





News report - February 2019



Digital Skills and Jobs Coalition



1. Action Plan 2019 «Digital Skills for Digital Greece»

The NC Action Plan 2019 has been approved by the Minister of Administrative Reconstruction, competent for the coordination of the NC and was officially launched at a special event on January 18th. For more information: (http://www.nationalcoalition.gov.gr/wp-

content/uploads/2019/02/NC Action Plan 2019 en.pdf)

2. National Coalition structure and contact details

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 of the Greek Coalition (GOG 1876/B/24.05.2018 as issued) 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 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.gov.gr,
- 2. e-mails: nationalcoalition@ydmed.gov.gr,
- 3. Twitter account: @nationcoalition,
- 4. a list of Frequently Asked Questions on our website, http://www.nationalcoalition.gov.gr/faq_en/
- 5. LinkedIn account: Greek National Coalition,



6. Facebook page of Unit of Innovation (in Greek Τμήμα Καινοτομίας και Βέλτιστων Πρακτικών)

B. for the NC members:

- 1. All the aforementioned and
- 2. A collaborative space has been created in the National Coalition website. The space is accessible only by the members, aiming at enhancing cooperation and promoting visibility since it offers the following functions:
 - online reporting of the members' actions on a monthly basis,
 - uploading and processing files.
- 3. Newsletter for the activities of the Unit of Innovation: https://innovation.gov.gr/?na=v&nk=12-b5d5706bd5&id=31
- 4. Guide for the Members of the National Coalition (only in Greek):

 http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/09/%CE%9F%CE%94%CE%97%CE%93%CE%9F%CE%A3-%CE%93%CE%99%CE%91-%CE%A4%CE%91-%CE%9C%CE%95%CE%9B%CE%97 signed.pdf

C. for the target groups of certain policies related to the NC:

"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 has planned for 2019 a series of seminars on DOT to facilitate the participation of SMEs in the project.
- A leaflet with tips and guidelines to facilitate companies fill in the application form has been produced by Unit of Innovation and diffused through the NC website.

As stipulated in Action Plan 2019, cooperation with large entities representing SMEs
is going to be forged in order to promote DOT in a more comprehensive and
systematic way.

General comments:

The Greek National Coalition has currently 24 Members, which have been introduced through 2 amendments of the Ministerial Decision on the establishment of the NC Committee, publicised in the National Gazette (GOG 4607/B/18.10.2018). All the Members of the Coalition have endorsed the "The Digital Skills and Jobs Coalition Members Charter" and the Members' Guide (only in Greek): http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/09/%CE%9F%CE%94%CE%97%CE%93%CE%9F%CE%A3-%CE%93%CE%99F%CE%91-%CE%A4%CE%91-%CE%9C%CE%95%CE%9B%CE%97 signed.pdf

Expansion of National Coalition with new members

Aiming at increasing the Members of the National Coalition, the The Unit of Innovation and Best Practices has planned meetings with stakeholders for March and April which a) have big impact through their actions and b) can design and implement innovative actions. The goal for the enlargement of the National Coalition is to be implemented in phases and to fulfill the criteria described in the Regulations of the National Coalition.



Organization: Unit of Innovation and Best Practices (Ministry of Administrative Reconstruction)

1. Action: "Code my city" (ongoing)

Description of the Action:

Pilot Project targeted to the primary schools participated in EU Code week event "Let's code, girls 'n' boys!!!". Pupils will compose a visual presentation of a cultural aspect of their city using knowledge in coding acquired in the aforementioned event. Videos will be presented at an event held on 30 March (http://www.nationalcoalition.gov.gr/new-events en/)

- Objectives of the action: promoting the inclusion of coding in school curriculum
- Target group: students participated in Code Week event organised by the Unit of Innovation and Best Practices "Let's code, girls 'n' boys!!!"
- Type of action: digital sills pilot project
- Type of digital skills: innovation and code
- Target number of participants: 14 schools , 74 pupils
- Number of beneficiaries/impact: > 360 pupils
- Information on the action: The project is planned, organized and monitored by Unit
 of Innovation and Best Practices and will last from November 2018 to March 2019. It
 has been divided into 4 phases with certain milestones and as many deliverables.
 Participants are currently working on the third deliverable. Guidelines and technical
 support are provided by Unit of Innovation.
- 2. Action: "2-day workshop Greektoys children's revolution®" (completed)
 Workshop about learning ancient Greek games-toys using digital tools:

Description of the Action:

The workshop organised by Unit of Innovation and Best Practices, developed students' learning about ancient Greek history, through ancient games - toys, by making use of the digital technologies of 3D scanning and 3D printing. Also, the children learned to build their own toys, they were taught and understood the process of producing toys using cast-moulds, as was the case in ancient Greece. The children created, with clay, ancient Corinthian dolls and horses on wheels. The workshop was held on the 23-24 February 2019 at the most modern premises of the Maker Space Laboratory, at Serafion of the Municipality of Athens, which is operated by the TUC TIE Lab of the Technical University of Crete in collaboration with the Department of Childhood, Education and Lifelong Learning.

