



Modernising Digital Systems of the
Latvian Public Employment Service :
OECD International workshop

7 March, 2023

The Pix Project

Created in 2017, Pix is a non-profit, French-based public organisation. Our structure is bringing together various public stakeholders **involved in education and professional training**.



Pix's mission is to help everyone become familiar with their digital environment and develop their digital skills throughout their life.

Pix is an online service (pix.org/en-gb) that aims at:

Assessing



Developing



Certifying



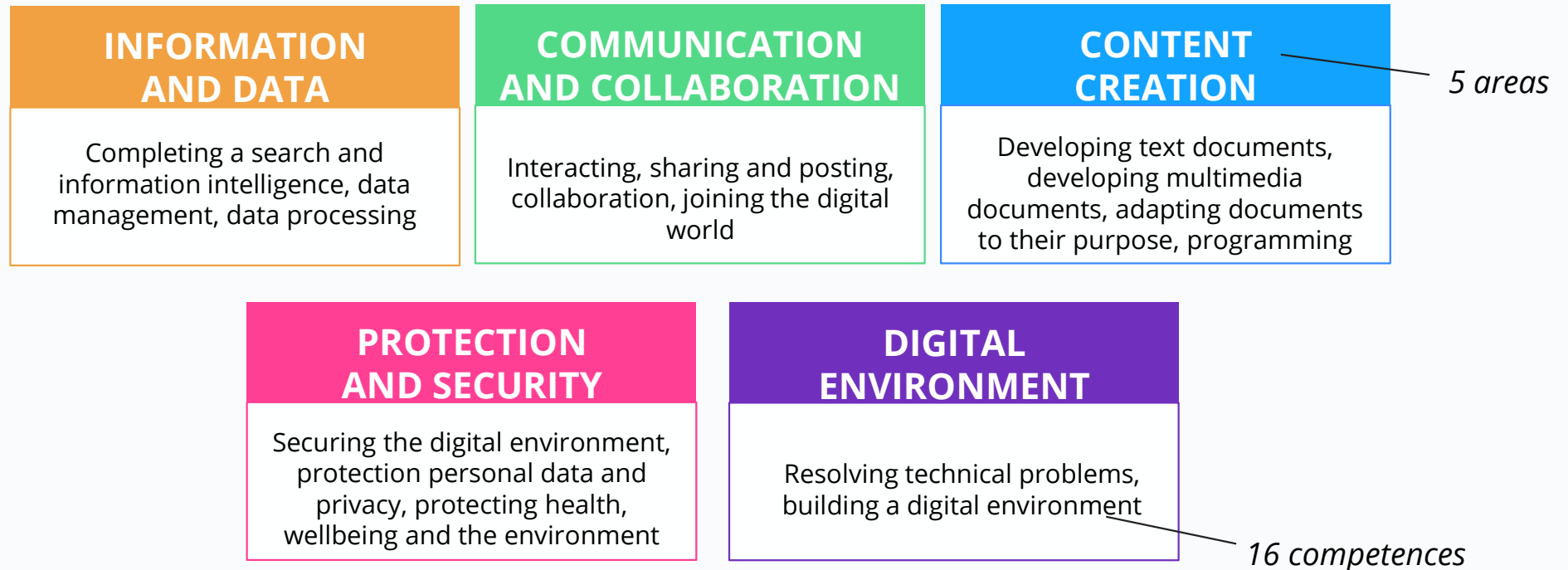
digital skills.

On Pix, every user can create a personal account for free and keep it throughout his/her life.

Pix is **designed for all audiences** :

- **pupils** (from 11 years old)
- **students** (university, vocational training)
- **professionals**: employees, learners in continuing education and job seekers
- any citizen

The Pix framework is based on European digital competence framework standard : DigComp 2.2



The Pix framework is constantly updated to take into account the evolution of digital skills. In particular, new examples of knowledge and skills detailed in the **DigComp 2.2**, released in 2022, are currently being integrated in Pix framework, such as artificial intelligence (AI).

