

## 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**.

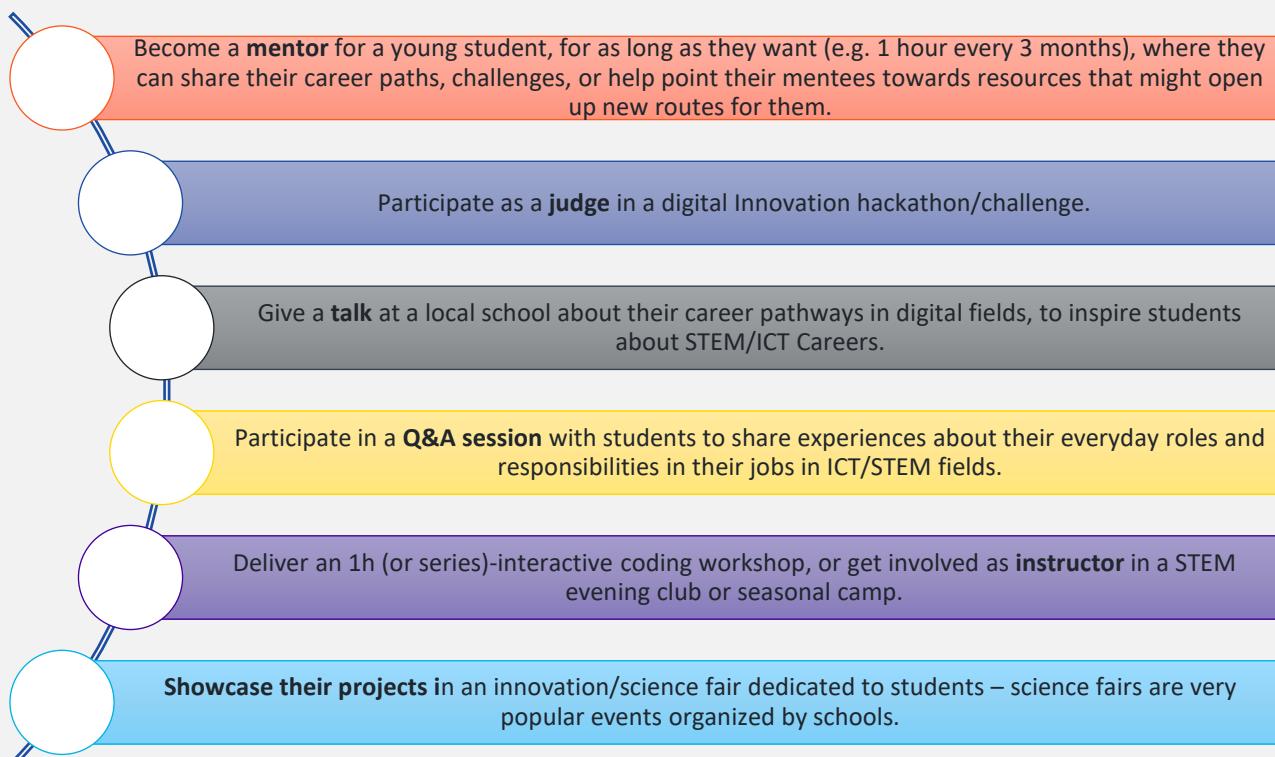
## Employee Volunteering

As businesses deepen their commitment to sustainability, education, and social impact, it's 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 recognizing employee contributions enhances participation and long-term success. Investing in employee-driven CSR programs isn't just **good for communities** —it's 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 don't 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.
- Recognize 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. Don’t 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**, recognizing 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
<b>Amazon</b> <a href="#">Digital Skills Training (Spain)</a>	<b>Amazon</b> , in partnership with Forma Roboti-k, offers <b>STEM workshops</b> 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.
<b>Lenovo</b> <a href="#">Love on Month of Service</a>	As part of its annual “LMOS”, local <b>Lenovo</b> volunteers from numerous countries and partnering organizations deliver a month-long <b>STEM discovery and free training program</b> 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.
<b>Lockheed Martin UK</b> <a href="#">Women in STEM</a>	The <b>Women in STEM</b> committee was set up at <b>Lockheed Martin UK Ampthill</b> 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 in Resources & Supporting Assets file 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)

<b>Step 2: Internal communication &amp; select mentors</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Present the idea to leadership</b> and related teams for approval</li> <li><input type="checkbox"/> <b>Engage employees</b> from tech, engineering, and digital roles as mentors</li> <li><input type="checkbox"/> <b>Offer incentives</b> (e.g. certificates, a specific recognition, time-off)</li> </ul>
<b>Step 3: Format &amp; activities</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Decide between <b>virtual or in-person</b> mentorship</li> <li><input type="checkbox"/> <b>Pick activities</b> based on age &amp; skill level: e.g. 13-18 years → studies mentoring</li> <li><input type="checkbox"/> <b>Partner with local schools</b> through the appointed <b>EU Code Week National/Regional Hubs</b> (see Appendix B in Resources &amp; Supporting Assets file)</li> </ul>
<b>Step 4: Logistics &amp; Promotion</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Set a timeline</b> (e.g., a one-day event, a 6-month program, or a year-long initiative), depending on resources (financial, human etc.)</li> <li><input type="checkbox"/> <b>Promote your initiatives</b> through company's social media pages, newsletter, partners' networks and school outreach</li> <li><input type="checkbox"/> <b>Allocate a budget</b> – for materials, virtual platform, or event space</li> </ul>
<b>Step 5: Post-launch metrics &amp; impact</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Celebrate <b>contributions</b> by tracking both individual and <b>team progress</b> — highlight top mentors and the impact of their efforts on social media</li> <li><input type="checkbox"/> <b>Share success stories</b> to multiply visibility and inspire others (e.g. via social media posts, or a series of blog posts on company's website)</li> <li><input type="checkbox"/> <b>Assess impact</b> and decide <b>to scale or modify the program</b> for the next time</li> </ul>

## ★ 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 organization's culture of giving back, while showing employees that their contribution to mentoring the next generation truly matters.

## Case Studies

Company/Program	Description
<b>IBM P-TECH</b> (US, France, Germany, Spain, UK)	<p>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' <b>mentor high school and early university students</b> 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.</p>

