



Republic of Azerbaijan
Ministry of Labour and
Social Protection of Population



Azerbaijan Public
Employment
Agency

Promoting digital literacy and education

Azerbaijan Public Employment Agency

www.dma.gov.az



Central Career branch

- ❖ The Central Career branch of Azerbaijan Public Employment Agency under **Ministry of Labour and Social Protection of Population**
- ❖ The first **official career-oriented state entity** in Azerbaijan
- ❖ Raising awareness about **career guidance** in Azerbaijan
- ❖ Established in **March 2022**



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Main directions

- ❖ Enhancing the **quality** and **accessibility** of career planning services
- ❖ Raising awareness about **career guidance**
- ❖ Providing **career counseling services** to various groups, including school children, students, parents, jobseekers, and the unemployed
- ❖ Conducting training programs for **career counselors**



What is digital literacy?



Digital literacy is the ability to access, manage, understand, integrate, communicate, evaluate and create information safely and appropriately through digital technologies for employment, decent jobs and entrepreneurship.



Digital education is the use of digital technologies and media to support, enhance, and transform teaching and learning



What is digital literacy?

5 digital competence areas and 21 digital competencies of digital literacy:

1. Information and data literacy
2. Communication and collaboration
3. Digital content creation
4. Safety and security
5. Problem-solving



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Importance of digital literacy

- ❖ Enhanced employability
- ❖ Increased productivity
- ❖ Adaptability and continuous learning
- ❖ Social inclusion
- ❖ Economic impact



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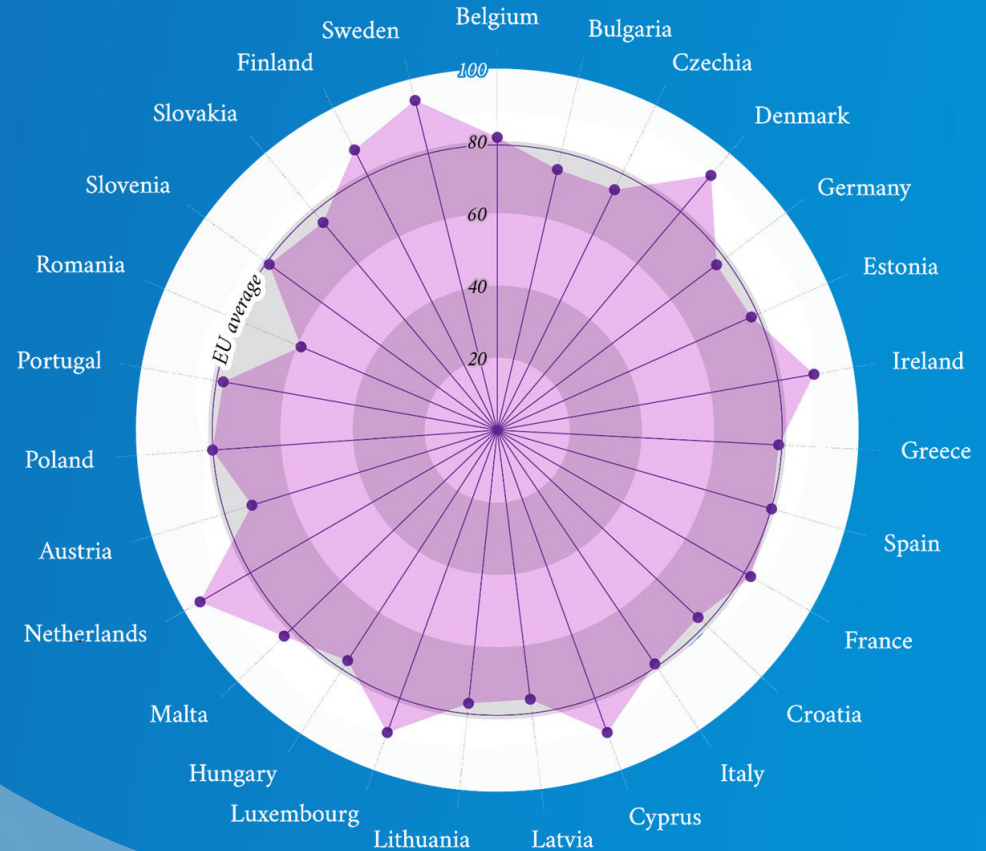
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Overall, how important do you think digital technologies will be in your life by 2030?

