

# News report

## November 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 of 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](http://www.nationalcoalition.gr),
2. e-mail: [nationalcoalition@ydmmed.gov.gr](mailto:nationalcoalition@ydmmed.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. for the target groups of certain policies related to the NC:

**A. “Digital Opportunity Traineeship”**

- 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/>
- Unit of Innovation is planning to held a series of seminars on DOT to facilitate the participation of SMEs in the project. Consequently, a new section entitled “NC seminars on DOT” has been launched on NC website: <http://www.nationalcoalition.gov.gr/digital-opportunities-traineeships/>

**B. “EU Code Week”**

- publicizing the survey for leading teachers <http://www.nationalcoalition.gov.gr/code-week-2018/> so as to diffuse Code Week actions.
- On line survey for the participants of the “Getting started with Java using Alice”

[https://docs.google.com/forms/d/1XVIDPhCBWznrkmKR12ljgc-kfS\\_Bh4iYhZiM1Ra6cM/edit](https://docs.google.com/forms/d/1XVIDPhCBWznrkmKR12ljgc-kfS_Bh4iYhZiM1Ra6cM/edit)

[http://www.nationalcoalition.gov.gr/workshop-questionnaire-29\\_10\\_2018\\_en/](http://www.nationalcoalition.gov.gr/workshop-questionnaire-29_10_2018_en/)

- Facebook Group: <https://www.facebook.com/groups/682634735469326/?ref=bookmarks>
- Unit of Innovation, aiming at promoting the inclusion of coding in school curriculum, has engaged participants of “Let’s code, girls ‘n’ boys!!!” in the project “Code my city.” The project will last from November 2018 to March 2019 and the students will practise their coding ability in classrooms by presenting a cultural aspect of their city at an event end of March beginning of April.

**General comments:**

The first amendment of the Ministerial Decision on the establishment of the NC Committee has been publicised in the National Gazette (GOG 4607/B/18.10.2018). A second amendment is currently pending.

<http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/12/1st-Amendment-on-M.D.-N.C.-Committee-1.pdf>. The amendment relates to the enlargement of the National Coalition members.



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

#### Completed events and projects in progress

#### **Name of the Organization: Unit of Innovation and Best Practices (Ministry of Administrative Reconstruction)**

**1. Title of the Action:** Innovation Gov Lab: Co-creation of the National Coalition Action Plan on Digital Skills and Jobs 2019 (Completed)

#### **Description of the Action**

On November 22<sup>nd</sup>, Unit of Innovation and Best Practices held the first Innovation Gov Lab: Co-create the National Coalition on Digital Skills and Jobs Action Plan 2019.

- objectives of the action: forging bonds and enhancing synergies among all NC members (public, private, third sector), promoting creative thinking in order to improve proposed actions, brainstorming so that both new synergies and new actions would emerge
- target group: members of the National Coalition
- type of action: Innovation Lab
- type of digital skills: digital skills for: businesses and citizens, public sector, education and women
- number of participants: 20 (representatives of the NC members from public, private and third sector)
- number of beneficiaries: direct beneficiaries: digital skills officers of the Unit of Innovation and members of the NC, beneficiaries in the long term: recipients of the actions included in the NC Action Plan 2019
- Information on the event: the event took place on November 22<sup>th</sup>. The lab was hosted at Serafio, City of Athens.
- The agenda and further details can be retrieved by: <http://www.nationalcoalition.gov.gr/event/%CE%A3%CF%85%CE%BD-%CE%B4%CE%B9%CE%B1%CE%BC%CF%8C%CF%81%CF%86%CF%89%CF%83%CE%B7-%CF%84%CE%BF%CF%85-%CE%A3%CF%87%CE%B5%CE%B4%CE%AF%CE%BF%CF%85-%CE%94%CF%81%CE%AC%CF%83%CE%B7%CF%82-2019-%CF%84%CE%B7/>



## Benefits

- the outcome of the Innovation Lab was a considerable amount of potential actions for the Action Plan,
- what was highlighted was the innovative concept of the National Coalition, depicted in deliberation, collaboration, co-creation so that common solutions to common problems would emerge with the contribution of every sector of economy and society and
- a space for brainstorming was formed.