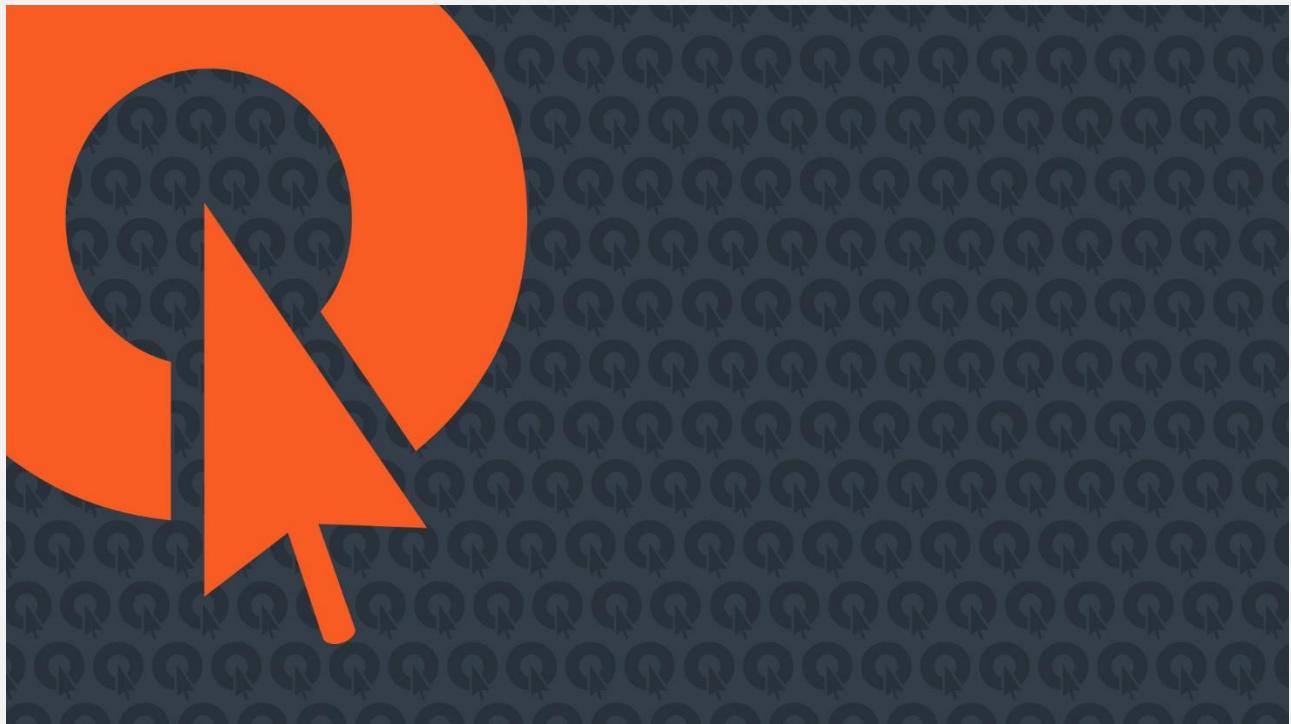
SAP <a href="#"><u>Young Thinkers Program</u></a> (Global)	SAP employees <b>mentor and teach</b> (acting as “learning facilitators” too) young students (aged 10-25) basic digital and computational thinking skills. They conduct online/face-to-face coding workshops (e.g., Snap!, Python), design thinking sessions, and app prototyping activities, through strong collaborations with schools and educational organizations.
<a href="#"><u>Women4CyberGreece</u></a>	The 6-month-programme is designed to <b>help women improve their skills and advance their cybersecurity careers</b> 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 <b>volunteer mentors</b> (women and men of all levels) to the W4C Greece programme.
<a href="#"><u>Women in Research (WIRe) Global Network</u></a>	WIRe offers locally-matched <b>mentoring opportunities</b> 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”.
<a href="#"><u>Linkoping Science Park Brilliant Mentors of the Future programme</u></a>	In this innovation hub, they are matching people in leading positions in local/regional companies with students. It aims at creating <b>intercultural connections between universities and companies</b> . The mentor and the mentee meet and discuss subjects that are relevant, interesting and developing for both parties. They also implement an <b>“reversed mentorship”</b> model. The younger talent takes on the role as a mentor for the more senior person within an organization. The aim is to share experience and bring new perspectives and knowledge to decrease the gap between generations.

## 🔧 Tools/Resources

- [Mailchimp](#): Build customized, 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 in Resources & Supporting Assets file as well as the editable versions of the [internal email announcement](#) and [social media posts](#) examples.



## Skill-Building Activities

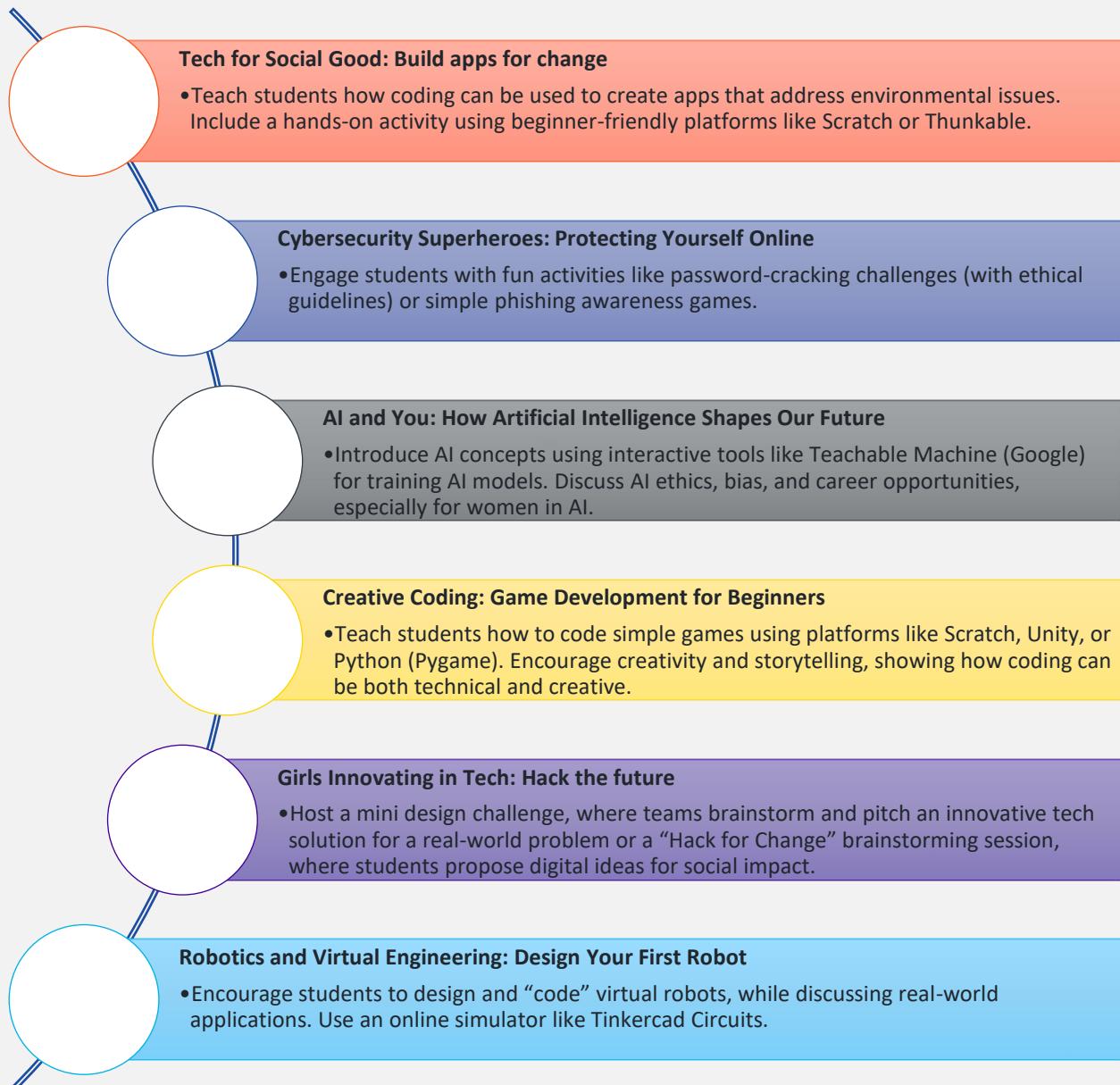
In this section, you will find information about different types of activities that focus particularly on **organizing, co-hosting or sponsoring** training activities, workshops, or competitions and hackathons. These types of activities prioritize development of specific skills for the digital/ICT/STEM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

**💡 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.

## Digital Literacy & Coding Workshops

This type of event is a great way to engage young students. Organize 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

<b>Step 1: Choose a coding/digital literacy topic/format</b>	<p><input type="checkbox"/> If you choose <b>coding</b> 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 <b>topics</b> to choose from could be:</p> <p><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></p>
<b>Step 2: Decide your target audience</b>	<p><input type="checkbox"/> You must <b>adjust your content</b> depending on whom you are interacting with. It's not the same to present and engage with students of primary education as those in secondary education.</p>
<b>Step 3: Choose timeframe and format</b>	<p><input type="checkbox"/> The workshop could be <b>live</b> (it's better for students to engage and learn) at a school or <b>online</b>. Also, there is an option to be one-off or a series lasting for one month – for example every Friday afternoon.</p>
<b>Step 4: Select &amp; Prepare Volunteers</b>	<p><input type="checkbox"/> Identify <b>2-3 enthusiastic employees</b> that are experts in the field and invite them, via email.</p>
<b>Step 5: Partner with a Local School</b>	<p><input type="checkbox"/> Reach out to a local school, with the support of <b>EU Code Week National/Regional Hubs</b> (see Appendix B in Resources &amp; Supporting Assets file), to coordinate logistics and align with their schedules. <b>For a live workshop:</b> You need to discuss with the school the required tech equipment and the staff that will get involved, e.g. STEM-related teachers.</p>
<b>Step 6: Plan the Workshop Materials</b>	<p><input type="checkbox"/> Prepare simple <b>coding exercises</b>, and <b>interactive elements</b> like <b>quizzes</b> or small challenges to keep students engaged.</p>
<b>Step 7: Set Up the Tech Requirements</b>	<p><input type="checkbox"/> Confirm that the <b>venue</b> has laptops, internet access, and software installed in advance. If needed, bring preloaded USBs or use browser-based coding platforms.</p>

