to leadership and related teams for approval ☐ Engage employees from tech, engineering, and digital roles as mentors ☐ Offer incentives (e.g. certificates, a specific recognition, time-off)
Step 3: Format & activities	☐ Decide between virtual or in-person mentorship ☐ Pick activities based on age & skill level: e.g. 13-18 years → studies mentoring ☐ Partner with local schools through the appointed EU Code Week National/Regional Hubs (see Appendix B)
Step 4: Logistics & Promotion	☐ Set a timeline (e.g., a one-day event, a 6-month program, or a year-long initiative), depending on resources (financial, human etc.) ☐ Promote your initiatives through company's social media pages, newsletter, partners' networks and school outreach ☐ Allocate a budget – for materials, virtual platform, or event space
Step 5: Post-launch metrics & impact	☐ Celebrate contributions by tracking both individual and team progress — highlight top mentors and the impact of their efforts on social media ☐ Share success stories to multiply visibility and inspire others (e.g. via social media posts, or a series of blog posts on company's website) ☐ Assess impact and decide to scale or modify the program for the next time

★ Bonus Tips

- Through a well-designed "**Challenge**" approach, you can **motivate mentors** to actively engage by completing actions like mentoring a female student in tech, or participating in a career panel for underrepresented youth.
- Offer **special recognition or rewards** for the most **active mentors** — such as digital badge, a LinkedIn endorsement, exclusive networking opportunities, or professional development sessions. This gesture reinforces your organisation's culture of giving back, while showing employees that their contribution to mentoring the next generation truly matters.

Case Studies

Company/Program	Description
IBM P-TECH (US, France, Germany, Spain, UK)	The project launched in 2011 with the support of New York City Department of Education, the City University of New York and the New York City College of Technology. IBM's employees' mentor high school and early university students aged 14-21, providing career advice, project coaching, and technical skill-building, focusing on underrepresented groups (e.g., girls in STEM). Mentors guide students through technical education combined with workplace skills, through virtual mentoring, workshops or even hackathons.

SAP Young Thinkers Program (Global)	SAP employees mentor and teach (acting as “learning facilitators” too) young students (aged 10-25) basic digital and computational thinking skills. They conduct online/face-to-face coding workshops (e.g., Snap!, Python), design thinking sessions, and app prototyping activities, through strong collaborations with schools and educational organisations.
Women4CyberGreece	The 6-month-programme is designed to help women improve their skills and advance their cybersecurity careers at all levels. Mentors provide personal and professional guidance, share their experiences, and help mentees identify and achieve career goals. It is held in collaboration with various industry partners. The partnering entities provide volunteer mentors (women and men of all levels) to the W4C Greece programme.
Women in Research (WIRE) Global Network	WIRE offers locally-matched mentoring opportunities in Atlanta, Boston, Chicago, London, New York, San Francisco, and Sydney as well as remote opportunities. An interested mentee may also request a “virtual” mentor too. Throughout the program, mentees leverage the success of their mentor by asking questions about work/life balance, professional growth and more, while mentors have an opportunity to grow their leadership and mentoring skills in a one-to-one environment. WIRE also runs “Worldwide Events”, offers “Annual Webinar Series” and “WIRE+ sponsored webinars”, as well as the “Global Scholarship Fund”.
Linköping Science Park Brilliant Mentors of the Future programme	In this innovation hub, they are matching people in leading positions in local/regional companies with students. It aims at creating intercultural connections between universities and companies . The mentor and the mentee meet and discuss subjects that are relevant, interesting and developing for both parties. They also implement an “reversed mentorship” model. The younger talent takes on the role as a mentor for the more senior person within an organisation. The aim is to share experience and bring new perspectives and knowledge to decrease the gap between generations.

Tools/Resources

- [Mailchimp](#): Build customised, user-friendly and creative email templates.
- [Mentimeter](#): Survey and polling presentation tool – AI presentations, quizzes and more, that can be used to gauge opinions or knowledge of your audience.
- [Trello](#): coordination of mentoring activities & task management. You may set up “Mentorship Journey Boards” to see employees’ milestones.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) as well as the editable versions of the [internal email announcement](#) and [social media posts](#) examples.



Skill-Building Activities

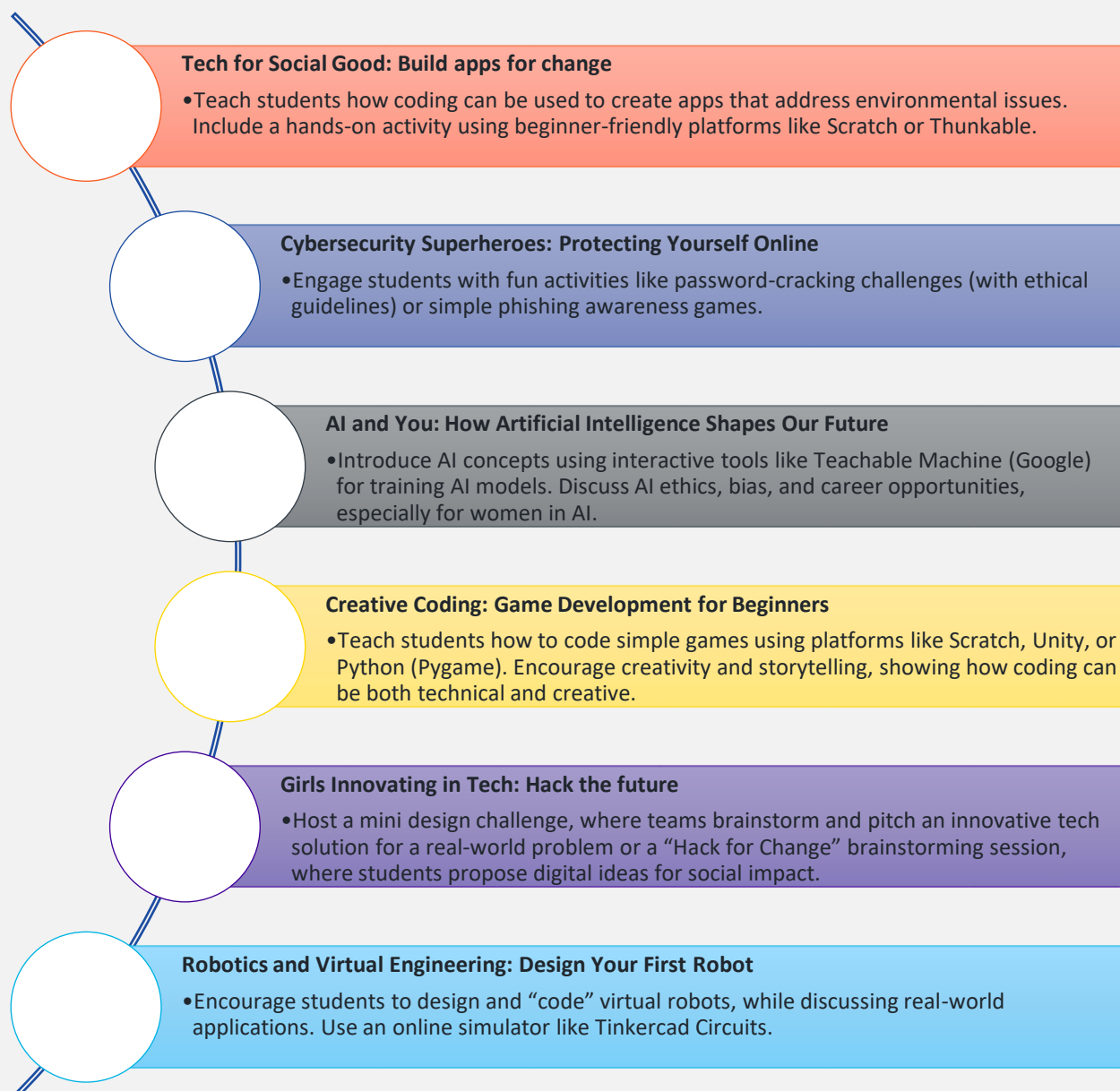
In this section, you will find information about different types of activities that focus particularly on **organising, co-hosting or sponsoring** training activities, workshops, or competitions and hackathons. These types of activities prioritise development of specific skills for the digital/ICT/STEM sectors.

 **Remember:** You do not have to start from zero! **Build on existing partnerships or explore new ones** through local networks, innovation clusters, business associations or chambers of commerce — plus, **this toolkit** was made to support your journey in launching or growing your CSR activities.

Digital Literacy & Coding Workshops

This type of event is a great way to engage young students. Organise a **digital literacy** or a **hands-on interactive workshop** at a nearby school or online and ask your employees to volunteer as instructors.

Inspiration Corner | Suggested ideas



Checklist

Step 1: Choose a coding/digital literacy topic/format	☐ If you choose coding as your theme: Pick a beginner-friendly coding activity (e.g., Scratch for kids, Python basics, or other) and decide if it will be hands-on, a demo, or a mix of both. For either theme, potential interesting topics to choose from could be: <i>"Coding for Social Good: Building Apps for Change"</i> <i>"Eco-heroes: Coding for Climate Change"</i> <i>"Creative Coding: Game Development for Rookies"</i> <i>"Design your First Robot"</i> <i>"Internet Detectives: Staying Safe Online"</i>
Step 2: Decide your target audience	☐ You must adjust your content depending on whom you are interacting with. It is not the same to present and engage with students of primary education as those in secondary education.
Step 3: Choose timeframe and format	☐ The workshop could be live (it is better for students to engage and learn) at a school or online . Also, there is an option to be one-off or a series lasting for one month – for example every Friday afternoon.
Step 4: Select & Prepare Volunteers	☐ Identify 2-3 enthusiastic employees that are experts in the field and invite them, via email.
Step 5: Partner with a Local School	☐ Reach out to a local school, with the support of EU Code Week National/Regional Hubs (see Appendix B), to coordinate logistics and align with their schedules. For a live workshop: You need to discuss with the school the required tech equipment and the staff that will get involved, e.g. STEM-related teachers.
Step 6: Plan the Workshop Materials	☐ Prepare simple coding exercises , and interactive elements like quizzes or small challenges to keep students engaged.
Step 7: Set Up the Tech Requirements	☐ Confirm that the venue has laptops, internet access, and software installed in advance. If needed, bring preloaded USBs or use browser-based coding platforms.

★ Bonus Tips

- Consider using **EU Code Week resources** for ready-made materials.
- **Make it Interactive & Fun!** – Use storytelling, real-world examples, and live coding demos. Encourage students to experiment, ask questions – use Q&As, and collaborate on small tasks.
- **Wrap Up & Inspire Further Learning** – End with a quick reflection, share free coding resources, and invite students to participate in EU Code Week activities year-round.

Case Studies

Company/Program	Description
TechSoup Europe, SAP & Amazon Meet & Code	TechSoup Europe , in partnership with SAP and Amazon , funded and scaled youth coding events – including workshops and other types. They reached 200,000 children and young people across Europe (18 countries in 2017 -> 35 countries in 2021) organising coding events (workshops, talks and other type of activities) as well as robotic classes, and hackathons. It is a cross-sector collaboration between non-profits, social enterprises, corporations, local municipalities and the German Federal Ministry of the Interior, Building and Community (since 2020).
Capgemini's Digital Literacy program EU countries (France, Germany, Italy, Poland, Spain, Sweden, and the Netherlands), as well as in the United States, United Kingdom, New Zealand, Australia, China, India, Brazil, Morocco and Guatemala	Capgemini's Digital Literacy programs empower local communities, reduce inequality, and support the attainment of the United Nations' Sustainable Development Goals (SDGs). Behind the programs stands Capgemini SE (with funding fully provided by the Capgemini Corporation), together with a range of NGOs active on local, regional, national, and global level throughout the globe. They have succeeded in reaching more than 850.000 beneficiaries all over the world (and over 112.000 in Europe) through various activities – including coding workshops, with the goal of ensuring everyone can thrive in a digital future. They investigate the intersection of green and digital skills - and in 2023 they joined forces with both UNICEF and Generation Unlimited to launch the Green Rising Initiative (a boost in investment within activities for global youth upskilling over 3 years).

Tools/Resources

- [Miro](#) is great for interactive collaboration through a digital whiteboard, ideal for brainstorming or visualising concepts
- [Slido](#) to use live polls/ Q&As or simple quizzes in real-time engagement & feedback
- [Google Data Studio](#) to create customisable dashboards with various data sources
- [NetHope](#): Toolkits and resources for digital workshops creation, focused on digital literacy
- [Replit](#) allows real-time collaborative coding in multiple programming languages
- [Live Share](#) is extension for Visual Studio Code allowing you to collaborate in real-time
- [Glitch](#) to build web applications in real-time
- [CodePen](#) is ideal for HTML, CSS, JavaScript demos
- For younger learners use these two fun alternatives: [Scratch](#) for block-based programming language, creating stories and animations, or [Tynker](#) with ready-to-use projects and interactive learning through puzzles-games
- [Scratch](#), a visual programming language and online community developed by the MIT Media Lab, is primarily aimed at children and beginners, and allows users to create interactive stories, games, and animations by dragging and connecting code blocks rather than writing traditional code.
- [Thunkable](#): drag-and-drop app development platform that allows users to create mobile apps for iOS and Android without needing to write code. Great for learning app development.
- [Teachable Machine](#) is a web-based tool by Google that lets users train simple machine learning models without coding. It is useful for hands-on exploration of AI and machine learning concepts.
- [Tinkercad Circuits](#). is an online electronics simulator developed by Autodesk that allows users to design and simulate electronic circuits virtually. Ideal for teaching electronics, prototyping circuits, and learning Arduino programming in a beginner-friendly environment.

