Inspiration & Career Pathways Activities

In this section, companies can access ideas about activities that seek to increase awareness to young students (6-25 years old) about the importance of digital skills and inspire them about the diverse range of study routes and careers in ICT/STEM fields. Such activities may take the form of in-house events, broader STEM fairs, or can involve offering focused support to specific students via scholarships, or real-world experience through internships and apprenticeships. The overall aim of all these activities is to build capacity, bridge equity gaps, and empower youth in STEM fields.

💭 **Remember:** You don't have to start from zero! Build on existing partnerships or explore new ones through local networks, innovation clusters, business associations or chambers of commerce — plus, this toolkit was made to support your journey in launching or growing your CSR activities.

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Industry Talks, Digital Career Days & (Gender) Equality Events

Industry talks, and digital career days play a vital role in breaking down a range of barriers that girls face, by providing them with firsthand exposure to STEM careers and inspiring them to pursue their passions. These initiatives offer invaluable opportunities for students, particularly young girls, to build their confidence in STEM abilities, connect with role models – successful STEM professionals who inspire them, while discovering diverse career paths by learning about the skills and education required to make better future choices.

Designing events with gender equality in mind is crucial because gender and power relations directly influence who gets to participate, speak, and lead. Too often, event formats unintentionally reinforce gender stereotypes and privilege men, excluding women and marginalized groups from full participation and decision-making. Even when diverse voices are present, unequal dynamics—such as being interrupted or overlooked—can persist, deepening existing inequalities.

Recognizing these challenges is essential for creating truly inclusive, impactful events. As gender inequalities often intersect with race, class, age, organizational status, and other identities, this toolkit also highlights ways to address these broader dimensions of inclusion.

In this section, you will find your essential **checklist**, **event ideas,** and **successful cases.** However, for additional resources, tools – like the Career Day Toolkit, and comprehensive guidelines on how to implement Girls in Digital initiatives and in general, activities that are diverse and inclusive, see the "Additional Resources" section.

Inspiration Corner | Suggested ideas

Girls Empowerment Event – Tech4Girls Lab
(13-16 years old)

- **Hands-on coding or digital skills 3-hour-workshop run by women professionals.**
- **Goal**: Demystify tech, show girls their own potential and build their confidence.
- **Content ideas**: Build a game, or the homepage of a website; intro to coding platforms (e.g. Scratch, Tynker).
- **Potential Partners**: Local coding NGO, like "Girls in Tech", "Women in Science and Engineering (WISE) Europe or in-house women-in-tech volunteers.

Imagine a Day in the Life of [Name of the Student] as a [FutureRole in Digital]
(16-18 years old)

- **Interactive morning/afternoon 2-3-hour-session, online or in-person, with female students of 1-2 local schools or the classrooms of one school. Help girls vizualize themselves in digital careers (e.g Data Analyst, AI Designer, Robotics Engineer, Digital Health Innovator or Cybersecurity Expert).**
- **Goal**: Boost career ambition, learn their needs/ambitions through creativity and collaboration, promote gender equality, inclusivity and future-ready digital skills.
- **Content Ideas**: Short talk from a company employee, quick warm-up poll, short presentation of the instructor/s' job, students choose their "future role" in a storyboard (via "Miro" tool) and they present it, peers vote for the most inspiring and innovative via a live poll tool like "Mentimeter" or "Slido".
  At the end, the instructor could have a motivational closing and may offer a small tech gadget/ certificate or an online course coupon.
- **Potential Partners**: Local school/s (relevant to the event teachers, career advisor and maybe an NGO related to women empowerment.

