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BRIDGING E-SKILLS AND DIGITAL JOBS

The 5th annual European Get Online Week (GOW) organized by Telecentre Europe took place in 25 countries on 24-30 March 2014. Its motto “Get empowered. Get employed” recalled the campaign’s initial mission to encourage people to gain basic knowledge about the Internet, while bringing attention to raise awareness amongst the young and unemployed on the e-skills needed for the 21st century workplace.



Young IT practitioner preparing for a GOW webinar on “safe finances” in Lithuania

Europe will be facing 500,000 ICT vacancies by 2015, up from the current 300,000. In contrast, Europe has to address high unemployment of 26 million people, 25% of which are young (15-24). Even further, 90% of all future jobs will be digital, meaning that jobseekers will need a set of digital skills to be able to access these jobs. [Telecentre Europe](#) has aligned GOW with some major initiatives at the European level and has partnered with the ICT industry x (leaders? Companies?) to tackle the above miss-matches and opportunities.

For the first time, GOW was part of the year-long [eSkills for Jobs](#) campaign organised by the [European Commission](#), [European SchoolNet](#) and [Digital Europe](#). GOW’s alignment to eSkills for Jobs and to the [Grand Coalition for Digital Jobs](#) has been extremely positive, boosting the reach and impact of GOW partners and actions.

The support from [Microsoft](#) and [Liberty Global](#) maximized the impact of GOW national partners and connected telecentres to some top-class opportunities like the [Microsoft YouthSpark](#) and to promising new-entries like [YouRock](#). It also enabled young and unemployed to get their eSkills certified and to learn what ICT jobs are out there, what types of skills are needed.

Roughly 104,000 Europeans were involved in GOW 2014, almost 54,000 taking trainings while another 50,000+ attended over 5,000 events at national or local level, like seminars and workshops. More than 7 million people were reached in total during this year’s campaign through media and social media.

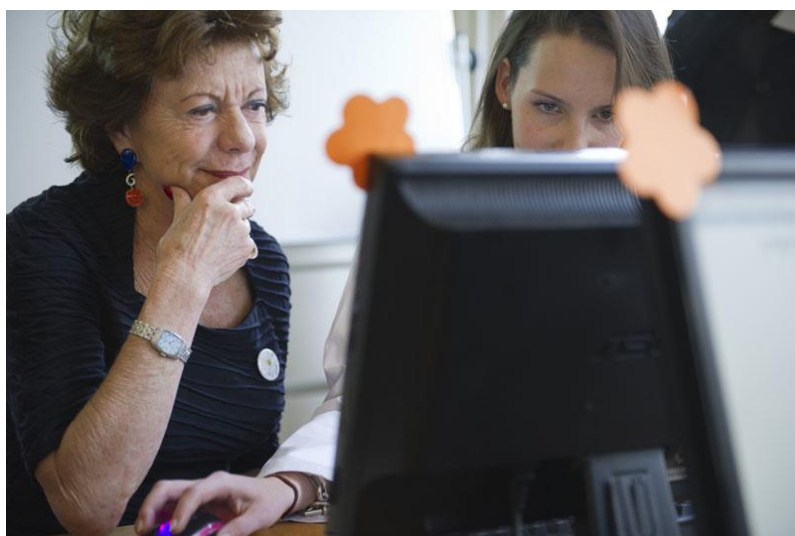
A TRULY EUROPEAN DIGITAL CHAMPION

Once again, for the third year in a row, EC Vice-president and Digital Agenda Commissioner, Ms. Neelie Kroes endorsed the Get Online Week and the work of telecentres across Europe, recognizing their impact in the digital empowerment of young and unemployed.

[In a video](#), Ms. Kroes introduced this year's Get Online Week and underlined the importance of e-skills for young people, encouraging telecentres to get them into practical training that will bring them concrete work opportunities.

In addition, Ms. Kroes reaffirmed her dream of getting *every European digital*, which is exactly what we want to achieve with the Get Online Week in the long run!

For her entire work and commitment to get every European digital, Telecentre Europe finds in Ms. Kroes a truly inspiring **European Digital Champion** and appreciates the proactive role she has taken to make this dream a reality.