- Make a difference and **launch a series/individual foresight workshops**. Unpack the future and let students explore possible futures, based on macro and micro trends, their aspirations and needs, in a creative and fun way. **Resources** to consider and get inspired: [Foresight EU](#), [Teach for Future](#), [SOIF UNGP](#), [OECD OPSI](#), [Youth Foresight](#), [SALTO](#), [IFTF](#), [The Millennium Project](#)

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organisation, as well as the editable version of a [virtual invitation card to join a coding workshop](#).

STEM Seasonal Camps & Tech Exchanges

Corporate-sponsored **STEM seasonal (e.g. summer) camps** offer **intensive, hands-on learning** experiences for students in coding, robotics, AI, sustainability tech, and other fields. These camps typically last **1–4 weeks** and provide students with structured workshops, mentorship, and real-world project opportunities.

Tech Exchanges involve students, educators, or young professionals traveling to different locations (corporate offices, innovation hubs, international universities) to experience cutting-edge technology, receive mentorship, and network with industry professionals. These can be short-term or extended.

Both of these types of initiatives are important because they:

- Bridge the gap between academia and industry.
- Provide access to STEM education for underrepresented communities.
- Encourage innovation & career pathways in STEM fields.
- Strengthen employer branding and CSR commitments.

Inspiration Corner | Suggested ideas

3-Week Urban Innovation Camp (e.g. Summer, In-Person)

Format: Full-day sessions at a partner's premises or a university

Content: Development of sustainable smart cities app, public speaking skills

Outcome: Students build and present a prototype solving a local issue

2-Weekend Hybrid Tech Camp (e.g. during EU Code Week, on October)

Format: 2 virtual weekends + 1 final in-person pitch day

Content: Python programming, AI ethics, data visualization

Outcome: Teams create a project using real-world datasets

5-Day Thematic Sprint (e.g. during December - Cross-Regional)

Format: Multi-location in different cities

Content: Climate tech challenges

Outcome: Teams across locations compete in a collaborative showcase

Checklist

Step 1: Align and set objectives with partners

- ☐ **Define shared goals** across organizations (e.g., increase STEM access, promote digital careers). Identify skills, age group (e.g., 15–18), and inclusion priorities.

Step 2: Develop a joint curriculum

- ☐ **Co-create** a program that includes **tech skills** (coding, AI, IoT), soft skills (teamwork, pitching), and career exposure. Assign session leads to each partner.

Step 3: Secure Venue, budget & equipment

- ☐ Decide whether it will be hosted in a **school, tech campus, or hybrid model**. Share costs, provide laptops, licenses, and materials collaboratively.

Step 4: Recruit students & promote	☐ Use joint outreach across schools, municipalities, and online platforms. Ensure diverse student recruitment through scholarships or reserved spots.
Step 5: Deliver the program with joint teams	☐ Each partner can contribute to mentors, workshop facilitators, or speakers . Offer a mix of structured classes, real-world projects, and networking.
Step 6: Evaluate, celebrate & follow up	☐ Following the event, co-create an impact report with testimonials, metrics, and next steps, if there is a series of post-event actions.

★ Bonus Tips

- **Organize camps** ideally during **holidays**, like Christmas or summer, when schools are closed and students are more available. This also means that you **need to plan** to be sure you have the necessary resources and have time to find the right partners but also reached teachers and parents.
- **Foster community partnerships:** Collaborate with **other organizations** to **co-create** programs that address specific community needs.
- **Create a simple, internal evaluation mechanism:** Establish clear **metrics** to assess the effectiveness of your program. This could include **pre- and post-program surveys** (see [Appendix D](#)) to measure changes in participants' knowledge or attitudes, track participation rates, or assess long-term impacts such as continued engagement in STEM fields.

Case Studies

Company/Program	Description
Google Code Next Labs	Google's Code Next program hosts a free tech program, for underrepresented students in tech, providing mentorship, hands-on coding projects, cutting-edge tools, and networking opportunities . Some participants visit Google's global offices.
EIT Summer School	They offer Master students, young professionals, and PhD candidates a transformative learning experience. Participants can choose between 8 different programs taking place in Spain, Finland, France, Italy, Greece, Slovenia and Scotland. The intensive two-week programs combine technical expertise with business innovation training . Those enrolled will work alongside students from the EIT Digital Master School, which includes 10 partner universities across 9 EU countries , all recognized leaders in technical innovation and entrepreneurship education, creating meaningful connections.
AFS Virtual Exchange (Global)	High-impact, educational, fun and truly global virtual programs that build personal and professional changemaker mindset and skills. They offer multiple programs such as: • AFS Global STEM Changemakers Initiative aims to provide immersive learning experiences through STEM, global competence, and sustainability-focused intercultural exchange programs for over 5,000 young people and educators worldwide over 5-years across a portfolio of four unique programs, supported

	by BP, a global energy company. It has developed with the Center for Social Impact Strategy at the University of Pennsylvania, an Ivy League institution. ● Global YOU Adventurer: 5-week interactive virtual exchange program, open to teens (aged 14-17) anywhere in the world, to develop key 21st-century global skills and build bridges across cultures.
Bizrupt Ignite Teens Summer Camp (Greece)	Ignite Teens is an interactive summer program in Crete, Greece for teenagers aged 13–18, designed to introduce them to entrepreneurship, innovation, sustainable development, and artificial intelligence. It enables teenagers to design innovative and sustainable solutions for real-world challenges using artificial intelligence. The camp is supported by the Region of Crete, the Regional Development Fund of Crete, and Youth Crete. It's organized and run by Bizrupt, with AI content supported by the Institute of Computer Science at FORTH-ITE, and sponsored by multiple companies simultaneously.
Accenture + Girls Who Code Girls Who Code Summer Immersion Program (US)	Accenture partners with Girls Who Code to host the Summer Immersion Program, an online, 2-week intensive course where high school girls learn computer science skills and gain exposure to the tech industry through: ● Hands-On Projects: Building apps, games, and websites. ● Industry Exposure: Visits to tech companies and talks from female tech leaders. ● Mentorship: Guidance from Accenture professionals. In recent years, Accenture has hosted over 200 participants.
Microsoft Stores STEM Summer Camps	Microsoft Stores have historically offered free STEM camps for children aged 6+. They have offered also these activities: ● Coding Workshops: Introduction to programming concepts. ● Robotics Sessions: Hands-on experience with devices like OhBot. ● Creative Projects: Activities blending tech with creativity (e.g. game design).

Tools/Resources

- [OpenBoard](#): Interactive teaching software supporting presentations, multimedia, and note-taking. Perfect for educational sessions during summer camps, providing dynamic presentations.
- [Asana](#): An integrated, advanced management tool, with customization options and visualization of data, that supports task assignments, deadlines, and progress monitoring, best for internal use between teams.
- [Zettlr](#): A markdown-supported tool for note-taking and content management. Ideal for organizing educational materials or/and documenting camp activities.
- [Notion](#): An alternative to Google workspace Asana, it's all-in-one collaborative workspace for notes, tasks, calendars and document sharing. Best for collaboration, since it offers various features
- [ProjectLibre](#): For project scheduling and management with features like Gantt charts, resource allocation, and compatibility with Microsoft project files.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to **event organization**, as well as an example of how you can share the **launch of your seasonal camp on social media**, [here](#).

STEM Seasonal/Mobile Coding Clubs

A **STEM Coding Club** is a structured **after-school program** that offers engaging, hands-on experiences in Science, Technology, Engineering, and Mathematics. By participating in coding clubs, students foster valuable **computational thinking**, training students to logically approach complex problems by breaking them down into clear, manageable steps. Additionally, students learn to **communicate** effectively, support each other, and share successes, preparing them for diverse future careers and real-world applications.

A coding club can be implemented as an **after-school activity** or even in **different schools and locations** (e.g. 2-3 municipalities, areas that are “hard-to-reach” with low socioeconomic status or educational opportunities like small/large villages or suburban area).

Inspiration Corner | Suggested ideas

Interactive (Python, Algorithmic Challenges etc.)

- Learning Python syntax and concepts
- Solving Challenges and puzzles
- Developing 2D Games

Robotics Arena (LEGO Mindstorms, Arduino Robotics etc.)

- Programming LEGO, Mindstorms Bots
- Building and coding Arduino robots
- Competing in robotic leagues

Tech Exploration Zones (AR/VR, Drone Tech, IoT projects)

- Participating in AR/VR experiences
- Learning to operate drones
- Creating innovative projects using IoT sensors

Innovation Showcase (Competitions, Ideation, Prototyping Exercises)

- Competing in team-based Challenges
- Brainstorming Ideas in collaborative ideation

Checklist

Step 1: Define your goals

- ☐ Identify your **club’s main objectives and goals** (e.g., creating a game, building a website, learning Python, preparing for competitions).
- ☐ Develop an **action plan** outlining each step towards your main goal, for example: Collaborate with the school’s principal and involved teachers to create a dedicated website, if the school doesn’t have their own website to announce the news about the launch of the coding club.

Step 2: Plan meeting details carefully	☐ Location: Select a convenient and accessible space such as a classroom, library, or computer lab on school premises. ☐ Timing: Schedule regular meetings (weekly or bi-weekly) during after-school hours.
Step 3: Get official school approval	☐ Find supportive teachers with the specializations you are targeting, staff members, or parents that would like to get involved and they are knowledgeable in technology to act as mentors as well. ☐ Follow your school's club approval procedures (forms, administrative meetings, or presentations).
Step 4: Promote effectively	☐ Create your own visually appealing promotional materials (+use the below assets that we prepared and additional ones from other useful sources) ☐ Announce your club via school assemblies, announcements, and the school's website. ☐ Host special club launch events at open houses or during lunch periods to attract new members.
Step 5: Tailor Activities to student's age and skill levels	☐ Elementary school: Use visual and block-based coding platforms like Scratch, for fun or introductory lessons. ☐ High school: Introduce more structured, text-based languages such as Python, JavaScript, HTML/CSS, AI programming, Roblox game design, for more practical and advanced projects.
Step 6: Evaluate & Celebrate	☐ Regularly review progress, adapt plans as needed, and acknowledge achievements to keep all motivated and committed.

★ Bonus Tips

- Get inspired by [Code Club](#), part of the [Raspberry Pi Foundation](#) with a great variety of activities and projects you could potentially include.
 - [Various printable & offline activities](#)
 - 100+ [Coding & Computing projects](#) (Python, Scratch to choose with step-by-step guidelines).
- Get inspired by [Learning Undefeated mobile laboratories](#), an award-winning organization that brings experiential STEM learning to students in 50+ states in United States.
- The **Mobile Laboratory Coalition** is an international community of traveling and laboratory-based education, focused on STEM, representing 18 different states and international programs. Check out their guidelines and useful tips on how you can start your own Mobile Lab Program.

Case Studies

Company/Program	Description
Pennsylvania Society for Biomedical Research SPARC Mobile Science Program	SPARC engages schools and communities with educational programs that contribute to the development of 21st century skills while strengthening the regional talent pipeline. They deliver engaging, hands-on and age-appropriate biomedical science curricula embedded with career awareness and readiness information.
Apple Swift Coding Clubs	Apple has established Swift Coding Clubs across Europe, enabling students to learn app development using Swift, Apple's programming language. These clubs offer structured meeting plans and resources, allowing students to build apps collaboratively. The initiative emphasizes peer-to-peer learning and has been integrated into various educational institutions.

Tools/Resources

- [Discord](#): Centralized communication and real-time updates for mentors, students, or/and parents. It is designed for gaming and it's great for building a community. You can customize your own space and gather the involved participants.
- [Google Classroom](#): An all-in-one place for teaching and learning. It's a secure tool that connects learners and instructors by making it easier to manage, measure, and enrich learning experiences.
- [Moodle](#): As an alternative to Google's Classroom, this tool is a Learning Management System (LMS) - a free Open-Source software, where you can manage and distribute educational materials and assignments.

Communications Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization, as well as an example for an ["invitation to parents"](#).

Competitions, Hackathons & Bootcamps

Whether you've already launched or you're about to organize an **innovation competition**, a **hackathon** or a **bootcamp**, there is a series of benefits for all age groups, from children in primary/elementary and secondary education or university students. By organizing this type of CSR event, young people can:

- Explore interests in science, tech, and innovation
- Develop problem-solving, teamwork, and critical thinking
- Boost communication and creativity
- Gain early exposure to future careers and emerging technologies
- Feel empowered by achieving something tangible, even at a young age

Either you are a **big firm**, an **innovation hub** or a **social organization**, these initiatives can be executed as a collaborative effort, just like STEM Fairs, by empowering students to develop key skills, foster curiosity and build strong foundations for future careers. However, if you want to understand deeper what's best for you, depending on your goal, target group and purpose, explore their **main differences** below:

Aspect	STEM Competitions	Hackathons	Bootcamps
Purpose	Focus on showcasing knowledge or skills to win prizes or recognition (e.g., robotics contests, coding challenges).	Aim to create functional prototypes or digital solutions in a limited time (usually 1-3 days), often addressing a number of real-world problems or one.	Centered on learning, it is designed so that participants gain new STEM skills through hands-on training and guided instruction.
Duration & format	Typically scheduled as single-day or multi-day events with clear judging criteria	Usually intense 1–3-day events with continuous collaboration and fast-paced building.	Run over several days or weeks, structured like a crash course with step-by-step learning.
Skill Level & Focus	Often require prior knowledge or preparation in a specific area (like math, coding, or engineering).	Best for those with some tech skills, but many welcome beginners.	Open to all skill levels, especially beginners, with a focus on upskilling.

Inspiration Corner | Suggested ideas

Innovation Bootcamp

- You could organize a 3–day **intensive bootcamp** with a **real-world challenge**, in an **industry theme**, for university students aged **18-24**

Suggested Themes: e.g. Sustainable Cities (Smart Waste, Green Mobility or Low-Carbon Tech) or HealthTech for Youth (Menta Health app/platforms/wearables etc), or AI for Good (AI Bias, ethical chatbots design), Climate Change (Clean Energy, Circular Economy, Water-Saving Tech), or Fintech & Financial Literacy (Gamified savings app, easy-to-use budgeting-educational tool for students)

Goal: Equip students with tech/innovation/entrepreneurship skills, while addressing challenges.