- Objectives of the action: Bridge the gap between traditional teaching of ancient history in classrooms and the use new digital technologies
- Type of action: upskilling digital sills project
- Type of digital skills: 3d scanning and 3d printing
- Target number of participants: 3 schools,
- Number of beneficiaries: 55 pupils aged 6 12 years old
- Planning for the future: To upgrade the workshop and introduce a pilot project in classrooms or museums, to bring pupils closer to experiential learning, through digital technologies.

Partnerships

- City of Athens hosted the workshop at Serafio Complex
- Maker Space Lab and TUC TIE Lab researchers, presented the laboratory's technological
 equipment and procedures, digital and analogue tools (3D printer, laser cutter), as well
 as robotic constructions. Also they provided the kids with a copy of an ancient
 Corinthian doll, cut into the laser cutter.

Communication activities

https://twitter.com/innovunit MAR/status/1102544086999945216

- http://www.nationalcoalition.gov.gr/greektoys23 24feb2019 en/
- https://twitter.com/innovunit MAR/status/1102544086999945216
- https://www.facebook.com/innovation.gov.gr/

3. Action: Promoting Digital Opportunity Traineeships in SMEs – February 2019 (ongoing)

Description of the Action:

Action targets to support digital competencies of SMEs with apprenticeships in digital job positions.

Following our planning, Unit of Innovation has already underpinned six SMEs in drafting traineeship positions.

- Objectives of the action: diffusion of DOT, boost local economy, promote openness, competitiveness, cultural exchange, mutual understanding through digital skills
- Target group: local SMEs
- Type of action: traineeships
- Type of digital skills: all
- Target number of participants : 200 (applications)
- Number of beneficiaries in February: 14 applicants
- Information on the action: see above "2. National Coalition structure and contact details, C, A."

Communication activities: http://www.nationalcoalition.gov.gr/digital-opportunities-traineeships/



4. Action: Participation in the international conference on "Inclusive opportunities in ICT - Skills training and pathways for a diverse ICT workforce" Brussels (completed)

Description of the Action:

The event is part of the diversITy project aimed at identifying and analysing effective training programmes for professions in the Information and Communication Technology (ICT) sector for diverse target groups, including women, youth at risk of social exclusion, migrants and unemployed adults. International experts provided latest evidence-based information on the dimension of ICT skills shortages and gaps and the structural mismatch in the Information and Communications Technology sector and good practice showcases of inclusive ICT training. The international conference gathered insights on the success factors and challenges and elaborate the future way forward for inclusive ICT training with an elaboration on policy actions to be undertaken and the roles of different stakeholders.

The appointed member of the Unit exchanged views not only with the representatives of the Commissioner for Digital Society and Economy but also with the officers from DGCNECT, F4 and

briefly outlined an action implemented from the Municipality of Athens included in the Action Plan of the National Coalition for Digital Skills «Digital skills for Digital Greece».

Approximately 160 people attended the conference.

Organization: WRO Hellas

5. Action: 2019 Panhellenic Contest of Educational Robotics (ongoing)

Description of the Action

The contest (est. 2014), is a 5-month journey that seeks to encourage students (5-18 years old) and their coaches (teachers or parents) to build crucial skills such as teamwork, problem solving, engineering and coding. Also, in the framework of the contest, WRO Hellas supports schools with robotics infrastructure (200 new schools benefited so far this year), and provides continuous free, hands-on training and full-scale lesson plans to elementary and secondary teachers (760 teachers benefited so far this year).1238 teams (5271 students – updated numbers) are participating in this year's event, the Finals of which will take place on

16&17/3/2019 (updated date) in Athens, Greece.

