News report
September 2018

The objective of the news report is to give an update on your action plan. What activities were completed, what are under the process of being completed, what new initiatives are being created, and what activities did not take place.

Boosting Europe's Digital Skills

Digital skills for ICT professionals

Digital skills in education

Digital skills for labour force

Digital skills for all citizens

1. Comments on development of action plan (if any)

NC members are currently sending their planned actions in digital skills for 2019. The final form of the Action Plan 2019 will be the outcome of the members' proposals and ad hoc technical meetings between the Unit Innovation and Best Practices, competent for drafting of and monitoring the Action Plan 2019,and each member of the National Coalition. The actions are articulated in 5 pillars:

- Digital skills for citizens and businesses
- Digital skills in public sector
- Digital skills in education (coding, internet safety)
- Digital skills for women and girls (horizontal)
- Policy experimentation and innovation skills in the Greek Public Sector

2. National Coalition structure and contact details:

emails, website, social media update

The coordination of the overall policy at national level belongs to the realm of competences of the Ministry of Administrative Reconstruction. Specifically, the General Directorate of Public Organizations is competent for the strategic management of the National Coalition whereas Unit of Innovation and Best Practices has the responsibility to support the Committee in organizational and operational issues, to monitor and assess the actions about digital skills included in the annual Action Plan of the Committee and to communicate with the Secretariat of Digital Skills and Jobs Coalition and the relevant agents of the European Union (PD 133, GOG 161/A/30.10.2017).

The communication channels are the following:

A. for the general public:

1. The contact form through our website www.nationalcoalition.gr,

2. e-mail: nationalcoalition@ydmed.gov.gr,

3. Twitter account: @nationcoalition,

4. a list of Frequently Asked Questions on our website,

5. LinkedIn account: Greek National Coalition,

B. for the NC members:

A collaborative space has been created in the National Coalition website. The space is accessible only by the members and intends to enhance cooperation among them and promote visibility since it offers the following functions:

- online reporting of the members' actions on a monthly basis,
- uploading and processing files.

C. <u>for the target groups of certain policies related to the NC:</u>

- to facilitate companies interested in participating in Digital Opportunity Traineeships project, the relevant form has been translated in Greek and promoted through the following link: http://www.nationalcoalition.gov.gr/business-internship/
- publicizing the survey for leading teachers http://www.nationalcoalition.gov.gr/code-week-2018/ so as to diffuse Code Week actions.

3. Key actions and milestones (events that took place and are upcoming)

Partner: Google Greece - Grow Greek Tourism Online Program

1. <u>**Action**</u>**: Hyperlocal Projects**

Number of the Action in the Action Plan 1

<u>Description of the Action:</u> Free face-to-face trainings, in the forms of one-to one consultations and one-to-many seminars, on digital skills and tools (tools not only offered by Google but by other companies as well) to tourism SMBs in selected regions and/or municipalities, aiming to help them towards extending their touristic season. Among the digital skills offered are the Introduction to Digital, the Basic Tools on Website Creation, the Digital Advertising, the Social Media, Analytics and more.
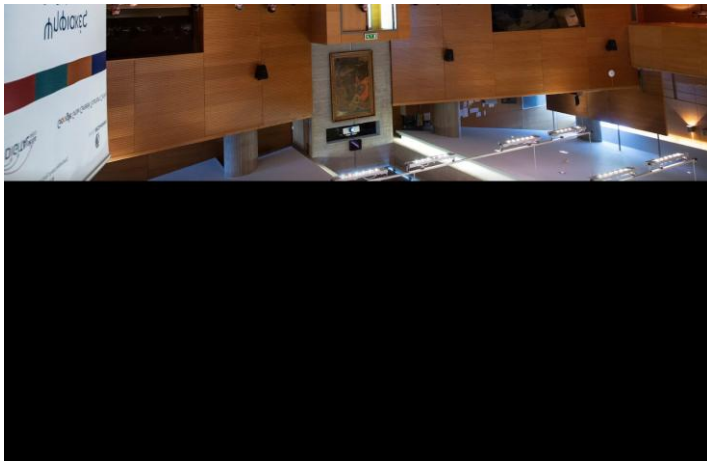
- <u>Sub-Action:</u> City of Thessaloniki Hyper-local project