Ms Neelie Kroes @ the launch event of GOW 2012 in Brussels, at [Interface3](#)

*Digital literacy is the new literacy.
Get Online Week is for everyone!*

“

GOW **SINCE 2010**



150,000 Europeans

Digital and social inclusion of first time internet users



700,000 + Europeans

Digital empowerment for employment and improved lives



10,000,000 + Europeans

Awareness raising on eSkills and telecentres

QUICK FACTS

- Run in March 2010 for the first time as [Get Online Day](#)
- Campaign originated from the UK, where it is still organized every year by the [UK Online Centres](#)
- GOW was replicated in the [MENA region](#) (Middle East and North Africa) in 2014

MAP OF PARTNERS IN 5 YEARS OF GOW

- 50 partner organizations
- 31 European countries
- 12,000+ community ICT learning centres (telecentres)



GOW FOCUS & THEMES

Started in 2013, the rebranding of GOW has been completed in 2014, giving the campaign a new look and feel, reflecting the progression of goals and actions, as well as being more responsive to its main audiences.



*get empowered,
get employed*

GOW moved from its initial focus of bringing people online (*digital inclusion*) to equipping people with the right set of eSkills required by the 21st century workplace (*digital empowerment*). In 2014, the main focus was on employment and digital jobs, consistent with the policy and industry efforts to reach higher employment rates and to better match the eSkills supply and demand.

The campaign raised awareness and tackled few key areas that contribute strongly to the employment needs: eSkills training, ICT certification and the access to digital jobs. As digital inclusion is still important in a number of European countries and for some telecentres, the Get Online Week also continued to involve targeted groups of users on the Internet for the first time.

Actions have been grouped under two themes in 2014:

1. Get online for jobs	2. Get online for inclusion
» hunting for digital jobs – events with local SMEs, ICT companies and employment offices	» eSkills for <i>off-liners</i> (trainings)
» ICT certification – free vouchers from the industry	» first click for seniors
» ICT for entrepreneurs	» introductions to social media
» eSkills for employment training using a range of technologies and devices (e.g. Employment Toolkit)	» online safety – games for kids
» eSkills assessments using Skillage	
» social media for job seekers	



EUROPEAN CONTEXT

Get Online Week 2014 was part of the [e-Skills for Jobs](#) campaign, which aims to raise awareness of the need for citizens to improve their command of information and communication technology (ICT) skills for work.

Delivered by [DIGITALEUROPE](#) and [European Schoolnet](#), the European Commission initiative is a response to the growing demand for ICT-skilled professionals which is currently not met, despite high level of unemployment in Europe.

Telecentre Europe embedded GOW14 as a first major milestone in eSkills for Jobs, and reported the outcomes during the [e-Skills for Jobs 2014 Grand Event: Mobilising to Support Job Creation and Up-skilling of the Workforce](#) in Athens, on 6th of May 2014.

“ Our Europe-wide Get Online Week campaign this year focused precisely on making students and youngsters become aware of the relevance of digital competences in today’s job market, and not only in the ICT sector but in a wider range of activities.

Gabriel Rissola, Telecentre Europe’s Managing Director



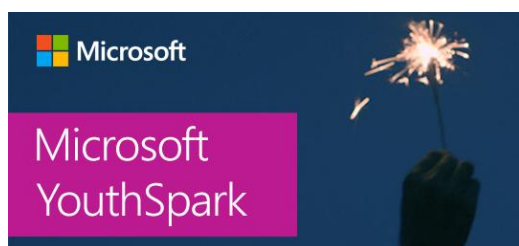
Get Online Week and eSkills for Jobs fully support the [Grand Coalition for Digital Jobs](#), a multi-stakeholder partnership that endeavours to facilitate collaboration among business and education providers, public and private actors. Grand Coalition for Digital Jobs aims to fill the gap between digital jobs supply and demand by attracting young people into ICT education, and by retraining unemployed people.

The goal is to increase the supply of ICT practitioners by 2015, so as to ensure a sufficient number of them in Europe in the near future.



CAMPAIGN **TOOLS**

Across Europe, a large number of tools, programmes and resources have been unfolded by GOW stakeholders and partners, channeled through the ICT learning centres to finally reach communities, young people, unemployed, off-liners, etc. Below we highlight those with a great impact at European level.



[Microsoft YouthSpark](#) is a global initiative to create opportunities for 300 million youth over three years. During GOW14, it empowered thousands of telecentres to work with young people in Europe.

One of the key actions was to work with national partners and distribute free certification vouchers to young people. 3,000 vouchers have been distributed by GOW national partners from the total of 10,000 available by 30th June 2014.



[YouRock](#) has been created specifically for the under 25s to show them that they have a range of work skills often hidden in the things they do every day and to give them the language of employers to describe those skills.