Checklist

Step 1: Define the event format & goals	(6-7 months before) ☐ Choose among Competition, Hackathon, Bootcamp based on the target group ☐ Set a theme (e.g., AI, Women in STEM, Coding4Good or other) ☐ Decide the duration & location (virtual, hybrid, or in-person)
Step 2: Partners to involve	☐ Universities & schools (for participant outreach) ☐ Tech startups, industry experts & partners' networks (funding, branding, mentorship & judging for the finals) ☐ EdTech Providers (Coding Tools & AI Resources) ☐ Local municipalities & innovation hubs (for sponsorship & venue support)
Step 3: Resources & tools	(4-5 months before) ☐ Finalize prizes/incentives (e.g. scholarships, software/equipment, or cash) ☐ Set up mentor teams (engineers, developers, scientists) ☐ Arrange platforms/tools (GitHub, cloud services, coding sandboxes)
Step 4: Communication & registration	(2-3 months before) ☐ Create a website/landing page with event details & signup forms ☐ Use social media, school networks, and newsletters to attract participants ☐ Host a pre-event webinar to introduce mentors, share guidelines & purpose
Step 5: Post-event actions & impact assessment	(1-3 weeks after) ☐ Announce winners and highlights through visual storytelling (videos, infographics, carousel posts) on company's/partners' social media pages, news section/blog and newsletter ☐ Consider providing selected participants with access to: • Ongoing mentorship (a monthly check-in program) • Tech scholarships or mini-grants • Invitations to internship programs, incubators, or job-shadowing • Spotlight interviews to feature in newsletters or CSR showcases ☐ Publish impact report, including: • Metrics (participants, demographics, project stats) • Quotes & testimonials • Partner contributions & logos • Lessons learned & next steps • CSR/ESG alignment (tie to your annual report or SDG goals) ☐ Send personalized thank-you emails to mentors, sponsors, schools, and municipal leaders. Offer a debrief session to discuss how to scale or iterate for the next cycle.

★ Bonus Tips

- Kick off with an inspiring **opening keynote** from a senior leader or/and a panel with representatives from your partnering organizations. Link the event to your company's social mission and UN SDGs and commitment to the digital upskilling of youth.
- Assign to a **specific team** (volunteers from your company) to coordinate the **flow of the event**, from invited speakers, to mentors, judging panel, to the teams of participants and final stage with competition prizes and closing note.
- The selected **judges** should have an online meeting prior to the event, and they should have both technical and social impact knowledge (e.g. CSR representative, educator, engineer, marketer).
- Assign the **live documentation** to **volunteering colleagues**, so they can capture photos and short interviews with participants, mentors and judges. Use this material for **post-event marketing and impact reports for your website** or to share it with key media partners for additional visibility of your successful efforts.
- **Simplify tools and levels:** Not every student will be an experienced coder — **use entry-friendly platforms** ([Replit](#), [MIT App Inventor](#), [Scratch](#) for younger students) and allow low-code/no-code approaches where needed, like [Bubble.io](#) (no-code MVPs).
- **Offer real mentorship, not just judging:** Create check-in slots, mentor-matching throughout the event. Mentors from your company or partners can provide hands-on support, especially for idea development, debugging, and pitching.
- **Think Beyond the Event – Design a pipeline:** Include **follow-up opportunities** like: Entry into your **CSR talent, internship programs or mini grants**. This creates **longer-term engagement** and turns your event from a moment into a journey.

Case Studies

Company/Program	Description
DigiEduHack EU Initiative	DigiEduHack is an EU initiative that aims to foster grassroots innovation, collaboration and creativity and to drive positive change in digital education. It offers a unique space where people can unleash their creativity and explore the latest trends and technologies in digital education. DigiEduHack is a series of 24-hour grassroots local hackathons taking place over a period of ten days, usually in November. Whether in Europe or elsewhere around the globe, participants come together to create solutions to diverse digital education-related challenges. Since 2019, it has gathered nearly 10.000 participants from Europe and beyond. Companies can apply to host a DigiEduHack.
CodingEducation STEAM League Europe & World Citizen	Through STEM and tech exploration, CodingEducation helps young minds to develop a well-rounded approach that enhances problem-solving skills and creativity, in a 4-step-learning path based on guided experts, live workshops, project-based learning and interactive coding sessions. Key stats about their initiatives: 20+ countries, 1200+ students, 5 STEAM programs , such as the World Citizen, the <coded> “STEAM Leagues”, “STEAM Championships”, “STEAM Quests” or “STEAM Projects” in Vancouver, Orlando, Europe and Tokyo.

	• World Citizen: Students aged 11-17, from all over the world, participate in innovative STEAM programs. After the registration and the acceptance, the students participate in a unique experience that includes: visits in world-known classrooms like “NASA Kennedy Space Center”, competition, real-world projects and specialized workshops and excursions in popular cultural facilities. • The European League, is a 10-day immersive educational experience in at least 2 different locations, targeting 12–17-year-old-students. After applying and being chosen (for every selected participant, the program includes academic content/software-material used/accommodation-facilities and excursion days during these days), students attend the program. They team up with other students and work on projects related to at least one UN SDG. Project winners have also the opportunity to compete in the Coded Tokyo Championship.
Girls Go Circular	It's an educational initiative led by the European Institute of Innovation and Technology , coordinated by EIT RawMaterials, and supported by the Directorate-General for Education, Youth, Sport, and Culture of the European Commission. Their mission is to equip students, particularly young women, with digital and entrepreneurial skills with free digital education through the Circular Learning Space. They have trained 80,000 students and supported 1000+ schools .
Green School Athens Hackathon 2025	The Green School Athens Hackathon is an open call for collaboration and creativity. It targets middle and high school students and the broader educational community who have ideas and proposals for apps and services to support the Municipality's participatory strategy for developing innovative solutions in key areas aimed at improving everyday life. It was implemented for the first time in May 2025 by the Municipality of Athens and DAEM (City of Athens IT Company), targeted in the themes of Environment, Recycling and Energy. Companies can choose to sponsor similar initiatives by their local municipalities .
Engolve NextGen Innovators Panhellenic Entrepreneurship Competition for Youth (Greece)	The National Student Youth Entrepreneurship Competition is a unique initiative aimed at encouraging students to develop innovative solutions with a strong focus on sustainable development. The competition offers students the opportunity to expand their knowledge, collaborate with like-minded peers, and gain valuable skills in the field of entrepreneurship. This experience can serve as a springboard for cultivating entrepreneurial thinking and developing life-long skills. More than 400 teams have been created, and 3500+ students and 250+ educators have participated. The program is implemented by Engolve with prestigious partners supporting it like Libra Philanthropies as a Sustainability Leader and Delphi Economic Forum as Sustainability Partner.
Microsoft Imagine Cup	Imagine Cup Junior is an annual global tech competition where students create innovative solutions using Microsoft technology. Its impact includes over 2 million participants from 190+ countries , with winning teams receiving funding, startup support, or internship opportunities.
Accenture AI4Good Hackathon	A hackathon that challenges participants to use AI & machine learning to tackle global issues (climate change, healthcare, ethics). Winning ideas receive funding, and top participants get internship & job opportunities at Accenture.

Intel AI for Youth Program	A global AI bootcamp designed to provide high school students with AI development skills. They have trained 100,000+ students worldwide, with Intel investing in educational partnerships with governments & NGOs.
Google Kick Start, Code Jam contest	A competitive programming challenge that attracts some of the best developers worldwide. Kick Start is a coding competition for students and early-career professionals to solve real-world algorithm problems. Winners often get hired by Google, and the program has inspired thousands to enter tech careers.
Cisco Global Problem Solver Challenge	A social innovation competition where students use technology to address critical global issues like sustainability and healthcare. Winners receive up to \$250,000 in funding to develop their solutions.
Technovation Girls - Challenge	Technovation Girls has been a global program since 2010. Girls and mentors can connect with Technovation Girls locally through Chapters and Clubs. Chapters and Clubs provide a way for students to meet and work together as they complete the program. It is not mandatory to connect with your local Chapter or Club to participate. • Chapters support 7+ teams across multiple sites (like schools, or community centres) and are managed by Chapter Ambassadors. • Clubs support between 2-5 teams and are managed by Club Ambassadors. Student Clubs are led by approved Technovation Alumnae ages 13-17, and can vary in size.

Tools/Resources

- **EU Code Week Tools:** Adapting the traditional hackathon format, the **EU Code Week Hackathons** take into consideration the age of the participants and cater to the unique skills, insights, and interests of adolescents. The aim of the **EU Code Week Hackathons** is to inspire young people to develop their coding and problem-solving skills by engaging them in collaborative and creative projects. And, if you need inspiration and you would like to know more about their implementation or how you can get involved, then, check out the [EU Code Week Hackathon Toolkit](#). Learn more about the [EU Code Week Hackathons](#), on the official EU Code Week website. For more EU Code Week resources, check [Appendix A](#) too.
- [DevPost](#): Run online/in-person hackathons (paid) or just explore existing hackathons that other organizations have launched and check their useful guidelines. Also, you can access an engaged worldwide community of technology professionals using the latest tools, languages, and frameworks.
- [MIT App Inventor](#): drag-and-drop coding platform where young students can create real mobile apps using blocks instead of text-based code.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization, as well as an example of how you can [announce the event on social media](#).



Inspiration & Career Pathways Activities

In this section, companies can access ideas about activities that seek to increase awareness to **young students (6-25 years old)** about the importance of digital skills and inspire them about the diverse range of study routes and careers in **ICT/STEM fields**. Such activities may take the form of **in-house events**, broader **STEM fairs**, or can involve offering focused support to specific students via **scholarships**, or real-world experience through **internships and apprenticeships**. The overall aim of all these activities is to build capacity, bridge equity gaps, and empower youth in STEM fields.

 **Remember:** You don't have to start from zero! **Build on existing partnerships or explore new ones** through local networks, innovation clusters, business associations or chambers of commerce — plus, **this toolkit** was made to support your journey in launching or growing your CSR activities.

Industry Talks, Digital Career Days & (Gender) Equality Events

Industry talks, and digital career days play a vital role in breaking down a range of barriers that girls face, by providing them with firsthand exposure to STEM careers and inspiring them to pursue their passions. These initiatives offer invaluable opportunities for students, particularly young girls, to build their confidence in STEM abilities, connect with **role models** – successful STEM professionals who inspire them, while discovering diverse career paths by learning about the skills and education required to make better future choices.

Designing events with **gender equality** in mind is crucial because gender and power relations directly influence who gets to participate, speak, and lead. Too often, event formats unintentionally reinforce gender stereotypes and privilege men, excluding women and marginalized groups from full participation and decision-making. Even when diverse voices are present, unequal dynamics—such as being interrupted or overlooked—can persist, deepening existing inequalities.

Recognizing these challenges is essential for creating truly inclusive, impactful events. As gender inequalities often intersect with race, class, age, organizational status, and other identities, this toolkit also highlights ways to address these broader dimensions of inclusion.

In this section, you will find your essential **checklist**, **event ideas**, and **successful cases**. However, for additional resources, tools – like the [Career Day Toolkit](#), and comprehensive guidelines on how to implement **Girls in Digital** initiatives and in general, activities that are diverse and inclusive, see the [“Additional Resources”](#) section.

Inspiration Corner | Suggested ideas

Girls Empowerment Event – Tech4Girls Lab (13-16 years old)

- **Hands-on coding or digital skills 3-hour-workshop run by women professionals.**
- **Goal:** Demystify tech, show girls their own potential and build their confidence.
- **Content ideas:** Build a game, or the homepage of a website; intro to coding platforms (e.g. Scratch, Tynker).
- **Potential Partners:** Local coding NGO, like “Girls in Tech”, “Women in Science and Engineering (WISE) Europe or in-house women-in-tech volunteers.

Imagine a Day in the Life of [Name of the Student] as a [FutureRole in Digital] (16-18 years old)

- **Interactive morning/afternoon 2-3-hour-session, online or in-person, with female students of 1-2 local schools or the classrooms of one school. Help girls visualize themselves in digital careers (e.g Data Analyst, AI Designer, Robotics Engineer, Digital Health Innovator or Cybersecurity Expert).**
- **Goal:** Boost career ambition, learn their needs/ambitions through creativity and collaboration, promote gender equality, inclusivity and future-ready digital skills.
- **Content Ideas:** Short talk from a company employee, quick warm-up poll, short presentation of the instructor/s’ job, students choose their “future role” in a storyboard (via “Miro” tool) and they present it, peers vote for the most inspiring and innovative via a live poll tool like “Mentimeter” or “Slido”. At the end, the instructor could have a motivational closing and may offer a small tech gadget/ certificate or an online course coupon.
- **Potential Partners:** Local school/s (relevant to the event teachers, career advisor and maybe an NGO related to women empowerment.