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Checklist

Step 1: Define goals & format & Audience	❑ Choose between Industry Talk, Empowerment Workshop, or Mentoring Circle. Decide on age group (13–14 or 18+) and whether the event is online, in-school or hybrid.
Step 2: Engage partners	❑ Contact a school/university or other partner (through your National Hub (see Appendix B), communication with an existing partner or a new contact – reach to one relevant organization through our suggested list of partners) focused on girls' education/digital skills. ❑ Share a 1-pager with **goals,** role of the partner, and proposed agenda.
Step 3: Confirm Speakers or/and Mentors	❑ **Recruit** at least 2 women professionals in tech/business roles. Include a mix of career levels (junior to senior) and diverse backgrounds.
Step 4: Plan activities	❑ Plan interactive activities (e.g., hands-on sessions, career storytelling, role-play), adjust the activities according to the age of your audience. **Example:** If your audience is 18+ students, then you can have a panel session with Q&A, mentoring breakout sessions or an engaging project-based mini challenge. Include a short intro to your company/partnering organizations and CSR strategy.
Step 5: Prepare Material & Tools	❑ Slides, posters, registration form – if needed or interactive quizzes – if relevant, speaker questions – if you'll have a panel and maybe digital certificates for the participants (use Canva online design tool). Be aware: Include evaluation form and consent forms (esp. for minors).
Step 6: Promote	❑ **Announce your event** on social media/your website/partnering media websites or/and other channels, email partners, involve also school/s to distribute, where it's possible. Use girl-focused messaging, and promote also via NGOs like Girls Who Code, etc.
Step 7: Do rehearsal & necessary tech check	❑ **Schedule a meeting** with speakers and hosts. Check internet speed, audio, the material that will be presented or used during the event, as well as the access to tools (e.g. Miro, Mentimeter or other).
Step 8: Day of the event	❑ Run the event with **clear timing, breaks, and moderators**. Don't forget to capture photos/quotes (with the necessary consent), to use them during/post-event.
Step 9: After the event	❑ Send short **feedback form** to participants, involved teachers, and speakers. Summarize and share **key metrics:** no. of girls reached, skills explored, inspirational moments and share this recap online on social media or with a blog post to your website.

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Bonus Tips

- Make the event more engaging and gamified: Organize mini team challenges where girls can pair up to imagine a day together, act like “co-CEOs for a digital startup” version. Also, if you have created teams, you could involve a leaderboard, where you display live voting results to make it more exciting for the students.
- Celebrate potential and highlight empowerment: Use words like “future innovators”, “leaders in digital change”, and “building your own path” inspire. You can get also inspired and use the “European Commission's "Gender-Sensitive Communication" guide.
- Research shows: seeing relatable women from diverse ethnicities-abilities boost girls’ participation.

Case Studies

Company/Program	Description
Microsoft DigiGirlz	Pan-European workshops introducing coding and careers in tech to high schools and individual girls aged 13–18. It’s usually one-day event where girls get the chance to interact with company’s employees, experience what their jobs look like in daily life and explore career opportunities in technology.
Vodafone #CodeLikeAGirl	Hands-on coding classes in multiple EU cities, targeting **teenage girls aged 14-18,** by providing basic knowledge of computer languages and development programmes.
RoboAutism Program	The **RoboAutism,** is an innovative, experiential robotics workshop, specially designed for children on the autism spectrum. Through interactive activities, they use robotics to enhance children's critical thinking and social skills.

Tools/Resources

- GooseChase: Digital scavenger hunt platform where participants complete challenges, answer quizzes, upload photos/videos, track progress in real time and assign STEM-themed task.
- Padlet: Easy-to-use collaborative whiteboard for creative work, in an engaging and fun way. Students can post pictures, videos, reflections, and findings from their scavenger hunt.
- Women Step Up & EQUALS-EU: Get inspired by their training programme and stakeholders list.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D for helpful guidelines relating to event organization, as well as example of event collaboration virtual brief invite.

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In-House Events for Employees' Children

In-house events for employees' children are specially organized company activities hosted within the workplace, designed to engage, educate, entertain, and strengthen the bond between the organization, employees, and their families. These events not only boost employee satisfaction but also reinforce the foster a sense of community, inclusivity, and loyalty among staff.