## 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
<b>TechSoup Europe, SAP &amp; Amazon <a href="#">Meet &amp; Code</a></b>	<b>TechSoup Europe</b> , in partnership with <b>SAP and Amazon</b> , funded and scaled youth coding events – including workshops and other types. They reached <b>200,000 children</b> and young people across Europe (18 countries in 2017 -> 35 countries in 2021) organising <b>coding events (workshops, talks and other type of activities)</b> as well as robotic classes, and hackathons. It's 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).
<b>Capgemini's <a href="#">Digital Literacy program</a></b> 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	<b>Capgemini's Digital Literacy</b> 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 <b>850.000</b> 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 <b>intersection of green and digital skills</b> - and in 2023 they joined forces with both UNICEF and <a href="#">Generation Unlimited</a> to launch the <a href="#">Green Rising Initiative</a> (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 visualizing concepts
- [Slido](#) to use live polls/ Q&As or simple quizzes in real-time engagement & feedback
- [Google Data Studio](#) to create customizable 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's 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](#), [ITF](#), [The Millennium Project](#)

## Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D in Resources & Supporting Assets file for helpful guidelines relating to event organization, 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.

<b>Step 4: Recruit students &amp; promote</b>	<input type="checkbox"/> Use <b>joint outreach</b> across schools, municipalities, and online platforms. Ensure diverse <b>student recruitment</b> through scholarships or reserved spots.
<b>Step 5: Deliver the program with joint teams</b>	<input type="checkbox"/> Each partner can contribute to <b>mentors, workshop facilitators, or speakers</b> . Offer a mix of structured classes, real-world projects, and networking.
<b>Step 6: Evaluate, celebrate &amp; follow up</b>	<input type="checkbox"/> Following the event, <b>co-create an impact report</b> 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 in Resources & Supporting Assets file) 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
<a href="#">Google Code Next Labs</a>	<p><b>Google's Code Next</b> program hosts a free tech program, for <b>underrepresented students</b> in tech, providing <b>mentorship, hands-on coding projects, cutting-edge tools, and networking opportunities</b>. Some participants visit Google's global offices.</p>
<a href="#">EIT Summer School</a>	<p>They offer Master students, young professionals, and PhD candidates a transformative learning experience. Participants can choose between <b>8 different programs</b> taking place in Spain, Finland, France, Italy, Greece, Slovenia and Scotland. The intensive <b>two-week programs</b> combine <b>technical expertise</b> with <b>business innovation training</b>. Those enrolled will work alongside students from the EIT Digital Master School, which includes <b>10 partner universities across 9 EU countries</b>, all recognized leaders in technical innovation and entrepreneurship education, creating meaningful connections.</p>
<a href="#">AFS Virtual Exchange (Global)</a>	<p>High-impact, educational, fun and truly <b>global virtual programs</b> that build personal and professional changemaker mindset and skills. They offer multiple programs such as:</p> <ul style="list-style-type: none"> <li>• <b>AFS Global STEM Changemakers Initiative</b> aims to provide <b>immersive learning experiences through STEM</b>, global competence, and sustainability-focused intercultural exchange programs for over <b>5,000 young people and educators</b> worldwide over 5-years across a portfolio of four unique programs, supported</li> </ul>

	<p>by BP, a global energy company. It has developed with the <b>Center for Social Impact Strategy at the University of Pennsylvania</b>, an Ivy League institution.</p> <ul style="list-style-type: none"> <li>● <b>Global YOU Adventurer:</b> 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.</li> </ul>
<b>Bizrupt</b> <a href="#">Ignite Teens Summer Camp (Greece)</a>	<p><b>Ignite Teens</b> is an interactive summer program in Crete, Greece for teenagers aged 13–18, designed to introduce them to <b>entrepreneurship, innovation, sustainable development, and artificial intelligence</b>. It enables teenagers to design <b>innovative and sustainable solutions</b> for real-world challenges using <b>artificial intelligence</b>. The camp is supported by the <b>Region of Crete</b>, the <b>Regional Development Fund of Crete</b>, and <b>Youth Crete</b>. It's organized and run by Bizrupt, with AI content supported by the Institute of Computer Science at FORTH-ITE, and <b>sponsored by multiple companies simultaneously</b>.</p>
<b>Accenture + Girls Who Code</b> <a href="#">Girls Who Code Summer Immersion Program (US)</a>	<p>Accenture partners with <b>Girls Who Code</b> to host the <a href="#">Summer Immersion Program</a>, an online, 2-week intensive course where high school girls learn computer science skills and gain exposure to the tech industry through:</p> <ul style="list-style-type: none"> <li>● <b>Hands-On Projects:</b> Building apps, games, and websites.</li> <li>● <b>Industry Exposure:</b> Visits to tech companies and talks from female tech leaders.</li> <li>● <b>Mentorship:</b> Guidance from Accenture professionals.</li> </ul> <p>In recent years, Accenture has hosted over <b>200 participants</b>.</p>
<b>Microsoft Stores</b> <a href="#">STEM Summer Camps</a>	<p>Microsoft Stores have historically offered free <b>STEM camps for children aged 6+</b>. They have offered also these activities:</p> <ul style="list-style-type: none"> <li>● <b>Coding Workshops:</b> Introduction to programming concepts.</li> <li>● <b>Robotics Sessions:</b> Hands-on experience with devices like OhBot.</li> <li>● <b>Creative Projects:</b> Activities blending tech with creativity (e.g. game design).</li> </ul>

## 🔧 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 in Resources & Supporting Assets file 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.

<b>Step 2: Plan meeting details carefully</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Location:</b> Select a convenient and accessible space such as a classroom, library, or computer lab on school premises.</li> <li><input type="checkbox"/> <b>Timing:</b> Schedule regular meetings (weekly or bi-weekly) during after-school hours.</li> </ul>
<b>Step 3: Get official school approval</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Find <b>supportive teachers</b> 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.</li> <li><input type="checkbox"/> Follow your <b>school's club approval procedures</b> (forms, administrative meetings, or presentations).</li> </ul>
<b>Step 4: Promote effectively</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create your own visually appealing <b>promotional materials</b> (+use the below assets that we prepared and additional ones from other useful sources)</li> <li><input type="checkbox"/> <b>Announce your club</b> via school assemblies, announcements, and the school's website.</li> <li><input type="checkbox"/> Host special <b>club launch events at open houses</b> or during lunch periods to attract new members.</li> </ul>
<b>Step 5: Tailor Activities to student's age and skill levels</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Elementary school:</b> Use visual and block-based coding platforms like Scratch, for fun or introductory lessons.</li> <li><input type="checkbox"/> <b>High school:</b> Introduce more structured, text-based languages such as Python, JavaScript, HTML/CSS, AI programming, Roblox game design, for more practical and advanced projects.</li> </ul>
<b>Step 6: Evaluate &amp; Celebrate</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Regularly <b>review progress</b>, adapt plans as needed, and acknowledge achievements to keep all motivated and committed.</li> </ul>

