



Grand Coalition
for Digital Jobs



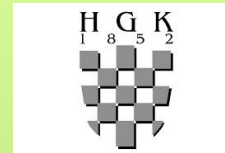
eSkills for Jobs 2014

Project status in Croatia

Hrvoje Balen
University College Algebra, NCP

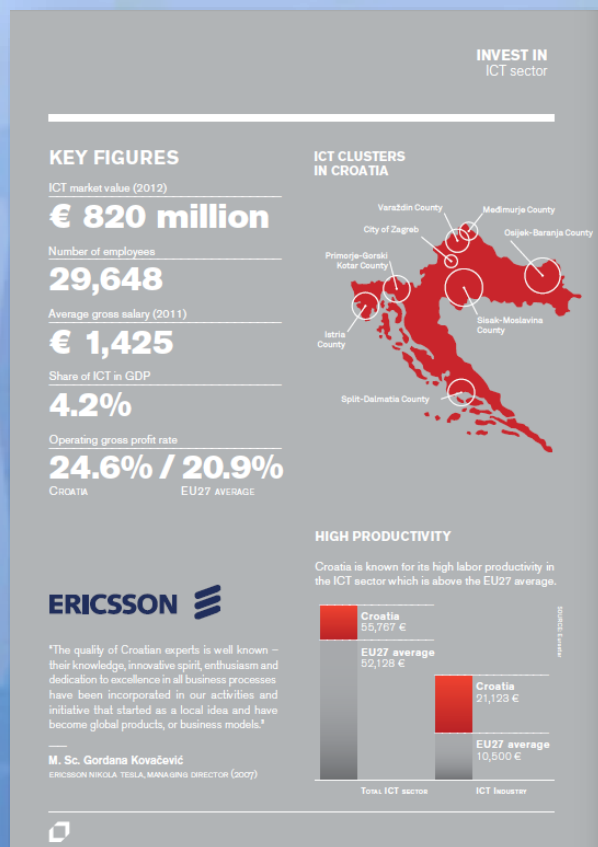
25th September 2014.