A platform for everyone, from beginners to advanced users



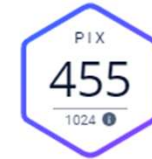
- **8 levels :**
 - 1-2: Beginner
 - 3-4: Independent
 - 5-6: Advanced
 - 7-8: *Expert (under development)*
- An **adaptive algorithm**

The Pix original approach for testing digital skills

- **A mix between challenge-based** (in simulators... or in real life) **and knowledge-based** tests
- **The adaptive test algorithm allows a friendly user experience**, that tries to keep everyone motivated, from beginners to advanced users.

The Pix personal profile

You have 16 competences to test.
Get your thinking hat on and off we go!

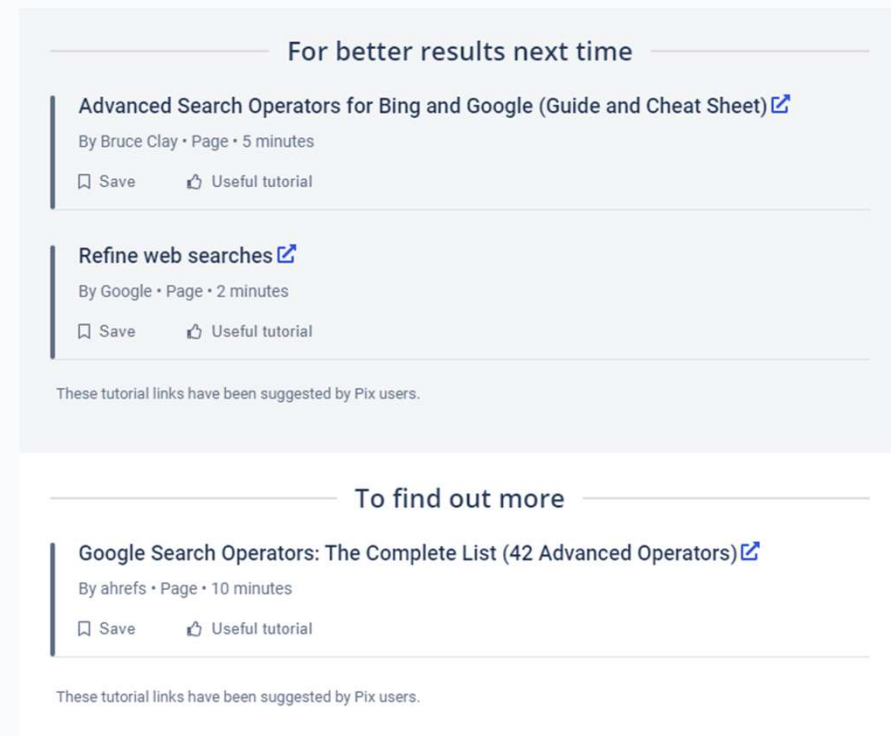


3 different learning strategies

1. An original “Learning through testing” effect

1. Targeted training recommendations

1. A monitoring tool for trainers, teachers, HR, advisors... : **Pix Orga**



The screenshot displays a search results page with two sections of recommendations. The first section, titled "For better results next time", contains two items: "Advanced Search Operators for Bing and Google (Guide and Cheat Sheet)" by Bruce Clay (5 minutes) and "Refine web searches" by Google (2 minutes). The second section, titled "To find out more", contains one item: "Google Search Operators: The Complete List (42 Advanced Operators)" by ahrefs (10 minutes). Each item includes a "Save" icon and a "Useful tutorial" icon. A note at the bottom of each section states, "These tutorial links have been suggested by Pix users."

For better results next time

Advanced Search Operators for Bing and Google (Guide and Cheat Sheet) [↗](#)
By Bruce Clay • Page • 5 minutes
[🔖 Save](#) [👍 Useful tutorial](#)

Refine web searches [↗](#)
By Google • Page • 2 minutes
[🔖 Save](#) [👍 Useful tutorial](#)

These tutorial links have been suggested by Pix users.

