



GOOD PRACTICES

Partner: INDEPCIE

Practice's title: "**Activate**" Initiative



Including **C**hess **A**s a **R**e-education **U**p-**S**killing tool

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1- BACKGROUND AND SCOPE

1.1 Background

This is a joint action between Google and the Ministry of Industry, Energy and Tourism, through the public entity Red.es and the School of Industrial Organisation (EOI).

Thanks to the agreement with the Californian company, the Ministry of Industry is joining forces in Actívate to contribute to the development of professionals in the Digital Economy, a sector in which the European Commission estimates the creation of 900,000 new jobs in the coming years. This action shares the objectives of the Digital Agenda for Spain launched by the Government, so that young people can take advantage of the opportunities that the digitalisation of the economy offers.

1.2 Main subject

The main subject of the practice is the development of soft skills for entrepreneurship.

1.3 Target

Young entrepreneurs and potential entrepreneurs.

2- OUTLINE OF THE PRACTICE

2.1 Description

The "Activate" initiative offers entrepreneurs and potential entrepreneurs a series of support services for the development of soft skills such as creativity, innovation, decision-making and risk management.

It is an initiative aimed at young people with the aim of offering them, free of charge, a series of tools that help them to train, create their own businesses, start up as entrepreneurs, or prepare themselves properly for the job search.

This is a joint action of Google and the Ministry of Industry, Energy and Tourism, through the public entity Red.es and the School of Industrial Organisation (EOI). It has, among others, the support of Injuve and the participation of numerous Spanish universities.

2.2 Aim/goal

The aim of this practice is to encourage entrepreneurship and help entrepreneurs to create and develop their businesses.

2.3 Training Approach

The Activate virtual platform consists of three pillars: one for training to offer courses in digital skills, another to help you find a job through a good CV or a network of contacts and, finally, a section on entrepreneurship to provide tools and advice when launching a new business, evaluating an idea or testing your management skills. In Activate you will find training courses, both face-to-face and

online, that will help you to broaden your knowledge. After passing them, you will receive an accreditation certificate.

On the other hand, through this platform you can access information that will allow you to optimise the way in which you apply for a job offer and get to know a little better what companies are looking for or what resources are available to start up your own entrepreneurial project.

Each course lasts 40 hours and is supported by short, dynamic videos so that each student can complete it at any time, using their computer, tablet or mobile phone. Once all the MOOC modules have been completed, the student automatically receives a certificate from EOI accrediting the knowledge acquired.

The range of MOOCs offered by Actíivate is completed with a digital marketing course developed by the Internet Advertising Bureau (IAB) and which has a face-to-face version thanks to the collaboration of 13 Spanish universities. The training is enhanced by the social dimension provided by an Actíivate community on Google+ where the thousands of students taking the MOOCs interact with each other, ask questions and share their business ideas.

3- TOOLS

Actíivate consists of three pillars: one for training to offer courses in digital skills, another to help job seekers find employment through a good CV or a network of contacts and, finally, a section on entrepreneurship to provide tools and advice when launching a new business, evaluating an idea or testing management skills.

- Online platform with resources for entrepreneurs.
- Coworking spaces.

- Team of experts in entrepreneurship.
- <https://grow.google/intl/es/#filter>

4- OBSERVATIONS

The "Activate" initiative has had a positive impact on entrepreneurship.

A study conducted by the Ministry of Industry, Trade and Tourism found that 80% of the entrepreneurs participated in the initiative.

5- DISCLAIMER

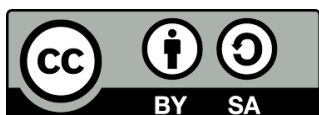
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