Checklist

Step 1: Define goals & format & Audience	☐ Choose between Industry Talk , Empowerment Workshop , or Mentoring Circle . Decide on age group (13–14 or 18+) and whether the event is online, in-school or hybrid.
Step 2: Engage partners	☐ Contact a school/university or other partner (through your National Hub (see Appendix B), communication with an existing partner or a new contact – reach to one relevant organization through our suggested list of partners) focused on girls' education/digital skills . ☐ Share a 1-pager with goals , role of the partner, and proposed agenda.
Step 3: Confirm Speakers or/and Mentors	☐ Recruit at least 2 women professionals in tech/business roles. Include a mix of career levels (junior to senior) and diverse backgrounds.
Step 4: Plan activities	☐ Plan interactive activities (e.g., hands-on sessions, career storytelling, role-play), adjust the activities according to the age of your audience. Example: If your audience is 18+ students, then you can have a panel session with Q&A, mentoring breakout sessions or an engaging project-based mini challenge. Include a short intro to your company/partnering organizations and CSR strategy.
Step 5: Prepare Material & Tools	☐ Slides, posters, registration form – if needed or interactive quizzes – if relevant, speaker questions – if you'll have a panel and maybe digital certificates for the participants (use Canva online design tool). Be aware: Include evaluation form and consent forms (esp. for minors).
Step 6: Promote	☐ Announce your event on social media/your website/partnering media websites or/and other channels, email partners, involve also school/s to distribute, where it's possible. Use girl-focused messaging , and promote also via NGOs like Girls Who Code , etc.
Step 7: Do rehearsal & necessary tech check	☐ Schedule a meeting with speakers and hosts. Check internet speed, audio, the material that will be presented or used during the event, as well as the access to tools (e.g. Miro, Mentimeter or other).
Step 8: Day of the event	☐ Run the event with clear timing, breaks, and moderators . Don't forget to capture photos/quotes (with the necessary consent), to use them during/post-event.
Step 9: After the event	☐ Send short feedback form to participants, involved teachers, and speakers. Summarize and share key metrics : no. of girls reached, skills explored, inspirational moments and share this recap online on social media or with a blog post to your website.

★ Bonus Tips

- Make the event more **engaging and gamified**: Organize mini team challenges where girls can pair up to imagine a day together, act like “co-CEOs for a digital startup” version. Also, if you have created teams, you could involve a leaderboard, where you display live voting results to make it more exciting for the students.
- Celebrate potential and highlight empowerment: Use words like “**future innovators**”, “**leaders in digital change**”, and “**building your own path**” inspire. You can get also inspired and use the [“European Commission's Gender-Sensitive Communication”](#) guide.
- [Research shows](#): seeing relatable women from diverse ethnicities-abilities boost girls’ participation.

Case Studies

Company/Program	Description
Microsoft DigiGirlz	Pan-European workshops introducing coding and careers in tech to high schools and individual girls aged 13–18. It’s usually one-day event where girls get the chance to interact with company’s employees, experience what their jobs look like in daily life and explore career opportunities in technology.
Vodafone #CodeLikeAGirl	Hands-on coding classes in multiple EU cities, targeting teenage girls aged 14-18 , by providing basic knowledge of computer languages and development programmes .
RoboAutism Program	The RoboAutism , is an innovative, experiential robotics workshop , specially designed for children on the autism spectrum. Through interactive activities, they use robotics to enhance children's critical thinking and social skills.

Tools/Resources

- [GooseChase](#): Digital scavenger hunt platform where participants complete challenges, answer quizzes, upload photos/videos, track progress in real time and assign STEM-themed task.
- [Padlet](#): Easy-to-use collaborative whiteboard for creative work, in an engaging and fun way. Students can post pictures, videos, reflections, and findings from their scavenger hunt.
- Women Step Up & EQUALS-EU: Get inspired by their [training programme](#) and [stakeholders list](#).

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization, as well as example of [event collaboration virtual brief invite](#).

In-House Events for Employees' Children

In-house events for employees' children are specially organized company activities hosted within the workplace, designed to engage, educate, entertain, and strengthen the bond between the organization, employees, and their families. These events not only boost employee satisfaction but also reinforce the foster a sense of community, inclusivity, and loyalty among staff.

Inspiration Corner | Suggested ideas

Family Fun & Learning Day	Annual Kids' Career Day	Seasonal Festivities Event
Educational STEM workshops (coding, robotics, science experiments).	Organized workplace tours showcasing different roles and short interactive sessions led by employees explaining their daily tasks.	One day themed celebration (e.g., winter holidays, mini summer festival).
Interactive sessions with product teams demonstrating company innovations.	Role-playing activities simulating simplified professional scenarios.	Fun games and competitions (treasure hunts related to 3-5 digital skills).

Checklist

Step 1: Define Objectives & Scope	☐ Clearly outline the event's purpose (e.g., educational, recreational, celebratory). ☐ Decide on the age group of children attending. ☐ Determine event size, duration, and budget .
Step 2: Form a Planning Team	☐ Assemble a cross-departmental team for diverse ideas. ☐ Assign clear roles (e.g., coordination, safety, entertainment, logistics).
Step 3: Venue & Logistics	☐ Identify suitable company premises for the event. ☐ Organize safety measures (first-aid, insurance coverage, security). ☐ Plan transportation and parking for families.
Step 4: Activities & Suppliers	☐ Develop an engaging program (games, workshops, performances). ☐ Book external providers if needed (animators, entertainers, educators). ☐ Order necessary supplies and equipment .

Step 5: Post-event Communication & Follow-Up

- ☐ **Promote** effectively through internal channels.
- ☐ Gather **feedback** from participants, post-event.
- ☐ **Share highlights** internally and externally to reinforce corporate values

★ Bonus Tips

- Create **eco-friendly/3D printed branded souvenir and small gifts**, so that students take something useful home and as a “thank you” for their participation.

Case Studies

Company/Program	Description
Salesforce Adventure Club	Salesforce hosts an annual “ Salesforce Adventure Club ”, its version of “ bring your kids to work day ,” involving ~10,000 employees and their children , across global offices. The day transforms offices into interactive, playful environments where kids and families engage in fun activities and experience the workplace in creative ways.
SAP Kids @ Work Day (Germany)	SAP regularly hosts children for an annual Kids@Work Day , featuring educational workshops such as coding, robotics, and sustainability-focused activities. The initiative aims to inspire future innovators and connect families closely to SAP’s values.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization, as well as the editable version of an [internal extranet invitation for a “Family Day at Work”](#).

STEM Fairs

STEM fairs are a great idea to bring together students, educators, businesses, and the community to celebrate science, technology, engineering, and mathematics. They provide a platform for students to **showcase their STEM projects**, explore **interactive exhibits**, engage with **STEM professionals**, and discover exciting possibilities, while companies demonstrate their commitment to building a future-ready workforce.

By organizing this activity, you can inspire the next generation of innovators, create positive brand awareness, and contribute to the growth of a diverse and skilled talent pool. A **STEM Fair** is a great opportunity to organize a co-creation event. **STEM Fairs** offer **multiple collaboration opportunities** for big tech firms and notable organizations in their ecosystem such as innovation clusters/ labs/accelerators, chambers of commerce, gender-equality/women empowerment NGOs.

However, to have great planning and implementation, it is better to know first, the **main differences** between a STEM Fair and an innovation competition (Hackathon or Bootcamp).

STEM Fair VS Innovation Competitions (e.g. Hackathons)

Aspect	STEM Fair	Other – Innovation Competitions
Format	Exhibition-style, interactive booths, demos, workshops and sometimes mini challenges (limited timeframe)	Structured, team-based competition or intensive training + challenge
Focus	Goal: Inspire & Educate Awareness, exploration, showcasing innovation, hands-on experimentation	Goal: Build & Solve Deep learning, innovation, rapid prototyping, and solution building
Participants	Often non-competitive, open to all students across various age groups 12-18+ & Skills developed: Curiosity, exposure	Deep learning, innovation, rapid prototyping, and solution building, focused on students aged 16-15 Skills developed: Problem-solving, prototyping
Activities	Structure: Open Type of sessions: Experiments, coding stations, career talks, games, industry showcases	Structure: A bit more competitive or cohort-based Type of sessions: Mini team challenges, mentoring, coding sprints, pitching sessions
Duration	Usually 1–3 days (in-person or hybrid)	Ranges from 1 day (hackathon) to 1–2 weeks (bootcamp)
Outcome	Spark interest, improve STEM literacy, build community awareness	Prototype/demo of a working solution, prizes, potential incubation
Example	A STEM Fair hosted by a company in partnership with local schools, featuring 3D printing demos, VR experiences, women-in-tech talks, and AI games, open to the public.	A 3-day Hackathon co-organized with a tech accelerator, where student teams develop early-stage apps to address sustainability using APIs and cloud credits, ending with a judged pitch.

💡 Inspiration Corner | Suggested ideas

City Simulation: "Build Your Future City"

- Hands-on, mini gamified team challenge for students aged 15–18, which you can run as a full-day or as a 2-day-activity, in the interactive installation zone during the Fair.
- **Content:** Teams receive a fictional "city" scenario with needs (mobility, wellness and health, energy, transport, waste, etc.) and by using STEM kits, necessary data sets – if needed and can be shared, and relevant digital tools (e.g., Tinkercad, Micro:bit, Scratch), they design scalable, sustainable and tech-driven city solutions. Tip: You may include budget limits and environmental/societal goals to simulate real-world constraints.
- **Purpose:** Promote systems thinking, sustainability awareness, and design thinking. Also, you can showcase how different STEM fields (engineering, programming, biology, AI) work together to solve real challenges – give 2-3 examples by your own organization.
- **How to Implement:** Provide students with online/offline toolkits (paper or digital maps, calculators, simulation apps), invite urban planning/smart city/business professionals and IT consultants/data analysts/engineers as mentors, schedule mini-presentations from each team at the end (judged by industry and academic reps) and give awards "Best Sustainable Design," "Most Innovative Tech," etc., as a "thank you" for participants' contribution.
- **Stakeholders Involved:** Urban development and tech companies (technical advice and challenge design), Architecture/Engineering departments and incubators from local universities (mentoring/judging), innovation hubs/labs (mentoring/maybe facilitating or offering digital tools), CSR/HR teams from infrastructure/health/energy firms, EdTech partners providing gamified tools, local government representatives from municipal offices and/or environmental units.

Other potential activities, according to the age of the participants:

- **Code & Create Corner** App development, Mock-up of a website, Basics of game design.
- **Robotics Zone:** Robot programming challenges, Automated systems demonstrations.
- **Digital Arts Studio:** 3D design and printing.
- **Problem-Solving Challenge:** Mini escape room with coding puzzles, Environmental challenges solved with technology, Design workshop on the future of cities.
- **Career Exploration Station:** Tech professional speed meetings, Skills assessment and career pathways.

📋 Checklist

Step 1: Identify Partners & Define Roles

(6-8 months before launch)

- ☐ **Research and contact potential partners:** Other businesses (especially in related STEM fields), local schools, science museums, universities, STEM-focused NGOs, tech clubs, local government agencies (for potential funding or support) or EU Code Week National/Regional Hubs (see [Appendix B](#)).
- ☐ Host initial **meetings** to discuss shared goals, target audience, duration, potential themes (e.g., "The Future of Tech"), and each organization's capacity to contribute (financially, volunteers, expertise or resources).
- ☐ **Role Definition:** Clearly define each partner's role and which teams will be involved internally from your company. Core responsibilities include:
 - "Lead Organization":** Overall project management
 - "Program Development":** Curation of activities, workshops, and exhibits
 - "Logistics":** Management of the venue, equipment, catering, etc.
 - "Marketing & Outreach":** Communication and promotion of the event
 - "Sponsorship & Fundraising":** Secures any kind of funding for the event
 - "Volunteer Management":** Recruitment and coordination of volunteers

Step 2: Develop Vision & Strategy

(5-6 months before)

- ☐ Create a shared vision that outlines the fair's objectives and desired impact. Develop a detailed plan including:
 - **Target audience** (e.g. students aged 10-18).
 - **Key activities** (e.g. student project competition, interactive exhibits, workshops, career panels, guest speakers, coding challenges – aligning with EU Code Week as well - where possible)
 - **Timeline and key milestones** (proceed to desk research to find the ideal date/time - exclude public holidays or when schools are closed, consider a date close to the EU Code Week to get extra visibility)
 - **Budget and resource allocation** (compare resources/requirements for physical vs hybrid/online event).
 - **Set up registration system:** Create on the event's website an owned online registration form for participants. If this is not possible, create a registration page via an online tool like **Eventbrite** or **Meetup**.
 - **Develop evaluation metrics:** Create pre/post surveys for participants. Use for free **"Microsoft/Google Forms"** or a more integrated, like Monday.com work management tool.

Step 3: Secure Funding & Resources

(5-6 months before)

- ☐ **Funding Sources:** Explore sponsorships from businesses (especially those participating), grants from STEM-related museums – entrepreneurial networks, or government agencies such as the Ministries of Digital Governance or Education, in-kind donations (e.g., required tech or other equipment, materials).
- ☐ **Resource Pooling:** Combine resources from all partners (e.g., venue space, equipment, volunteers, marketing expertise).
- ☐ **Sponsorship Packages:** Develop tiered sponsorship packages – at least 3, with varying levels of benefits, so you can attract more potential partners (e.g., logo placement, booth space, speaking opportunities)

Step 4: Plan Program & Logistics

(4-5 months before)

- ☐ **Program Development:** Curate engaging and age-appropriate activities. Reach out through your own network or EU Code Week National hubs (see [Appendix B](#)), to STEM professionals, universities, and tech companies to host workshops, demonstrations, or career panels.
- ☐ **Venue:** Secure a suitable venue with enough space for exhibits, workshops, keynotes and masterclasses.
- ☐ **Equipment:** Arrange necessary equipment (e.g., tables, chairs, AV equipment, internet access), depending on the format of the event.
- ☐ **Catering:** Plan for food and beverages (if applicable, for in-person event).
- ☐ **Accessibility:** Ensure the venue is accessible to all participants.

Step 5: Promote

(1-3 months before launch)

- ☐ **Send targeted emails** to schools, teachers, and parent organizations. Prepare a press release to send to targeted media and to internal/external partners.
- ☐ **Social media:** Create engaging content and promote the fair on social media platforms (using relevant hashtags) or related groups. Send relevant material

to partners as well to support you. Create early a social media calendar and don't forget to include post reminders, 1 week or 3 days before the launch, as well as post-event material like 30seconds videos with testimonials or behind-the-scenes photos.