To find out more

Google Search Operators: The Complete List (42 Advanced Operators) [↗](#)
By ahrefs • Page • 10 minutes
[🔖 Save](#) [👍 Useful tutorial](#)

These tutorial links have been suggested by Pix users.

An official certificate for students, workers and job seekers



This document attest that Pix certification has been obtained



Name and first name: Alan Turing
 Date and place of birth: June 7, 1954 in Wilmslow
 Certification Center: My center
 Issued on: December 26, 2021

Certified compétences

INFORMATION AND DATA	LEVEL
Completing a search and information intelligence	5
Data management	1
Data processing	3
COMMUNICATION AND COLLABORATION	LEVEL
Interacting	3
Sharing and posting	
Collaboration	5
Joining the digital world	5
CONTENT CREATION	LEVEL
Developing text documents	4
Developing multimedia documents	
Adapting documents to their purpose	2
Programming	
PROTECTION AND SECURITY	LEVEL
Securing the digital environment	4
Protecting personal data and privacy	
Protecting health, wellbeing and the environment	4
DIGITAL ENVIRONMENT	LEVEL
Resolving technical problems	6
Building a digital environment	2

Check the authenticity of the certification

Verification code

P-TJ40067

Use this code on our website :
app.pix.fr/verification-certificat

Director of the GIP Pix, Benjamin Marteau



The background features a gradient of blue and purple colors with several overlapping, wavy, organic shapes that create a sense of movement and depth. The colors transition from a deep blue on the right to a lighter, more purple hue on the left.

Pix today

A large variety of targeted audiences

Secondary and higher education
*97% of schools
 (4 250 000 pupils)
 Over 80 universities
 (115 000 students)*



Public Employment Service
900 000 job seekers tested on Pix



At large scales in national public policies

Digital inclusion
12 000 beneficiaries trained on Pix



For HR and trainers in organizations



Companies, governmental bodies and local authorities
158 000 working professionals



Continuous training organisations
130 000 learners in continuing education

Pix today, in France and the world...



10 millions

accounts created



2,5 million

certifications taken

A goal: making Pix a **global public good** implemented and managed jointly by a community of public institutions from different countries.

Two versions

 pix.org/fr

 pix.org/en-gb

Currently used in 16 countries



“Pix emploi”: Pix for job seekers in France

A project in the framework of a national employment and skills policy



In 2018, the Ministry of Labour initiated the **PIC** (Plan d'Investissement dans les Compétences- *Skills Investment Plan*) aiming at allowing **2 millions job seekers and NEET** to find a job through **training, upskilling and reskilling**.

Pix was proposed to the 3 actors of the Public Employment Service as a tool:

- to **assess** beneficiaries' digital skills so that to propose **relevant support/training actions**
- to allow beneficiaries' **digital skills development**.

Each actor decided different implementation modalities according to their missions, organisations and the needs of their beneficiaries.



A single test: the “Pix emploi diagnosis”

- A test focusing on varied common digital skills:
 - 24 topics gathered in 7 themes:
 - Online browsing (web search, social networks...)
 - File management
 - Office tools (word processing, spreadsheet)
 - Email and videoconference
 - Protection and security (phishing, secure passwords...)
 - Digital environment (ports, connection to internet...)
 - Mobile app
 - 24 to 50 questions (about 1 hour)
 - difficulty: from beginner (level 1) to intermediate (level 4)
 - computers and tablets are recommended devices

Sample question

In which year was actor **Peter Ronson** born?

Year:

Competence : Completing a search and information intelligence



Assessed skill: Using search engines

Level 2

Sample question

Julia's social media account has been hacked.

Her eight-character password was easy to guess using information anyone can find online on her public profile.

Here is her public profile page and [a link to the social network](#).

You need to find her password to find out who wants to become Julia's friend.

 <p>Julia</p>	CONTACT DETAILS	
	Location	Galway
	Email	julia@pxmail.org
	CONTACT DETAILS	
	Date of Birth	20 August 1981
	Genre	Female
	Friends	2,531

Who wants to become Julia's friend?