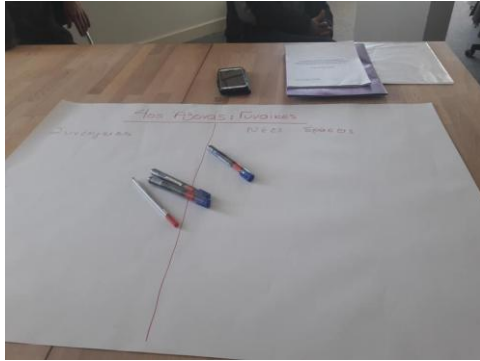
## Partnerships

Unit of Innovation and Best Practices held the role of the project manager of the event. The event was supported by City of Athens (member of the NC).

## Communication activities

- Add photos of the action, promotion material, news articles, social media posts etc.





- More information can be found at: <http://www.nationalcoalition.gov.gr/innovation-lab-co-create-the-national-coalition-on-digital-skills-and-jobs/> and <https://www.facebook.com/327318551163583/photos/pcb.345938079301630/345937969301641/?type=3&theater>

**2. Title of the Action:** Event to promote National Coalition partnership and Digital Skills at the Region of Thessaly (Completed)

**Description of the Action:**

One day event to promote digital skills policy and the role of the Greek National Coalition to the regional level. The event was organised by Unit of Innovation (MAR) and attended to this the Director General responsible for eGovernment in the Public Administration and Greek Digital Champion.

- target group : local Chambers, businesses in the field of tourism (with emphasis on SMEs)
- type of action: Communication of the Action Plan of the Greek National Coalition and announcement of initiatives at the regional level
- type of digital skills: Foster digital marketing skills to SMEs
- number of beneficiaries: local businesses in the field of tourism
- Information on the event (location, agendaetc.)the event took place on November 29<sup>th</sup> at the City of Trikala (member of the NC). The Governor of the Region of Thessaly and the Mayor of the City of Trikala and the Director General of Google Hellas also participated in the event. The agenda and further details can be retrieved by:<http://www.nationalcoalition.gov.gr/event/%CE%A8%CE%B7%CF%86%CE%B9%CE%B1%CE%BA%CE%AD%CF%82-%CE%94%CE%B5%CE%BE%CE%B9%CF%8C%CF%84%CE%B7%CF%84%CE%B5%CF%82-%CF%83%CF%84%CE%B7%CE%BD-%CE%A0%CE%B5%CF%81%CE%B9%CF%86%CE%AD%CF%81%CE%B5%CE%B9%CE%B1/>



## Benefits

- Bring european and national digital skills policy closer to regional level
- multiplier effects on local economy and society

## Partnerships

Unit of Innovation and Best Practices held the role of the project manager of the event. The following partnerships were formed:

- Google Hellas
- City of Trikala

The event was also supported by the Region of Thessaly.

## Communication activities

Badges and T-shirts for the participants were produced and other souvenirs were offered.

### A. Photos





The Governor of the Region of Thessaly



The Mayor of the City of Trikala

Coverage (media, social media):

- <http://www.epixeiro.gr/article/105459>
- <https://www.businessnews.gr/article/126745/i-google-sta-trikala>
- <https://www.aftodioikisi.gr/ota/dimoi/d-trikkaion-dorean-psifiako-seminario-kai-ypostirixi-stoys-epicheirimaties-tis-thessalias/>
- <http://www.trikalaola.gr/%CE%95%CE%BA%CE%B4%CE%B7%CE%BB%CF%8E%CF%83%CE%B5%CE%B9%CF%82/%CE%97-google-%CF%83%CF%84%CE%B1-%CE%A4%CF%81%CE%AF%CE%BA%CE%B1%CE%BB%CE%B1/>
- [http://epixeireite.duth.gr/?q=node/30904#.W\\_z7dbEzblU](http://epixeireite.duth.gr/?q=node/30904#.W_z7dbEzblU)