Sub-actions:

Webinars for the training of participating coaches, on the subject of the contest's

challenges (Oct '18 – Feb '19)

Regional preliminary contests (February 2nd, 9th, 10th, 16th & 17th 2019 in all 13 Greek

regions)

Benefits

5271 students (1238 teams) participated in the Regionals

• 2202 students (451 teams) qualified for participation to the Finals

Partnerships

• Under the Auspices of H.E. the President of the Hellenic Republic Mr Prokopios

Pavlopoulos

COSMOTE – Strategic partner

103 academics & educators - Volunteers

EUN - Auspices

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• STEM Education – Scientific partner

Communication activities

- 1. More information at: http://www.wrohellas.gr/πανελλήνιος-διαγωνισμός-εκπαιδ-2019/
- 2. Pictures and videos from some indicative Regional contests:
- Western Greece: https://www.youtube.com/watch?v=pl68hWl-ZDM&feature=youtu.be&fbclid=lwAR0ztmKlwBQX57CPXZZU0Zf9xm0WLk1v-01v0lwyaC4EAcVfW_KCgKRcbE0
- Central Macedonia:

https://www.facebook.com/media/set/?set=a.1203448729779863&type=1&l=310edfae

Attica:

https://www.facebook.com/media/set/?set=a.1192398434218226&type=1&l=67ee7fe3

• Thessaly:

https://www.facebook.com/media/set/?set=a.1192398434218226&type=1&l=67ee7fe3
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- Peloponnese:
 - https://www.facebook.com/media/set/?set=a.1192398434218226&type=1&l=67ee7fe3
 59
- Epirus:

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• Eastern Macedonia & Thrace:

https://www.facebook.com/media/set/?set=a.373481286820801&type=1&l=d1a4f8893 b

Organization: Google Greece - Grow Greek Tourism Online Program

6. Action: Hyperlocal Projects (ongoing)

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 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

Thessaloniki Hyper-local project: On Sept 13th, in Thessaloniki Town Hall, the 4thhyperlocal program of the Grow Greek tourism Online initiative was announced in co-operation with the city's Mayor, the National Coalition for Digital Skills and Jobs and the US Ambassador - from whom strong endorsement was received for the project 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.

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In February 2019,

Target group: local SMEs

• Type of action: 1:1 consultations

• Type of digital skills: digital marketing

• Target number of participants: 185 SMBs

So far, since the beginning of the program, 1.858 tourism SMBs have been trained for free, of which 80 were trained through a 1:many seminar that took place on September 13th and 1.778 through 1:1 consultations performed on businesses' premises.

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 the Unit of Innovation and the Municipality of Thessaloniki.

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

The Thessaly Hyper-local: On Nov 30th, the 5th hyperlocal program of the Grow Greek tourism Online initiative was announced, 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. 3 (three) 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.

In February 2019,

Target group: local SMEs

Type of action: 1:1 consultations

Type of digital skills: digital marketing

Target number of participants: 240 SMBs

So far, since the beginning of the program in January 2019, 587 tourism SMBs have been trained for free, of which 85 were trained through the 1st 1:many seminar that took place in Trikala on January 22nd, and 502 SMBs through 1:1 consultations performed on businesses' premises.

Benefits of the above Action

The program offers free training to tourism SMBs 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

Partnerships

The hyperlocal project in Thessalia 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 Thessaly.

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

Photos from the 1: many seminar in Trikala, where the Programmes' Online Advisors were



The Central Macedonia Hyper-local: In March 2019, the 6th hyperlocal program of the Grow Greek tourism Online initiative will be announced in co-operation with the Region of Central Macedonia, the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to help grow the Region's tourism sector. 3 (three) Online Advisors (young consultants) of Google's program have already been placed in Central Macedonia, since mid-January 2019 and will deliver the project in the Region 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.

In February 2019,

Target group: local SMEs

Type of action: 1:1 consultations

Type of digital skills: digital marketing

• Target number of participants : 411 SMBs

Benefits

The program offers free training to tourism SMBs 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

Partnerships

The hyperlocal project in Thessalia 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 Thessaly.

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

7. Action: 1: many seminars in Universities for the Future Travel Professionals (ongoing)

Description of the Action

Seeing the need for future tourism professionals, who will bring change and further development in the industry, the Grow Greek Tourism Online Initiative has been extended since 2017 towards the area of education. Free seminars in Universities 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 24K 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 2019 career development skills are added in the University trainings. A new 3 hour course, has been added, 'Build your Personal Brand'.

About the course

The training includes the idea of brand, what does personal branding means and what are the steps one should follow to build its own. During this process, a participant is indicating its strengths and objectives and sets the tone for his/her next steps.

Navigation through the steps of writing a CV, through templates, tips and best practices and setting up a professional Linkedin profile. Specific section for freelancers is included, with basic tips on building and presenting their physical and online portfolio including website and blog set up and architecture. Finally, tips on interview preparation, including different interview typology (ex. case study, role play, phone interview etc), commonly asked questions, preparation in advance (learn about the company, make rehearsals etc), and other tips one could follow during and after the interview.