Competence: Securing the digital environment



Assessed skill : knowing the recommendations for choosing a strong password

Level 3

Sample question

You are a police officer working undercover in the mafia run by Al Capone.

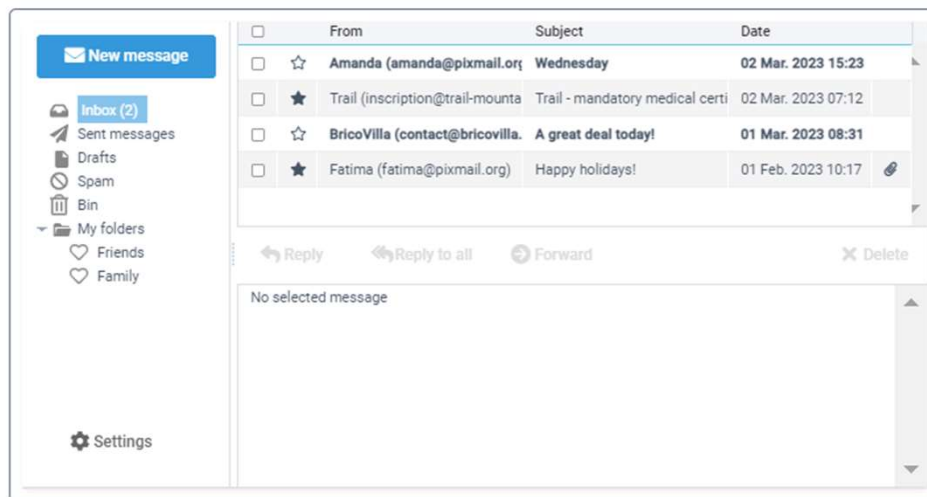
Open the application.

Send the following email to Al Capone (alcapone@pixmail.org) **secretly** copying in your police colleague Tatiana (tatiana@pixmail.org):

Subject: Operation Commando

Start of operations at 8 pm. Who's coming with me?

What does Al Capone reply?



Competence: Interacting

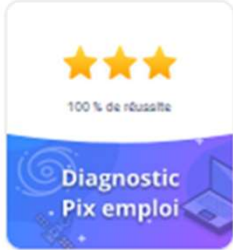


Assessed skill: Send an email by mastering its different fields (Recipient, Subject)

Level 4

At the end of the test, the job seeker discover its results:

- global score (stars)
- badges on the different themes



100 % de réussite







Bravo !

Vous maîtrisez le kit de survie indispensable pour une utilisation simple du numérique! Envoyez vos résultats, Pix et votre conseiller pourront ainsi vous aider à aller plus loin avec le parcours Cléa numérique.

[J'envoie mes résultats](#)

N'oubliez pas d'envoyer vos résultats à l'organisateur du parcours.

Vos résultats thématiques




<p>J'organise mes fichiers</p> <p>Je suis capable de retrouver, déplacer et supprimer un fichier informatique</p> 	<p>J'ai des notions de bureautique</p> <p>Je sais réaliser des manipulations simples dans un texte ou un tableau : copier/coller et centrer un texte, trier un tableau</p> 
<p>Je navigue et je communique en ligne</p> <p>Je sais reconnaître un navigateur et un réseau social, utiliser une messagerie électronique et effectuer une recherche en ligne.</p> 	<p>J'adopte un comportement prudent</p> <p>Je suis sensibilisé à des enjeux de sécurité, d'identité numérique et de protection des données personnelles du quotidien.</p> 
<p>J'identifie mon environnement numérique</p> <p>Je sais reconnaître les éléments essentiels de l'environnement numérique (ports, icônes) vous/me permettant d'utiliser le matériel informatique.</p> 	<p>J'utilise une application mobile</p> <p>Je sais me connecter à Internet et utiliser une application mobile de façon sécurisée.</p> 