Inspiration Corner | Suggested ideas

Family Fun & Learning Day	Annual Kids' Career Day	Seasonal Festivities Event
Educational STEM workshops (coding, robotics, science experiments).	Organized workplace tours showcasing different roles and short interactive sessions led by employees explaining their daily tasks.	One day themed celebration (e.g., winter holidays, mini summer festival).
Interactive sessions with product teams demonstrating company innovations.	Role-playing activities simulating simplified professional scenarios.	Fun games and competitions (treasure hunts related to 3-5 digital skills).

Checklist

Step 1: Define Objectives & Scope	❑ Clearly outline the **event's purpose** (e.g., educational, recreational, celebratory). ❑ Decide on the **age group of children** attending. ❑ Determine **event size, duration, and budget.**
Step 2: Form a Planning Team	❑ Assemble a **cross-departmental team** for diverse ideas. ❑ Assign **clear roles** (e.g., coordination, safety, entertainment, logistics).
Step 3: Venue & Logistics	❑ Identify **suitable company premises** for the event. ❑ Organize **safety measures** (first-aid, insurance coverage, security). ❑ Plan **transportation and parking** for families.
Step 4: Activities & Suppliers	❑ Develop an **engaging program (**games, workshops, performances). ❑ Book **external providers** if needed (animators, entertainers, educators). ❑ Order necessary **supplies and equipment.**

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Step 5: Post-event Communication & Follow-Up

- ❑ **Promote** effectively through internal channels.
- ❑ Gather **feedback** from participants, post-event.
- ❑ **Share highlights** internally and externally to reinforce corporate values

Bonus Tips

- Create **eco-friendly/3D printed branded souvenir and small gifts**, so that students take something useful home and as a "thank you" for their participation.

Case Studies

Company/Program	Description
Salesforce Adventure Club	**Salesforce** hosts an annual **"Salesforce Adventure Club",** its version of "bring your kids to work day," involving **~10,000 employees and their children,** across global offices. The day transforms offices into interactive, playful environments where kids and families engage in fun activities and experience the workplace in creative ways.
SAP Kids @ Work Day (Germany)	**SAP** regularly hosts children for an annual Kids@Work Day, featuring **educational workshops** such as coding, robotics, and sustainability-focused activities. The initiative aims to inspire future innovators and connect families closely to SAP's values.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D for helpful guidelines relating to event organization, as well as the editable version of an internal extranet invitation for a "Family Day at Work".

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STEM Fairs

STEM fairs are a great idea to bring together students, educators, businesses, and the community to celebrate science, technology, engineering, and mathematics. They provide a platform for students to showcase their STEM projects, explore interactive exhibits, engage with STEM professionals, and discover exciting possibilities, while companies demonstrate their commitment to building a future-ready workforce.

By organizing this activity, you can inspire the next generation of innovators, create positive brand awareness, and contribute to the growth of a diverse and skilled talent pool. A **STEM Fair** is a great opportunity to organize a co-creation event. **STEM Fairs** offer multiple collaboration opportunities for big tech firms and notable organizations in their ecosystem such as innovation clusters/ labs/accelerators, chambers of commerce, gender-equality/women empowerment NGOs.

However, to have great planning and implementation, it is better to know first, the **main differences** between a STEM Fair and an innovation competition (Hackathon or Bootcamp).

STEM Fair VS Innovation Competitions (e.g. Hackathons)