- <https://trikalavoice.gr/%CF%84%CE%BF%CF%80%CE%B9%CE%BA%CE%AC/%CE%B7-google-%CE%AD%CF%81%CF%87%CE%B5%CF%84%CE%B1%CE%B9-%CF%83%CF%84%CE%B1-%CF%84%CF%81%CE%AF%CE%BA%CE%B1%CE%BB%CE%B1/>
- <http://www.paron.gr/2018/11/26/i-google-sta-trikala/>
- <https://www.meteora24.gr/%CE%B7-google-%CF%83%CF%84%CE%B1-%CF%84%CF%81%CE%AF%CE%BA%CE%B1%CE%BB%CE%B1/>
- <https://www.agronews.gr/traveling/topikes-eidiseis/171959/i-google-sta-trikala/>
- <https://pylinews.gr/%CE%B7-google-%CF%83%CF%84%CE%B1-%CF%84%CF%81%CE%AF%CE%BA%CE%B1%CE%BB%CE%B1/>
- <http://trikipress.gr/%CE%B7-google-%CF%83%CF%84%CE%B1-%CF%84%CF%81%CE%AF%CE%BA%CE%B1%CE%BB%CE%B1-%CE%B4%CF%89%CF%81%CE%B5%CE%AC%CE%BD-%CF%88%CE%B7%CF%86%CE%B9%CE%B1%CE%BA%CF%8C-%CF%83%CE%B5%CE%BC%CE%B9%CE%BD%CE%AC%CF%81/>
- <https://magnesianews.gr/thessalia/meso-trikalon-i-psifiaki-sfragida-stis-thessalikes-epichirisis.html>
- <http://www.trikalaenimerosi.gr/blog/trikala/i-google-sta-trikala-dorean-psifiako-seminario-kai-ypostiriksi-stis-epixeiriseis>
- <https://www.facebook.com/327318551163583/photos/pcb.349894248906013/349894085572696/?type=3&theater>
- <http://www.nationalcoalition.gov.gr/digital-skills-at-the-region-of-thessaly/>

**3. Title of the Action:** 1<sup>st</sup> seminar on Digital Opportunity Traineeships at the Region of Thessaly (Completed)

Number of the Action in the Action Plan: **45**

**Description of the Action**

- objectives of the action: diffuse information on the project, present the tools launched by the Greek NC to enhance participation in the project, offer technical assistance to those interested
- target group: local Chambers, local SMEs
- type of action: seminar/workshop
- type of digital skills: traineeships at the DOT
- number of beneficiaries: local SMEs in every sector
- Information on the event (location, agendaetc.) the seminar took place at the City of Trikala (member of the NC)



## Benefits

Describe in bullet points the expected benefits **after the implementation** of the action:

- highlight the benefits of the project and the role of the NC in supporting the participation of local businesses,
- encourage Greek SMEs to offer job positions for training,
- help businesses acquire the know-how in designing job positions for traineeship.

## Partnerships

Unit of Innovation and Best Practices held the role of the project manager of the event, as an officer has been appointed responsible for this program.

### Communication Activities:

#### A. Photos



#### B. Links

- <https://www.facebook.com/327318551163583/photos/pcb.349894248906013/349894085572696/?type=3&theater>
- <http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/12/1st-Seminar-on-DOT.pdf>



- 4. Title of the Action:** Technical Meetings with the members of the NC (within the framework of the National Coalition for Digital Skills and Jobs)

#### Description of the Action

- objectives of the action: drafting of the Action Plan 2019
- target group: members of the NC
- type of action: technical meeting
- number of meetings: 4
- type of digital skills: actions within the framework of the National Coalition
- number of participants: 4 Members of the National Coalition
- number of beneficiaries: all members
- Information on the event (location, agenda etc.) the meetings took place at the Ministry of Administrative Reconstruction

#### Benefits

- drafting concrete and measurable actions
- promote cooperation among members
- communicate members their responsibilities

### Name of the Organization: Mathemagenesis IKE

- 5. Title of the Action:** eCourseAcademy</>CodeSchool(Completed in October)

**Number of the Action in the Action Plan:** This action was planned after the submission of the Action Plan and therefore it has not been included in the deliverable.

#### Description of the Action

**CodeSchool Project** runned in partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation it aims to bring coding and digital literacy to High school students (aged 14 to 18 years old) from the region of Eastern Macedonia and Thrace in a fun and engaging way. In this context, CodeSchool Project of Mathemagenesis offers to students from remote and rural areas FREE access to a series of online courses through [eCoursesAcademy.com](http://eCoursesAcademy.com) where programming concepts take the center stage. Several topics around software development, mobile apps, web development and 3D & Animation are available to the participants of this action.

Number of participating Organizations: 9 High Schools from Eastern Macedonia and Thrace

Number of participants: 68 students



### Benefits

- High School Students will get introduced to Coding/programming concepts
- Students from remote and rural areas will develop skills and capabilities in order to explore new ideas and innovate.