eSkills partners in Croatia



Croatian ICT sector

a quick overview



BE A PART OF NEW BYTES
and invest in Croatian ICT sector

**INVEST
IN CROATIA**

Agency for Investments
and Competitiveness

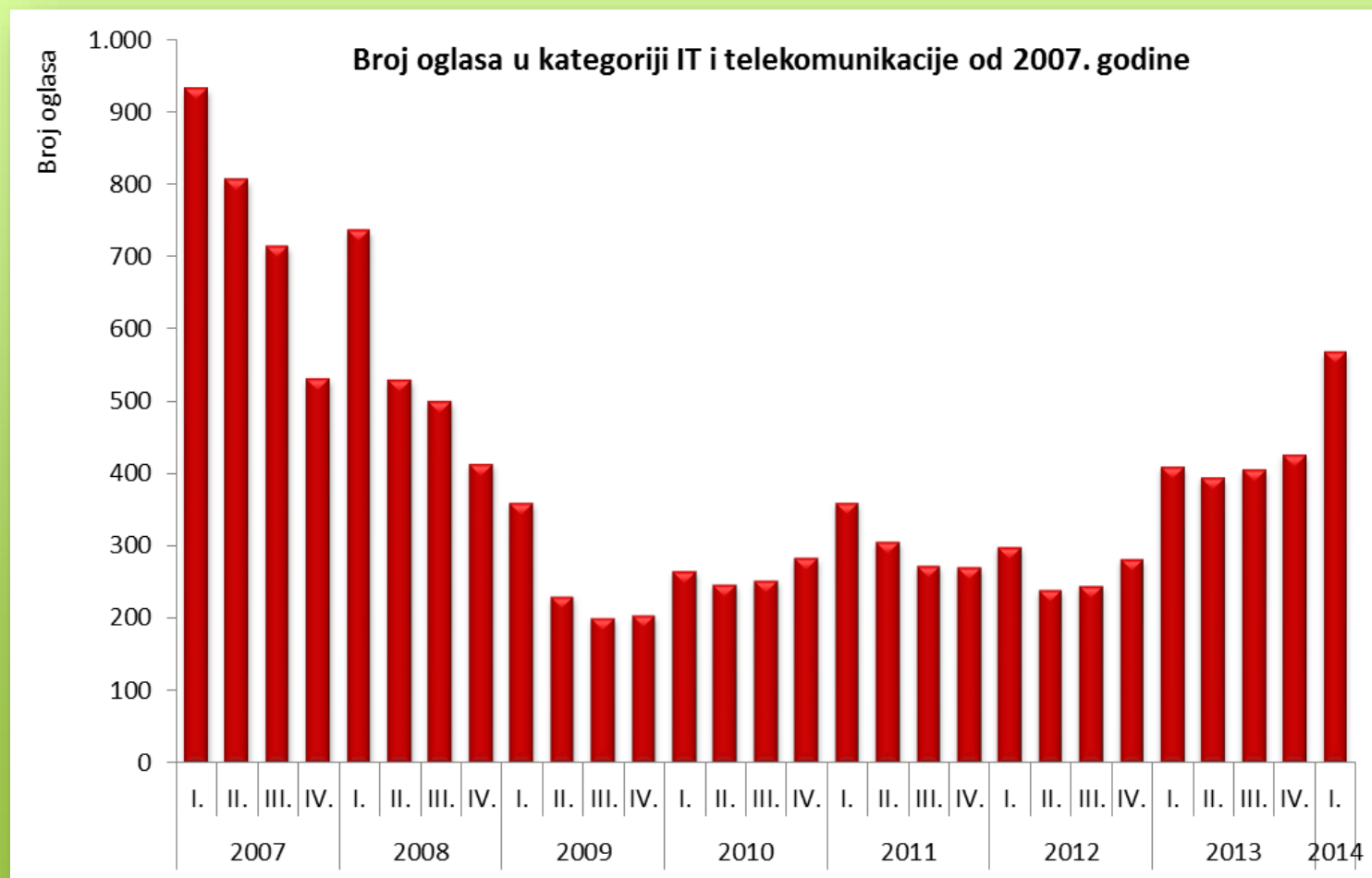
J – IT and communications

Year	No of companies	No of employees	Revenue (kn)	Export	Added value	Personnel costs
2008.	1810	11.075	14.873.623.310	1.673.060.900	5.779.486.372	1.676.031.382
2009.	2038	11.742	14.472.906.058	1.805.054.683	5.563.628.374	1.795.289.101
2010.	2487	14.000	15.190.177.233	1.809.200.951	5.720.465.172	2.078.413.933
2011.	2364	13.413	15.115.643.963	1.962.092.208	5.383.827.628	2.292.442.356
2012.	2295	13.449	14.542.895.603	1.706.467.861	4.957.260.981	2.209.632.576