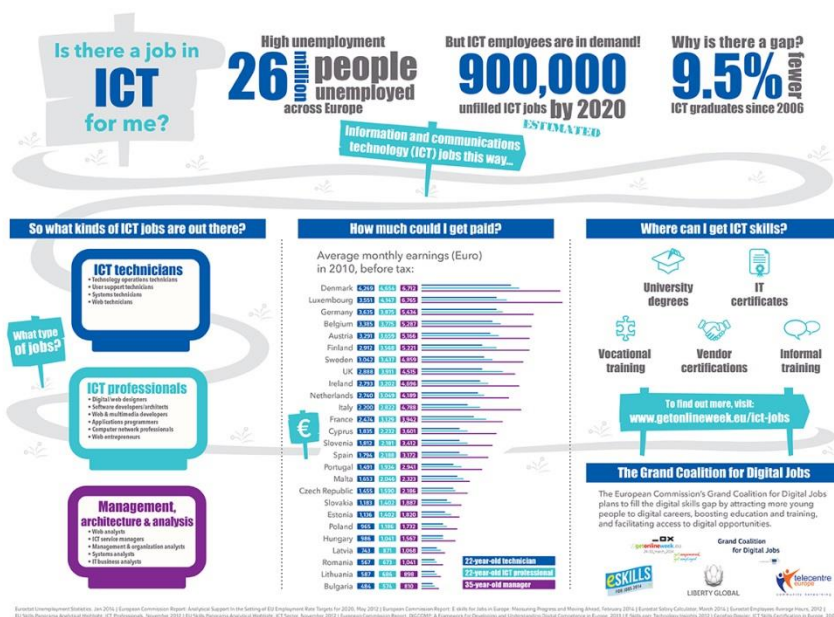
The tool is supported by [Liberty Global](#) and was launched during the Get Online Week 2014 in Germany. It was promoted in other countries by GOW national partners that contributed to the translation of its content in multiple languages.



[HP Life](#) is a global program that trains students, entrepreneurs, and small business owners to apply IT and business skills, so they can establish and grow a business, build successful companies and create jobs. HP Life was promoted by GOW national partners in five countries through events dedicated to young entrepreneurs in schools and to unemployed in telecentres.

GOW RESOURCES

Liberty Global and Telecentre Europe created an infographic (Is there a job in ICT for me?) to help telecentres to addresses young Europeans, unemployed and job seekers, raising their awareness about the required digital skills in order to access ICT careers.



High Unemployment across Europe

In January 2014, in the European Union there were:

- 26 million people unemployed
- Total unemployment 10.8%
- Youth unemployment 23.4%

But ICT jobs are in demand!

While people struggle to find jobs, it is estimated that there will be **913,000 unfilled ICT jobs** by 2020.

Why the gap?

In 2006 ICT graduates peaked at 127,000 but by 2011 fewer people were trained: 115,000. This means 9.5% fewer ICT graduates since 2006.

The infographic explains what types of ICT jobs are out there, what is the pay like, what types of eSkills are required and how young people and unemployed can get those skills. See more [HERE!](#)

GOW IN NUMBERS

In 2014, social media and partner's own tools replaced the online counter to assess impact and reach. Telecentre Europe has collected and analyzed data coming from the national partners' reports on impact in each country.



103,789 Europeans involved

- 53,466 trained
- 50,323 attended events



5,000 + events

- In 25 European countries
- In over 7,000 ICT learning centres



7,000,000 + Europeans reached

- In 30 European countries

TOP TEN COUNTRIES (PEOPLE INVOLVED)

1	Latvia	38513
2	Poland	15200
3	Russia	9500
4	Lithuania	6420
5	Denmark	5200
6	Sweden	4803
7	Estonia	4549
8	Romania	4388
9	Italy	3923
10	Serbia	3097

CAMPAIGN HIGHLIGHTS

- About 12,000 unemployed and job seekers involved in events
- 50-60% of participants were young people

COUNTRY HIGHLIGHTS

- Spain reached 160,000 people on Twitter with GOW messages
- Almost 1,000 events organized in Poland
- Sweden breaks record on previous GOWs with almost 5,000 people involved
- 5,000 people use GetBusy.gr in Greece – eSkills training and assessment
- More than 1,000 Romanians used Skillage to assess their eSkills for jobs

GOW IN AFRICA

UNDP Egypt, Egypt ICT Trust Fund and Microsoft Egypt in partnership with Telecentre Europe and Telecentre.org organized GOW in the Middle East and North Africa (MENA) region for the first time, between 21 and 27 March 2014.