All these in combination with the hard skills courses, which are being delivered and continuously enriched with new elements, are designed to facilitate employability.

In February 2019,

• Target group: students (future tourism professionals)

• Type of action: seminars

Type of digital skills: digital skills and digital marketing

• Target number of participants : 210

Benefits

The program offers free face-to-face trainings to students and graduates around Greece on digital skills and tools, as well as career development skills, 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 in Partnership with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by the Unit of Innovation, 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

Photo from the University Seminar in Crete



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Organization: Municipality of Athens

8. Action: Innovathens (ongoing)

Description of the Action: The key objectives of INNOVATHENS seek to create sustainable

technical and organizational preconditions (physical and digital space) to attract innovative

ideas and new groups or entrepreneurs, provide open innovation services of high added

value to the start-up community, encourage joint projects promoting the diversification

economic activity with the exploitation of ICT solutions, network with ecosystems, funding

opportunities within and outside Greece, capacity building.

Sub-actions:

"Deep Web" about the dangers of Social Media, Social Media influence on adults and

underage, methods to find out which information is from the Dark Side

• "Blockchain (un)conference" by Hellenic Blockchain Hub for students, public sector

employers, software developers, investors, startups on blockchain technology. The

topics include blockchain insights, blockchain for the enterprises, add-on value

services, implementing Blockchain in financial institutions, Blockchain with

crowdfunding.

• JHUG Meetup Hands-on TDD, Improve the quality of your software in 6 steps on

software quality.

• "Freelancing: challenges, obstacles, tools and strategies to tranquillize a big change"

by Women on Top on the balance between work and personal life, how to confront

with basic challenges, how to cope with marketing and payments. Also a live

streaming was available.

No. of beneficiaries: 310

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Partnerships: Samsung

9. Action: Start project (ongoing)

Description of the Action

Start 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 use of 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.

Sub-actions:

• Digital transactions PLUS. How to complete transactions via web in order to

pay your bills and interact with the public sector for novice users.

• Introduction to Windows 10. Entry level.

Windows 10 Plus. Advanced level.

Microsoft Word, acquire advanced skills for Microsoft Word.

Introduction to CSS. How to use CSS in conjunction with HTML. Stylesheets

and browsers. Basic knowledge.

No. of beneficiaries: 340

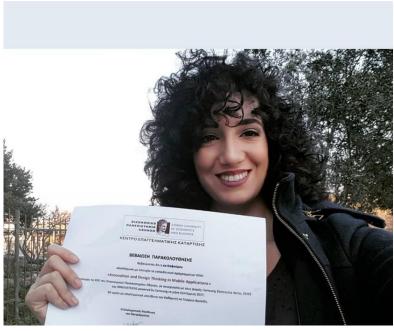
Partnerships: Microsoft

Microsoft, Municipality of Athens

Communication activities

Innovathen's MiniMBA

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Organization: SocialInnov

10. Action: Tech Talent School

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: 391



- 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

Clipping

https://www.heraklion.gr/ourplace/general-statements/TechTalentSchool29012019.html
https://www.laosnews.gr/article/70912-dieksagogh-oloklhromenou-programmatos-mathhmaton-dhmiou

For more information on Tech Talent School: http://techtalentschool.gr



Upcoming events for March - Unit of Innovation and Best 4.

Practices (Ministry of Administrative Reconstruction)

1. Action: «Introducing my city» event

The event is the final part of the "Code my City", (see Action 1 above). The project started

in November 2018 to transfer the learning process from the event to the classrooms, while

simultaneously expanding the educational goals to develop student skills beyond

programming, such as analysis and composition, teamwork, etc. On March 30, 2019, the

effort of the students and teachers will be completed in a special rewarding ceremony in

which students will present an animation of about three minutes, focusing on the cultural

visibility of the village or town they live in. The event is under the auspices of the Ministry of

Administrative Reconstruction. The Minister for Administrative Reconstruction, Mrs.

Xenogiannakopoulou, will address the meeting.

Number of Beneficiaries: estimated number 70 pupils and 15 Teachers

Link to the webpage: http://www.nationalcoalition.gov.gr/new-events en/

2. Action: Event on Digital Skills in the Region of Central Macedonia

The Unit of Innovation and Best Practices will participate to an event in the Region of Central

Macedonia, in the city of Serres, to promote the Greek National Coalition for Digital Skills

partnership and the Digital Opportunity Traineeship. Local chambers of Commerce and

SMEs will attend the event.

Link to the webpage: http://www.nationalcoalition.gov.gr/new-events en/

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