### Partnerships

- Mathemagenesis: eLearning Course Provider
- Greek National Coalition: Communication the event

### Communication activities

- Promotion material: CodeSchool Leaflet (provided as email attachment)
- FACEBOOK POST: <https://www.facebook.com/mathemagenesis/> (publication date 18/10/2018)
- More information can be found at:  
<https://codeweek.eu/view/196140/ecourseacademy-codeschool-project>

## Name of the Organization: Media Literacy Institute

6. **Title of the Action:** NATION-WIDE GREEK MEDIA LITERACY WEEK 2018 (Completed: 19-26 November)

**Sub-actions:** ONLINE CAMPAIGN, WORKSHOPS, DISCUSSION PANELS

**Number of the Action in the Action Plan:** This is a new member of the Coalition. This action was planned after the submission of the Action Plan and therefore it has not been included in the deliverable.

### Description of the Action

The Week promotes the importance of Media, Information & News Literacy today, in the framework of formal, informal and lifelong learning, and focuses on information and misinformation issues, which are critical to defending democratic values and improving our daily lives.



Target audience: teachers, students, citizens, enterprises, journalists, general audience

Type of action: up skilling workshops, discussion panels

Type of digital skills: soft skills

Number of participants: 200

Number of beneficiaries: 200

Online venue: [www.jaj.gr](http://www.jaj.gr)

Athens venue: Serafeio Cultural Centre of Municipality of Athens

Agenda: 6 workshops: (1) Screening media literacies (2) Propaganda and the Internet (3) Media & Information Literacy: the need of the 21st Century (4) Introduction to Data Journalism (5) Our social media image (6) Misinformation as part of Russia's military doctrine  
Thessaloniki venue: ESIEMTH. Subject: "The significance of news literacy for Democracy"

### **Benefits**

The participants learnt how can we work with the Media and how do we use modern technologies to promote equality, intercultural dialogue, peace, democracy, freedom of expression and access to quality information

### **Partnerships**

Piece Journalism Lab of Aristotle University of Thessaloniki co organized the Thessaloniki panel

### **Communication activities**

<https://jaj.gr/media-literacy/2i-elliniki-evdomada-gia-tin-paideia-sta-mesa-2018/>



## Name of the Organization: SEPE

- 7. Title of the Action:** “Training, certification and up-skilling program in the field of ICT for unemployed youngsters, aged 18 to 24 years old” (Ongoing)

**Number of the Action in the Action Plan:** 5

### Description of the Action

SEPE (HELLENIC FOUNDATION OF ICT ENTERPRISES) is implementing a 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

In total, 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 November 2018, 158 training courses have started with 2,990 trainees and 14,684 counselling sessions having been implemented. The participation of the beneficiaries in the program comes from all the 13 regions of the country.

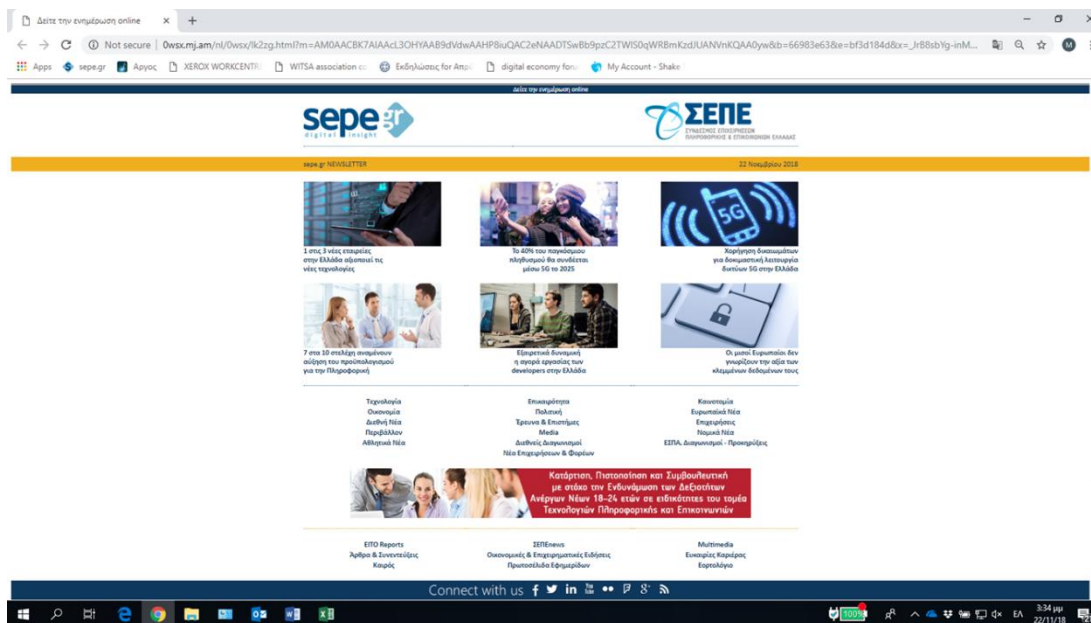
Training, Counselling, and Certification cycle has been completed for all 158 training courses, following the Certification Examinations that took place and the corresponding Educational Allowance was paid to 2061 beneficiaries.