## ★ 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
<b>Pennsylvania Society for Biomedical Research</b> <a href="#"><u>SPARC Mobile Science Program</u></a>	<b>SPARC</b> engages schools and communities with <b>educational programs</b> 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.
<b>Apple</b> <a href="#"><u>Swift Coding Clubs</u></a>	<b>Apple</b> has established <b>Swift Coding Clubs</b> 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 in Resources & Supporting Assets file 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 (Mental 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

<b>Step 1: Define the event format &amp; goals</b>	<p><b>(6-7 months before)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Choose among Competition, Hackathon, Bootcamp based on the target group</li> <li><input type="checkbox"/> Set a theme (e.g., AI, Women in STEM, Coding4Good or other)</li> <li><input type="checkbox"/> Decide the duration &amp; location (virtual, hybrid, or in-person)</li> </ul>
<b>Step 2: Partners to involve</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Universities &amp; schools (for participant outreach)</li> <li><input type="checkbox"/> Tech startups, industry experts &amp; partners' networks (funding, branding, mentorship &amp; judging for the finals)</li> <li><input type="checkbox"/> EdTech Providers (Coding Tools &amp; AI Resources)</li> <li><input type="checkbox"/> Local municipalities &amp; innovation hubs (for sponsorship &amp; venue support)</li> </ul>
<b>Step 3: Resources &amp; tools</b>	<p><b>(4-5 months before)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize prizes/incentives (e.g. scholarships, software/equipment, or cash)</li> <li><input type="checkbox"/> Set up mentor teams (engineers, developers, scientists)</li> <li><input type="checkbox"/> Arrange platforms/tools (GitHub, cloud services, coding sandboxes)</li> </ul>
<b>Step 4: Communication &amp; registration</b>	<p><b>(2-3 months before)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create a website/landing page with event details &amp; signup forms</li> <li><input type="checkbox"/> Use social media, school networks, and newsletters to attract participants</li> <li><input type="checkbox"/> Host a pre-event webinar to introduce mentors, share guidelines &amp; purpose</li> </ul>
<b>Step 5: Post-event actions &amp; impact assessment</b>	<p><b>(1-3 weeks after)</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Announce winners and highlights through visual storytelling (videos, infographics, carousel posts) on company's/partners' social media pages, news section/blog and newsletter</li> <li><input type="checkbox"/> Consider providing selected participants with access to:           <ul style="list-style-type: none"> <li>● Ongoing mentorship (a monthly check-in program)</li> <li>● Tech scholarships or mini-grants</li> <li>● Invitations to internship programs, incubators, or job-shadowing</li> <li>● Spotlight interviews to feature in newsletters or CSR showcases</li> </ul> </li> <li><input type="checkbox"/> Publish impact report, including:           <ul style="list-style-type: none"> <li>● Metrics (participants, demographics, project stats)</li> <li>● Quotes &amp; testimonials</li> <li>● Partner contributions &amp; logos</li> <li>● Lessons learned &amp; next steps</li> <li>● CSR/ESG alignment (tie to your annual report or SDG goals)</li> </ul> </li> <li><input type="checkbox"/> 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.</li> </ul>

## ★ 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** ([Repl.it](#), [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	<p><b>DigiEduHack</b> 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 <b>series of 24-hour grassroots local hackathons</b> 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. <a href="#">Companies can apply to host a DigiEduHack</a>.</p>
CodingEducation <a href="#">STEAM League Europe</a> & <a href="#">World Citizen</a>	<p>Through STEM and tech exploration, CodingEducation helps young minds to develop a well-rounded approach that enhances problem-solving skills and creativity, in a <b>4-step-learning path</b> based on guided experts, live workshops, project-based learning and interactive coding sessions. Key stats about their initiatives: <b>20+ countries, 1200+ students, 5 STEAM programs</b>, such as the World Citizen, the &lt;coded&gt; “STEAM Leagues”, “STEAM Championships”, “STEAM Quests” or “STEAM Projects” in Vancouver, Orlando, Europe and Tokyo.</p>

	<ul style="list-style-type: none"> <li>● <b>World Citizen:</b> 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.</li> <li>● The <b>European League</b>, 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.</li> </ul>
<a href="#">Girls Go Circular</a>	<p>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 <b>80,000 students</b> and supported <b>1000+ schools</b>.</p>
<a href="#">Green School Athens Hackathon 2025</a>	<p>The <b>Green School Athens Hackathon</b> 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 <b>Municipality of Athens and DAEM</b> (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.</p>
<a href="#">Envolve NextGen Innovators Panhellenic Entrepreneurship Competition for Youth (Greece)</a>	<p>The <b>National Student Youth Entrepreneurship Competition</b> 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 <b>400 teams</b> have been created, and <b>3500+ students</b> and <b>250+ educators</b> have participated. The program is implemented by <b>Envolve</b> with prestigious partners supporting it like Libra Philanthropies as a Sustainability Leader and Delphi Economic Forum as Sustainability Partner.</p>
<a href="#">Microsoft Imagine Cup</a>	<p><b>Imagine Cup Junior</b> is an annual global tech competition where students create innovative solutions using Microsoft technology. Its impact includes over <b>2 million participants from 190+ countries</b>, with winning teams receiving funding, startup support, or internship opportunities.</p>
<a href="#">Accenture AI4Good Hackathon</a>	<p>A <b>hackathon</b> that challenges participants to use <b>AI &amp; machine learning</b> to tackle global issues (climate change, healthcare, ethics). Winning ideas receive funding, and top participants get internship &amp; job opportunities at Accenture.</p>

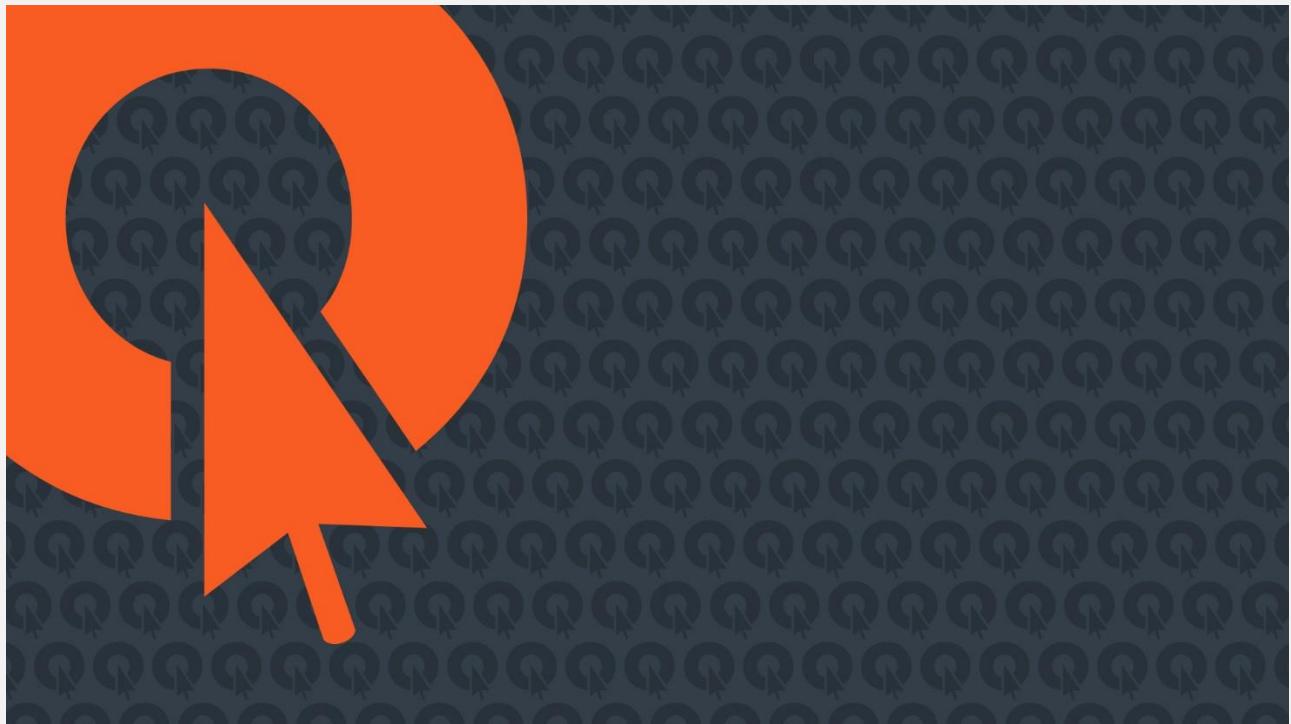
<b>Intel</b> <a href="#">AI for Youth Program</a>	A <b>global AI bootcamp</b> designed to provide high school students with AI development skills. They have trained <b>100,000+ students</b> worldwide, with Intel investing in educational partnerships with governments & NGOs.
<b>Google</b> <a href="#">Kick Start, Code Jam contest</a>	A competitive <b>programming challenge</b> that attracts some of the best developers worldwide. Kick Start is a <b>coding competition for students and early-career professionals</b> to solve real-world algorithm problems. Winners often get hired by Google, and the program has inspired thousands to enter tech careers.
<b>Cisco</b> <a href="#">Global Problem Solver Challenge</a>	A <b>social innovation competition</b> 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.
<b>Technovation Girls - Challenge</b>	<p>Technovation Girls has been a global program since 2010. Girls and mentors can connect with Technovation Girls locally through <b>Chapters and Clubs</b>. 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.</p> <ul style="list-style-type: none"> <li>• Chapters support <b>7+ teams across multiple sites</b> (like schools, or community centres) and are managed by Chapter Ambassadors.</li> <li>• Clubs support between 2-5 teams and are managed by Club Ambassadors. Student Clubs are led by approved Technovation Alumnae <b>ages 13-17</b>, and can vary in size.</li> </ul>