The theme of the campaign in the region was employment, digital jobs, social innovation and entrepreneurship for youth. Overall, Egypt, Morocco, Tunis, Algeria, Sudan, Jordan, Syria, Saudi Arabia, UAE participated. In addition, telecentres in Jordan, Tunisia and Sudan organized their own activities under the umbrella of [Get Online Week in the MENA region](#).

In Egypt, on the 21st of March to the 22nd of March, computer science students from nationwide universities participated in a mobile application development marathon. Throughout the week, a series of webinars on topics related to innovation and entrepreneurship were live streamed online by different Egyptian innovators.

Training and awareness sessions on digital literacy and ICT were also held for several NGOs in Egypt and across the region:

- Tunis: Telecentre Bechni: (Computer for All)
- Egypt: Telecentre charity for children (Fostat IT Center) Training for marketing
- [Jordan Telecentre](#): Mutah Station: Communication skills in work place
- [Yemen Telecentre](#): Awareness about safe Internet among school students

GOW was a success, especially given that it was the first of its kind held in the region. Many young people engaged online: we achieved 900 likes on Facebook in only 7 days, with a total of 55,000 posts and 3,200 people engaged on the page from all over the region. The Twitter reach #GOWMENA was exponentially high +400,000, and several countries in the region also participated.

COUNTRY HIGHLIGHTS

This section of the report will take you from country to country for an overview of how GOW works at national / community level. We can't thank our partners enough for their dedication and commitment to empower people, equipping them with the skills they need in today's society.

ALBANIA

<http://www.getonlineweek.eu/albania/>

ALBANIAN INSTITUTE
of SCIENCE



In Albania, over 300 students attended seminars organized by the Albanian Institute of Science (AIS), where they have been encouraged to take up a career in ICT. Discussions focused on the opportunities to be trained and skilled for a job in the ICT sector. One important topic was about the chances that women have to work in ICT sector.



One of the tools presented for young people was the entrepreneurship e-learning platform HP Life, students being really interested in taking the online free courses. Adelina Ceno, student, said she's really interested to test HP Life and she hopes that this would actually help her to decide about the university degree she wants to pursue.

CROATIA

<http://www.getonlineweek.eu/croatia/>

TC TELECENTAR

GOW14 in Croatia was focused on promoting an initiative related to the local coalition for digital jobs. Telecentar has named this initiative Digital Agenda for Creative Croatia in order to emphasize the importance of creative competencies in development of content for the ICT infrastructure.



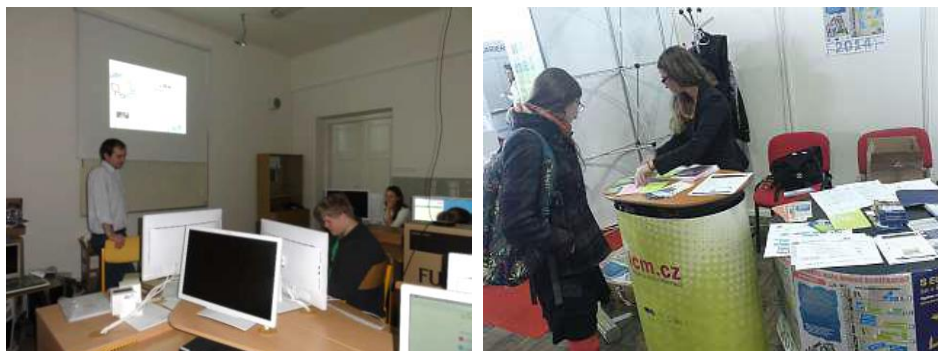
Two round tables were organised during March in order to promote cross-sectoral partnership between representatives of public, private and civil sector organisations. The objective of this partnership is to raise public awareness about the employment perspectives in digital media as an integral part of the information and communication technology sector.

CZECH REPUBLIC

<http://www.getonlineweek.eu/czech-republic/>

safer
internet.cz

GOW14 was promoted in Czech Republic via the network of 40 information centers for youths (ISM). The NCBI is a member of the network and invited the network members to organize workshops/discussion events to use there the Skillage and the ICT learning tools.



The Get Online Week has been introduced to attendees of the [JuniorInternet](#) conference which was organized in the IT Faculty of the [CVUT](#). JuniorInternet has proven again its reputation as a real incubator of young talents. The eSkills and employment opportunities promoted by GOW14 were fully in line with the main focus of the JuniorInternet event putting together young people who are able and interested to start their projects and explore possibilities of the future business opportunities.