4 Online Advisors of Google's program have been placed in Thessaloniki and will stay for a duration of 6 months to help local businesses with group seminars and 1:1 consultations to use digital in order to attract more customers all year round. In September 2018, since the launch of the program on September 13th, 421 tourism SMBs from the city of Thessaloniki, have been trained on digital skills and tools, of which, the 340 SMBs were trained via 1:1 consultations on the business' premises and 80 through the 1st 1:many seminar that took place on Sept 13, in the hall of the city council, right after the launch event in the Town Hall. The latter (the 1:many seminar) is a 1.5 hour training for SMBs on the basic tools that a company could use to strengthen and improve its online presence, including an intro to digital advertising, website, social media, local directories and more.

<u>Partnerships:</u> The hyperlocal project in Thessaloniki runs in Partnership with the Ministry of Administrative Reconstruction, Unit of Innovation and Best Practices within the framework of National Coalition for Digital skills and Jobs and the Municipality of Thessaloniki.

<u>Communication activities</u>

Photos from the launch event on Sept 13th, in Thessaloniki Town Hall

More information can be found at: g.co/greektourism and g.co/greektourism/Thessalonik

- <u>Sub-Action: </u>Epirus Hyper-local project

In September 2018, 153 SMBs were trained on digital skills and tools, in the Prefecture of Preveza, inthe city center of Preveza as well as in several other areas, including Kanali, Mitikas, PidimaKiras, Monolithi, Valtos, Kastrosikia and Parga. In analysis, the SMB trained are as follows:

- 126 through 1:1 consultation in the businesses' premises
- 27 through the 1:many seminar that took place in Igoumenitsa, on Sept 25th, in ThesprotiaChamber.

  So far: Since the launch of the program in Epirus, on June 11th 2018, 700 businesses of the broader-tourism sector have been trained and supported by the 2 Google Online Advisors, in the prefectures of Ioannina, Thesprotia, Preveza and Arta. Out of the 700 businesses, the 635 were trained via 1:1consultations that took place in the businesses' premises, and 65 through the 2 (two) 1:manyseminars that have been held.

- Ioannina seminar, on 27/6, at the Conference Centre of Epirus Region. 38 people trained.

Partnerships

The hyperlocal project in Epirus runs in Partnership with the Ministry of Administrative Reconstruction, Unit of Innovation and Best Practices within the framework of National Coalition for Digital skills and Jobsthe National Coalition for Digital skills and Jobs and the Region of Epirus.

Communication activities

More information can be found at: g.co/greektourismand g.co/greektourism/epirus

- Sub-Action:The Crete Hyper-local project

In September 2018 303 SMBs were trained on digital skills and tools, in the prefectures of Heraklionand Chania, through 1:1 consultation in the businesses' premises. Among the areas visited inHeraklion were: Gournes, Kokkini, AgiaPelagia, Krousonas, Stalida, Mallia, Veneratos, Kato Guves,Anopoli, Hersonisos and Ammoudara; while in Chania: Kavros, Kournas, Platanias, Rokka, Kastellos,Akrotiri, Kampani.

So far: Since the launch of the program in Crete, in March, **2.870** businesses of the broader tourism sector have been trained and supported by the Google Online Advisors, in the prefectures ofHeraklion, Chania, Rethymno and Lasithi. Out of the 2.870 businesses, the 2530 were trained via 1:1

consultations that took place in the businesses' premises, and 340 through the 5 (five) 1:many seminars. In analysis:

- Heraklion - on 28/3, at the Cultural & Conference Centre, 'MikroTheatro'. 68 people were

trained

- Chania - on 29/3, at the Conference Center of the Mediterranean Architectural Center in Chania,

121 people were trained

- Rethymno - on 18/4, at the Hotelier Association Hall. 79 people were trained

- Lasithi - on 25/4, at the Chamber's Hall, in Ag. Nikolaos. 25 people were trained

- Ierapetra - on 9/5, at the Conference Hall of the Business Innovation Center of Crete -

Agricultural Centre for Innovation and Entrepreneurship. 27 people were trained

- RokkaKissamos - on 13/8. 10 people were trained

Benefits of the whole programme:The programme offers free training to tourism SMBs and individuals on basic digital skills and tools, in order to help themunderstand the value of digital and incorporate techniques and tools into the way they run their business, enhance their online presence, attract more customers all year round / extend their season, grow their business

Partnerships

The hyperlocal project in Epirus runs in Partnership with the Ministry of Administrative Reconstruction, the National Coalition for Digital skills and Jobs and the Region of Crete.