## 🔧 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 in Resources & Supporting Assets file 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 in Resources & Supporting Assets file 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 in Resources & Supporting Assets file), 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
<a href="#"><u>Microsoft DigiGirlz</u></a>	Pan-European workshops introducing coding and careers in tech to high schools and individual girls aged 13–18. It’s usually <b>one-day event</b> 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.
<a href="#"><u>Vodafone #CodeLikeAGirl</u></a>	Hands-on coding classes in multiple EU cities, targeting <b>teenage girls aged 14-18</b> , by providing basic knowledge of <b>computer languages and development programmes</b> .
<a href="#"><u>RoboAutism Program</u></a>	The <b>RoboAutism</b> , is an innovative, <b>experiential robotics workshop</b> , 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 in Resources & Supporting Assets file 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

Educational STEM workshops (coding, robotics, science experiments).

Interactive sessions with product teams demonstrating company innovations.

#### Annual Kids' Career Day

Organized workplace tours showcasing different roles and short interactive sessions led by employees explaining their daily tasks.

Role-playing activities simulating simplified professional scenarios.

#### Seasonal Festivities Event

One day themed celebration (e.g., winter holidays, mini summer festival).

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
<a href="#"><u>Salesforce Adventure Club</u></a>	<b>Salesforce</b> hosts an annual “ <b>Salesforce Adventure Club</b> ”, its version of “ <b>bring your kids to work day</b> ,” 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.
<a href="#"><u>SAP Kids @ Work Day (Germany)</u></a>	<b>SAP</b> regularly hosts children for an annual <b>Kids@Work Day</b> , featuring <b>educational workshops</b> 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 in Resources & Supporting Assets file 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
<b>Format</b>	Exhibition-style, interactive booths, demos, workshops and sometimes mini challenges (limited timeframe)	Structured, team-based competition or intensive training + challenge
<b>Focus</b>	Goal: Inspire & Educate Awareness, exploration, showcasing innovation, hands-on experimentation	Goal: Build & Solve Deep learning, innovation, rapid prototyping, and solution building
<b>Participants</b>	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
<b>Activities</b>	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
<b>Duration</b>	Usually 1–3 days (in-person or hybrid)	Ranges from 1 day (hackathon) to 1–2 weeks (bootcamp)
<b>Outcome</b>	Spark interest, improve STEM literacy, build community awareness	Prototype/demo of a working solution, prizes, potential incubation
<b>Example</b>	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 ad 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 unis.

### 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, career pathways.

## 📋 Checklist

### Step 1: Identify Partners & Define Roles

#### (6-8 months before launch)

- Research and contact potential partners:** Other businesses, local schools, science museums, universities, STEM-focused NGOs, tech clubs, local gov agencies (for potential funding/support) or EU Code Week National/Regional Hubs (see Appendix B in Resources & Supporting Assets file).
- 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 in Resources & Supporting Assets file), 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!](#)

#### (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 6: Event Execution

#### (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.

#### Step 7: Post-event Phase

### ★ 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 ( <a href="#">EUCYS</a> ) & <a href="#">EU TalentOn</a>	<p>These two European <b>science competitions</b> brought together in 2024 over <b>250 (with 60% being girls)</b> promising young minds <b>aged 14 – 21</b>, 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.</p> <p>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 "<b>Science Comes to Town</b>".</p>
The <a href="#">Big Bang</a> UK Young Scientists & Engineers Fair	<p>This Science Fair is led by EngineeringUK but it is supported <b>by over 200 corporate and governmental partners</b>. It targets students 11–14 years old and includes hands-on exhibits, live shows, science competitions, with participation from numerous UK companies.</p>

## 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 in Resources & Supporting Assets file 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
<b>Adobe</b> <u><a href="#">Design Circle</a></u> (collaboration of design leaders to drive positive impact) Scholarship Initiative	As part of this program, Adobe awards <b>ten annual college scholarships</b> , up to \$25k per year for each recipient (up to \$100k total over four years). The scholarship is ideal for students going into <b>product design or experience design-related careers</b> (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.
<b>Cisco</b> <u><a href="#">Global Cybersecurity Scholarship</a></u>	Cisco has invested \$10 million in this program to increase the pool of talent with critical <b>cybersecurity proficiency</b> . They offer <b>18+ years-old-students</b> , free training, mentoring and testing design to help them earn CCA Cyber Ops certification.
<b>Amazon</b> <u><a href="#">Future Engineer Scholarship (US)</a></u>	It's a <b>childhood-to-career program</b> aimed at increasing access to computer science education for students from underserved and underrepresented communities. Students can receive a scholarship of up to <b>\$40,000</b> (up to \$10,000/year) towards an undergraduate degree in engineering or computer science and an offer to complete a summer internship at Amazon.
<b>British Council</b> <u><a href="#">Women in STEM Scholarships 2025-26 – ECWT</a></u>	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 <b>400 scholarships</b> 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 in Resources & Supporting Assets file for helpful guidelines relating to event organization. And see also an example of a [blog post scholarship announcement](#).

