

be </code>

POWERED BY SIMPLON

OUR MISSION IS TO  
GROW TODAY'S TALENTED YOUTH  
INTO TOMORROW'S BEST DEVELOPERS.

# OPPORTUNITIES AND TALENT UNTAPPED DUE TO SKILLS GAPS

23%

of Belgian youth  
are unemployed

30,000

vacancies in  
Belgium in 2020  
due to shortfall  
of e-skilled  
workers

\$10B

can be added to  
Belgian GDP by  
2020 by increasing  
the use of digital  
tech

Note: 17% unemployment rate in BE in 2000; 13% worldwide in 2014

Source: [www.indicators.be](http://www.indicators.be) (2014), Manpower (2015), Empirica (2013), Accenture (2015)

# BELGIUM'S CODING SCHOOL

A school to address skills  
gaps

70% of employers blame  
inadequate training for  
the shortfall of skilled  
workers.

We want to create a school  
that trains youth to  
become sought-after  
**software developers.**

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# VISION

We aim to provide competitive and responsible coding school programs, accessible to all. The programs provide individual support for securing a sustainable profession.

## Phasing:

- Launching 2 schools in Brussels as a pilot (Gare centrale + Kuregem)
- Scaling to a nation-wide network of coding schools within 3 years

# GRADUATES WILL GAIN SKILLS REQUIRED TO BECOME SUCCESSFUL DEVELOPERS IN STARTUPS, SMES OR LARGE ORGANIZATIONS

- Intensive 6-month coding school program
- Learning to create mobile applications and websites and turn that into a profession
- Free-of-charge training, open to all, with motivation as key driver



# LOCATIONS

2017:



Brussels



Kuregem

Post 2017:

Charleroi



Ghent



Antwerp

# CALL FOR INTERNS

Interested to help out ?

Internship: onboarding  
strategy for students in  
Brussels

Internship: onboarding  
strategy for teachers &  
partners in Brussels

Internship: mapping  
relevant stakeholders in  
Ghent & Charleroi



THE MINDSET WE'RE LOOKING FOR  
SOCIAL - HACKER - PASSIONATE  
CURIOUS - CARING - OPEN

# INTERNSHIP: ONBOARDING STRATEGY FOR STUDENTS IN BXL

You will map out relevant channels to reach potential students, design a marketing strategy for each and contact relevant stakeholders to set up partnership discussions for the BeCode team, e.g.

- Social media (Instagram, Facebook, chat apps)
- Social enterprises (We For Work, Duo for a Job, Les Petits Riens, Rotary)
- Roadshow in local townhalls and youth associations

You will outline design briefings and review all materials for this target group, to prepare a 360° campaign for student recruitment.

# INTERNSHIP: ONBOARDING STRATEGY FOR TEACHERS & PARTNERS IN BXL

You will map out relevant channels to reach potential teachers and partners (employers, sponsors, school hosts...), design a marketing strategy for each and contact relevant stakeholders to set up partnership discussions for the BeCode team.

You will outline design briefings and review all materials for this target group, to prepare a 360° campaign for teacher & partner recruitment.

# INTERNSHIP: MAPPING GHENT & CHARLEROI STAKEHOLDERS

You will map out relevant stakeholders in the “next up” locations for BeCode, to prepare the ground for a speedy launch in these areas:

- Potential host locations
- Potential partners to reach students
- Potential partners to reach teachers
- Potential sponsors
- Public entities

You will help the BeCode team to reach out to these stakeholders and prepare BeCode launch workshops in each city to prepare the go-live.

# CONTACT

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