Communication activities
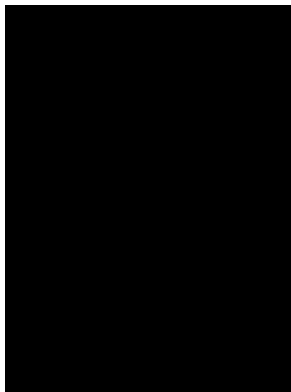
More information can be found at: g.co/greektourismand g.co/greektourism/crete

Partner: Ministry of Education, Research and Religious Affairs

1. **Action:Upgrading of Primary and Secondary Education Infrastructure**

Number of the Action in the Action Plan: 18

- **Sub-Action: Upgrading of Primary and Secondary Education Infrastructure – Northern Aegean Region**

  The 3,428 pupils of the 144 school units of the Northern Aegean Region have been equipped under the "Supply and Installation of ICT Equipment for Preschool Education Schools in the Region of the North Aegean" with the Code 5001645, Operational Program "North Aegean

2014-2020" . The action has been communicated to all the School Units of the Northern Aegean Region.

Benefits: Support of ICT technology use in Early Childhood Educationpromoting equal digital and entrepreneurial competences for all.

Communication activities:More information can be found at: www.epiteliki.minedu.gov.gr

- **Sub-Action: Upgrading of Primary and Secondary Education Infrastructure – Central Macedonia**

The purpose of the proposed Act is to enhance the use of digital technology during teaching in Shools. In addition, it is intended to create positive conditions and to ensure equal opportunities for access to the use of modern technologies by all those who participate in the education system. The acquisition of appropriate ICT equipment is an indisputable means of achieving the above objectives. In particular, this Act includes: Subproject 1 "Supply and installation of ICT equipment for Preschool, Primary and Secondary Schools in the Region of Central Macedonia", through which will be commissioned, put into operation and relevant demonstration of the operation of ICT equipment.

- number of participants: 905 School Units
- number of beneficiaries: 111.248 pupils
- Information on the event (location, agenda etc.): State Schools

Benefits: Support of ICT tecnology use   in Primary and Secondary Education promoting equal digital and entrepreneurial competences for all

Partners: Regional Authority of Central Macedonia (strategic plan), Ministry of Education/ESPA Strategic Structure – Education Sector (implementation)

Communication activities: More information can be found at: www.epiteliki.minedu.gov.gr

- **Sub-Action: Upgrading of Primary and Secondary Education Infrastructure – Mainland Greece**

The purpose of the proposed Act is to enhance the use of digital technology during teaching in Preschool, Primary and General Secondary Education. In addition, it is intended to create positive conditions and to ensure equal opportunities for access to the use of modern technologies by all those who participate in the education system. Acquiring appropriate equipment is an indisputable means of achieving the above objectives. In summary, this Act includes the following sub-projects:

• Supply and Installation of ICT Equipment in the schools of Mainland Greece.