- ☐ **Website:** Develop a dedicated website or landing page with event information and registration details.
- ☐ **Partners' Networks:** Leverage each partner's network to promote the fair.
- ☐ **EU Code Week Platform:** Register your event on [the activities map!](#)

Step 6: Event Execution

(Launch)

- ☐ **Set up venue:** Arrange stations and welcome area.
- ☐ **On-site Management:** Distribute all roles properly and ensure that you oversee all activities, in order to have all speakers, special guests as well as participants highly engaged, having the best possible experience.
- ☐ **Welcome participants:** Registration desk, orientation briefing.
- ☐ **Run activities:** Ensure smooth transitions between activities, separate rooms for in/person event or break-out rooms via an online platform.
- ☐ **Document the event:** Capture event highlights: Photos, videos, participant testimonials.
- ☐ **Gather feedback:** Distribute and collect evaluation forms.
- ☐ **Recognize participants:** Offer a certificate, digital badge or small prizes.

Step 7: Post-event Phase

(1-4 weeks after the event)

- ☐ **Send thank-you messages:** To volunteers and partners.
- ☐ **Ask for feedback:** Prepare surveys and testimonials.
- ☐ **Share impact:** Report on outcomes for internal use and partners.
- ☐ **Try to create potential case studies:** Document the most successful activities for future reference.
- ☐ **Plan next steps:** Consider ongoing engagement opportunities, through social media with post-event material or sharing them in your upcoming newsletters.

★ Bonus Tips

- **Early engagement with involved stakeholders:** Involve schools, industry partners, and community organizations from the planning stages to ensure alignment and support.
- **Diverse representation:** Ensure **inclusivity** by representing various STEM fields, cultures, and genders among speakers and participants.
- **Interactive elements:** Incorporate interactive sessions to maintain engagement, such as live experiments or real-time problem-solving activities, in a limited timeframe.

- **Topics to include in your Fair's activities:**

Renewable Energy: With the limited supply of oil and coal, we need green and renewable sources of energy. So, you can run an activity where students investigate possible energy sources including solar, wind, or biofuels and then create miniature versions of them, example: a wind turbine.

Robotics and Artificial Intelligence: Research specific areas that could be improved using AI, for example — examining the positive effects of pairing AI with robotics to improve the specific actions in surgeries or exploring the ethical implications of AI.

Case Studies

Company/Program	Description
EU Contest of Young Scientists (EUCYS) & EU TalentOn	These two European science competitions brought together in 2024 over 250 (with 60% being girls) promising young minds aged 14 – 21, from across the globe to present innovative solutions to some of the most pressing challenges of our time with the winning projects shared a total of €62,000. EUCYS is one of the most important Science Fair by the European Commission since 1989. EU TalentOn is a biennial event that challenges young talented researchers to find solutions to help the most pressing global issues, establishing new connections between science and society in innovative and open ways. The next one will take place in 2026 as part of the European Commission initiative “Science Comes to Town”.
The Big Bang UK Young Scientists & Engineers Fair	This Science Fair is led by EngineeringUK but it is supported by over 200 corporate and governmental partners. It targets students 11–14 years old and includes hands-on exhibits, live shows, science competitions, with participation from numerous UK companies.

Tools/Resources

- [Eventbrite](#): For event registration and ticketing management.
- [Canva](#): To design promotional materials, schedules, and certificates.
- [Slack](#): Facilitates communication among organizing teams and volunteers.
- [Trello](#): Helps in task management and tracking progress during the planning phase.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization.

Scholarships

A **scholarship** is a financial award most often granted to high school or university students to support their education, often based on merit, need, or specific criteria (e.g., underrepresented groups in STEM). In this way, scholarships offer financial aid to students pursuing STEM education, helping bridge gaps in access and ensuring diverse, talented individuals can thrive in STEM careers.

Offering scholarships not only promotes education equity and supports access to STEM fields but also raises company visibility in the education sector. As a result, offering scholarships is an ideal initiative for companies wanting to make a social impact, boost their reputation, or encourage more students to enter a specific STEM discipline.

Learn if your organization has already been giving **scholarships**, in any way. If not, collect all the necessary information and make the necessary suggestions for the creation of a new program. Of course, be sure that you have a relevant budget that can be offered.

Inspiration Corner | Suggested ideas

Scholarships for girls in STEM (ages 15–18)

- **Research-based** scholarships for undergraduates in emerging tech fields (AI, quantum computing or other relevant). Example: Offering €5.000/year to 2-5 female university students pursuing degrees in data science.
- **Rural talent** STEM access fund for high schoolers.
- **Summer school STEM** scholarship.
- **Need-based scholarships** for final-year STEM university students.

Checklist

Step 1: Purpose & goal setting	☐ Clarify the "why" behind your scholarship program.
Step 2: Program design	☐ Establish frameworks for award structure, eligibility criteria, and application processes
Step 3: Logistics	☐ Decide on governance, application portals, selection panels, and award distribution.
Step 4: Marketing & outreach	☐ Develop templates and strategies for promotion via schools, communities, and media.
Step 5: Impact assessment	☐ Use tools for tracking outcomes, reporting results, and measuring effectiveness.

Case Studies

Company/Program	Description
Adobe Design Circle (collaboration of design leaders to drive positive impact) Scholarship Initiative	As part of this program, Adobe awards ten annual college scholarships , up to \$25k per year for each recipient (up to \$100k total over four years). The scholarship is ideal for students going into product design or experience design-related careers (i.e. digital, web, UX/UI, industrial design, or similar), with a focus on candidates who have been historically underrepresented in design, including but not limited to, first-generation college students, racial and ethnic minority students or students with disabilities.
Cisco Global Cybersecurity Scholarship	Cisco has invested \$10 million in this program to increase the pool of talent with critical cybersecurity proficiency . They offered 18+ years-old-students , free training, mentoring and testing design to help them earn CCA Cyber Ops certification.
Amazon Future Engineer Scholarship (US)	It's a childhood-to-career program aimed at increasing access to computer science education for students from underserved and underrepresented communities. Students can receive a scholarship of up to \$40,000 (up to \$10,000/year) towards an undergraduate degree in engineering or computer science and an offer to complete a summer internship at Amazon.
British Council Women in STEM Scholarships 2025-26 – ECWT	British Council's Women in STEM scholarship programme is designed to help address this situation by providing opportunities for women to continue with their studies through funding for a one-year master's degree in the UK. The programme is in its fifth consecutive year, having awarded over 400 scholarships to date. They are working with selected UK universities to provide scholarships for women across 24 countries/territories.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization. And see also an example of a [blog post scholarship announcement](#).

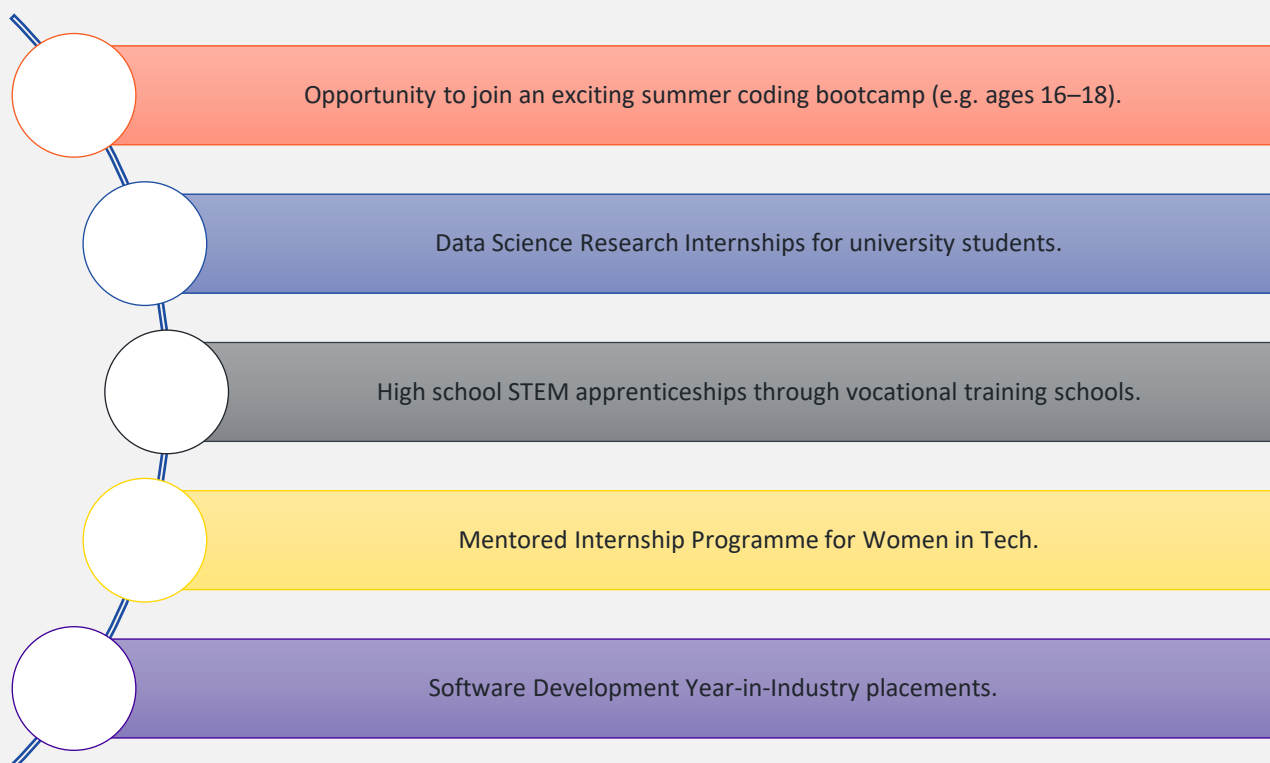
Apprenticeships & Internships

STEM **apprenticeships and internships** may allow students to gain practical, hands-on experience in the tech industry. These programmes bridge the gap between academic knowledge and real-world applications while improving future employability.

Do you want to launch an apprenticeship or internship program for your organization, or are you planning to scale an existing one? Explore below the **main differences** for each one, so you can decide what suits best:

Aspect	Apprenticeships	Internships
What it is	A structured, long-term programme (often 1–3 years) combining paid work experience with formal training or academic study.	A short-term, usually paid placement (e.g., summer or semester-long) offering students real-world exposure to the workplace.
Purpose	To develop future-ready employees with technical and soft skills aligned to company needs.	To provide hands-on learning, assess potential future hires, or support diversity and early career pathways.
Ideal for	Companies looking to build a sustainable talent pipeline or train in hard-to-fill STEM roles.	Companies seeking to mentor young talent, test future recruits, or contribute to community-based work experience.
Example	A tech company training apprentices in cybersecurity while they study part-time for a diploma.	Hosting computer science undergraduates for an 8-week internship to assist on coding projects.

Inspiration Corner | Suggested ideas



Checklist

The same steps that are presented in “Scholarships”, apply here as well.

Case Studies

Company/Program	Description
EIC & EIT InnoNext INNO – NEXT Project	A multidisciplinary collaboration among qualified researchers, start-ups and SMEs through “Innovation internships”. They focus on two different audience groups: • Visiting Talents: For researchers driven to transform cutting-edge ideas into real-world solutions. InnoNext initiative addresses researchers and innovators working at the frontiers of scientific and deep-tech R&D, ready to move breakthrough technologies from lab to market. • Hosting Companies: For an innovative start-up or SME willing to access new ideas and insights from the cutting edge of research and accelerate the development of your solutions. InnoNext initiative connects start-ups with researchers at the forefront of scientific and deep-tech R&D.
Uni Systems - Quest Group Mind the <Code> Internship program	Quest Group has launched since 2023, the coding scholarship program, Mind the <Code>. The participants can attend intensive training programs on Java and .NET technologies and they can get on the job training and work in the dynamic environment of the Group’s companies. A total of 40 scholarships are usually awarded annually to young graduates from Informatics and Sciences academic institutions, who wish to expand their knowledge and advance their careers. Divided into two groups, scholarship holders attend one of the two available, intensive 60-hour training programs on either Java or .NET.
IBM Global Apprenticeship Program	A comprehensive apprenticeship programme offering pathways into software engineering, cybersecurity, data science, and more — with no degree required. It’s part of IBM’s “New Collar” initiative, aiming to tap into diverse talent pools.
Microsoft Global Leap Apprenticeship Program (US)	Aimed at individuals with non-traditional backgrounds, this 16-week immersive apprenticeship blends classroom learning with on-the-job training.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) and [Appendix D](#) for helpful guidelines relating to event organization. And see also an example of a [blog post example announcement of an internship programme](#).



Deeper Engagement Activities

The types of activities presented in the following pages involve deeper level of commitment and on behalf of a company or industry organization and require dedicated financial and material support provided by companies to advance STEM (Science, Technology, Engineering, and Mathematics) education and career development. Such activities include for instance a long-term partnership with a school via an 'Adopt A School' program or the development of extended learning courses that can be hosted on company-owned or external platforms.

Adopt a Class/School Program

As part of this initiative, you can "**adopt**" **one or more classrooms or even 2-3 neighbouring schools**, providing financial or in-kind support for STEM/digital skills/ICT-related activities. These partnerships aim to spark student interest in STEM, enhance learning experiences, and address the lack of resources in underfunded schools.