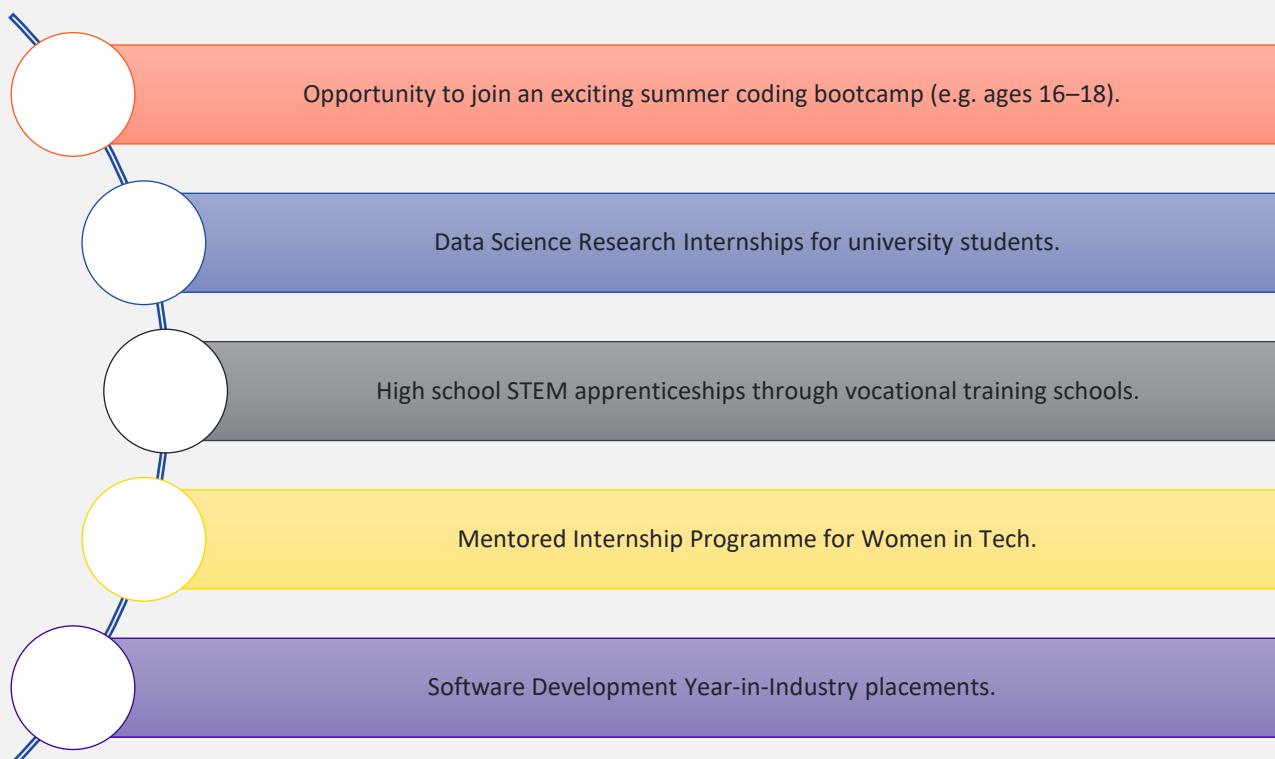
## Apprenticeships & Internships

**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

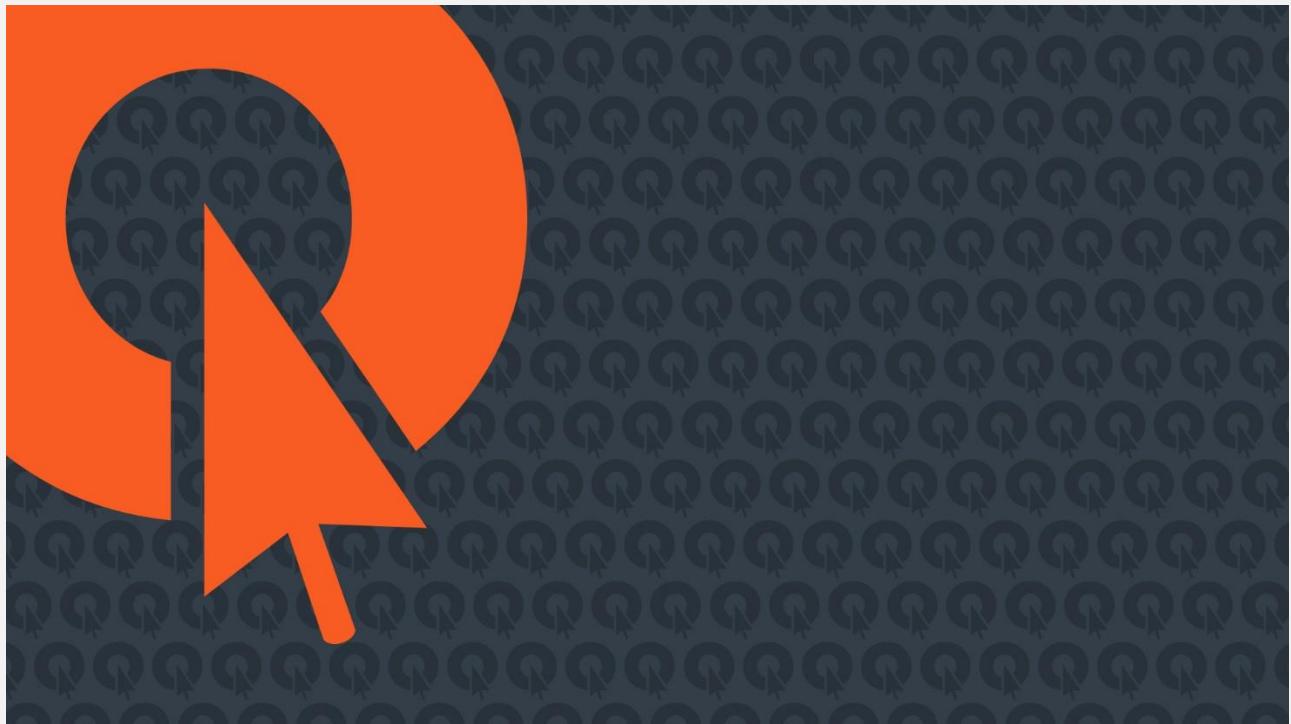
The same steps that are presented in “Scholarships”, apply here as well.

## Case Studies

Company/Program	Description
<a href="#">EIC &amp; EIT InnoNext INNO – NEXT Project</a>	<p>A multidisciplinary collaboration among qualified researchers, start-ups and SMEs through “<b>Innovation internships</b>”. They focus on two different audience groups:</p> <ul style="list-style-type: none"> <li>• <b>Visiting Talents:</b> 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&amp;D, ready to move breakthrough technologies from lab to market.</li> <li>• <b>Hosting Companies:</b> 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&amp;D.</li> </ul>
<a href="#">Uni Systems - Quest Group Mind the &lt;Code&gt; Internship program</a>	<p><b>Quest Group</b> has launched since 2023, the <b>coding scholarship program</b>, <b>Mind the &lt;Code&gt;</b>. 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 <b>40 scholarships</b> 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.</p>
<a href="#">IBM Global Apprenticeship Program</a>	<p>A comprehensive <b>apprenticeship programme</b> 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.</p>
<a href="#">Microsoft Global Leap Apprenticeship Program (US)</a>	<p>Aimed at individuals with non-traditional backgrounds, this <b>16-week immersive apprenticeship</b> blends classroom learning with on-the-job training.</p>

## Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D in Resources & Supporting Assets file 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.

