ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
Υπουργείο Διοικητικής Ανασυγκρότησης

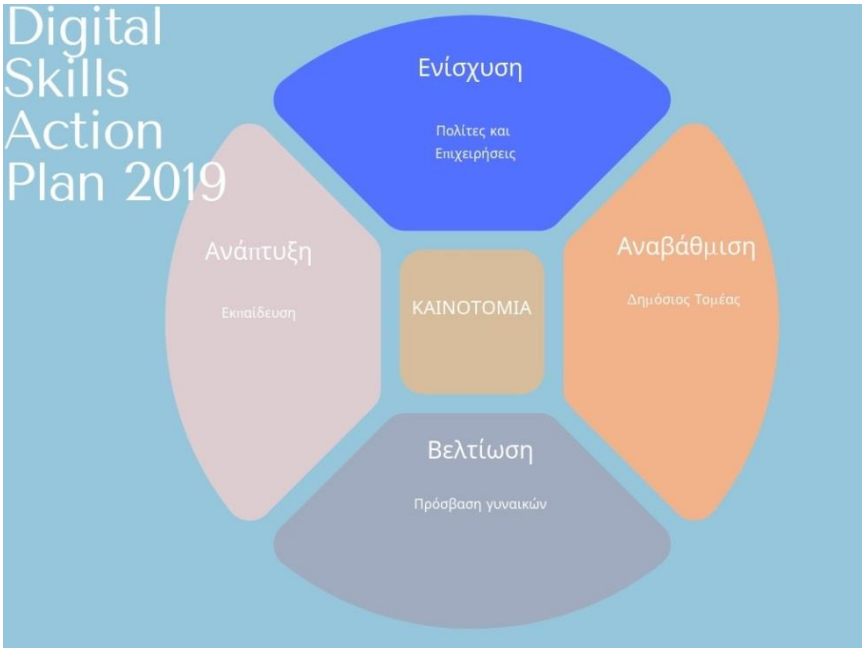
iNNOVATE i -
Innovation and Best Practices Unit

DIGITAL skills GREECE

News report - March 2019

European Commission

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-mail: 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) https://www.facebook.com/innovation.gov.gr/

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%99%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.

3. Ongoing and completed actions - March

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

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

Description of the Action:

An Innovation project designed and organized by the Unit of Innovation and Best Practices of the Ministry of Administrative Reconstruction for the introduction and use of coding in the Schools, within the EU Code Week 2018 initiative.

The Project consists of four phases. It started with a training workshop for ICT Teachers of Primary education, where 21 teachers were taught coding, with the aim to transfer this knowledge to their pupils. In the second phase, 109 pupils, 50% girls, split into 21 teams, from 18 Schools from all over the country were trained on the above coding project on 20 and 21 October 2018 in a big event in Athens, within the context of the EU Code Week initiative. In the third phase, pupils and teachers, participated in the «Code my City» pilot innovation project. The project, was scaled up in classrooms and engaged more than 250 pupils. It is considered to be a good practice of cooperation between central government and schools and this project led to the delivery of 14 animation videos created in classrooms with coding, following 14 short term actions and 4 intermediate deliverables, having as a basic theme the promotion of regional and local culture.

The event organized on 30 March 2019 (see sub-action below), is the final phase of the project. The pupils who have successfully completed the project, presented through the animation they created their city, and received a Certificate of Completion of the Project signed by the Minister of Administrative Reconstruction.

Sub-action: **Introduce my City**

- **Objectives of the action**: enhancing the capacity of change management of primary education schools in a permanent way in order to upgrade digital skills of teachers and pupils. Promoting, with a systematic perspective, digitalisation as a part of the teaching process, aiming to transform classrooms into real labs. The pilot project will be used as an experiment of change by political leaderships with an aim to be adapted to the Ministry of Education policy.
- **Target group**: pupils and teachers

- **Type of digital skills**: coding skills, using digital tools and applications
- **Number of participants in the sub-action**: 11 schools , 64 pupils, 25 teachers

Number of beneficiaries of the action in total: 21 Schools, 27 ICT Teachers, 153 pupils. (estimated impact 323 pupils)

Communication activities

http://www.nationalcoalition.gov.gr/introduce-my-city-en/
http://www.nationalcoalition.gov.gr/introduce_my_city/
https://twitter.com/innovunit_MAR/status/1111955359843930112
https://www.facebook.com/innovation.gov.gr/photos/pcb.405109736717797/405099020052202/?type=3&theater

2. Action: Promoting Digital Opportunity Traineeships in SMEs (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 7 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)
- Information on the action: see above "2. National Coalition structure and contact details, C, A."