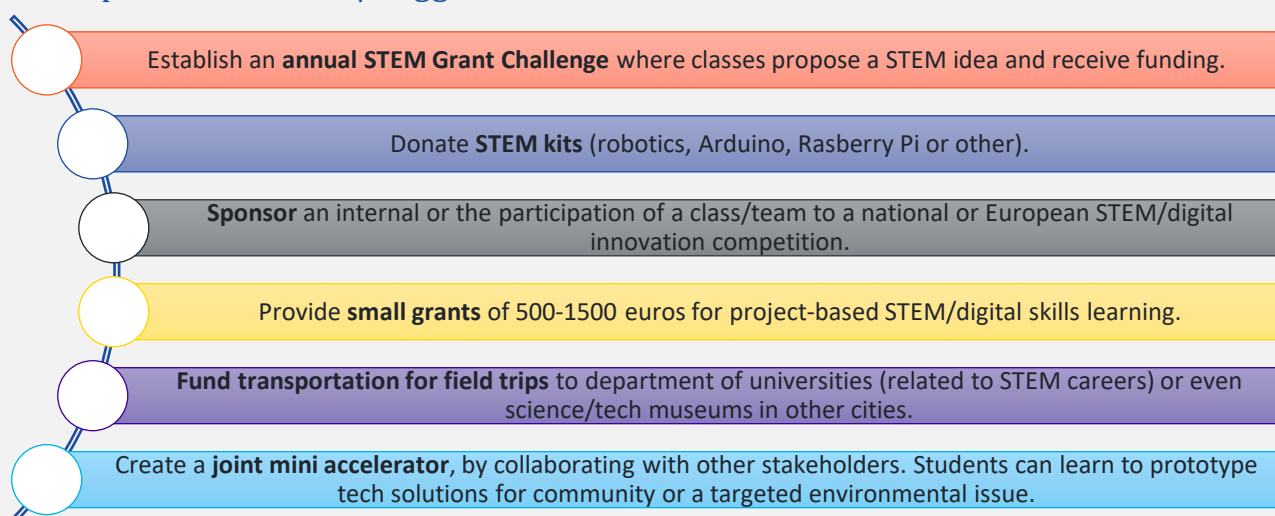
An organization like a **tech company** may partner with an **academic institution** and an **innovation cluster/lab** in order to be easier to access additional tools and network but also to co-design potential curriculum or applied challenge-based projects aligned with market trends. Additionally, students can access startup methodologies and more networking opportunities.

How Can You Identify Schools in Need

To strategically select schools that truly need support, organizations can adopt a multi-channel discovery approach:

- **Partner with local education authorities or ministries:** Contact national or regional education departments (e.g., Ministries of Education, municipal school boards) to request data on underfunded or low-resource schools.
- **Use NGO & public data portals:** [EU Open Data Portal](#) and [UNESCO Institute for Statistics](#)
- **Leverage CSR/ESG data platforms:** [GlobalGiving](#), or [TechSoup Europe](#) list schools and nonprofits looking for tech and financial support. Here you can get inspired or find a potential partner.
- **Engage local community foundations or chambers of commerce:** They often have direct insight into schools' needs at a municipal level and can recommend candidates based on impact potential.
- **Run an open call application:** Publish a call of interest where schools can apply and share their needs — include a needs-assessment form covering: Student demographics, current access to tech resources and priority needs (equipment, training, infrastructure).

Inspiration Corner | Suggested ideas



Checklist

Step 1	☐ Identify target school/s: Focus on local or underserved schools. Consider schools who haven't partnered yet.
Step 2	☐ Set objectives: Clarify whether your goal is engagement, talent pipeline, or community visibility.
Step 3	☐ Budget & Resources: Define early the sponsorship size and human resources available.
Step 4	☐ Partner with educators: Co-create and involve – when applicable and relevant, school leadership in pre-planning and let them know every step of the process (timing, resources available, agenda of the activity, outcomes, schools' teachers or company's volunteering employees that could be involved)
Step 5	☐ Track & measure impact: Use feedback forms, participation rates, and learning outcomes to share later with the school, include them in your ESG/CSR reports or bring awareness and visibility in your action through media partners.

★ Bonus Tips

- **Align with your competencies and establish sustainable partnerships:** Leverage your company's technological expertise to provide meaningful contributions. For instance, provide hardware, software, or IT support to schools lacking resources.
- **Curriculum Development:** Collaborate with educators to integrate relevant tech topics into the classroom.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in [Appendix C](#) as well as an example of an [internal brief to senior leadership](#) or/and stakeholders concerning an “**Adopt a Class/Program**”.

Training courses and educational material on company-owned or external platforms

The decision between building a complete company-owned platform with training courses or creating courses for existing platforms, depends on strategic considerations around resource allocation, audience, and long-term educational objectives. For organizations interested to explore this path, it is important to consider their main differences:

Aspect	Apprenticeships	Internships
What it is	Online educational platforms are comprehensive digital learning environments that serve as complete ecosystems for education delivery.	Individual online courses are standalone learning experiences focused on specific topics or skills.
What does it typically include	These platforms typically include: • Content hosting and delivery infrastructure • User management systems and learner profiles • Course creation and management tools • Assessment and certification capabilities • Analytics and reporting functions • Community and collaboration features • Additional administrative tools for educators	These courses usually: • Cover defined subjects with clear learning objectives • Follow a structured curriculum • Include assessments and activities • May also offer completion certificates • Have a defined start and end point
Pros/Cons	When you are planning to launch such a platform, you may create self-contained educational environments, where you can control the entire learning experience from registration to certification. But there are numerous challenges that must be taken into consideration. See bonus tips below.	Creating individual STEM-related courses or a series (rather than full platforms), you can develop the educational content but rely on third-party platforms like Coursera, edX, or Udemy for hosting, delivery, and user management infrastructure.

💡 Inspiration Corner | Suggested ideas

STEM Career-Integrated Course

Offer a full elective course (e.g., “Careers in Data & AI”) that includes industry-backed content, hands-on challenges, and career awareness modules.

•How to do it:

- Partner with the school board or curriculum coordinator
- Create project-based units tied to real business scenarios
- Integrate recorded modules + live mentor Q&A sessions
- Invite students to tour your offices or host a mini “Tech Career Day”

•**Ideal for:** Companies that want to promote STEM pathways and employer branding.

“Tech for Good” Student Project Lab

A co-curricular or in-school program where students use STEM skills to tackle real-world issues (e.g., climate, accessibility, inclusion), guided by company mentors.

•How to do it:

- Provide a training course at the start (coding, data analysis, IoT, etc.)
- Break students into teams to work on tech-for-good projects
- Offer mentor check-ins, pitch training, and a final showcase
- Reward winners with a tech equipment/software or internships

•**Ideal for:** Mid- to large-sized companies wanting innovation + impact.

Plug-and-Play Coding Curriculum with Certification

Provide a ready-to-implement, bite-sized curriculum (e.g., “Intro to Python”) that teachers can deliver, with students earning a company-branded certificate upon completion.

•How to do it:

- Build or customize a course from platforms like Microsoft Learn.
- Provide branded slide decks, code labs, and assessments.
- Automate the process regarding the certificate, via a simple online form

•**Ideal for:** Organizations that want scalability with minimal involvement.

📋 Checklist

Step 1

- ☐ **Set objectives:** Clarify your goal, resources and target audience before deciding the type.

Step 2

- ☐ **Adapt Open Educational Resources:** You don’t have to start from scratch. Customize freely available curricula (e.g., [MIT OpenCourseWare](#), [Code](#)) into localized or simplified versions for a specific age group of youth.

Step 3

- ☐ **Consider co-creating with Educators:** Partner with a school and local teachers to co-develop classroom-ready materials that align with national education standards, and the needs of students/school.
- ☐ **Develop Modular Online Learning Units:** Use tools like [Google Classroom](#) or [Moodle](#) to build on-demand, self-paced coding or tech fundamentals courses.
- ☐ **Gamify Learning Content:** Integrate interactive platforms like [Kahoot](#), or [Twine](#) to create engaging learning paths (e.g., coding challenges, puzzles).

Step 4

- ❑ **Track & measure impact:** Use feedback forms, participation rates, and learning outcomes to share later with the school, include them in your ESG/CSR reports or bring awareness and visibility in your action through media partners.

★ Bonus Tips

- **Consider these challenges** when you are about to create an owned educational platform or individual courses in existing platforms:
 - **Infrastructure Development:** Building and maintaining secure, scalable servers, databases, and content delivery networks requires significant technical resources.
 - **Learning Management System (LMS) Architecture:** Creating a system to handle user registration, course enrolment, progress tracking, and certification requires specialized expertise.
 - **Interactive Tool Integration:** Developing tools for coding environments, virtual labs, simulations, and interactive assessments has complex technical challenges compared to using pre-built functionality on established platforms.
 - **Cross-Platform Compatibility:** Ensuring seamless functionality across different devices, browsers, and operating systems requires extensive testing and optimization.
 - **User Acquisition:** Attracting learners to a new platform requires substantial marketing investment compared to leveraging the existing user base of popular platforms.
 - **Content Maintenance:** Keeping educational content relevant requires dedicated resources and systematic updating processes.
 - **Community Building:** Fostering an engaged learning community with discussion forums, peer support, and collaborative activities requires community management strategies that established platforms have already developed.
 - **Regulatory Compliance:** Educational standards, accessibility requirements, and data privacy regulations has legal challenges when operating a platform, versus contributing content to a compliant one.
 - **Leverage Internal Experts:** You could create an internal team with engineers, designers, and employees from product/sales department to co-develop tutorials, modules, or mini-courses aligned with real-world tech applications and offer them in your own platform or in an online educational platform, e.g. Coursera.
- **Partner up with crucial stakeholders** that can offer support – indicative examples:
 - Reach out to your EU Code Week National/Regional Hub (see [Appendix B](#)) and share your main purpose and needs. Check out also the official EU Code Week [partners](#).
 - Engage **Local & National STEM Education NGOs:** Co-develop initiatives or fund course delivery (e.g., [Code Club](#), [Girls Who Code](#)).
 - Join an **EU Education & Innovation Networks** like [Digital Skills & Jobs Platform](#), EIT Digital, or Erasmus+ that offer different kind of partnership opportunities.
 - **Co-create a course or an entire program** with **local Universities or even EdTech Startups**, via joint pilots.
 - Partner with a **municipality** to get access to students through official education programs or funding schemes.

Case Studies

Company/Program	Description
Cisco Networking Academy	A comprehensive platform with courses in networking, AI, digital literacy, sustainability, professional skills, cybersecurity, programming, IoT and more. Their content is designed for high school students through college-level learners with age-appropriate materials. They have trained more than 24 million students in 191 countries.
IBM SkillsBuild	They have committed to provide to 30 million people with new skills by 2030. They offer free online courses in AI, cybersecurity, IT project management, data science, web development, and cloud computing, design thinking and more, with specific tracks for students 13+ and young adults pursuing careers in tech.
Microsoft Learn	Microsoft provides free, interactive learning paths with the opportunity to gain a Microsoft certification. They offer training on various technologies including coding, cloud computing, data science and much more. They also provide often virtual training days, for any skill level. Their student-focused content includes beginner-friendly materials.
Accenture Skills to Succeed Academy	This is an interactive online learning platform developed by Accenture to help individuals build the skills and confidence needed to choose the right career, find a job, and succeed in the workplace. This comprehensive program targets young people (15–24), jobseekers, and those looking to reskill—especially from underserved communities. It is active in over 30 countries, with over 1 million learners reached globally. It offers bite-sized, gamified learning modules using realistic role-plays and interactive videos across topics like CV writing, interview prep, and workplace success. It is developed in partnership with NGOs, schools, and public employment services to maximize social impact.
Huawei Europe & other partners European Leadership Academy	This is a programme funded by Huawei Europe as part of 'Seeds for the Future', a global talent development and education initiative. The European Leadership Academy is a collaboration between the European Association of Institutions in Higher Education (EURASHE), ImagiLabs, Women Political Leaders (WPL), LifeTerra, Mobile World Capital Barcelona. The Academy works to close the gender gap and support women in leading the digital age via its two dedicated programmes: • Schools for Female Leadership in the Digital Age • Women's Academy for Rural Innovation



APPENDICES: Resources & Supporting Assets

The Appendices in this section provide useful information and resources that are broadly applicable no matter what type of activity a company may choose to scale or develop from scratch. Specifically, the following resources are provided:

- Appendix A: Resources from the EU Code Week Website
- Appendix B: Relevant Stakeholders for Potential Partnerships
- Appendix C: General Guidelines & Templates for Communicating Your Involvement/Activities in EU Code Week
- Appendix D: General Event Organization Guidelines

Appendix A: Resources from the EU Code Week Website

You don't know where to start with EU Code Week? No worries! The EU Code Week website has a variety of assets that you can use for the launch or promotion of your CSR activities.

1	Check this comprehensive guide on the official website that includes ways to organize a new activity, promotional material and necessary toolkits to make the most of it.
2	Learning materials: EU Code Week resources page and learning bits with video tutorials and lesson plans - adjust them to your needs. • Check out a variety of tutorials and trainings. • EU Code Week official leaflet. (English) • Find out the National Hub, Ambassadors, Leading Teachers. • EU Code Week official Partners
3	EU Code Week Communication toolkit: at this guide, you can find the brand assets for your activities logos, badge, flyer, poster, PowerPoint and Word templates, examples of social media posts, and illustrations (English).
4	Careers in Digital is part of EU Code Week targeting 15–18-year-olds and educators to explore exciting and varied digital careers. You can get inspired for the content of your activity by downloading the Career Day Toolkit or by discovering role models that you could invite, interesting career pathways to share with young people and of course, the Careers in Digital Guide.
5	Find useful guidelines, tools and tips on how to organize a gender-equality event or “Girls in Digital” activities and the necessary social-media kit.
6	Teachers' toolkit (share useful material when you collaborate with schools): find here the official EU Code Week logos, badge, template of certificate of participation for students, an introductory presentation about EU Code Week, and social media material. (English)
7	A key resource is also the Digital Skills & Jobs Platform: Brings together private and public stakeholders to tackle the lack of digital skills. Find trends, initiatives, policies or other measures that the EU promotes, national action plans or digital strategies, funding opportunities to support your projects, resources with various case studies and methodologies, good practices, pledges for digital skills submitted by the members (submit yours too and demonstrate your role), research section with publications – academic studies, reports and data on digital transition or learning paths with guided pathways learning content.

