AICA receives prestigious international best practice award

The 'iOS and Android ECDL Quiz Apps' Project Wins in the Digital Marketing Category

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At the ECDL Foundation Forum 2013, held in London, the entry submitted by the National Operator for Italy AICA was voted to be an outstanding example of best practice in the Digital Marketing category.

ECDL Foundation is the certifying authority for the world's leading international computer skills certification programme, ECDL / ICDL. The Best Practice Awards were established to acknowledge and promote projects that are considered exceptional examples of the implementation of ECDL Foundation programmes, which raise levels of digital literacy and promote ECDL / ICDL in local markets.

The Digital Marketing category recognises innovation in promoting ECDL Foundation's certification programmes through new technologies. This category includes social media strategies, app development, use of QR Codes and Near Field Communication.

AICA was awarded first prize for developing apps for iOS and Android devices to foster ECDL learning. The project was the first of its kind in Italy and included five apps on iOS and three on Android. Each App had quiz questions from a single ECDL module. This way, candidates could test their knowledge while on the move, and the apps also encouraged new candidates to start the ECDL learning process.

This year, the ECDL Foundation Best Practice Awards ceremony was attended by ICT professionals and digital literacy policy shapers, representing national computer societies and international organisations in 148 countries around the world.

Member of AICA accepting the award from ECDL Foundation chairman Jim Friars

Runner-up ECDL Romania accepting the award from ECDL Foundation chairman Jim Friars

The runner-up in this category was ECDL Romania.

There are three other categories for the ECDL Foundation Best Practice Awards. The other winners this year were ECDL Nederland in the Government/Public category, Palestine in the Social Inclusion category, and Zimbabwe in the Corporate/Private category.

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About ECDL Foundation
ECDL Foundation is the certifying authority for the leading international computer skills certification programme - ECDL / ICDL. ECDL Foundation's mission is to enable proficient use of ICT that empowers individuals, organisations and society, through the development, promotion, and delivery of quality certification programmes throughout the world. With over 12

million candidates participating in a range of programmes, ECDL Foundation has set the global benchmark in end-user skills certification. For more information about ECDL Foundation, and about the ECDL / ICDL programme, please visit: www.ecdl.org

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