More than 95% or more of all jobs require digital knowledge.

Employment rate of the population belonging to the age group 55-64 depends on the level of digital literacy.

According to European Commission (2016), more than nine-tenths of jobs need at least basic computer skill.



Current situation in Azerbaijan

Statistics provided by ICT LAB show that about 53% of the population can be considered digital literate.

According to 4th Industrial Revolution (4SIM), more than 80 percent of Azerbaijan's population uses internet.



Digital competence areas and Azerbaijan

1. Information and digital literacy



1.1 Browsing, searching and filtering data, information and digital content

2. Communication and collaboration



2.1 Interacting through digital technologies
2.2 Sharing information and content through digital technologies
2.3 Netiquette
2.4 Managing digital identity

3. Digital content creation



3.1 Developing digital content

4. Problem solving



4.1 Identifying digital competence gaps

Current initiatives in APEA

Alo Career

- ❖ CV creation platforms
- ❖ Digital branding (IG, LinkedIn)
- ❖ Job search sites, platforms
- ❖ Writing formal e-mail, public posts
- ❖ Browsing, searching and filtering data, information and digital content
- ❖ Sharing information and content through digital technologies
- ❖ Netiquette
- ❖ Managing digital identity



Current initiatives in APEA

Job Club İş Klubu

- ❖ Browsing, searching and filtering data, information and digital content
- ❖ Sharing information and content through digital technologies
- ❖ Netiquette
- ❖ Managing digital identity
- ❖ Digital branding (IG, LinkedIn)
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Current initiatives in APEA

“CV Yarat” platform

❖ Creating a CV online

❖ Developing digital content

Yeni hesabınızın məlumatlarını qeyd edin

Qeydiyyatdan keçmək üçün aşağıdakı xanaları doldurun.