- number of participants: 762 SCHOOL UNITS
- number of beneficiaries: 55.400pupils
- Information on the event (location, agendaetc.): State Schools

Benefits: Support of ICT tecnology use   in Primary and Secondary Education promoting equal digital and entrepreneurial competences for all

- Partners: Regional Authority of Mainland Greece Prefecture (role: strategic plan), Ministry of Education/ESPA Strategic Structure – Education Sector(implementation)

Communication activities: More information can be found at: www.epiteliki.minedu.gov.gr

2. **Action: Provision of workshop equipment for adults vocational training and education**

Number of the Action in the Action Plan: 19

Description of the Action: The objective of the action is Support of ICT technology use in Secondary Education promoting equal digital and entrepreneurial competences for all. The 2,442 pupils of the 21 school units of the Region of the North Aegean that have been equipped under the subproject 2 "Supply of IT Laboratory Equipment" of the "Supply of laboratory equipment for Vocational Education, Training and Adult Education of the Region of the North Aegean" with the Code 5002901, "North Aegean 2014-2020" Program.   The target group is pupils and teachers. Number of participants: 21 SCHOOL UNITS, 2.442 pupils. Number of beneficiaries: 2.442 pupils

Benefits: Long term impact- Support of ICT technologyuse in   Secondary Education promoting equal digital and entrepreneurial competences for all.
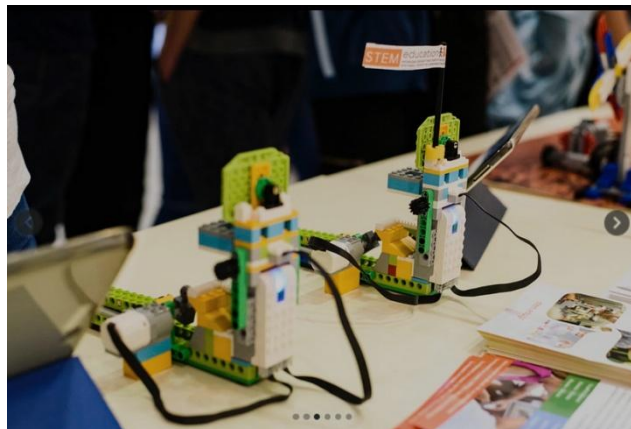
Communication activities: https://www.epiteliki.minedu.gov.gr

Partner: Municipality of Athens

1. <u>Action:</u> **Innovathens: Digital education on advanced technologies, local**

- Presentation & Communication skills: Make yourself heard on 15/10/2018 by Samsung Electronics Hellas in collaboration with British Council targeting 18-25 years old group.
- Angular Athens 3rd Meetup for programmers Marketing seminars under the activities of INNOVATHENS powered by Samsung with Marketing Strategy and Marketing Plan Tips. Live streaming will be available.
- Artificial Intelligence & Data at journalism for professional journalists, ICT researchers and students

The number of beneficiaries for August was about 90.

- <u>Communication activities:</u> STEM education at Innovathens, https://www.innovathens.gr/events/angular-athens-3rd-meetup/, https://www.innovathens.gr/events/24th-scify-academy-τεχνητή-νοημοσύνη-δεδομένα-στη-δ/

2. <u>Action:</u> **Open Schools: Start project by Microsoft, local**
   - Seminars (entry level) for Microsoft Windows

- Seminars (advanced level) for Microsoft Word and Microsoft Excel

- Workshop about Social Media with focus on Facebook, Twitter, LinkedIn and Instagram

- Digital Transactions focusing on e-banking, paying your bills online and online shopping

- Introduction to programming, basic notions using Minecraft

- Introduction to Wordpress attendants will learn about SEO, plugins and themes

- The number of beneficiaries for August was about 200. The September goal for is 300.

Partner: Foundation of Hellenic ICT Enterprises (SEPE)

<u>Action:</u> **Training, certification and up-skilling program in the field of ICT for unemployed youngsters, aged 18 to 24 years old**

Number of the Action in the Action Plan: 5

<u>Description of the Action:</u>Training, certification and up-skilling program in the field of ICT at regional level (13 Regions of the country). By the completion of the program, the number of beneficiaries will sum up to 3,000 unemployed youngsters, aged 18 to 24 years old. The unemployed young people participating in the act will acquire modern, specialized knowledge of objects that can lead them to relatively stable jobs. With certification, their position in the labour market is substantially strengthened, both in finding employment and in protecting them from the risk of unemployment. They will be more aware of the features and requirements of the modern labour market through consultation processes they receive, while they acquire a relatively objective view of their potential, benefits and points to be improved.