ESTONIA

<http://www.getonlineweek.eu/estonia/>



For this year's Estonian GOW, the Smart Work Association and its partners came up with a list of educational games for youth centres and schools to make learning about career choices, working life and ICT a fun process and help banish the fear of ICT being "too complicated". Among other things young people were able to guess IT professions, test their knowledge of computer parts, complete e-quizzes and easily create their own educational games.



The educational games were used in informatics lessons in schools all over Estonia. All the partners used their contact lists to share a web link to the games, whereas youth centres played the games at their events.

GERMANY

<http://www.getonlineweek.eu/germany/>



In Germany the campaign addressed both the topics of digital inclusion and employability and aimed at target groups that are not yet online or need encouragement to use digital media to reach their purposes. *My Tablet-PC and me – getting to know, try out and make experiences* was an event organized for seniors to address the lack of understanding of the new technologies.



Stiftung Digitale Chancen and Chariteam teamed up to launch the platform YouRock in Germany. The launch event took place in Germany's National Olympic Training Centre in Kienbaum where youth attended a one week training camp. Also, four training courses were organized for volunteers in libraries on how to combine offline and online media to teach young people about e-safety and e-security.

GREECE

<http://www.getonlineweek.eu/greece/>

HEPIS

HELLENIC PROFESSIONALS INFORMATICS SOCIETY
ΕΛΛΗΝΙΚΟ ΔΙΚΤΥΟ ΕΠΑΓΓΕΛΜΑΤΙΩΝ ΠΛΗΡΟΦΟΡΙΚΗΣ

As part of GOW in Greece, a large event was organized at The American College of Greece for students who wish to learn more about the prospects and the opportunities of the ICT sector as a potential career path.



Also, GetBusy.gr created through Microsoft YouthSpark was widely used to get young people skilled and ready for digital jobs. More than 5,000 young people have been active on the platform during the campaign.

IRELAND

<http://www.getonlineweek.eu/ireland/>

fit
fastrack to IT

Ireland's GOW was mainly promoted within the public libraries. YouRock and Skillage have been highlighted along with the IT courses provided by FIT on e-Inclusion and up-skilling in IT for the long-term unemployed. Information stations in public libraries, a shopping centre and a youth jobs & training fair have been organized as well.



Furthermore, FIT organized training sessions in the AIB (Allied Irish Bank) Lab in Dundrum for e-Inclusion and a planned demonstration of Skillage with Youthreach Clondalkin. The information stand was present in the Central Library, where about 250 people have been reached.

LATVIA

<http://www.getonlineweek.eu/latvia/>

LIKTA

Latvijas Informācijas
un komunikācijas
tehnoloģijas asociācija

On the opening event of GOW14 in Latvia, representatives of governmental sector, non-governmental organizations and key industry players discussed what was done during year 2013, set objectives for 2014 and extended the national “E-skills Partnership” aimed at development of e-Skills for jobs in Latvia.



ICT companies and other organizations opened their doors for the “ICT career days”. The aim of this activity was to promote the ICT profession among students aged 15-19. Students, career consultants and teachers had opportunity to follow professionals like programmers, software testers, customer support specialists and high level managers, as well as to attend seminars to learn more about ICT career opportunities. More than 350 students took part in ICT Career day 2014.

LITHUANIA

<http://www.getonlineweek.eu/lithuania/>



In Lithuania, 650 events have been organized during GOW. Highlights include: 110 high school graduates attended workshops at Mykolas Romeris University for trying different professions: online content management & communication, informatics. A workshop on coding online games organized by the Digital Content Academy attracted 30 young students.



Furthermore, 3 teams received special GOW14 prizes in Lego Robotics contest finals. Over 300 children from all over the country participated. At least 1,500 people have been trained in 140 libraries on income tax declaration and public e-services.

MOLDOVA

<http://www.getonlineweek.eu/moldova/>

In Moldova, GOW14 was mainly about digital inclusion. At least 10 events have impacted more than 300 participants on multiple topics. For example, the Public Library of Law hosted an assessment roundtable of the Project "ELEARNING FOR FREE AND FAIR ELECTIONS". 47 graduates of the course have received graduation certificates.



Beekeeping is a strategic area for Moldova. The community of beekeepers in Moldova consists of 15,000 people, of which only 3,000 are professionals. In this context, The Alliance of Access to Information and Training Community Centers in partnership with the National Association of Beekeepers in Moldova within GOW14 launched the Digital Map of beekeepers in Moldova.

