

WHAT IS CodeWeek?



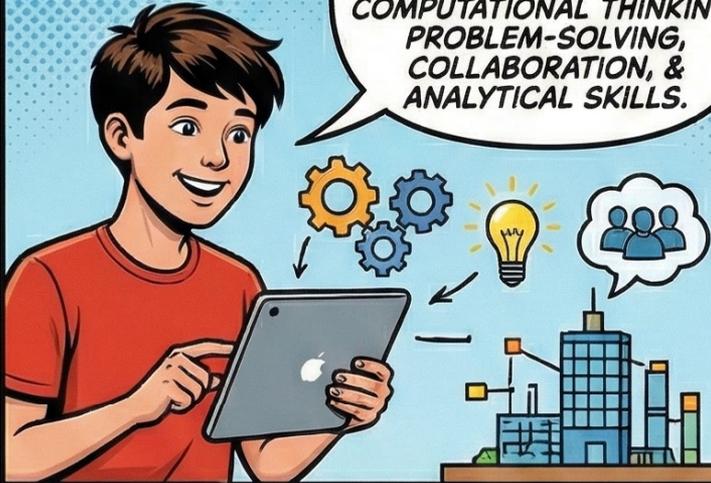
WHY SHOULD SOMEONE ENGAGE WITH IT?

PARTICIPATION OFFERS BENEFITS FOR LEARNERS, EDUCATORS, & SOCIETY AT LARGE!

FUTURE-PROOF SKILLS!

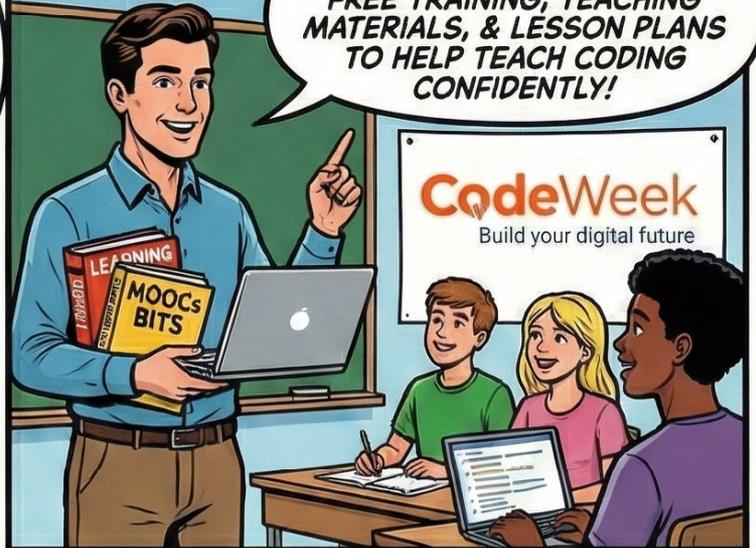
CodeWeek
Build your digital future

DIGITAL LITERACY IS ESSENTIAL! CODING DEVELOPS CRUCIAL COMPETENCIES: COMPUTATIONAL THINKING, PROBLEM-SOLVING, COLLABORATION, & ANALYTICAL SKILLS.



PROFESSIONAL DEVELOPMENT!

FOR TEACHERS, IT PROVIDES FREE TRAINING, TEACHING MATERIALS, & LESSON PLANS TO HELP TEACH CODING CONFIDENTLY!



CAREER OPPORTUNITIES!

WITH DIGITAL SKILLS BECOMING A REQUIREMENT FOR MOST JOBS, PARTICIPATION MAKES STUDENTS MORE COMPETITIVE & QUALIFIED CANDIDATES!



COMMUNITY & RECOGNITION!

CONNECT WITH AN INTERNATIONAL COMMUNITY! LINK ACTIVITIES IN THE 'CODE WEEK 4 ALL' CHALLENGE & EARN A CERTIFICATE!



EMPOWERMENT!

IT SHIFTS THE MINDSET FROM TECHNOLOGY CONSUMPTION TO CREATION, HELPING INDIVIDUALS UNDERSTAND THE DIGITAL WORLD!



CREATION



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WHAT IS 'CAREERS IN DIGITAL'?



FUTURE-PROOF STABILITY!



HIGH EARNING POTENTIAL!



TRANSFERABLE SKILLS!



IMPACT & FLEXIBILITY!



HOW CodeWeek ASSISTS IN CAREER SELECTION

Build your digital future

DEMYSTIFYING OPTIONS!

CLEAR DESCRIPTIONS, QUALIFICATIONS, & EDUCATIONAL PATHWAYS!