Benefits will also arise for businesses that will provide internship positions, because they will be able to meet their needs directly with trained and certified staff in specialties of interest to them. Providing training in their business conditions and directly evaluating the beneficiaries, will improve the staff policy they follow.

<u>Benefits:</u>This program will be beneficial for young unemployed aged 18-24, ICT business sub-enterprises, and other businesses with IT departments. By the end of September 2018, 158 training courses have started with 2,990 trainees and 12,948 counselling sessions having been implemented. The participation of the beneficiaries in the program comes from all the 13 regions of the country.Training, Counselling, and Certification cycle has been completed for 150 training courses, following the Certification Examinations that took place and the corresponding Educational Allowance was paid to 1322 beneficiaries.

Communication activities:

a. The program is being continually supported by an internet campaign through the placement of an advertising banner in SEPE's Newsletter, that is circulated twice a week to approximately 50,000 recipients. (i.e. See screenshot below).

Link for SEPE Newsletter, 27.9.2018:

http://0wsx.mj.am/nl/0wsx/lk2o8.html?m=AMQAABlElJAAAcL3N-YAAB9dVdwAAHP8iuQAC2eNAADTSwBbrKsw2ZfaYKggSTmNrEM38mfazgAA0yw&b=97a1f46c&e=ab0c060f&x=_JrB8sbYg-inMQzyjZPiGg

b. For the implementation of the program, in order to engage the required unemployed audience of 3,000, several Requests for Interest have been released through the Newsletter circulation and Social Media campaign (See screen shots below).
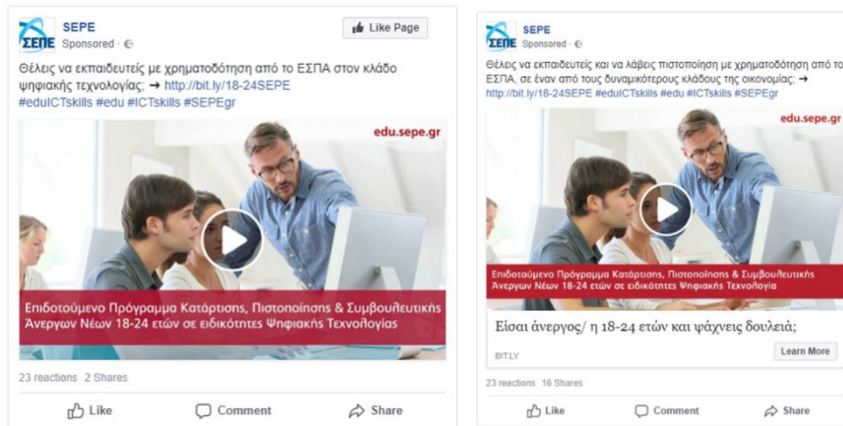
- More information can be found at: edu.sepe.gr.

Partner: Social Innov

1. <u>Action:</u> **Tech Talent School**

Number of the Action in the Action Plan:1

Sub-actions: Innovation Hub and Tech Olympus Summit during Thessaloniki International Fair

<u>Description of the Action:</u>Innovation Hub and Tech Olympus Summit during Thessaloniki International Fair/8-16 September

As part of the celebrations for the U.S. Honored Country at the 83rd Thessaloniki International Fair (TIF) –Social Innov organized, with the support of the U.S. Embassy in Greece, a curated series of programs and events that highlight innovation, technology, and creativity. This series of programs aimed to promote American innovation, technology, and start-up culture and to highlight U.S. excellence in these fields.Tech Talent School moved to Thessaloniki offering Intermediate and advanced courses revolving around computer science and digital skills in general.