Number of beneficiaries: 45 applicants, 7 SMEs (asking for students applying for digital job positions)

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

3. Action: Event to promote Digital Skills in the Region of Central Macedonia

Description of the Action:
One-day event to promote Digital Skills and the "Digital Opportunity" Programme, as part of the Action Plan 2019 "Digital Skills for a Digital Greece". The event was organised by the Innovation and Best Practices Unit of the Ministry of Administrative Reconstruction in partnership with GOOGLE, for the promotion of Digital Skills and the development of Tourism in the Region of Central Macedonia, via the "Grow Greek Tourism Online" programme. It took place at the Commerce and Industry Chamber of Serres in collaboration with the Region of Central Macedonia.

- **Objectives of the action**: promote synergies, boost business and contribute to digital upskilling, promote the creation of new advanced digital jobs, promote good practices

and innovative policies-actions, use new technologies to promote the tourist product, promote the "Digital Opportunity" programme and encourage SMEs to support digital competencies via apprenticeships in digital job positions.

- **Target group:** local SMEs

Number of beneficiaries:

1. 516 SMBs, within the framework of "Grow Greek Tourism Online" programme
2. Not stated yet, within the framework of the "Digital Opportunity" programme

Communication activities:

http://www.nationalcoalition.gov.gr/google_grow_greek_tourism_online_serres_en/
https://twitter.com/innovunit_MAR/status/1113336415469883392
https://www.facebook.com/innovation.gov.gr/?__tn__=%2Cd%2CP-R&eid=ARC6UH7s9h8CTeZrxmA0s5o92Bm_soAbn44Wl2Bbx1lt6VsCbWBJk-AbdZnD5AQ0A_aSWxRf941upgz-

4. Action: Participation in the "Joint meeting on Artificial Intelligence" Brussels (completed)

Description of the Action:
The meeting gathered representatives from the DSM sub-group on digital skills, from the Working Group of the Coordinated Plan on Artificial Intelligence (Sherpa group) and from the Working Group on Digital Innovation Hubs. During the meeting participants discussed about the 2019 review process and focused their discussion on the following topics:

(i) Financing tools to support SMEs in their digital transformation
(ii) Testing facilities: Testbeds and regulatory sandboxes
(iii) Skills as part of national AI strategies and re-skilling of the workforce.

Objectives of the action: Alignment of national policies on digital skills with the European Commission, learning from best practices, communicating national initiatives on digital skills exchanging ideas, networking with other Members of the Sub-skills group.

Organization: Microsoft

5. Action: Event- The importance of digital skills for the job market (completed)

Description of the Action
On March 18th, Microsoft Hellas organized in Athens the event "The importance of digital skills for the job market" partnering with IOVE. During the event the institute's study "Measuring the economic impact of digital skills in Greece" (funded by MS Hellas) was presented to 25 stakeholders from academic institutions and private companies followed by a roundtable discussion with industry experts panel. Study's conclusions:

- an increase of advanced digitally skilled individuals by 80k would result in the foundation of 500 new businesses / year
- an increase of 1000 ICT professionals is linked to a €480 million GDP increase

Number of beneficiaries: 25

Benefits

- The realization of the need for extroversion & synergies across institutions
- The importance of the local culture – mindset factor for the systemic reform of the educational system

Partnerships

IOVE (Institute for Financial & Industrial Studies) – For the production of the study

Communication activities

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 Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by the Unit of Innovation, 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.

Number of beneficiaries: 315 SMBs

So far: The Hyperlocal project in Thessaloniki, which launched on September 13th 2018, finalised in March 2018. Since the beginning of the program, 2.133 tourism SMBs have been trained for free, of which 80 were trained through a 1: many seminar that took place on September 13th and 2.053 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.

Number of beneficiaries: 333 SMBs were trained for free on digital skills and tools, via 1:1 consultations on the businesses' premises, in the Prefecture of Magnisia - in the city of Volos, and the areas of Portaria, Almyros, Nea Ionia and Ag.Konstantinos - and in the Prefecture of Larissa - in the City of Larissa, the areas of Farsala, Ambelakia, Elassona, Skiti, Damasi and Velika.