No. of beneficiaries November 2018: 124 trainees took the Certification Examinations.



## Communication activities

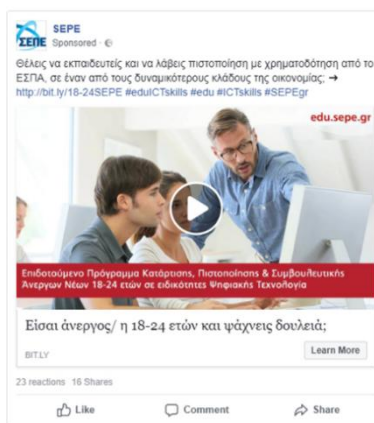
- a. The program is being continually supported by an internet campaign through the placement of an advertising banner in SEPE’s Newsletter, that is circulated twice a week to approximately 50,000 recipients. (i.e. See screenshot below).



Link for SEPE Newsletter, 22.11.2018:

<http://0wsx.mj.am/nl/0wsx/lk2zg.html?m=AM0AACBK7AIAAcL3OHYAAB9dVdwAAHP8iuQAC2eNAADTSwBb9pzC2TWS0qWRBmKzdJUANVnKQAA0yw&b=66983e63&e=bf3d184d&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](http://edu.sepe.gr).

## Name of the Organization: Municipality of Athens

### 8. Title of the Action: Innovathens (Ongoing)

#### Sub-actions:

- Front end Developer Lab
- Content & e-Commerce Management Lab
- GreeceJS: Progressive Web Apps & RxJS

### B. Description of the Action

The target group are objectives were developers, coders, journalists, students and people willing to acquire mid-level ICT skills. The topics were mostly about Artificial Intelligence, Digital marketing and coding. All events were hosted at Innovathens premises.



### Benefits

- Beneficiaries are expected to acquire coding skills in specialized areas, be able to administrative CMS and web sites in a basic level
- The understanding of Artificial Intelligence potential and relevant applications

### Partnerships

- Samsung Electronics Hellas

### Communication activities

- <https://www.instagram.com/p/Bn4SmELn8su/> Short video





## Name of the Organization: Social Innov

### 9. Title of the Action: Tech Talent School (Ongoing)

#### Number of the Action in the Action Plan: 1

#### Description of the Action

- Tech Talent School: Intermediate and advanced courses targeted to youth revolving around computer science and digital skills in general.
- Main beneficiaries: targeting refugees, immigrants, unemployed youth, female participants and anyone who wishes to acquire new or expand existing digital skills.
  - Type of action : upskilling/reskilling
  - Type of digital skills: Front- End, Back-end, JavaScript, Office (Advanced level), Social Media, Digital CV, Digital marketing, Coding
  - Number of participants: 560

#### Benefits

- Bridge the digital skills gap.
- Curriculum designed in collaboration with industry and leading experts, so knowledge appeals to everyone and has a direct impact on the market.

#### Partnerships

- Tech Talent School is supported by Microsoft.

#### Communication activities

- <http://www.haniotika-nea.gr/tech-talent-school-sto-iraklio/>
- <http://www.epixeiro.gr/article/104152>
- <https://pt-br.facebook.com/eduguide.gr/posts/2122004747823708>
- <https://www.laosnews.gr/article/67418-sunexizontai-ta-dorean-mathhmata-gia-enhlikes-pou-diorg>
- <https://www.parapolitikakritis.gr/irakleio-dorean-seminaria-psifiakon-dexiotiton/>
- <http://plioforiodotis.gr/index.php/news/culture/book/47909-2018-11-23-08-17-35>
- For more information on Tech Talent School: <http://techtalentschool.gr>



## Name of the Organisation: Google Greece – Title of the Program Grow Greek Tourism Online Program

### 10. Title of the Action: Hyperlocal Projects (Ongoing)

#### Number of the Action in the Action Plan 1

#### Description of the Action:

The Grow Greek Tourism Online Hyper-local projects is an initiative by Google, in partnership with the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to offer 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 SMEs 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.