Aspect	STEM Fair	Other – Innovation Competitions
Format	Exhibition-style, interactive booths, demos, workshops and sometimes mini challenges (limited timeframe)	Structured, team-based competition or intensive training + challenge
Focus	Goal: Inspire & Educate Awareness, exploration, showcasing innovation, hands-on experimentation	Goal: Build & Solve Deep learning, innovation, rapid prototyping, and solution building
Participants	Often non-competitive, open to all students across various age groups 12-18+ & Skills developed: Curiosity, exposure	Deep learning, innovation, rapid prototyping, and solution building, focused on students aged 16-15 Skills developed: Problem-solving, prototyping
Activities	Structure: Open Type of sessions: Experiments, coding stations, career talks, games, industry showcases	Structure: A bit more competitive or cohort-based Type of sessions: Mini team challenges, mentoring, coding sprints, pitching sessions
Duration	Usually 1–3 days (in-person or hybrid)	Ranges from 1 day (hackathon) to 1–2 weeks (bootcamp)
Outcome	Spark interest, improve STEM literacy, build community awareness	Prototype/demo of a working solution, prizes, potential incubation
Example	A STEM Fair hosted by a company in partnership with local schools, featuring 3D printing demos, VR experiences, women-in-tech talks, and AI games, open to the public.	A 3-day Hackathon co-organized with a tech accelerator, where student teams develop early-stage apps to address sustainability using APIs and cloud credits, ending with a judged pitch.

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Inspiration Corner | Suggested ideas

City Simulation: "Build Your Future City"

- Hands-on, mini gamified team challenge for students aged 15–18, which you can run as a full-day or as a 2-day-activity, in the interactive installation zone during the Fair.
- **Content:** Teams receive a fictional "city" scenario with needs (mobility, wellness and health, energy, transport, waste, etc.) and by using STEM kits, necessary data sets – if needed and can be shared, and relevant digital tools (e.g., Tinkercad, Micro:bit, Scratch), they design scalable, sustainable and tech-driven city solutions. Tip: You may include budget limits and environmental/societal goals to simulate real-world constraints.
- **Purpose:** Promote systems thinking, sustainability awareness, and design thinking. Also, you can showcase how different STEM fields (engineering, programming, biology, AI) work together to solve real challenges – give 2-3 examples by your own organization.
- **How to Implement:** Provide students with online/offline toolkits (paper or digital maps, calculators, simulation apps), invite urban planning/smart city/business professionals and IT consultants/data analysts/engineers as mentors, schedule mini-presentations from each team at the end (judged by industry and academic reps) and give awards "Best Sustainable Design," "Most Innovative Tech," etc., as a "thank you" for participants' contribution.
- **Stakeholders Involved:** Urban development ad tech companies (technical advice and challenge design), Architecture/Engineering departments and incubators from local universities (mentoring/judging), innovation hubs/labs (mentoring/maybe facilitating or offering digital tools), CSR/HR teams from infrastructure/health/energy firms, EdTech partners providing gamified tools, local government representatives from municipal offices and/or environmental unis.

Other potential activities, according to the age of the participants:

- **Code & Create Corner** App development, Mock-up of a website, Basics of game design.
- **Robotics Zone:** Robot programming challenges, Automated systems demonstrations.
- **Digital Arts Studio:** 3D design and printing.
- **Problem-Solving Challenge:** Mini escape room with coding puzzles, Environmental challenges solved with technology, Design workshop on the future of cities.
- **Career Exploration Station:** Tech professional speed meetings, Skills assessment and career pathways.

Checklist

Step 1: Identify Partners & Define Roles

(6-8 months before launch)

- ❑ **Research and contact potential partners:** Other businesses (especially in related STEM fields), local schools, science museums, universities, STEM-focused NGOs, tech clubs, local government agencies (for potential funding or support) or EU Code Week National/Regional Hubs (see Appendix B).
- ❑ Host initial **meetings** to discuss shared goals, target audience, duration, potential themes (e.g., "The Future of Tech"), and each organization's capacity to contribute (financially, volunteers, expertise or resources).
- ❑ **Role Definition:** Clearly define each partner's role and which teams will be involved internally from your company. Core responsibilities include:
  "Lead Organization": Overall project management
  "Program Development": Curation of activities, workshops, and exhibits
  "Logistics": Management of the venue, equipment, catering, etc.
  "Marketing & Outreach": Communication and promotion of the event
  "Sponsorship & Fundraising": Secures any kind of funding for the event
  "Volunteer Management": Recruitment and coordination of volunteers

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Step 2: Develop Vision & Strategy