8 və ya daha çox simvoladan istifadə edin



Qeydiyyatdan keç



Current initiatives in APEA

“Chirag” development program

❖ Identifying digital competence gaps

❖ Digital literacy trainings



Current initiatives in APEA

Digital content creation

- ❖ "Work values" tool
- ❖ Labor market reports

İş dəyərləri aləti

📄 Daha etraflı

👉 Testə keçid et



Karyera və peşə maraqlarını müəyyən etməyə kömək edirik



Her kəsin dəyərlərini, maraqlarını, təhsil və təcrübəsini nəzərə alırıq



Sizə uyğun potensial peşə sahələrinin siyahısını göstəririk



Karyera yolunda əsaslandırılmış qərar verməyə kömək edirik



Azərbaycan Respublikası
Əmək və Əhəlinin
Sosial Müdafiəsi Nazirliyi



Dövlət
Məşğulluq
Agentliyi

ƏMƏK BAZARI BÜLLETENİ №1

Əmək bazarında tələb olunan
əsas bacarıqlar

Bülletəndə istifadə olunmuş bütün vizuallar
SÜNİ ZƏKA vasitəsilə yaradılmışdır

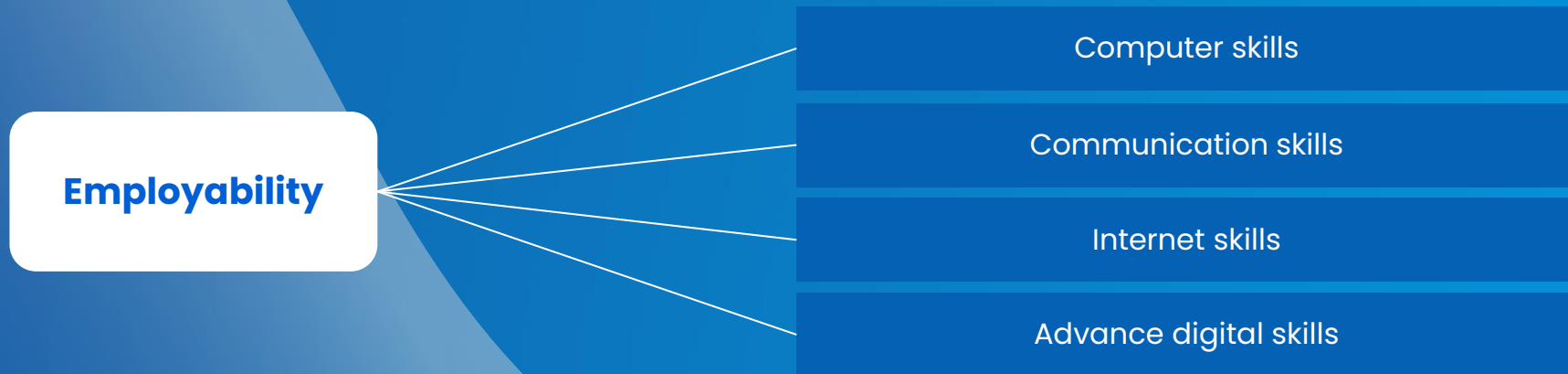
Mərkəzi Karyera filialı 2024

Fevral 2024



Our suggestions

Communication skills and computer skills are contributing more in increasing employability



Our suggestions

Government level – effective strategies for ensuring digital literacy for all

Organizational level – providing employees with support, advice, and requisite skills

Individual level – appropriate career self-management resources

Level 3: Digital transformation (innovation/creativity)



Level 2: Digital usage (professional/discipline application)



Level 1: Digital competence (skills)

Our suggestions

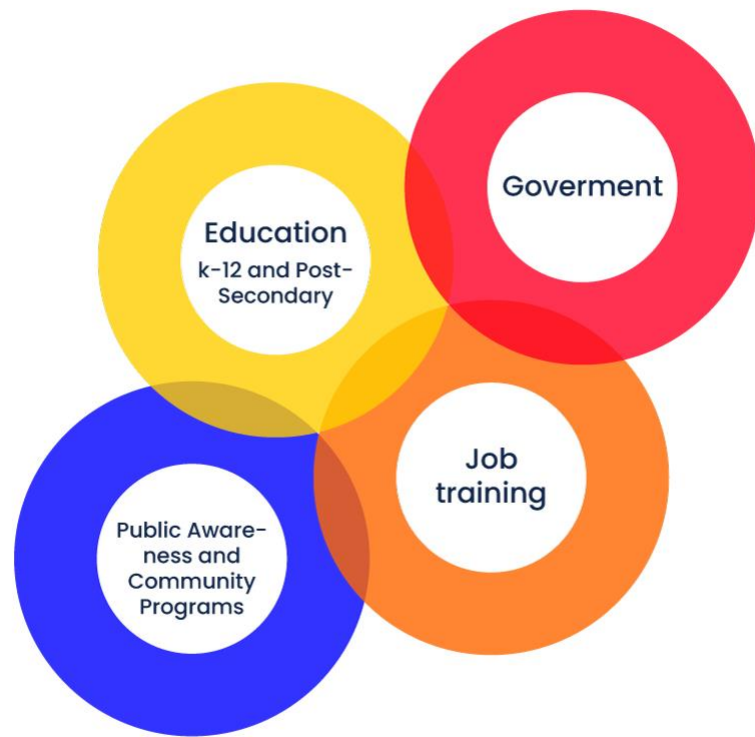
- ❖ **Public Awareness and Community Programs** –
USAID DIGITAL LITERACY PRIMER
- ❖ **Education** –
 - *Digital literacy in the national curriculum (Norway)*
- ❖ *Job Training*
- ❖ **Government** –
 - *The Digital Skills for Citizen Scheme (Ireland)*



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Thanks for your attention!



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