For the implementation of the program we have a number of Online Advisors - these are young people that Google and external partners have trained to act as digital consultants for Greece's tourism sector - who are placed in the respective areas for the duration of the program, and are performing one-to-one training sessions with tourism businesses and professionals who are interested.

#### Description of the Sub-Actions

**B I . Thessaloniki Hyper-local project.** On Sept 13th, in Thessaloniki Town Hall, we announced our 4<sup>th</sup> hyperlocal program of the Grow Greek tourism Online initiative in co-operation with the city's Mayor, the National Coalition for Digital Skills and Jobs and the US Ambassador - from whom we received strong endorsement for our work in front of 30 journalists and Greek/US KOFs and wide media coverage - to help grow Thessaloniki's tourism sector. 4 (four) Online Advisors (young consultants) 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 November 2018**, 410 SMEs of the broader tourism sector were trained for free on digital skills and tools through 1:1 consultations on the businesses' premises, in the city of Thessaloniki.



## D I . Partnerships

The hyperlocal project in Thessaloniki runs in partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation and the Municipality of Thessaloniki.

More information can be found at: [g.co/greektourism](https://g.co/greektourism) and [g.co/greektourism/thessaloniki](https://g.co/greektourism/thessaloniki)

### Description of the Sub - Action

**B II .Epirus Hyper-localproject** in the Region of Epirus, runs in Partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation from June 2018 to December 2018, from the 2 Online Advisors who have moved in the area and offer free face-to-face trainings on digital skills and tools (tools not only offered by Google but by other companies as well) to SMEs of the broader tourism sector, including but not limited to SMEs in accommodation, restaurant and cafes, car rentals, travel agencies, touristic stores, leisure and entertainment, and local products, in the Epirus Region.

**In November 2018**, 193 SMBs were trained for free on digital skills and tools, through 1:1 consultations on the businesses' premises, in the

- Prefecture of Ioannina, and in particular in the areas of Tsopela, Pramanta, Monolithi, Agnanta, Syrrako, Vitsa, Dilofo and more
- Prefecture of Artas, in the areas of Kataraktes, Vourgareli, Agnanta
- Prefecture of Preveza, in the areas of Loutsa, Vraxos, Ammoudia

**So far:** Since the launch of the program in Epirus, on June 11th 2018, **1.120 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 1120 businesses, the 1020 were trained via 1:1 consultations that took place in the businesses' premises, and 100 through the 4 (four) 1:many seminars that have been held.

## D II .Partnerships

The hyperlocal project in Epirus runs in Partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation and the Region of Epirus.

More information can be found at: [g.co/greektourism](https://g.co/greektourism) and [g.co/greektourism/epirus](https://g.co/greektourism/epirus)



## Description of the Sub - Action

B III . **The Crete Hyper-local** project launched in March 5th 2018, and is running in the region of Crete in Partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation until the end of 2018, offering free face-to-face trainings on digital skills and tools (tools not only offered by Google but by other companies as well) to tourism SMEs. Five (5) Online Advisors (young consultants) of Google's program have moved to the island since mid February and they offer free one-to-one consultations as well as group seminars to local businesses. From September 2018, we have 4 - instead of 5 - Online Advisors on the island, who will stay there until the end of year. Emphasis will continue to be given on using digital in order to attract travellers all-year-round and the team continues to prioritise supporting the businesses that are or wish to remain open during the off-season months.

**In November 2018** 446 tourism SMEs were trained for free on digital skills and tools, through 1:1 consultation in the businesses' premises in the

- prefecture of Heraklion, in the city centre and in the areas of Kokkino Hani, Ammoudara, Knossos, Psaromoura
- Prefecture of Chania, in the city centre and in the areas of Gavalohori, Akrotiri, Daratso, Koumpes, Kounoupidiana, Stalos, Kissamos, Sfakia, Mournies, Georgioupoli and Therisso.