(5-6 months before)

- ❑ Create a shared vision that outlines the fair's objectives and desired impact. Develop a detailed plan including:
  - **Target audience** (e.g. students aged 10-18).
  - **Key activities** (e.g. student project competition, interactive exhibits, workshops, career panels, guest speakers, coding challenges – aligning with EU Code Week as well - where possible)
  - **Timeline and key milestones** (proceed to desk research to find the ideal date/time - exclude public holidays or when schools are closed, consider a date close to the EU Code Week to get extra visibility)
  - **Budget and resource allocation** (compare resources/requirements for physical vs hybrid/online event).
  - **Set up registration system**: Create on the event's website an owned online registration form for participants. If this is not possible, create a registration page via an online tool like **Eventbrite** or **Meetup.**
  - **Develop evaluation metrics**: Create pre/post surveys for participants. Use for free **"Microsoft/Google Forms"** or a more integrated, like Monday.com work management tool.

Step 3: Secure Funding & Resources

(5-6 months before)

- ❑ **Funding Sources:** Explore sponsorships from businesses (especially those participating), grants from STEM-related museums – entrepreneurial networks, or government agencies such as the Ministries of Digital Governance or Education, in-kind donations (e.g., required tech or other equipment, materials).
- ❑ **Resource Pooling:** Combine resources from all partners (e.g., venue space, equipment, volunteers, marketing expertise).
- ❑ **Sponsorship Packages:** Develop tiered sponsorship packages – at least 3, with varying levels of benefits, so you can attract more potential partners (e.g., logo placement, booth space, speaking opportunities)

Step 4: Plan Program & Logistics

(4-5 months before)

- ❑ **Program Development:** Curate engaging and age-appropriate activities. Reach out through your own network or EU Code Week National hubs (see Appendix B), to STEM professionals, universities, and tech companies to host workshops, demonstrations, or career panels.
- ❑ **Venue:** Secure a suitable venue with enough space for exhibits, workshops, keynotes and masterclasses.
- ❑ **Equipment:** Arrange necessary equipment (e.g., tables, chairs, AV equipment, internet access), depending on the format of the event.
- ❑ **Catering:** Plan for food and beverages (if applicable, for in-person event).
- ❑ **Accessibility:** Ensure the venue is accessible to all participants.

Step 5: Promote

(1-3 months before launch)

- ❑ **Send targeted emails** to schools, teachers, and parent organizations. Prepare a press release to send to targeted media and to internal/external partners.
- ❑ **Social media:** Create engaging content and promote the fair on social media platforms (using relevant hashtags) or related groups. Send relevant material

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to partners as well to support you. Create early a social media calendar and don't forget to include post reminders, 1 week or 3 days before the launch, as well as post-event material like 30seconds videos with testimonials or behind-the-scenes photos.

- ❑ **Website:** Develop a dedicated website or landing page with event information and registration details.
- ❑ **Partners' Networks:** Leverage each partner's network to promote the fair.
- ❑ **EU Code Week Platform**: Register your event on the activities map!

Step 6: Event Execution

(Launch)

- ❑ **Set up venue**: Arrange stations and welcome area.
- ❑ **On-site Management:** Distribute all roles properly and ensure that you oversee all activities, in order to have all speakers, special guests as well as participants highly engaged, having the best possible experience.
- ❑ **Welcome participants**: Registration desk, orientation briefing.
- ❑ **Run activities**: Ensure smooth transitions between activities, separate rooms for in/person event or break-out rooms via an online platform.
- ❑ **Document the event**: Capture event highlights: Photos, videos, participant testimonials.
- ❑ **Gather feedback**: Distribute and collect evaluation forms.
- ❑ **Recognize participants**: Offer a certificate, digital badge or small prizes.