Tech Olympus Summit, Sunday 9 September 2018, Olympias Hall, TIF-HELEXPO

The Tech Olympus Summit provided knowledge and opportunities for founders and innovators. It is a TED style tailor-made program with top-tier content that sparks dialogue in the areas of Innovation, Technology, Creative Industries and Civic Engagement. Its inaugural edition was supported by the U.S. Embassy in Greece.Numberofparticipants: 200

- For more information on the summit techolympussummit.com

Innovation Hub, from 8 - 16 September 2018, U.S. Pavilion

The Innovation Hub is an innovation lab in the heart of the American Pavilion which will feature a dedicated "digital classroom area" hosting digital skills workshops, coding courses, meetups, and open discussions. Each afternoon we will host a series of Innovation Talks – casual open sessions and workshops by VCs, established tech entrepreneurs and prominent figures of the wider startup innovation ecosystem – all aimed at inspiring and connecting the next generation of innovators. Number of participants: 500, Number of beneficiaries 1.500 visitors of Thessaloniki International Fair and the U.S. pavillion

- For more information on Innovation Hub : https://innov.ation.life/innovation-hub/

Benefits:Create awareness on the importance of innovation and technology, bridge the digital skills gap.

Partnerships: Innovation Hub and Tech Olympus Summit were supported by the U.S Embassy in Greece, Envolve, Eurobank, Microsoft, The Hellenic Initiative, Athens International Airport.

Communication activities:

https://startupper.gr/%CE%BA%CF%8C%CE%BC%CE%B2%CE%BF%CF%82-%CE%BA%CE%B1%CE%B9%CE%BD%CE%BF%CF%84%CE%BF%CE%BC%CE%AF%CE%B1%CF%82-%CF%83%CF%84%CE%B7%CE%BD-%CE%B4%CE%B5%CE%B8-%CE%B1%CF%80%CF%8C-found-ation-%CE%BA%CE%B1%CE%B9/
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2. **Action**: **START PROJECT**

Nu*mber of the Action in the Action Plan 40*

Description of the ActionStart Project: Located at the "Lela Karagianni" building in the center of Athens, this project offers free digital skills courses to all the citizens of the Municipality with the goal of assisting those who are not familiarized with the internet and computer software to learn how to use invaluable digital tools in their everyday routine. Its main goal is to tackle the problem of the existing digital skills gap in Greece (structural unemployment). Start Project also focuses on underserved groups such as immigrants and refugees in order for them to easily transition into their new reality and become active members of our society by familiarizing themselves with the aforementioned digital tools.Target group (ICT specialists, teachers, citizens, small medium enterprises etc.)Type of digital skills: Office, Social Media, Digital CV, Digital Skills for 55+ Digital marketing, coding. Number of participants: 310

Benefits: Contribute in the development of the local community,bring people together under an educational and cultural roof, open to anyone.

Partnerships: Microsoft, Municipality of Athens

Communicationactivities

https://www.facebook.com/startprojectgr/photos/a.178452852773928/192952337990646/?type=3&__xts__%5B0%5D=68.ARAw9DaY3ceCdva0Vud1G_ecfIQ8-HyMKJBvOd0fMWTkcMht6P0mFYCmLpU7obXsrlSf4qfImiCuMSczWBQUfaZn0LBjb3rOHLn6OuEZWe49VJpEx8H6HIGzYPabAFEbIU8zed8Xxx49Ea_AoT_bwN3OwTWvj0oJHJAjO5ccqyZOXf-_4xhf&__tn__=-R

Partner: Unit of Innovation and Best Practices within the framework of National Coalition for Digital Skills and Jobs

1. **Action:** **Hyper-local programme in Thessaloniki (see also above)**

The Ambassador of the US in Greece, Mr. Geoffrey R. Pyatt, graced the event with his presence and his speech. The event was attended by the Mayor of the City Ioannis Boutaris, Director General of Google Hellas, Malta and Cyprus, Director General of Ministry of Administrative Reconstruction Nikos Michalopoulos and officials from the Unit of Innovation, Christos Kokkalas as head of unit and Vasiliki Karagiannakou , officer for Digital Skills. Furthermore, 64 participants from the national and local

[17]

mass media, local chambers, universities and the American Embassy were present. At the event participants were informed among others about the initiatives of the Unit of Innovation on promoting digital skills in Greece, the action plan of the National Coalition, as well the role and the objectives of the partnership for the year 2019. Google presented Grow Greek Tourism Program and announced digital tools for the historic city of Thessaloniki.

In addition in private meeting, Mayor of the City of Thessaloniki Ioannis Boutaris and high level managers were informed about actions to digitalise public services and were offered technical support to build digital capacity.