**So far:** Since the launch of the program in Crete, in March, **3.805 businesses** of the broader tourism sector have been trained for free and supported by the Google Online Advisors, in the prefectures of Heraklion, Chania, Rethymno and Lasithi. Out of the 3.805 businesses, the 3.465 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, 'Mikro Theatro'. 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
- Rokka Kissamos - on 13/8. 10 people were trained



### D III .Partnerships

The hyperlocal project in Epirus runs in Partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by Unit of Innovation and the Region of Epirus.

More information can be found at: [g.co/greektourism](https://g.co/greektourism) and [g.co/greektourism/crete](https://g.co/greektourism/crete)

### Description of the Sub - Action

**B IV . The Thessaly Hyper-local:** On Nov 30th, we announced our 5th hyperlocal program of the Grow Greek tourism Online initiative in co-operation with the Region of Thessaly, the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to help grow the Region's tourism sector. 4 (four) Online Advisors (young consultants) of Google's program will be placed in Thessalia for a duration of 5 months, to help local businesses with group seminars and 1:1 consultations to use digital in order to attract more customers all year round. The program will be implemented from January 2019 to May 2019 and will be visiting all 4 Prefectures of the Thessalia Region.

### D IV . Partnerships

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

### C IV . Benefits of the Action in total:

The program offers free training to tourism SMEs and individuals on basic digital skills and tools, in order to help them

- understand 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



## Communication Activities:



**11. Title of the Action:** 1:many seminars in Universities for the Future Travel Professionals.

Number of the Action in the Action Plan 9

### Description of the Action

Seeing the need for future tourism professionals, who will bring change and further development in the industry, we have extended since 2017 the Grow Greek Tourism Online Initiative towards the area of education. We kicked off free seminars in Universities which are delivered by high accredited and trained professionals in digital marketing, in order to train the future tourism professionals on digital skills and tools (tools not only offered by Google but by other companies as well). So far, the Grow Greek Tourism Online program has trained, for free, over 22K students and graduates in close partnership with more that 40



Universities and Educational Institutions around Greece. The content and duration of the training vary. An indicative list is:

- 2hours seminar on ‘Digital marketing’
- 2hours seminar on ‘How to design and build a Website’
- 2hours seminar on ‘Web Analytics’
- 3hours seminar on ‘Intro to Digital, Digital Marketing, Building a Website, Social Media, Analytics and more’
- 12hours seminar on all the above, including also Intro to Tourism, Digital Trends, Preparation and presentation of a Digital Marketing Plan and more.

**In November 2018**, we continued delivering seminars to Universities and educational institutions. For November:

No. of seminars: 6

No. of beneficiaries: 1375

In analysis:

- 1 seminar, in Patra, on Nov 7th, in Patras University, where 279 people attended
- 1 seminar, in Kozani, on Nov 14th, in TEI of West Macedonia, where 330 people attended.
- 1 seminar, in Thessaloniki, in Aristotelio University, on Nov 19th , where 71 people attended
- 1 seminar, in Serres, on Nov 21st, in TEI of Central Macedonia, where 287 people attended.
- 1 seminar, in Kavala, on Nov 28th, in TEI of East Macedonia, where 320 people attended.
- 1 seminar, in Kastoria, on Nov 29th, in TEI of West Macedonia, where 88 people attended.

## **Benefits**

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.

## **Partnerships**

The trainings for the future travel professionals, run in partnership with the National Coalition of Digital Skills and Jobs, and is under the auspices of the Ministry of Education, the National Tourism Organisation, and the Association of Greek Tourism Enterprises.



More information can be found at:

<http://https://learndigital.withgoogle.com/greektourism/certification>

**Communication Material:**



Serres, 21 Nov

**Name of the Organization: Ministry of Education/ESPA Strategic Structure – Education Sector in a partnership with the “Regional Authority of East Macedonia and Thrace Prefecture”**

**12. Title of the Action:** “Provision and Installation of Digital equipment of early childhood, primary and secondary education school units of East Macedonia and Thrace Prefecture” (Ongoing)

**Description of the Action**

The project will implement the improvement and reinforcement of the digital infrastructures of the school units of the Region of Eastern Macedonia and Thrace. The purpose of the proposed Act is to enhance the use of digital technology during teaching in Preschool, Primary and Secondary General Education. There will be procurement, wireless access points, servers, web cams, interactive systems and robotics sets) for the exploitation of ICT and IT applications in 664 schools (Kindergartens, Primary, High Schools and Lyceums of General Education) of the AMG Region.