Target audiences and conditions of administration of the test

- The targets are **all job seekers** registered at Pôle emploi
- The test is accessible through different ways, and can be done **at any stage** of the time spent by a job seeker with Pôle emploi:
 - for newly registered job seekers: the test is prescribed by the advisor after the first meeting
 - for already registered ones, the test is made accessible:
 - directly in their online Pôle emploi account, to do it in autonomy
 - they are encouraged to do it through mailings and notifications
 - the test can be done during collective events organized by Pôle emploi: workshops, group activities...
- Practically, the test can be done by the job seeker:
 - at a Pôle emploi agency, on shared tablets and computers
 - at home

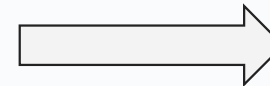
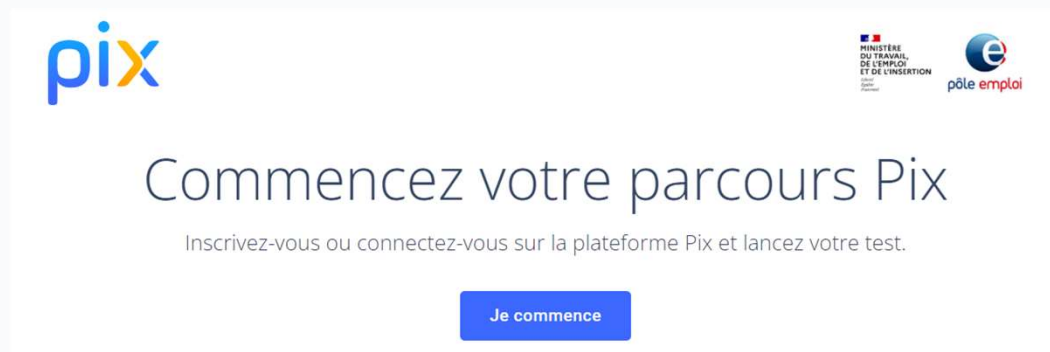
A test, and after?

According to the score obtained by the job seeker, various actions can be proposed to him by Pôle emploi:

Score	Action	Examples
<p><50% : very low level, basics are not mastered</p> <p style="text-align: center;"></p>	<p>Training actions on the basics</p> <p>Actors:</p> <ul style="list-style-type: none"> - digital inclusion actors - Pôle emploi 	<p>Regional digital pass for digital inclusion ("Pass numérique")</p>
<p>50-80%: the beneficiary only masters some of the fundamentals. He is able to do basic actions associated with the most common situations and can apply a simple procedure with guidance.</p> <p style="text-align: center;"></p>	<p>Short to long training actions to reach autonomy, particularly on Pôle emploi digital services</p> <p>Actors:</p> <ul style="list-style-type: none"> - digital inclusion actors - training organisations - Pôle emploi (3 internal workshops) 	<p>Full time training "Dynamic for employment through CLEA digital"</p> <p>Small group workshop "how to use Pôle Emploi digital tools"</p>
<p>81-100%: the basics are relatively mastered, the beneficiary is able to carry out actions associated with the most common situations, and to apply a simple procedure alone.</p> <p style="text-align: center;"></p>	<p>Short to long training actions, particularly focusing on the use of Internet tools to find a job (eg social networks) Preparation of Pix or other certification.</p> <p>Actors: training organisations, Pôle emploi</p>	<p>Workshop by a tech actor "Protecting data on the internet" and "Keep control of your social networks"</p>

An approach based on a strong and long-term partnership Pix/Pôle emploi

- A **co-construction approach**: a strong collaboration between Pix and Pôle emploi was established to design a relevant test and facilitate as much as possible the use for job seekers and Pôle emploi advisors:
 - **panel tests** in Pôle emploi agencies
 - important **technical works**:
 - job seekers connect to Pix with their Pôle emploi account



- results automatically appear in the job seeker's personal profile in Pôle emploi internal application (both for him and the advisor)

Espace personnel / Mon profil de compétences et mes CV > Mon test numérique (Pix emploi)

Mon test numérique (Pix emploi)

Pix emploi
Faites du numérique un atout pour votre retour à l'emploi et votre vie professionnelle avec Pix emploi ! Pour en savoir plus, [regardez la vidéo](#).