Step 7: Post-event Phase

(1-4 weeks after the event)

- ❑ **Send thank-you messages**: To volunteers and partners.
- ❑ **Ask for feedback**: Prepare surveys and testimonials.
- ❑ **Share impact**: Report on outcomes for internal use and partners.
- ❑ **Try to create potential case studies**: Document the most successful activities for future reference.
- ❑ **Plan next steps**: Consider ongoing engagement opportunities, through social media with post-event material or sharing them in your upcoming newsletters.

Bonus Tips

- **Early engagement with involved stakeholders**: Involve schools, industry partners, and community organizations from the planning stages to ensure alignment and support.
- **Diverse representation**: Ensure inclusivity by representing various STEM fields, cultures, and genders among speakers and participants.
- **Interactive elements**: Incorporate interactive sessions to maintain engagement, such as live experiments or real-time problem-solving activities, in a limited timeframe.

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- **Topics to include in your Fair's activities:**
  Renewable Energy: With the limited supply of oil and coal, we need green and renewable sources of energy. So, you can run an activity where students investigate possible energy sources including solar, wind, or biofuels and then create miniature versions of them, example: a wind turbine.
  Robotics and Artificial Intelligence: Research specific areas that could be improved using AI, for example — examining the positive effects of pairing AI with robotics to improve the specific actions in surgeries or exploring the ethical implications of AI.

Case Studies

Company/Program	Description
EU Contest of Young Scientists (EUCYS) & EU TalentOn	These two European science competitions brought together in 2024 over **250 (with 60% being girls)** promising young minds **aged 14 – 21**, from across the globe to present innovative solutions to some of the most pressing challenges of our time with the winning projects shared a total of €62,000. EUCYS is one of the most important Science Fair by the European Commission since 1989. EU TalentOn is a biennial event that challenges young talented researchers to find solutions to help the most pressing global issues, establishing new connections between science and society in innovative and open ways. The next one will take place in 2026 as part of the European Commission initiative **"Science Comes to Town".**
The Big Bang UK Young Scientists & Engineers Fair	This Science Fair is led by EngineeringUK but it is supported **by over 200 corporate and governmental partners**. It targets students 11–14 years old and includes hands-on exhibits, live shows, science competitions, with participation from numerous UK companies.

Tools/Resources

- Eventbrite: For event registration and ticketing management.
- Canva: To design promotional materials, schedules, and certificates.
- Slack: Facilitates communication among organizing teams and volunteers.
- Trello: Helps in task management and tracking progress during the planning phase.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D for helpful guidelines relating to event organization.

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Scholarships

A **scholarship** is a financial award most often granted to high school or university students to support their education, often based on merit, need, or specific criteria (e.g., underrepresented groups in STEM). In this way, scholarships offer financial aid to students pursuing STEM education, helping bridge gaps in access and ensuring diverse, talented individuals can thrive in STEM careers.

Offering scholarships not only promotes education equity and supports access to STEM fields but also raises company visibility in the education sector. As a result, offering scholarships is an ideal initiative for companies wanting to make a social impact, boost their reputation, or encourage more students to enter a specific STEM discipline.

Learn if your organization has already been giving scholarships, in any way. If not, collect all the necessary information and make the necessary suggestions for the creation of a new program. Of course, be sure that you have a relevant budget that can be offered.

Inspiration Corner | Suggested ideas

Scholarships for girls in STEM (ages 15–18)

- **Research-based** scholarships for undergraduates in emerging tech fields (AI, quantum computing or other relevant). Example: Offering €5.000/year to 2-5 female university students pursuing degrees in data science.
- **Rural talent** STEM access fund for high schoolers.
- **Summer school STEM** scholarship.
- **Need-based scholarships** for final-year STEM university students.

Checklist

Step 1: Purpose & goal setting	❑ Clarify the "why" behind your scholarship program.
Step 2: Program design	❑ Establish frameworks for award structure, eligibility criteria, and application processes
Step 3: Logistics	❑ Decide on governance, application portals, selection panels, and award distribution.
Step 4: Marketing & outreach	❑ Develop templates and strategies for promotion via schools, communities, and media.
Step 5: Impact assessment	❑ Use tools for tracking outcomes, reporting results, and measuring effectiveness.