- Information on the event (location, agendaetc.): State Schools
- Project time frame : 1/2/2018 until 31/12/2023
- Total target of the project : 664 SCHOOL UNITS
- Target fulfilled so far :238 school units
- Total Target numbers of individuals : 63.150 pupils
- Number of beneficiaries so far : 29.231 pupils

### **Benefits**

Long term impact: Support of ICT technology use in Primary and Secondary Education promoting equal digital and entrepreneurial competences for all

### **Partnerships**

Partnership :“REGIONAL AUTHORITYOF EAST MACEDONIA AND THRACE PREFECTURE &”MINISTRY OF EDUCATION/ESPA Strategic Structure – Education Sector

### **Communicationactivities**

- <https://www.epiteliki.minedu.gov.gr>
- <https://www.eydamth.gr>

### **Name of the Organization: Cisco**

**13. Title of the Action:** INFOCOM WORLD CONFERENCE 2018 (Completed)

### **Description of the Action**

Ilian Hafouzov, Regional Sales Director, Cisco Cloud Calling presented during the event “The future of calling and collaboration” for the enterprises. ICT specialists had the chance to see how collaboration technologies are disrupting the business environment.

More than 300 professionals attended the presentation that took place on November 21 at The Athens Concert Hall.

Target group: ICT specialists, small medium enterprises

Number of participants: 250



### Benefits

- Share high-end knowledge about latest trends on collaboration solutions

### Communication activities



- More information can be found at: <https://www.infocomworld.gr/>

### 14. Title of the Action: Cisco HyperFlex Solutions

#### Description of the Action

Training dedicated to partners and focused on Cisco HyperFlex technology solutions.

Target group: ICT specialists

Number of participants: 25

#### Benefits

- Engineers will have the opportunity to learn how they can offer flexible solutions to their clients using Cisco technology for Data Centers
- Training took place on November 30 at Cisco Greece premises

### 15. Title of the Action: FutureWAN'18 - NOV 7-8, 2018 (Completed)



## Description of the Action

FutureWAN'18 brings together network architects, industry analysts, telecom carriers and leading technology providers to discuss the next wave of SD-WAN deployments. The four-day virtual summit will feature four tracks: enterprise SD-WAN, security and branch services, cloud transformation and managed services. Speakers will provide a comprehensive industry view on the requirements, best practices and lessons learned in migrating to SD-WAN.

## Benefits

- SD-WAN's growth has created new and exciting growth opportunities
- The FutureWAN'18 summit will feature presentations by key players, including Verizon, BT, Orange Business Services and Amazon Web Services, among others

Target group: ICT specialists, small medium enterprises

Number of participants: 1500

**16. Title of the Action:** NOV 27-28, 2018 – Advanced Malware Protection Training (completed)

## Description of the Action

A new approach is necessary to strengthen your endpoint security efforts. Next-generation endpoint security addresses these concerns by combining prevention, detection, and response into a single, cohesive solution.

## Benefits

- skills required to develop a security infrastructure, recognize threats and vulnerabilities to networks, and mitigate security threats.



## Upcoming events

- Unit of Innovation and Best Practices (competent Unit for the National Coalition on Digital Skills and Jobs) is participating in the ICT 2018 Conference, representing Ministry of Administrative Reconstruction, which is responsible for the coordination of National Coalition. Moreover, the Head and Digital Skills Officers of the Unit attended the Joint meeting of the Digital Skills and Jobs Coalition and the DSM sub-group on Digital Skills and Jobs as official delegates of the Ministry of Administrative Reconstruction.
- The Hour of Code is a global movement introducing tens of millions of students worldwide to computer science, inspiring kids to learn more, breaking stereotypes, and leaving them feeling empowered. In this spirit, Microsoft Hellas is organizing, in collaboration with Tech Talent School, from 8 to 16 December 2018 a series of actions aiming to give the opportunity to students to learn how to create technology. Unit of Innovation participates at the announcement of the event with a presentation from one of its innovation and digital skills officer.
- Unit of Innovation and Best Practices will participate in a meeting on 11 December with EIT Europe and the KICs in Athens, in order to explore possibilities for cooperation with the Innovation Hubs for the improvement of digital skills of the SMEs workforce.