Appendix B: Relevant Stakeholders for Potential Partnerships

No matter what activity or event you choose to run, there are different stakeholders involved, and different roles that each one plays.

Stakeholders List & Responsibilities

Below, you will find a general “**Stakeholders List & Responsibilities**” with different types of stakeholders and the typical roles that they usually undertake. You will also find suggested ways that you can use to reach out to them.

Stakeholder	Role/Responsibility	Suggested Ways of Communication
Schools – Educators	Recruit student participants	Pre-event briefing email
Mentors (Tech Experts)	Lead hands-on workshops or other activities	Mentor onboarding + session agenda
Volunteers	Support logistics, registration, student guidance	Volunteer role guide + shift assignments
Corporate Partners	Sponsor booths, provide demo tech or participate as speakers	Briefing email, Partnership welcome kit + social media co-promotion plan
Local Government or Municipality	Event endorsement, space facilitation, outreach	Official invitation + event outline for civic leaders
Media/Content Creators	Cover the event, share behind-the-scenes content	Media kit + VIP access badge
National Hub (see below)	Intermediary to bring you in touch with schools and give visibility to your activity via National Hub official channels	Briefing email

List of EU Code Week National/Regional Hubs

The EU Code Week National/Regional Hubs are key partners in each country/region that can offer support and visibility for your activity or event. Below you will find a list with the main contact points for each one.

National / Regional Hub	Hub Management Organization	Main Contact Name	Main Contact Email
Belgium, Netherlands	Digitale Wolven	Cindy Smits	cindy@digitalewolven.be
Bulgaria	Dzhuniar Achiyvmant Balgariya (JA Bulgaria)	Yasen Marinov	yasen.marinov@jabulgaria.org
Croatia, Slovenia	Profil Klett	Gordana Benat	gordana.benat@profil-klett.hr
Cyprus	CY.R.I.C Cyprus Research and Innovation Center Ltd	Sofia Tosounova	s.tosounova@cyric.eu
Denmark, Finland, Iceland, Norway, Sweden	European Center for Women and Technology - ECWT	Eva Fabry	eva@ecwt.org dimitris@ecwt.eu
France	Simplon.co	Lucie Jagu	ljagu.ext@simplon.co
Germany, Austria, Liechtenstein, Switzerland	Science on Stage Deutschland e.V. (Science on Stage)	Daniela Neumann	d.neumann@science-on-stage.de
Greece	CityLab IKE	Sophia Drakaki	sdrakaki@citylab.gr
Ireland	Microsoft Ireland Research Ltd (Microsoft)	Deborah Hayes	deborahh@terawe.com

Italy	Fondazione LINKS - Leading Innovation and Knowledge for Society	Veronica Ruberti	veronica.ruberti@linksfoundation.com
Latvia, Lithuania	Latvian Information and Communication Technology Association (LIKTA)	Māra Jākobsone	Mara.J@dtmedia.lv mara@likta.lv
Luxembourg	WIDE ANDCO	Aqsa Zari	aqsa@wide.lu
Malta	eSkills Malta Foundation (eSkills Malta)	Carmel Cachia	carmel.b.cachia@gov.mt
Poland	Fundacja Koalicji na rzecz Polskich Innowacji (Foundation of Coalition for Polish Innovations - KPI)	Marta Karnkowska	marta@koaliciadlainnowacji.pl
Romania, Moldova	University Politehnica of Bucharest (UPB)	Flavia Oprea	flavia.oprea@upb.ro
Slovak Republic, Czech Republic	Narodna Koalicia pre Digitalne Zrucnosti a Povolania Slovenskej Republiky	Lenka Krištofičová	kristoficova@digitalnakoalicia.sk
Spain, Portugal	Fundacion Junior Achievement Espana (JA Spain)	Paula Porta	paula.porta@fundacionjaes.org
Türkiye	Genc Basari Egitim Vakfi (JA Türkiye)	Zafer Işıldaklı	zafer.isildakli@gencbasari.org
Ukraine	NGO Junior Achievement Ukraine (JA Ukraine)	Nataliia Honcharova	natalia.honcharova@ja-ukraine.org

Potential Stakeholders at EU level

If you are seeking for partners with EU-level footprint and networks that can support you in organizing your activity, some suggestions are offered below.

Type of organization	Organization Name	Website
EU Initiative/Project	Lean In Network	https://www.leaninnetwork.org
EU Initiative/Project	European Digital Innovation Hubs	https://european-digital-innovation-hubs.ec.europa.eu/edih-catalogue
Global all-in-one platform to empower women in the tech industry with chapters in 54 countries, 6 continents	Women in Tech	https://women-in-tech.org/
EU Initiative/Project	Lean In Network	https://www.leaninnetwork.org
EU Initiative/Project	Girls Who Code	https://girlswhocode.com/
EU Initiative/Project	Girls Go Circular	https://eit-girlsgocircular.eu/
EU Initiative/Project	Together for STEM – CSR Europe	https://www.csreurope.org/together-stem
UK-based collaborative initiative founded by PwC UK in 2018 to support women and girls pursuing technology career (consisted now to 200+ organizations)	TechSheCan	https://techshecan.org/about-us
Educational Service Providing Extracurricular Activities: After-school programs, summer camps, arts and sports organizations	The ClubHouse Network	https://theclubhousenetwork.org/

EU Initiative/Project	European EdTech Alliance	https://www.edtecheurope.org/
EU Initiative/Project	European Cluster Collaboration Platform	https://www.clustercollaboration.eu/
EU Initiative/Project	EU STEM Coalition	https://stemcoalition.eu/best-practices/
EU Initiative/Project	Europeana	https://www.europeana.eu
EU Initiative/Project	Lifelong Learning Platform	https://lllplatform.eu/
EU Initiative/Project	European Schoolnet	http://www.eun.org/
EU Initiative/Project	Scientix (leading science education community in Europe)	https://www.scientix.eu/about/what-is-scientix

Appendix C: General Guidelines & Templates for Communicating Your Involvement/Activities in EU Code Week

As already explained in earlier sections of this toolkit, the NUMBER ONE way of ensuring that your activity or event gets visibility is to **register it on the [EU Code Week Map of activities](#)** (click 'Register Activity'). By registering your activity (whenever it suits - before, during or after) and including key details such as a brief description, any photos or reports, participant feedback, etc., your activity gets seen by the National/Regional Hub (see [Appendix B](#)) and the EU Code Week Management team and gets published on the EU Code Week website, which is visited by thousands of people. By investing **just 5 minutes** to **share your initiatives**, you maximize visibility for your organization as an active organization making a lasting impact in reducing the digital skills gap, you inspire others and contribute to a growing community of changemakers!

Beyond this, there are other ways for you to enhance visibility for your involvement in EU Code Week and for any activities or events you organize, either alone or in partnership with other stakeholders:

- First, don't forget to check out the **sections 'Communication Templates' in each category** of the toolkit, for editable templates that specifically apply to that category.
- Second, in this Appendix, you will find **general guidelines** to help you to communicate your activities as part of EU Code Week, as well as a **variety of communication templates** that are broadly applicable to different types of activities and events, and which you can adjust as you see fit.

Guidelines for the editable communication templates provided on Canva

In each category presented in the main content of the toolkit, there are sections titled 'Communication Templates', where you can access editable templates that specifically apply to that category. These templates have been created on Canva, for easy adaptation. To make editing easier for you, follow the below steps:

1. **Make a Copy of the Design:** Before editing, create your own version by selecting "File" > "Make a Copy" in Canva. This ensures the original remains unchanged and gives you a safe space to personalize the design.
2. **Export Your Custom Design:** After you've made your changes, ensure to export your graphics in the correct format for each platform:
 - Instagram, Facebook, LinkedIn, and Twitter posts: Export as PNG or JPEG.
 - Instagram Stories: Use the 1080x1920px template and export as PNG or JPEG.
 - Use platform-specific templates for optimal display (square formats for Instagram, vertical for Stories).

General guidelines for scheduling, posting, and boosting reach and engagement

1. **For each of your activities, plan a posting schedule that includes:**

- Promotional posts before or during EU Code Week
- Active posting before or during your event
- Follow-up content afterwards

To **schedule** posts, you can use tools like [AgoraPulse](#), a social media management tool that offers scheduling, monitoring and reporting features.

2. Boosting Reach and Engagement:

- Don't forget to Tag **@EUCodeWeek** and use hashtags: **#EUCodeWeek** and **#FutureReadyCSR** in your social media posts.
 - LinkedIn: Tag @EU Code Week
 - Twitter/X: Tag @CodeWeekEU
 - Instagram: Tag @codeweekeu
 - Facebook: Tag @EUCodeWeek
- Don't forget also to use other official, **relevant-to-your-activity hashtags**, such as: #CodingForAll, #STEMEducation #DigitalSkills, #FutureofWork, #YouthEmpowerment, #TechCareers, #DiversityinTech, #DigitalInnovation, #EdTech, #GirlsinDigital, #WomeninTech, #CareersinDigital
- **Share your content with local partners**, tag them, encourage them to reshare, extend visibility.
- Don't forget to **stay engaged** with your audience by replying to comments, addressing questions, and resharing any content they create related to your event and EU Code Week.
- In all the material you send out (e.g., invites, blog posts, or other content you share with others), don't forget to share that **you are proudly supporting EU Code Week** and mention key information about this initiative. See an example that you can use, below:

*This event/activity/workshop, is part of EU Code Week which is an EU initiative aiming to inspire more **young people to follow digital careers** and be the next innovators!*

With 2030 rapidly approaching and the digital decade target of 20 million ICT professionals in Europe still far out of reach, we intend to contribute to reaching this goal, by vastly increasing the number of young people who develop their skills by participating in activities/programs like ours, (mention your initiative)! Join Us!

Event Content Calendar Template

Date	Target Audience	Content/Message	Channel	Owner
[6–8 weeks before]	Schools & Educators	Save-the-Date invitation + event overview	Email, School Network Bulletin	CSR Manager
[6–8 weeks before]	Internal Volunteers & Mentors	Volunteers meeting	Internal Email, Slack/Teams	Volunteer Coordinator
[5-6 weeks before]	Students & Parents	Registration opens announcement	School Newsletter, Instagram, Facebook	School Liaison Officer
[5 weeks before]	Sponsors & Partners	Partner toolkit (branding, booth setup info)	Email, Partner Portal	Partnerships Manager
[4-5 weeks before]	Local Media	Press release announcing event + call for coverage	Email to Press List	PR Manager
[4 weeks before]	Public/Community	Social media countdown begins: "1 Month to Go!"	Facebook, Instagram, LinkedIn	Marketing Team
[2 weeks before]	Teachers & Schools	Reminder email + participant checklist	Email	School Liaison Officer

Social Media Content Calendar Template

Timeline	Platform	Content Type	Examples/Ideas
4 Weeks Before	LinkedIn, Instagram, Facebook	Save-the-Date Teaser	"STEM Fair is coming! 🚀 Save the date – [Date] – Hands-on STEM experiences for all ages!"
3 Weeks Before	Twitter, LinkedIn	Partner/Sponsor Shoutout	"Excited to welcome [Partner Name] as a key STEM Fair sponsor!"
2 Weeks Before	Instagram, Facebook	Behind-the-Scenes Photos	"Meet the mentors and volunteers prepping for STEM Fair magic!"
1 Week Before	Instagram Reels, TikTok	Speaker/Activity Preview (video snippet)	"Want to build a robot or explore space tech? Here's what to expect..."
2 Days Before	LinkedIn, Twitter	Call-to-Action Post	"📅 Last chance to register for the most exciting STEM event of the year!"
Event Day(s)	Instagram Stories, Twitter	Live Updates & Stories	"Happening now: kids coding their first app at the #STEMFair!"
Event Day(s)	Facebook Live, LinkedIn	Stream Keynote or Panel Live	"Watch our panel on 'AI for Good' live from the STEM Fair stage!"
1 Day After	Instagram Carousel	Photo Highlights	"A look back at the smiles, sparks, and robots at #STEMFair!"
3 Days After	LinkedIn, Twitter	Impact Thank-You Post	"Thanks to our amazing mentors, volunteers, and 500+ attendees for making it unforgettable!"
1 Week After	Company Blog, LinkedIn	Post-Event Summary Report/Blog	"Here's what we learned (and loved) from STEM Fair [date]"

Appendix D: General Event Organization Guidelines

If you wish to organize or co-organize any event related to digital/STEM and ICT skills development as part of your CSR activities with EU Code Week, you may find the below guidelines useful. The below guidelines apply to any type of event (e.g. half/one-day event or longer), and their purpose is that of a **mini rulebook**, that is, to get you best prepared for the basic and required actions, before, during, or after the event.

Generic Pre-Event Checklist

Step 1: Define your objectives, align them with goals and make them measurable	☐ Set the purpose of your initiative and this will guide you to the required actions. Each objective should be followed by specific KPIs, since this will help you in making your activity more successful. For instance, is your goal to enhance your organization's social impact in the local/global community? Foster innovation and future talent development? Or align your business strategy with sustainable development goals?
Step 2: Choose your audience	☐ As part of EU Code Week , you can target any or all the below target audiences, depending on your goals and type of initiative/activity: • Teachers • Parents • Pre-Primary-High School students aged 13-17, looking for ways to build their confidence, expand their overall skillset to feel more prepared and hands-on experience in order to understand how digital skills/STEM concepts are applied in actual careers so they can envision their future paths. Of course, through various activities, students of this age need to have fun, while socializing and creating future professional connections. • University students aged 18+ seeking to develop more advanced skills, networking opportunities and in-depth industry insights • Early-career professionals looking to transition in digital fields.
Step 3: Define Team Roles	☐ Define who should be involved from your company, your internal or external partners or school's staff. Depending on the activity/ event, you may need people that will facilitate/coordinate specific actions, be speakers/mentors/judges or partner with an external agency to support you overall. It all depends on the format, the budget and timeframe.
Step 4: Planning event logistics	☐ Format & Equipment: Choose whether your event will be in-person, hybrid or virtual, and ensure accordingly that you are equipped with all necessary equipment. ☐ Location: A venue should have projectors, computer/tablets (or more if it's needed for your activity), internet, speakers or more. If the event is hybrid, you need to ensure that in-person and remote participants will have the same experience. In the case of an online/hybrid event, you need to test internet speed, camera quality and audio. ☐ Capacity: The venue should have enough space and be easy to move between rooms or central stages, so the participants can network smoothly. The same applies to virtual events, where you have to ensure that you can support the number of attendees that have registered.