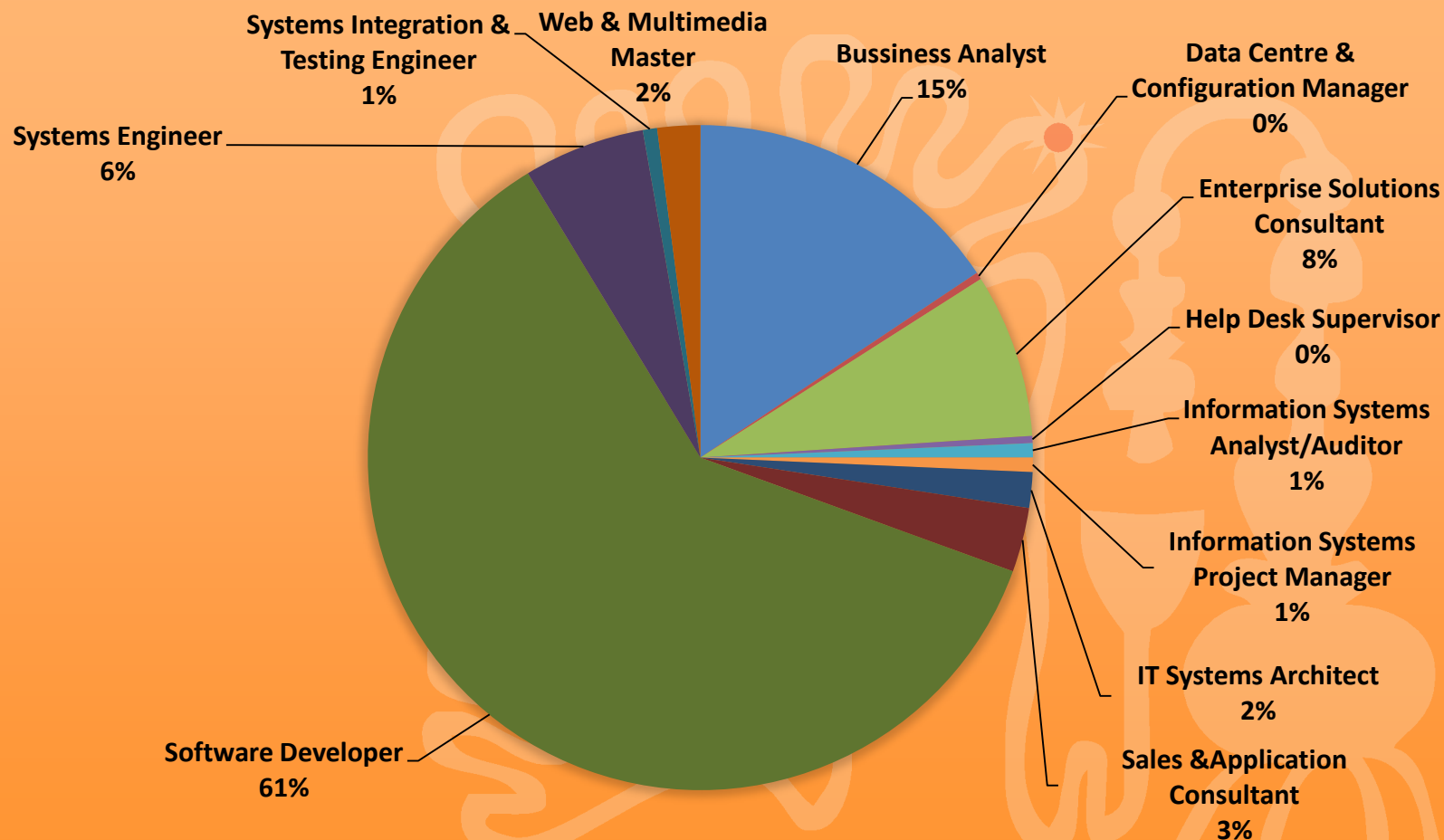
Just the IT sector – J62

Year	No of companies	No of employees	Revenue (kn)	Export	Added value	Personnel costs
2008.	1741	7.783	4.720.274.981	598.551.454	1.710.433.852	1.021.595.106
2009.	1956	8.405	4.464.829.977	671.293.771	1.739.434.449	1.114.395.748
2010.	2332	9.735	4.544.464.687	764.694.515	1.843.912.110	1.170.415.048
2011.	2218	9.278	4.978.083.869	1.015.881.477	2.076.559.074	1.317.546.527
2012.	2150	9.335	4.478.386.336	1.065.331.820	1.986.968.736	1.300.264.178

IT jobs advertised



IT experts: profiles needed in 2014



Average salaries in the ICT sector

Level of education	HR	BIH	RS	SLO	CZ	HU
high school	770	-	508	843	871	787
bachelor	866	662	629	955	1.015	847
master	1.007	658	698	1.274	1.167	1.182
master of science, PhD, etc.	1.263	-	995	1.360	1.352	1.363

* Net salary in EUR

Computer science graduates

(per year, 2011)

Država	2011.
United States	101.557
United Kingdom	30.913
Germany	20.475
Poland	18.960
Turkey	17.667
Spain	16.459
Netherlands	4.512
Italy	4.291
Czech Republic	4.183
Greece	3.138
Austria	2.588
Denmark	2.379
Slovakia	2.309
Sweden	2.237
Hungary	2.147
Romania	2.001
Belgium	1.993

Država	2011.
Ireland	1.847
Switzerland	1.774
Finland	1.661
Bulgaria	1.543
Croatia	1.443
Portugal	1.205
Norway	1.169
Lithuania	1.043
FYR Macedonia	887
Latvia	838
Slovenia	590
Estonia	574
Cyprus	332
Malta	199
Luxembourg	45
Liechtenstein	17

Where will IT engineers come from?

- **PISA 2011 tests**
 - Only 10% of high school students want to become engineers
- **Srednja.hr survey**
 - Nation-wide survey in 2013 and 2014
 - Pupils in their final year of high school *and* college students in their first year
 - N=5000

Where would you like to study?