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Case Studies

Company/Program	Description
Adobe Design Circle (collaboration of design leaders to drive positive impact) Scholarship Initiative	As part of this program, Adobe awards ten annual college scholarships, up to $25k per year for each recipient (up to $100k total over four years). The scholarship is ideal for students going into product design or experience design-related careers (i.e. digital, web, UX/UI, industrial design, or similar), with a focus on candidates who have been historically underrepresented in design, including but not limited to, first-generation college students, racial and ethnic minority students or students with disabilities.
Cisco Global Cybersecurity Scholarship	Cisco has invested $10 million in this program to increase the pool of talent with critical cybersecurity proficiency. They offered **18+ years-old-students**, free training, mentoring and testing design to help them earn CCA Cyber Ops certification.
Amazon Future Engineer Scholarship (US)	It's a childhood-to-career program aimed at increasing access to computer science education for students from underserved and underrepresented communities. Students can receive a scholarship of up to **$40,000** (up to $10,000/year) towards an undergraduate degree in engineering or computer science and an offer to complete a summer internship at Amazon.
British Council Women in STEM Scholarships 2025-26 – ECWT	British Council's Women in STEM scholarship programme is designed to help address this situation by providing opportunities for women to continue with their studies through funding for a one-year master's degree in the UK. The programme is in its fifth consecutive year, having awarded over 400 scholarships to date. They are working with selected UK universities to provide scholarships for women across 24 countries/territories.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D for helpful guidelines relating to event organization. And see also an example of a blog post scholarship announcement.

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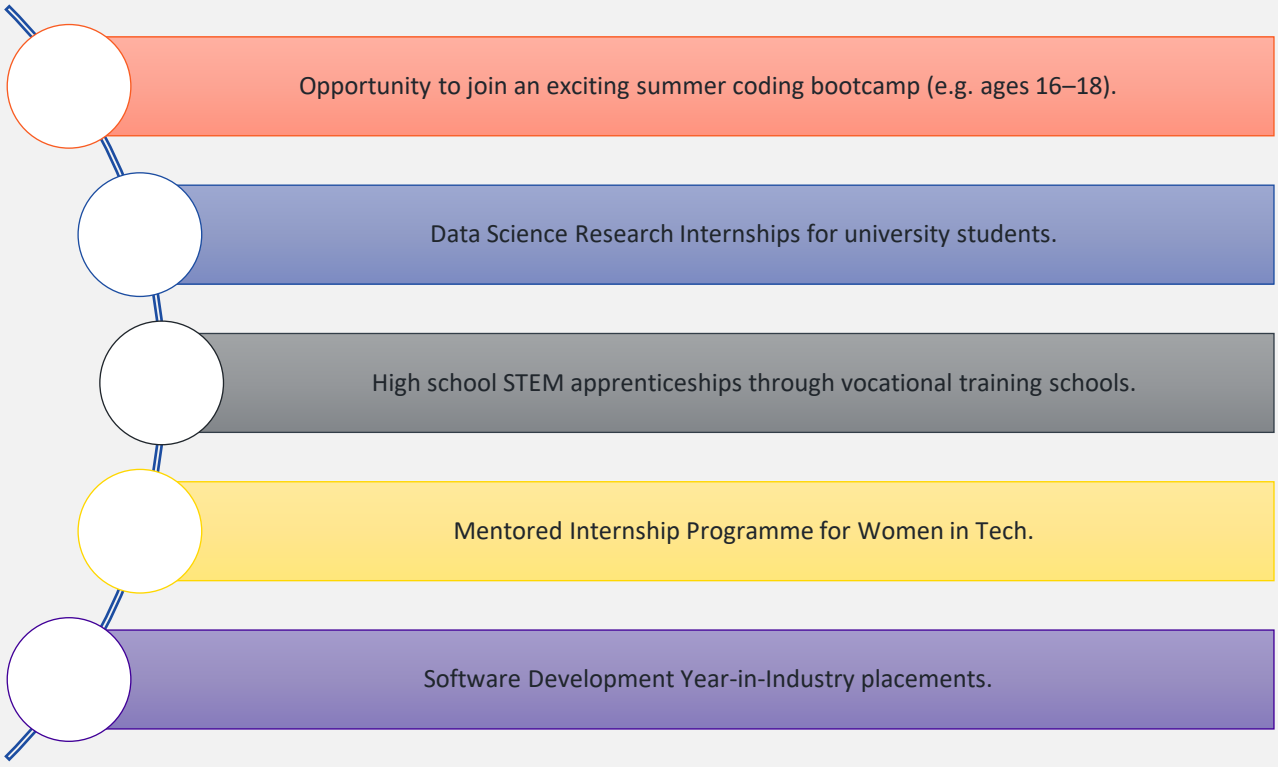
Apprenticeships & Internships