- ☐ **Time & Date:** You could consider making an activity or event, in days that avoid conflicts with holidays, exams or other local events. It would be a great opportunity for you to organize something before/close to the EU Code Week, for extra visibility.
- ☐ **Duration:** It depends on the type of activity/event. We provide you in the next section with a suggested timeline per category.
- ☐ **Agenda:** For bigger events like hackathons/bootcamps/STEM fairs, you should consider a welcome message and closing with takeaways, keynote speakers or participants in panels, activities for workshops, networking time or games.

Step 5: Budget estimation

Take into consideration the following **budget** categories, as applicable:

- ☐ **Venue/Platform:** If hosting in-person, account for venue rental, equipment, and setup costs. For virtual or hybrid events, include platform subscription fees and technical support.
- ☐ **Materials:** Allocate funds for promotional materials (flyers, banners, etc.), event kits (e.g., bags, printed handouts), and supplies for workshops.
- ☐ **Refreshments:** Budget for food and beverages if providing catering for in-person events or for virtual event gifts.
- ☐ **Speakers/Facilitators:** Include stipends for speakers, panellists, facilitators.
- ☐ **Non-financial contributions:** Look for **contributions** like tech equipment from partners who can provide value without requiring financial compensation. Consider **collaborating with partners that you already collaborate** with like other tech firms, local businesses or universities who may offer services like catering, venue space, technology or other, in exchange for visibility/recognition at the event.

Step 6: Registering your event

- ☐ **Register your event** at the [EU Code Week Map of Activities](#).

Step 7: Promoting your event

- ☐ Use the editable **communications templates** that you will find in every suggested category. When necessary, design branding (logos, flyers, banners) and ensure it resonates with your target audience.
- ☐ Utilize **multi-channel promotion** through social media, internal communication, other stakeholders' networks that you're collaborating with, media partners or in relevant EU platforms (e.g. Digital Skills Jobs Platform)
- ☐ Via your **newsletter** or other channels like a targeted **email campaign** via [Mailchimp](#) to invite schools, NGOs or other relevant organizations.
- ☐ Reach out to radio stations and online entrepreneurship/CSR magazines – [Entrepreneur](#), [Recursive](#), [CSR Universe](#), or [CSR Wire](#) to feature your activity and increase participation as well.
- ☐ Identify **key influencers** in the **STEM-CSR field** like educators or tech professionals to collaborate with them for a common goal.
- ☐ Share during or after your event, **behind-the-scenes moments** via short videos or carousel-like photos to increase interest and visibility.

- ☐ Don't forget to Tag [@EUCodeWeek](#) and use hashtags: [#EUCodeWeek](#) and [#FutureReadyCSR](#) in your social media posts.
 - LinkedIn: Tag @EU Code Week
 - Twitter/X: Tag @CodeWeekEU
 - Instagram: Tag @codeweekeu
 - Facebook: Tag @EUCodeWeek

Generic Post-Event Checklist

Step 1: Collect actionable feedback from stakeholders

- ☐ To **evaluate the effectiveness and impact** of your STEM activity, create **simple forms** (depending on the event and purpose) to gather feedback from Participants (students/youth), Speakers, mentors, and volunteers, Internal team members & delivery partners. Use [Microsoft Forms](#), [Google Forms](#), or [Typeform](#) for easy data collection.
- ☐ Include a mix of **multiple-choice and open-ended questions** focused on content quality, logistics, engagement, and perceived value.
- ☐ Boost **completion rates** by offering **digital certificates, post-event highlights or even valuable resources** as a thank-you.

Step 2: Send personalized thank-you messages

- ☐ Acknowledge the contributions of everyone involved and prepare early, **branded email templates** (create them easily via online design tool, like [Canva](#)), to save time and send tailored **thank-you emails** to:
 - Speakers and mentors
 - Corporate or community partners
 - Volunteers and organizing team members
 - Participants (winners or active contributors)
- ☐ Where appropriate, include photos, reels, or quotes from partners or engaged participants.
- ☐ Share social media posts showcasing key moments by tagging contributors.

Step 3: Create & share a professional impact summary report

- ☐ Summarize outcomes with numbers and brief text, in a concise, **visual report** that supports **internal learning, stakeholder transparency, and CSR reporting**.
- ☐ Include **total attendance and demographic insights**, key **learning outcomes** or **challenges** tackled, **feedback highlights** from different stakeholder groups, quotes, media, or success stories
- ☐ Share the **report internally** via email/Microsoft Teams channel/corporate newsletter, as well as with your external ecosystem or media partners.
- ☐ Use **visual formats** like PDFs or Slide Decks for presentation-ready updates.

Step 4: Register and promote the event publicly

- ☐ If you haven't yet **registered your event** on the [EU Code Week Map of Activities](#), you can still do so!
- ☐ After registering the activity and receiving the necessary feedback from the participants, you may create a **post-event summary report**, including attendance statistics, feedback highlights, and lessons learned. Then, share the report internally with your team/other departments, your partners and of course with the Code Week team at info@codeweek.eu for post-event promotion in the official EU Code Week channels!

Step 5: Provide engagement and learning opportunities

- ❑ Keep the momentum going by offering **follow-up content** and building a community around your initiative. Share **resources** like:
 - Session recordings
 - Presentation decks from speakers
 - Links to further learning (e.g., online coding platforms, free courses, anything shared during the event and is relevant to the audience)
 - Upcoming programs, internships, or scholarships
- ❑ Invite **participants** to join:
 - A mailing list or newsletter with your key programs/activities
 - A social media group (LinkedIn, Discord, WhatsApp) for continued networking

★ Bonus Tips for organizing and running a sustainable event

- Sustainable event planning can be viewed as a way to advance the UN Sustainable Development Goals (SDGs). A [sustainable event](#) is one designed, organized, and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community and all involved.
- It's crucial to consider not just the event itself but also the **logistics** involved in transporting attendees and materials to and from the venue. While physical events have a greater environmental footprint, it's essential to acknowledge that fully virtual events can also carry environmental impacts.
- As an event organizer, incorporating **sustainability** into your planning not only helps minimize negative environmental impacts, but also enables you to drive meaningful change. Given the broad range of stakeholders involved, sustainable practices can enhance your event's positive legacy, inspiring participants and partners alike to adopt more sustainable behaviours in their operations.
- Make sure to get inspired by successful cases that integrate Sustainable Development Goals into STEM lessons and activities, such as [Science on Stage](#), or the [SALL project – Schools As Living Labs](#), which introduces a new sustainable framework for open schools' activities linked to science learning.
- Consider these **key sustainable components** (adapted from [Events Council, Sustainability Pledge](#)):
 - **Environmental Practices:** Conservation of resources, including water, energy and natural resources, waste management, carbon emissions reduction and management, supply chain management and responsible purchasing, biodiversity preservation.
 - **Social Practices:** Universal human rights, community impacts, labour practices, respect for culture, safety and security, health and well-being.
 - **Economic Practices:** Collaboration and partnerships, local support – including SMEs, equitable economic impact, transparency, responsible governance.
- Sustainable event ideas that can make your event shine:
 - Eco-Friendly venue in a centralized location
 - Concerning online registration setup, you can use tools like [Meetup](#) or [Eventbrite](#)
 - For a virtual event, choose a combination of platforms like [Microsoft Teams](#) or [Cisco Webex](#).
 - Eco-friendly or creative and interactive digital invitations, via: [Evite](#), [Greenvelope](#) or [Canva](#).

- Green transportation: Minimize carbon footprint but also add a community-centric approach by collaborating with a local transit agency or offer small discounts for attendees.
- Digital check-ins by offering QR codes and e-tickets to be scanned easily
- Add sustainable food and beverages, like plant-based options
- Eco-friendly event kits(e.g. bags, notepads, refillable water bottles).
- Recyclable event badges to reduce environmental footprint.

Generic Pre-Event Survey

Question	Type
1. What is your current education level? (Primary / Secondary / University / Vocational / Other)	Multiple Choice
2. How would you rate your current interest in STEM fields (science, technology, engineering, mathematics or Digital Skills-if the event is related)? (Scale 1–5)	Rating Scale (e.g. 1 for not interested and 5 extremely interested)
3. Have you ever participated in a STEM event, workshop, or competition before?	Yes/No
4. Which areas are you most excited to explore during the event? (e.g., Robotics, AI, Coding, Smart & Sustainable Cities, Environment, HealthTech, SpaceTech)	Multiple Choice (Select all that apply)
5. What are you hoping to gain from participating in the event? (Knowledge, Career Inspiration, Hands-on Skills, Networking, Fun or other)	Multiple Choice
6. How did you hear about the event? (School/Uni, Social Media, Friend, Parents, Website, Other)	Multiple Choice
7. Would you be interested in receiving information about future events or opportunities?	Yes/No

Generic Post-Event Feedback Form

Question	Type
1. How would you rate your overall experience at this event?	Rating Scale (Scale 1–5)
2. Which session/workshop/activity was your favorite and why?	Open text
3. How confident do you now feel about pursuing STEM subjects/tech careers compared to before?	Rating Scale (e.g. 1 for not at all confident and 5 extremely confident)
4. Did the event meet your expectations on what you hoped to gain?	Yes/No (Optional: Add open text follow-up)
5. What new skills or knowledge did you gain during the event?	Open Text / Multiple choice with 10-20 main categories of digital skills
6. How satisfied were you with the mentors/volunteers?	Rating Scale (Scale 1–5)
7. Any additional comments, suggestions, or favorite moments you'd like to share?	Open Text

Post-event Evaluation Metrics

Metric	Description	Measurement Method	Target/Goal	Responsible
Participant Attendance Rate	Number of actual participants vs. registered attendees	Registration system, check-in sheets	85%+ show-up rate	Event Coordinator

Engagement in Workshops	% of participants actively engaging (e.g. asking questions)	Mentor/ Volunteer observation forms	75%+ active participation	Workshop Leads
Feedback Score (Satisfaction)	Average satisfaction rating from post-event surveys (1-5 scale)	Post-event survey (Forms, Typeform)	4.2+/5 average	CSR Manager or other
Social Media Reach & Engagement	Number of impressions, likes, shares, comments during event	Analytics from Instagram, Facebook, LinkedIn	15,000+ impressions across platforms	Marketing Team
Volunteer/Mentor Satisfaction	Volunteer/mentor feedback rating post-event	Volunteer feedback forms	90% positive feedback	Volunteer Coordinator

Quality Assurance Review of Key Deliverable

Section name	WPX XXXXXX
Deliverable Name	D2.9 Code Week CSR Toolkit for Companies / SMEs
Partner(s) involvement	Uni Systems SMSA
Submission Deadline (As per Annual Work Plan)	30.11.2025

Rate	1	2	3	4	5
Quality Parameter	very low/strongly disagree	low/disagree	moderate/neither nor	high/agree	very high/strongly agree
1. RELEVANCE: The Deliverable contributes to accomplishing the Code4Europe defined project objectives and suits the intended target audience.	☐	☐	☐	☐	☐
Additional comments: Insert text here...					
2. COMPLETENESS: The documents correspond to the WP/Task objectives and the Code4Europe agreed methodology. The documents comply with the directions provided/agreed with the WP Leader and Task Leaders.	☐	☐	☐	☐	☐
Additional comments: Insert text here...					
3. CONTENT VALIDITY AND INFORMATION ACCURACY: The information provided is accurate and verifiable. The document make evident use of reliable sources of information, avoids biased, personal views and justifies conclusions with relevant information/data/evidence.	☐	☐	☐	☐	☐
Additional comments: Insert text here...					
4. TIMELINESS: The Deliverable was made available allowing for the 2-week review time as foreseen by the Code4Europe Deliverable Review Process.	☐	☐	☐	☐	☐
Additional comments: Insert text here...					
5. LANGUAGE & GRAMMAR QUALITY: The report shows proficient level English without grammatical errors, slang (informal language), typos and incomprehensive sentences.	☐	☐	☐	☐	☐
Additional comments: Insert text here...					
6. READABILITY: Deliverables should be concise and well-focused, as specified.	☐	☐	☐	☐	☐
Additional comments: Insert text here...					

7. ADHERENCE TO CODE4EUROPE FORMAT: The document is presented in line with the prescribed specifications and format in terms of file format and file layout/design (e.g. cover page, logos, headings, tables, font, font size, line spacing, page margins)	☐	☐	☐	☐	☐
<i>Additional comments: Insert text here...</i>					
8. VISUAL QUALITY: The document is aesthetically appealing and shows a concise layout, contributing to attracting and retaining readers' interest and increasing engagement.	☐	☐	☐	☐	☐
<i>Additional comments: Insert text here...</i>					
9. OVERALL QUALITY: How would you rate the deliverable's overall quality?	☐	☐	☐	☐	☐
<i>Additional comments: Insert text here...</i>					
10. YOUR FUTHER IDEAS: Do you have any suggestion to improve, also in view of future Code4Europe outputs for year 2?	☐	☐	☐	☐	☐
<i>Additional comments: Insert text here...</i>					
Name of the Deliverable Leader	UNI SYSTEMS SMSA				
Submission Date	26/09/2025				

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