Naziv ustanove	Prvi izbor 2013	Prvi izbor 2012	Promjena
Filozofski fakultet (Zagreb)	6,16%	7,95%	↓ -1,79%
Ekonomski fakultet (Zagreb)	4,68%	3,41%	↑ 1,27%
Fakultet elektrotehnike i računarstva (Zagreb)	4,05%	5,26%	↓ -1,21%
Tehničko veleučilište u Zagrebu (Zagreb)	3,46%	2,98%	→ 0,48%
Pravni fakultet (Zagreb)	3,33%	3,98%	↓ -0,64%
Učiteljski fakultet u Zagrebu (Zagreb)	3,04%	1,28%	↑ 1,76%
Prirodoslovno-matematički fakultet (Zagreb)	3,00%	3,41%	→ -0,41%
Medicinski fakultet (Zagreb)	2,78%	2,70%	→ 0,09%
Zdravstveno veleučilište u Zagrebu (Zagreb)	2,57%	2,41%	→ 0,16%
Filozofski fakultet (Osijek)	2,53%	1,99%	→ 0,54%
Edukacijsko-rehabilitacijski fakultet (Zagreb)	2,49%	2,41%	→ 0,07%
Fakultet elektrotehnike, strojarstva i brodogradnje (Split)	2,03%	1,70%	→ 0,32%
Fakultet strojarstva i brodogradnje (Zagreb)	1,94%	2,70%	↓ -0,76%
Ekonomski fakultet (Osijek)	1,73%	1,85%	→ -0,12%
Fakultet organizacije i informatike u Varaždinu (Varaždin)	1,69%	1,70%	→ -0,02%
Fakultet političkih znanosti (Zagreb)	1,69%	1,56%	→ 0,13%
Elektrotehnički fakultet (Osijek)	1,60%	2,13%	→ -0,53%
Farmaceutsko-biokemijski fakultet (Zagreb)	1,31%	2,56%	↓ -1,25%
Ekonomski fakultet (Split)	1,31%	1,99%	↓ -0,68%
Arhitektonski fakultet (Zagreb)	1,14%	1,99%	↓ -0,85%

... and why not STEM?

Po tvojem mišljenju zašto se više mladih u Hrvatskoj ne odlučuje	verzija	
	2012	2013
jako malo mladih ima predispozicije za te studije	27,39%	30,16%
ljudi koji to upisuju nemaju nikakav društveni život	1,77%	1,72%
mladi nisu dovoljno informirani o tome što nakon faksa	15,76%	19,95%
nije cool biti inženjer ili znanstvenik	0,29%	0,62%
ovo su teški studiji, a većina želi diplomu bez puno muke	54,79%	47,56%

- * I am not talented enough to enroll on these colleges
- * Those who study STEM have no social life whatsoever
- * Young people are not well informed about their options after graduation
- * It's not cool to be an engineer or a scientist
- * These are difficult courses; I want my degree with less of an effort

eSkills campaigns in Croatia

- 2012: „eSkills Week”
- 2013: “National ICT Week”
- 2014: „eSkills fot Jobs”
- Various projects funded through IPA/EU funds aimed at e-skills, education, life-long learning, etc.



eSkills 2014 activities so far...

- Kick-off press conference *DEC*
- „Idea of the Year” *FEB*
- „New Opportunities – Entrepreneurial Skills in IT” *APR*
- „IT Employment Needs – Research and Predictions 2014/5” *MAY*



eSkills 2014 activities so far...

- Grab Your Free Microsoft certificate *MAY*
- Google AdWords Workshops for the unemployed *JUN & SEP*
- „Investors in education and eSkills” national award for employers *SEP & OCT*





Pending activities

- Building eCompetences Framework Site in Croatian *JUN*
- Career Guidance „Jobs of the Future” *JUN, SEP, OCT*
- eCitizen Workshops *OCT, NOV*



Pending activities

- „IT Jobs Today and Tomorrow” Workshops *OCT*
- „The future role of eSkills for Teachers and Public Servants” *SEP*
- Open Game Development Project: „Urban Jungle” *SEP-DEC*



Ambassadors

- President of the Republic of Croatia, dr. sc. Ivo Josipović
- Will promote eSkills key messages and values to the ICT sector and the general public
- Will promote investing in employee education to employers (award ceremony later this year)



Ambassadors

- Hrvoje Benko, Microsoft Research
- Leo Budin, Faculty of Electrical Engineering and Computing
- Boris Debić, SW engineer, Google
- Josipa Majić, Teddy The Guardian
- Toni Milun, maths teacher
- Darko Parić, Ministry of Public Administration/e-Croatia

Ambassadors



Događanja Vijesti Ambasadori Blog Kontakt O nama



Grand Coalition
for Digital Jobs

💡 RAZMIŠLJAŠ O ICT KARIJERI?