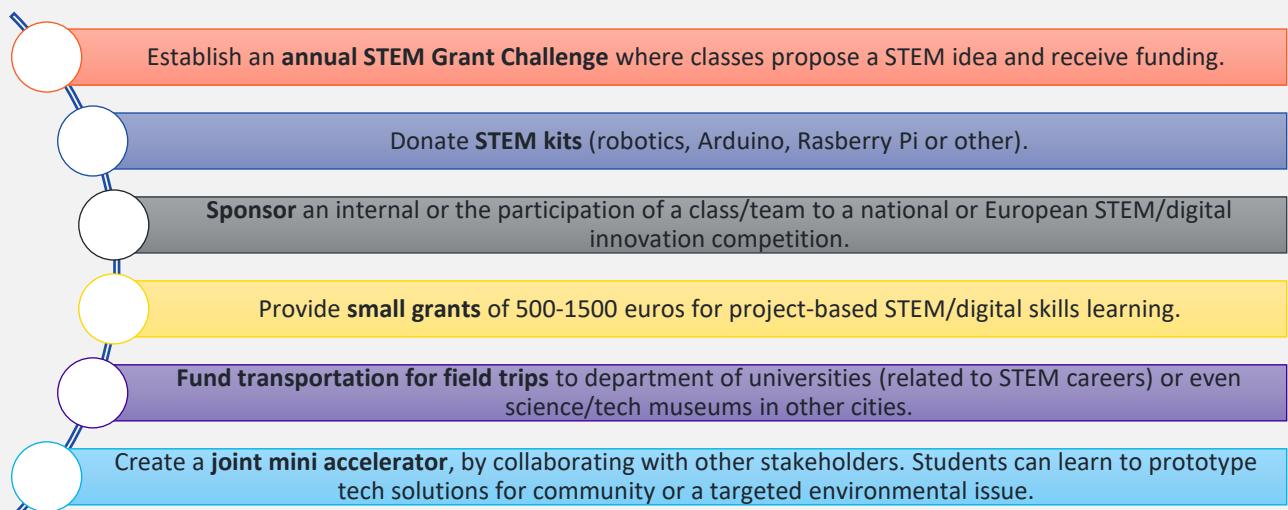
An organization like a **tech company** may partner with an **academic institution** and an **innovation cluster/lab** in order to be easier to access additional tools and network but also to co-design potential curriculum or applied challenge-based projects aligned with market trends. Additionally, 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	<input type="checkbox"/> <b>Identify target school/s:</b> Focus on local or underserved schools. Consider schools who haven't partnered yet.
Step 2	<input type="checkbox"/> <b>Set objectives:</b> Clarify whether your goal is engagement, talent pipeline, or community visibility.
Step 3	<input type="checkbox"/> <b>Budget &amp; Resources:</b> Define early the sponsorship size and human resources available.
Step 4	<input type="checkbox"/> <b>Partner with educators:</b> 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	<input type="checkbox"/> <b>Track &amp; measure impact:</b> 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 in Resources & Supporting Assets file 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	<b>Online educational platforms</b> are comprehensive digital learning environments that serve as complete ecosystems for education delivery.	<b>Individual online courses</b> are standalone learning experiences focused on specific topics or skills.
What does it typically include	<p>These platforms typically include:</p> <ul style="list-style-type: none"> <li>• Content hosting and delivery infrastructure</li> <li>• User management systems and learner profiles</li> <li>• Course creation and management tools</li> <li>• Assessment and certification capabilities</li> <li>• Analytics and reporting functions</li> <li>• Community and collaboration features</li> <li>• Additional administrative tools for educators</li> </ul>	<p>These courses usually:</p> <ul style="list-style-type: none"> <li>• Cover defined subjects with clear learning objectives</li> <li>• Follow a structured curriculum</li> <li>• Include assessments and activities</li> <li>• May also offer completion certificates</li> <li>• Have a defined start and end point</li> </ul>
Pros/Cons	<p>When you are planning to launch such a platform, you may create self-contained educational environments, where you can <b>control the entire learning experience</b> from registration to certification. But there are <b>numerous challenges</b> that must be taken into consideration. See bonus tips below.</p>	<p>Creating individual STEM-related courses or a series (rather than full platforms), you can develop the educational content but <b>rely on third-party platforms</b> like Coursera, edX, or Udemy for hosting, delivery, and user management infrastructure.</p>

## 💡 Inspiration Corner | Suggested ideas

<b>STEM Career-Integrated Course</b>	<p>Offer a full elective course (e.g., “Careers in Data &amp; AI”) that includes industry-backed content, hands-on challenges, and career awareness modules.</p> <p><b>•How to do it:</b></p> <ul style="list-style-type: none"> <li>•Partner with the school board or curriculum coordinator</li> <li>•Create project-based units tied to real business scenarios</li> <li>•Integrate recorded modules + live mentor Q&amp;A sessions</li> <li>•Invite students to tour your offices or host a mini “Tech Career Day”</li> </ul> <p><b>•Ideal for:</b> Companies that want to promote STEM pathways and employer branding.</p>
<b>“Tech for Good” Student Project Lab</b>	<p>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.</p> <p><b>•How to do it:</b></p> <ul style="list-style-type: none"> <li>•Provide a training course at the start (coding, data analysis, IoT, etc.)</li> <li>•Break students into teams to work on tech-for-good projects</li> <li>•Offer mentor check-ins, pitch training, and a final showcase</li> <li>•Reward winners with a tech equipment/software or internships</li> </ul> <p><b>•Ideal for:</b> Mid- to large-sized companies wanting innovation + impact.</p>
<b>Plug-and-Play Coding Curriculum with Certification</b>	<p>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.</p> <p><b>•How to do it:</b></p> <ul style="list-style-type: none"> <li>•Build or customize a course from platforms like Microsoft Learn.</li> <li>•Provide branded slide decks, code labs, and assessments.</li> <li>•Automate the process regarding the certificate, via a simple online form</li> </ul> <p><b>•Ideal for:</b> Organizations that want scalability with minimal involvement.</p>

## 📋 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

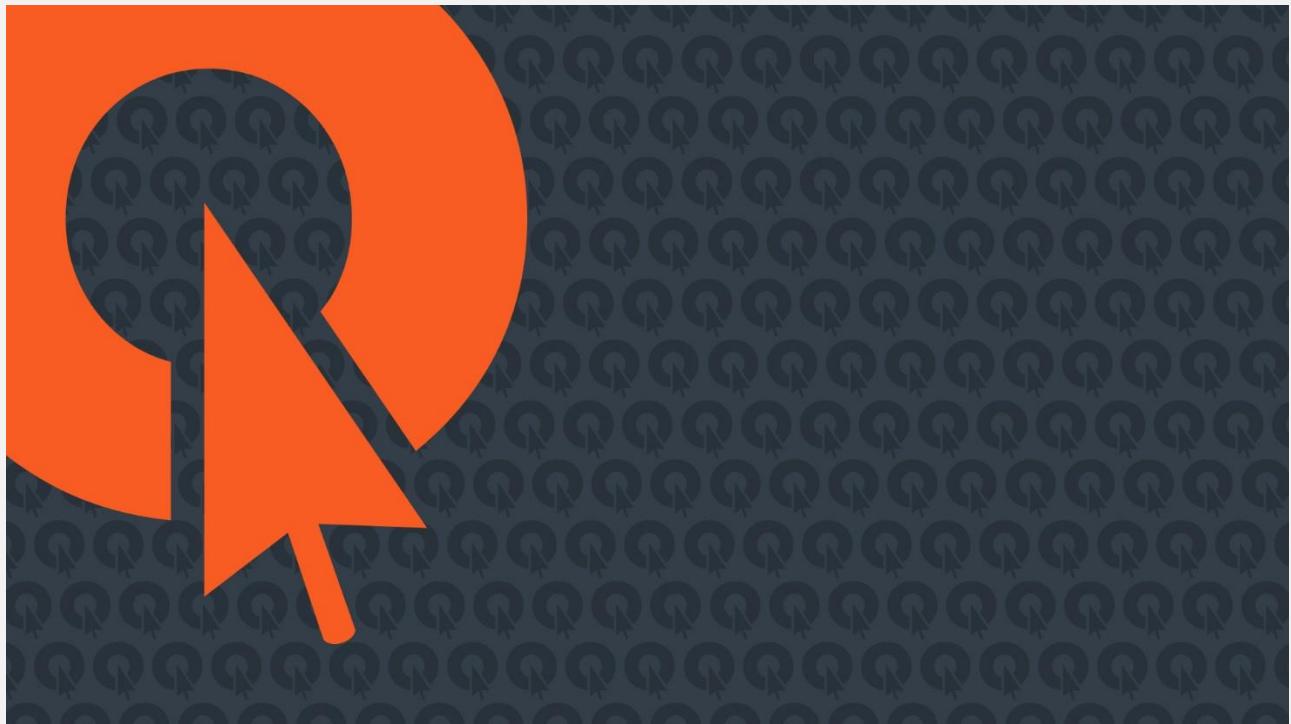
- Track & measure impact:** Use feedback forms, participation rates, and learning outcomes to share later with the school, include them in your ESG/CSR reports or bring awareness and visibility in your action through media partners.