Benefits: Local SMBs , Professionals of tourism industry are the main beneficiaries, but there are also multiplier effects for all sectors of the economy.

Communication activities on behalf of the Unit of Innovation:

http://www.nationalcoalition.gov.gr/event-announcing-cooperation-with-google-greece/
http://www.nationalcoalition.gov.gr/%CE%A8%CE%B7%CF%86%CE%B9%CE%B1%CE%BA%CE%AD%CF%82-%CE%B4%CE%B5%CE%BE%CE%B9%CF%8C%CF%84%CE%B7%CF%84%CE%B5%CF%82-%CE%B3%CE%B9%CE%B1-%CF%84%CE%B7%CE%BD-%CE%B1%CE%BD%CE%AC%CF%80%CF%84%CF%85%CE%BE%CE%B7/
https://toaerodromio.gr/vari-voula-vouliagmeni/article/38632/tria-dimotika-scholeia-toy-dimoy-varis-voylas-voyliagmenis-epilechtikan-gia-ti-symmetochi-stin-eyropaiki-evdomada-kodika/
http://www.minadmin.gov.gr/wp-content/uploads/20180925_dimosiog_398_anak.pdf

2. **Action:** Let's code, girls 'n' boys!!! (within the framework of EU CODE WEEK)
    Sub action: Getting Started with Java using Alice workshop

Description of the Action: Twenty-one (21) primary school ICT teachers from 15 schools of various areas from the country (Attika, Crete, Trikala, Chalkida, Nafpaktos, Karpenisi) were trained in Alice 3, provided by Oracle, on the premises of National Library, on September 29th. The aim was for the teachers to be familiarised with Alice 3 and train the students that will participate in "Let's code, girls 'n' boys!!!" code event on October, 20th-21st.

Patnerships: Oracle, supported by Revive Greece, National Library of Greece (SNFCC)

Benefits: The aim is not only to attract students' participation in the event itself, but to involve them in coding after the event through a sequence of concrete actions. Therefore, a culture towards coding and its benefits will be diffused in the long run.

Communication activities: http://www.nationalcoalition.gov.gr/event/lets-code-girls-n-boys/, posted on Twitter account 29/11 Twitter account: @nationcoalition, http://www.minadmin.gov.gr/wp-content/uploads/20181002_dimosiog_399_anak.pdf

3. Action: Diffusion of initiatives concerning EU CODE week

In order to promote "Leading teachers initiative", Secretary General of MAR sent a letter to inform Ministry of Education for the action, aiming at reaching schools all over Greece . Furthermore Unit of Innovation supported action creating in the NC website: http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/09/Call-for-Leading-Teachers.pdf
http://www.nationalcoalition.gov.gr/code-week-2018/

Benefits: The percentage of schools involved in code events will be increased by engaging more teachers . Students will be the main beneficiaries as they will be given the incentive to occupy with code.

4. Action:Informing NC Members on EU Code Week

Communication activities: http://www.nationalcoalition.gov.gr/new-events_en/

Upcoming events
1. Let's code, girls 'n' boys!!! , code event, October 20th -21st, organised by the National Coalition, with the collaboration of Oracle, supported by revive.
2. **NC Members- Code Week events**
   Members of the NC either organize or participate in code week events at Regional Level. We are collecting relevant information in order to report all code week events.
3. Events with Municipality of Trikala on the 30 of Novemeber 2018 to announce digital skills program for the Region of Thessaly
4. **Google: many seminars in Universities for the Future Travel Professionals**

The program offers free face-to-face trainings to students and graduates around Greece on digital skills and tools, in an effort to empower the country's future travel professionals with necessary skills and to further assist them towards finding a job.The 2nd and final round of trainings in Universities for 2018 will begin in mid October 2018 and will last until the end of the year. Twelve (TBC) more seminars will be held in universities and educational institutions all over Greece.

2. New Partners

Membership applications are pending from Local Government Agencies, private sector, legal entities of public law, ICT organisations and Chambers. Meetings have been arranged so that the process of their integration.

3. Other information, comments…