	Terminé et transmis	Date de démarrage 01 mars 2023	Date de transmission 01 mars 2023	Résultat 82%	Évolution -
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1 suggestion de service

- Inscrivez-vous en ligne à « [Valoriser mon profil sur les réseaux sociaux](#) » ou contactez votre conseiller

- **A progressive implementation:**

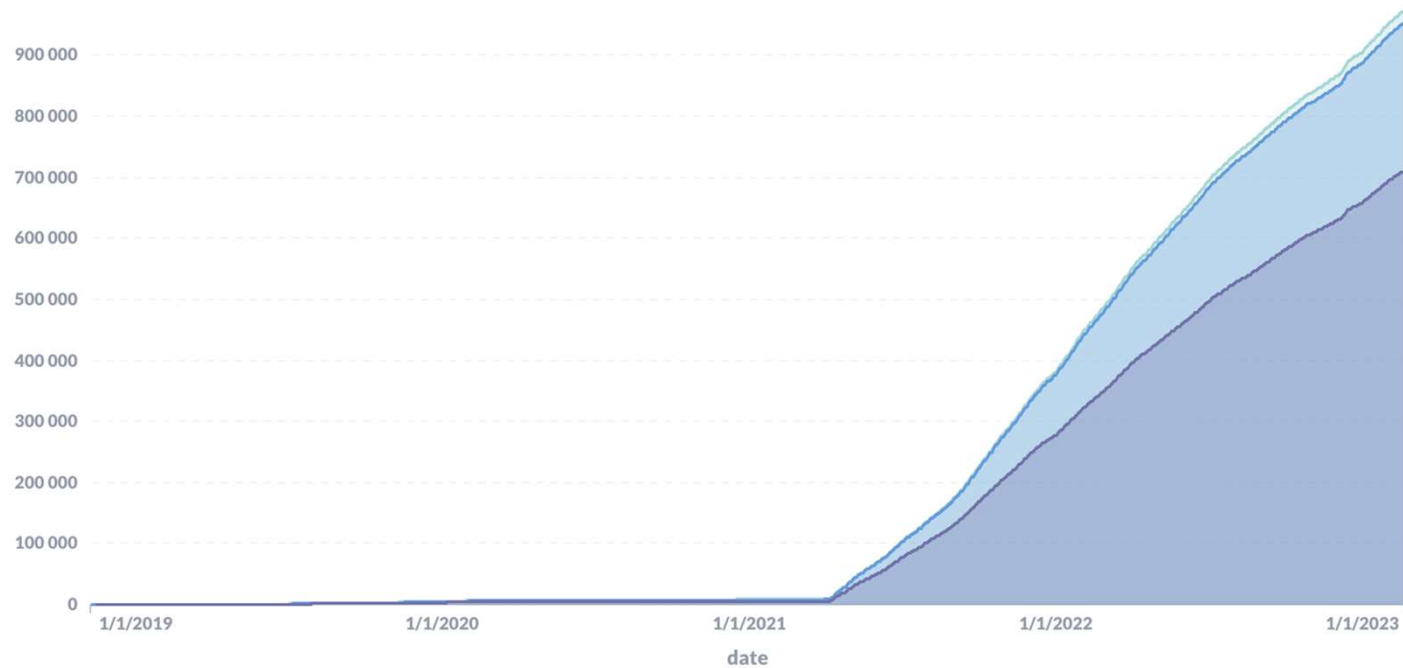
- 2019-2020:
 - co-construction of the test
 - experimentation of different implementation modalities in several territories
 - technical and legal works
- April 2021: national roll-out in all Pôle emploi agencies

Pix emploi: a test now well integrated into Pôle emploi practices

	2022	2021	Depuis le lancement <i>(on 02/28/2023)</i>
Pôle Emploi			
Number of participants	524 059	379 500	960 000

Evolution des participants, participations, envois

● participations ● participants ● envois



pix

Thank you

Contact us

international@pix.fr