STEM **apprenticeships and internships** may allow students to gain practical, hands-on experience in the tech industry. These programmes bridge the gap between academic knowledge and real-world applications while improving future employability.

Do you want to launch an apprenticeship or internship program for your organization, or are you planning to scale an existing one? Explore below the **main differences** for each one, so you can decide what suits best:

Aspect	Apprenticeships	Internships
What it is	A structured, long-term programme (often 1–3 years) combining paid work experience with formal training or academic study.	A short-term, usually paid placement (e.g., summer or semester-long) offering students real-world exposure to the workplace.
Purpose	To develop future-ready employees with technical and soft skills aligned to company needs.	To provide hands-on learning, assess potential future hires, or support diversity and early career pathways.
Ideal for	Companies looking to build a sustainable talent pipeline or train in hard-to-fill STEM roles.	Companies seeking to mentor young talent, test future recruits, or contribute to community-based work experience.
Example	A tech company training apprentices in cybersecurity while they study part-time for a diploma.	Hosting computer science undergraduates for an 8-week internship to assist on coding projects.

Inspiration Corner | Suggested ideas



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Checklist

The same steps that are presented in “Scholarships”, apply here as well.

Case Studies

Company/Program	Description
EIC & EIT InnoNext INNO – NEXT Project	A multidisciplinary collaboration among qualified researchers, start-ups and SMEs through “Innovation internships”. They focus on two different audience groups: ● **Visiting Talents:** For researchers driven to transform cutting-edge ideas into real-world solutions. InnoNext initiative addresses researchers and innovators working at the frontiers of scientific and deep-tech R&D, ready to move breakthrough technologies from lab to market. ● **Hosting Companies:** For an innovative start-up or SME willing to access new ideas and insights from the cutting edge of research and accelerate the development of your solutions. InnoNext initiative connects start-ups with researchers at the forefront of scientific and deep-tech R&D.
Uni Systems - Quest Group Mind the <Code> Internship program	**Quest Group** has launched since 2023, the coding scholarship program, **Mind the <Code>.** The participants can attend intensive training programs on Java and .NET technologies and they can get on the job training and work in the dynamic environment of the Group’s companies. A total of **40 scholarships** are usually awarded annually to young graduates from Informatics and Sciences academic institutions, who wish to expand their knowledge and advance their careers. Divided into two groups, scholarship holders attend one of the two available, intensive 60-hour training programs on either Java or .NET.
IBM Global Apprenticeship Program	A comprehensive apprenticeship programme offering pathways into software engineering, cybersecurity, data science, and more — with no degree required. It's part of IBM’s “New Collar” initiative, aiming to tap into diverse talent pools.
Microsoft Global Leap Apprenticeship Program (US)	Aimed at individuals with non-traditional backgrounds, this 16-week immersive apprenticeship blends classroom learning with on-the-job training.

Communication Templates

Check out the General Guidelines & Templates for Communicating Your Activities in Appendix C and Appendix D for helpful guidelines relating to event organization. And see also an example of a blog post example announcement of an internship programme.

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