Razmisli o zaposlenju u ICT sektoru koji zadnjih pet godina ostvaruje rast izvoza u Hrvatskoj od čak 78 posto!

🔍 TRAŽIŠ POSAO?

Odaberi ICT profesiju čije su prosječne neto plaće 20 posto iznad hrvatskog prosjeka!

📌 KOJU PROFESIJU ODABRATI?

Izaberi ICT zanimanje u sektoru koji bilježi 45 postotni porast broja ponuda za posao na internetskim portalima!

➡ NA KOJI SE FAKS UPISATI?

Kreni u smjeru razvoja ICT karijere jer su tamo mnogobrojne mogućnosti za daljnji profesionalan razvoj, a ICT predstavlja ključnu kariku za razvoj konkurentnosti svakog gospodarstva!



www.eskills.hr



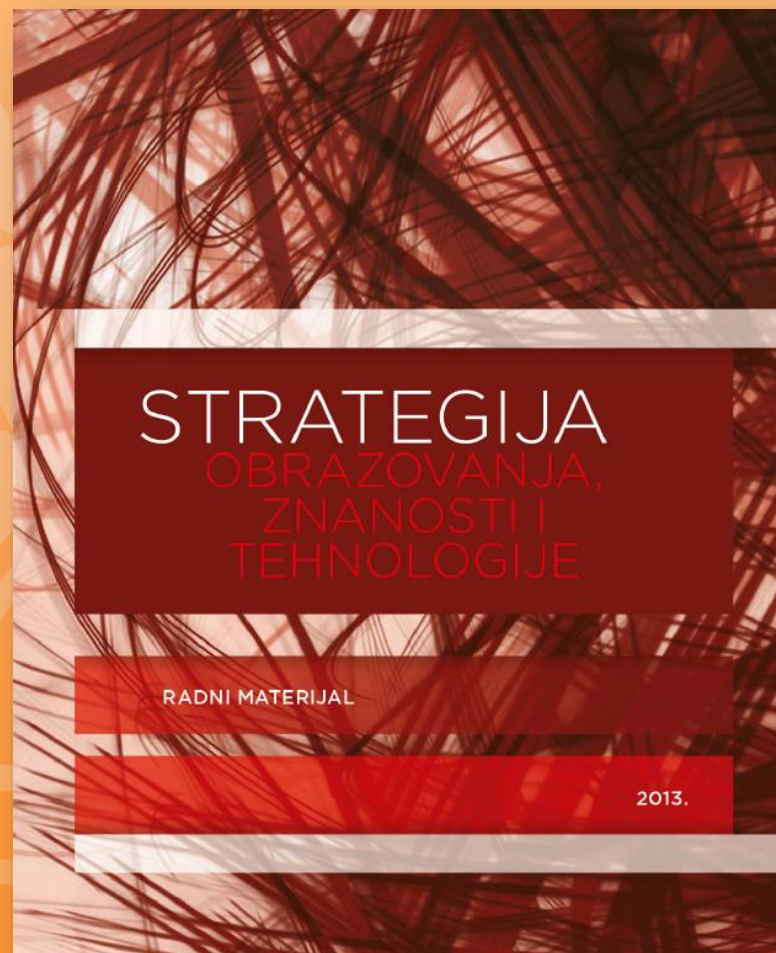
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Results so far...

- ICT and eSkills in Youth Guarantee implementation program in Croatia (2014-2020)
- New approach to the labour taxation – reducing tax burden for wages (announced)
- New non-formal coalitions on projects – including Telecentar Croatia
- Sustainable rise of the interest among young people enrolling ICT studies in Croatia

Results so far...

- „Proširenje kapaciteta dijela visokog obrazovanja u STEM području predstavlja razvojni prioritet...”
- „Potrebno je povećati atraktivnost i konkurentnost studija, posebno u područjima od važnosti za razvoj gospodarstva (STEM)”
- „Poticat će se programi u STEM području (stimuliranjem kroz veće upisne kvote, programske ugovore i sl.) koji će pripremiti stručnjake sposobne odgovoriti na zahtjeve suvremenoga gospodarstva i javnog sektora.”





Thank you for your attention.