POLAND

<http://www.getonlineweek.eu/poland/>

FRSI INFORMATION
SOCIETY
DEVELOPMENT
FOUNDATION

The Polish GOW14 was focused on the Internet and the job market, three scenarios being promoted:

1. *What will be my profession?* – for children about their dream jobs and what skills are needed to exercise them; 2. *Play out your future* – for high school students about assessing their skills and abilities for a future job or own business; 3. *Get online for information* – an online course for seniors.



People who participated in the GOW events had a task to describe one day of their lives with the ICT in the year 2025. This was part of an exciting contest called *A technology odyssey 2025*, where the best entries will be awarded with valuable prizes such as smartphones and digital cameras.

ROMANIA

<http://www.getonlineweek.eu/romania/>

GOW14 brought to Romania 126 ICT trainings and seminars/workshops organized by telecentres on various topics: evaluation and certification of the ICT competences for youth, support in job searching, internet privacy mainly for children but also for their parents, first click for seniors and intergenerational activities, social media workshops, etc.



11 workshops targeting unemployed people were organized by telecentres in partnership with the local employment services. The participants learned basic ICT notions to create their own CV, to present during an interview, how to look for digital jobs. They have also been offered free certification vouchers donated by Microsoft, to encourage them to improve their eSkills.

RUSSIA

<http://www.getonlineweek.eu/russia/>

PH international 

GOW14 was exciting and eventful in Russia. To encourage youngsters to use the Internet and technology to further develop their personal and professional lives as well as to acquire the valuable knowledge and skills for jobs, a number of training courses with guidelines have been organized.



Besides digital literacy, IT career guidance, digital intellectual property rights, a main focus was on coding. Many telecentres have used the *KODU Game Lab* training course that allows students with no previous knowledge in programming, to design and develop Windows applications and 3D Games which can then be shared online for others to view and play.

SERBIA

<http://www.getonlineweek.eu/serbia/>

Serbian of all age were invited to join activities in 40 telecentres: creative workshops, eSkills seminars, Skillage eSkills self-assessments, free ECDL testing, lectures on children internet safety and advanced use of the Internet, public lectures for the elderly, free e-courses, etc.



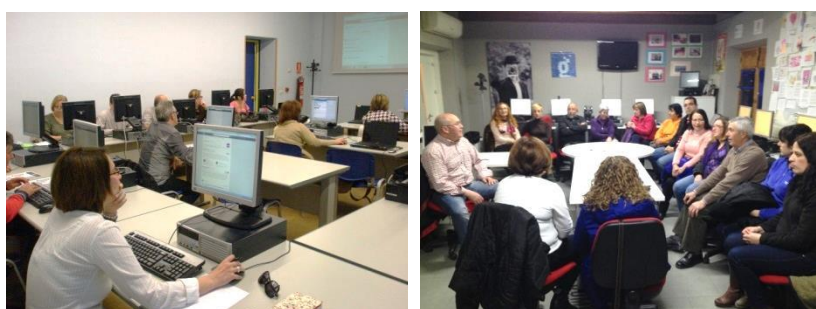
To encourage the digital inclusion of persons with disabilities, the first-grade pupils from the primary school *Ljupce Nikolic* from Aleksinac visited an association of persons with mental disabilities and helped the members of this association to acquire e-skills and use the Internet safely. With their assistance, members of the association gained more confidence in using computers.

SPAIN

<http://www.getonlineweek.eu/spain/>



All over Spain, GOW14 activities were organized to improve the employability of telecentre users in telecentres: trainings, workshops on ICT profession, webinars, video-streaming talks, meetings with programmers, training pathways and the launching of an employment-oriented social network for young people in Spain.



One exciting activity was called *More Than Gamers*, promoting successful entrepreneurs in new digital professions, in this case online videogames. Three successful entrepreneurs offered insights on how they built their business, how the idea of their project originated, how they established their own company and much more. The talk was also broadcasted on Guadalinfo TV.

SWEDEN

<http://www.getonlineweek.eu/sweden/>

Sweden is at the forefront of Internet use, however GOW14 aimed at the 1,000,000 Swedes that are still digitally excluded. The international excitement brought by the European campaign created a sense of community that transcends national boundaries in one of the most important democratic issues of our time: digital inclusion.

Sambruk
kommunal verksamhetsutveckling



Among many others, one highlight of the week was the Wikipedia writing workshop which followed a short lecture about the encyclopedia and why and how you should invest time in helping others make their own contributions. The participants were encouraged to discover it on their own.



://getonlineweek.eu

24-30_march_2014

*get empowered,
get employed*



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