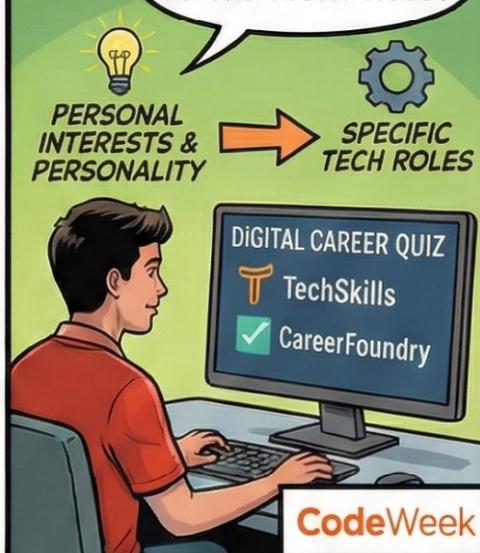


BRIDGE BETWEEN EDUCATION & THE PROFESSIONAL WORLD: INSPIRE YOUNG PEOPLE & CLOSE THE SKILLS GAP!



SELF-DISCOVERY TOOLS!

MATCH YOURSELF TO THE RIGHT ROLE!



CONNECTING TO EDUCATION & CERTIFICATION!

LINKS TO INDUSTRY-LEADING TRAINING!

FREE TRAINING & CERTIFICATION



A
MICROSOFT
(AZURE AI)

CISCO
(CYBERSECURITY, IOT)

INSPIRATION THROUGH ROLE MODELS!

REAL-WORLD PROFESSIONALS SHARE THEIR JOURNEYS & PASSION!



ENCOURAGING CRITICAL THINKING!

DO YOUR OWN RESEARCH

QUESTION SOURCES

MAKE INFORMED LIFE DECISIONS!

SEARCH INSTRUCTIONS

DIVERSE VIEWS

CodeWeek

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SUMMARY: CODEWEEK & YOUR DIGITAL CAREER

WHO DOES IT TARGET? "EVERYONE!"

SCHOOLS & TEACHERS!

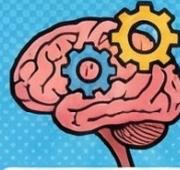
STUDENTS & YOUTH!

LIBRARIES & PARENTS!

BUSINESSES & NON-PROFITS!

UNDERREPRESENTED GROUPS (GIRLS IN DIGITAL)!

WHY ENGAGE? BENEFITS!



FUTURE-PROOF SKILLS!
COMPUTATIONAL THINKING!



PROFESSIONAL DEVELOPMENT!
FREE TRAINING!



CAREER OPPORTUNITIES!



COMMUNITY & RECOGNITION!



EMPOWERMENT:
CREATION OVER CONSUMPTION!

WHAT IS EU CODE WEEK?

GRASSROOTS MOVEMENT! RUN BY VOLUNTEERS, SUPPORTED BY EU COMMISSION!

GLOBAL, YEAR-ROUND INITIATIVE! MILLIONS IN 79+ COUNTRIES!

DEMISTIFY DIGITAL SKILLS & CREATE!

CodeWeek
Build your digital future

WHAT ARE 'CAREERS IN DIGITAL'?



FUTURE-PROOF STABILITY!



HIGH EARNING POTENTIAL!



TRANSFERABLE SKILLS!



IMPACT & FLEXIBILITY!
SOLVE PROBLEMS!

HOW CODEWEEK ASSISTS



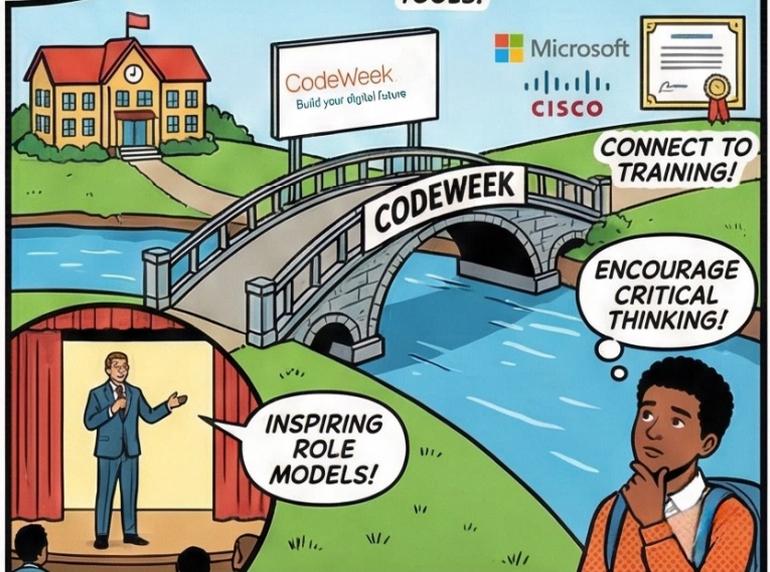
DEMISTIFY OPTIONS!



SELF-DISCOVERY TOOLS!



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CONNECT TO TRAINING!

ENCOURAGE CRITICAL THINKING!

INSPIRING ROLE MODELS!