## ★ 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 in Resources & Supporting Assets file) 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
<b>Cisco</b> <a href="#"><u>Networking Academy</u></a>	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 <b>24 million students in 191 countries</b> .
<b>IBM</b> <a href="#"><u>SkillsBuild</u></a>	They have committed to provide to <b>30 million people</b> 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 <b>students 13+ and young adults</b> pursuing careers in tech.
<b>Microsoft</b> <a href="#"><u>Learn</u></a>	Microsoft provides free, <b>interactive learning paths</b> with the opportunity to gain a Microsoft <b>certification</b> . 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.
<b>Accenture</b> <a href="#"><u>Skills to Succeed Academy</u></a>	This is an interactive online learning platform developed by <b>Accenture</b> 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 <b>young people (15–24)</b> , <b>jobseekers</b> , and those looking to <b>reskill</b> —especially from underserved communities. It is active in over <b>30 countries, with over 1 million learners</b> reached globally. It offers <b>bite-sized, gamified learning modules</b> 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.
<b>Huawei Europe &amp; other partners</b> <a href="#"><u>European Leadership Academy</u></a>	This is a programme funded by <b>Huawei Europe</b> as part of ' <b>Seeds for the Future</b> ', a global talent development and education initiative. The European Leadership Academy is a collaboration between the <b>European Association of Institutions in Higher Education (EURASHE)</b> , <b>ImagiLabs</b> , <b>Women Political Leaders (WPL)</b> , <b>LifeTerra</b> , <b>Mobile World Capital Barcelona</b> . The Academy works to close the gender gap and support women in leading the digital age via its two dedicated programmes: <ul style="list-style-type: none"> <li>● Schools for Female Leadership in the Digital Age</li> <li>● Women's Academy for Rural Innovation</li> </ul>



## 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.

	<p>Check this comprehensive <a href="#">guide</a> on the official website that includes ways to organize a new activity, promotional material and necessary toolkits to make the most of it.</p>
	<p><b>Learning materials:</b> EU Code Week <a href="#">resources page</a> and <a href="#">learning bits</a> with video tutorials and lesson plans - adjust them to your needs.</p> <ul style="list-style-type: none"> <li>● Check out a variety of <a href="#">tutorials and trainings</a>.</li> <li>● EU Code Week <a href="#">official leaflet</a>. (English)</li> <li>● Find out the <a href="#">National Hub, Ambassadors, Leading Teachers</a>.</li> <li>● EU Code Week official <a href="#">Partners</a></li> </ul>
	<p>EU Code Week <a href="#">Communication toolkit</a>: at this guide, you can find the <b>brand assets</b> for your activities logos, badge, flyer, poster, PowerPoint and Word templates, examples of social media posts, and illustrations (English).</p>
	<p><a href="#">Careers in Digital</a> 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 <a href="#">Career Day Toolkit</a> or by discovering role models that you could invite, interesting career pathways to share with young people and of course, the <a href="#">Careers in Digital Guide</a>.</p>
	<p>Find useful <a href="#">guidelines</a>, tools and tips on how to organize a <b>gender-equality event</b> or “<a href="#">Girls in Digital</a>” activities and the necessary <a href="#">social-media kit</a>.</p>
	<p><a href="#">Teachers' toolkit</a> (share useful material when you collaborate with schools): find here the official EU Code Week logos, badge, template of certificate of participation for <a href="#">students</a>, an introductory presentation about EU Code Week, and social media material. (English)</p>
	<p>A key resource is also the <a href="#">Digital Skills &amp; Jobs Platform</a>: 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 <a href="#">digital strategies, funding opportunities</a> to support your projects, <a href="#">resources</a> with various case studies and methodologies, <a href="#">good practices</a>, <a href="#">pledges</a> 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 <a href="#">learning paths</a> with guided pathways learning content.</p>

## 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
<b>Schools – Educators</b>	Recruit student participants	Pre-event briefing email
<b>Mentors (Tech Experts)</b>	Lead hands-on workshops or other activities	Mentor onboarding + session agenda
<b>Volunteers</b>	Support logistics, registration, student guidance	Volunteer role guide + shift assignments
<b>Corporate Partners</b>	Sponsor booths, provide demo tech or participate as speakers	Briefing email, Partnership welcome kit + social media co-promotion plan
<b>Local Government or Municipality</b>	Event endorsement, space facilitation, outreach	Official invitation + event outline for civic leaders
<b>Media/Content Creators</b>	Cover the event, share behind-the-scenes content	Media kit + VIP access badge
<b>National Hub (see below)</b>	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
<b>Belgium, Netherlands</b>	Digitale Wolveen	Cindy Smits	<a href="mailto:cindy@digitalewolveen.be">cindy@digitalewolveen.be</a>
<b>Bulgaria</b>	Dzhuniar Achiyvmant Balgariya (JA Bulgaria)	Yasen Marinov	<a href="mailto:yasen.marinov@jabulgaria.org">yasen.marinov@jabulgaria.org</a>
<b>Croatia, Slovenia</b>	Profil Klett	Gordana Benat	<a href="mailto:gordana.benat@profil-klett.hr">gordana.benat@profil-klett.hr</a>
<b>Cyprus</b>	CY.R.I.C Cyprus Research and Innovation Center Ltd	Sofia Tosounova	<a href="mailto:s.tosounova@cyric.eu">s.tosounova@cyric.eu</a>
<b>Denmark, Finland, Iceland, Norway, Sweden</b>	European Center for Women and Technology - ECWT	Eva Fabry	<a href="mailto:eva@ecwt.org">eva@ecwt.org</a> <a href="mailto:dimitris@ecwt.eu">dimitris@ecwt.eu</a>
<b>France</b>	Simplon.co	Lucie Jagu	<a href="mailto:l.jagu.ext@simplon.co">l.jagu.ext@simplon.co</a>
<b>Germany, Austria, Liechtenstein, Switzerland</b>	Science on Stage Deutschland e.V. (Science on Stage)	Daniela Neumann	<a href="mailto:d.neumann@science-on-stage.de">d.neumann@science-on-stage.de</a>
<b>Greece</b>	CityLab IKE	Sophia Drakaki	<a href="mailto:sdrakaki@citylab.gr">sdrakaki@citylab.gr</a>
<b>Ireland</b>	Microsoft Ireland Research Ltd (Microsoft)	Deborah Hayes	<a href="mailto:deborahh@terawe.com">deborahh@terawe.com</a>

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

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

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

## 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
<b>4 Weeks Before</b>	LinkedIn, Instagram, Facebook	Save-the-Date Teaser	"STEM Fair is coming! 🚀 Save the date – [Date] – Hands-on STEM experiences for all ages!"
<b>3 Weeks Before</b>	Twitter, LinkedIn	Partner/Sponsor Shoutout	"Excited to welcome [Partner Name] as a key STEM Fair sponsor!"
<b>2 Weeks Before</b>	Instagram, Facebook	Behind-the-Scenes Photos	"Meet the mentors and volunteers prepping for STEM Fair magic!"
<b>1 Week Before</b>	Instagram Reels, TikTok	Speaker/Activity Preview (video snippet)	"Want to build a robot or explore space tech? Here's what to expect..."
<b>2 Days Before</b>	LinkedIn, Twitter	Call-to-Action Post	"⚠️ Last chance to register for the most exciting STEM event of the year!"
<b>Event Day(s)</b>	Instagram Stories, Twitter	Live Updates & Stories	"Happening now: kids coding their first app at the #STEMFair!"
<b>Event Day(s)</b>	Facebook Live, LinkedIn	Stream Keynote or Panel Live	"Watch our panel on 'AI for Good' live from the STEM Fair stage!"
<b>1 Day After</b>	Instagram Carousel	Photo Highlights	"A look back at the smiles, sparks, and robots at #STEMFair!"
<b>3 Days After</b>	LinkedIn, Twitter	Impact Thank-You Post	"Thanks to our amazing mentors, volunteers, and 500+ attendees for making it unforgettable!"
<b>1 Week After</b>	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 3-17, 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.

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 5: Budget estimation

### Step 6: Registering your event

### Step 7: Promoting your event

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

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