- On March 7th the 2nd seminar 1: many seminar of the Hyperlocal Project was held in Thessalia, in the city of Karditsa, were 31 people were trained for free on digital skills and tools in the city of Karditsa

So far, since the beginning of the program in January 2019, 842 tourism SMBs have been trained for free, of which 726 were trained through 1:1 consultations performed on businesses' premises and 116 through the 2 1:many seminars that have taken place so far:

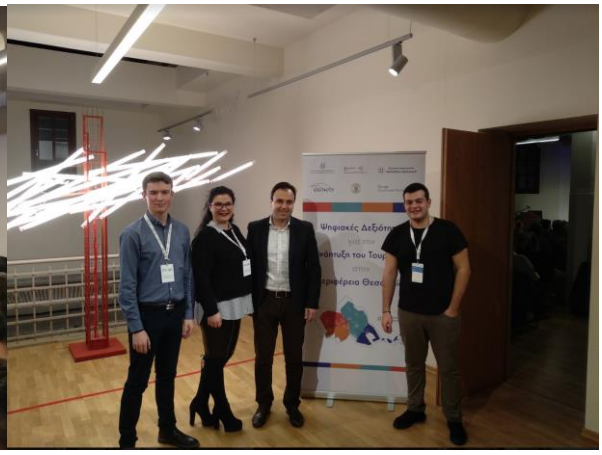
- in Trikala - January 22nd, at the Tsitsanis Museum, were 85 people were trained
- in Karditsa - March 7th, at the Conference hall of Karditsa PED, were 31 people were trained

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: On March 28th, the 6th hyperlocal program of the Grow Greek tourism Online initiative was announced in cooperation with the Region of Central Macedonia, 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, to help grow the Region's tourism sector. The launch event took place in Serres, in the Commercial and Industrial Chamber, and was attended by 60 people. The Regional Governor of Central Macedonia and the Deputy Regional Governor for Tourism and Culture opened the event, pointing on the significance of the GGTO Initiative in the touristic development of the Region. 3 (three) Online Advisors (young consultants) of Google's program have already been placed in Central Macedonia, since mid-January 2019 and will continue to 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.

Number of beneficiaries: 516 SMBs were trained for free on digital skills and tools, via 1:1 consultations on the businesses' premises, in the Prefecture of Pella - in Loutraki, Orma, Aridaia, Pozar baths, Promachoi, Agios Athanasios (Palaios & Neos), Edessa, Arnisa and Panagitsa - and in the Prefecture of Serres - in the City of Serres and Limni Kerkini.

Benefits of the hyper-local projects

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.

Number of beneficiaries: In March 2019, the 2019 University Roadshow is continued, training a total of 599 students for free, in the following seminars

Athens University of Economics	Web Development	Monday, March 4,	Athens	192
Technical Institute of Crete	Internships	3/6/2019-3/7/2019	Heraklion	47
University of Ioannina	Web Development	Thursday, March 14,	Ioannina	360

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

Organization: WRO Hellas

8. Action: 2019 Panhellenic Contest of Educational Robotics (completed)

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. The Finals of the Panhellenic Contest of Educational Robotics 2019 have been completed with a participation record from all over Greece. The competition was organized on the 16th & 17th of March, at the Indoor Olympic Stadium of Galatsi. Almost 2,000 pupils from the kindergarten, primary school, junior high and senior high school participated in the Finals. The participations increased by 60%, in relation to the participations in the Finals of the competition held in 2018. President of the Hellenic Republic Prokopios Pavlopoulos declared the start Finals, noting that it was the “end of an exciting journey of five months”.

Number of beneficiaries:

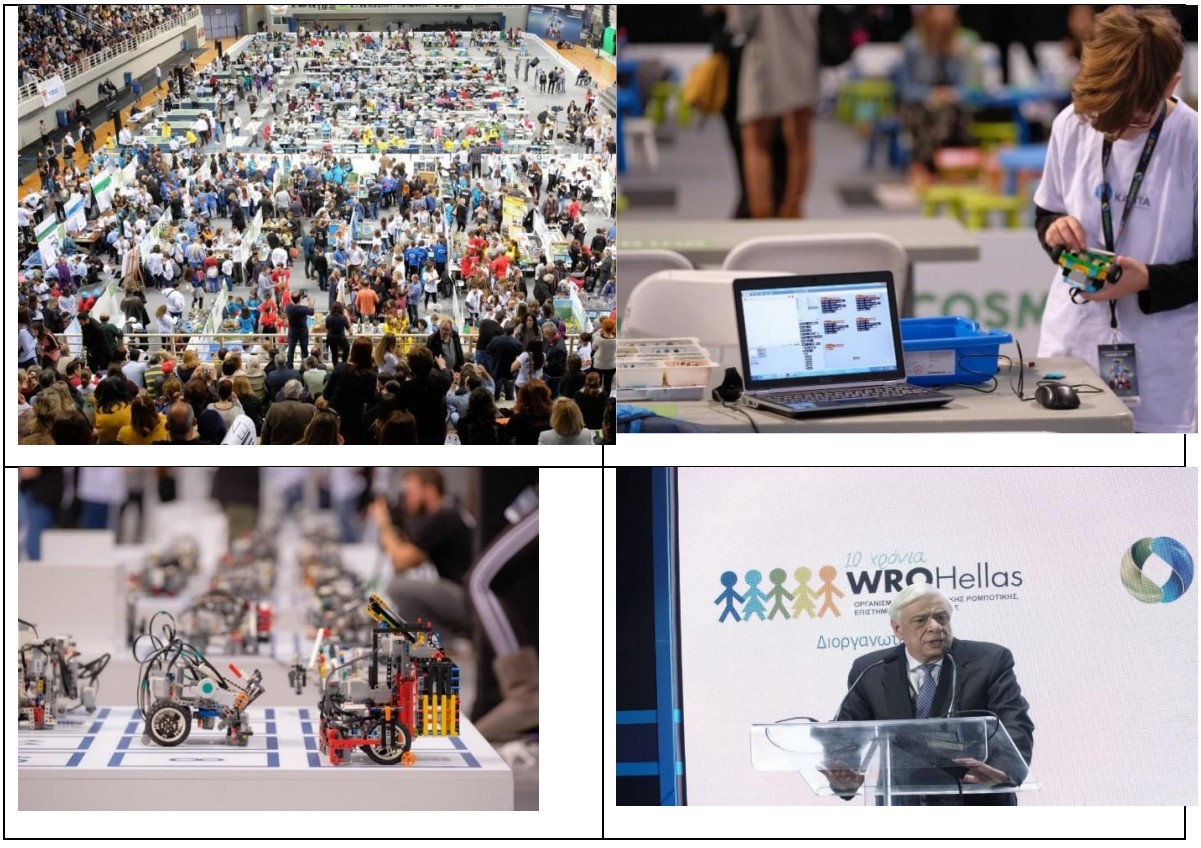
- 5271 students (1238 teams) participated in the Regionals
- 1976 students (431 teams) participated in the Finals

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
- STEM Education – Scientific partner

Communication activities

1. Pictures from the Finals:



More pictures can be found at: https://wrohellas.gr/2019/03/18/φωτογραφίες-από-τον-τελικό-του-πανελλ/

2. Indicative News/articles:

Press Release in English:
https://www.cosmote.gr/cs/otegroup/en/ekpaideytikh_robotikh_stem.html

Articles:

- President of the Hellenic Republic Prokopios Pavlopoulos opens the Finals: https://thegreekobserver.com/politics/article/58906/president-opens-national-and-balkan-finals-of-world-robot-olympiad-2019/
- Εκπαιδευτική Ρομποτική: Το μέλλον είναι τώρα! https://www.monopoli.gr/2019/03/19/paidi/313604/ekpaideytiki-rompotiki-to-mellon-einai-tora/
- Πανελλήνιος Διαγωνισμός Εκπαιδευτικής Ρομποτικής: Η εκπαιδευτική ρομποτική κερδίζει συνεχώς έδαφος με ολοένα και περισσότερες συμμετοχές: https://www.news247.gr/epixeiriseis/panellinios-diagonismos-ekpaideytikis-rompotikis-i-ekpaideytiki-rompotiki-kerdizei-synechos-edafos-me-oloena-kai-perissoteres-symmetoches.6704797.html
- Μια μέρα με τους επιστήμονες του μέλλοντος! https://www.athensmagazine.gr/article/tech/393800-mia-mera-me-toys-episthmones-toy-mellontos

3. Videos from the Finals:

- President of the Hellenic Republic Prokopios Pavlopoulos opens the Finals: https://wrohellas.gr/2019/03/18/π-παυλόπουλος-γνήσιοι-εκφραστές-του/

Organization: Social Innov

9. Action: Tech Talent School (ongoing)

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, educators 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 beneficiaries: 306

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://pliroforiodotis.gr/index.php/news/society/education/50877-2019-03-03-07-02-10
- https://www.eduguide.gr/nea2019/tech-talent-school-ma8e-javascript-dwrean/
- https://www.imerisia-ver.gr/%CE%B1%CF%81%CE%B8%CF%81%CE%BF/15855-%CE%BC%CE%B1%CE%B8%CE%B7%CE%BC%CE%B1%CF%84%CE%B1-%CE%B3%CE%B9%CE%B1-%CE%B5%CE%BD%CE%B7%CE%BB%CE%B9%CE%BA%CE%B5%CF%82-%CF%83%CF%84%CE%B7-%CE%B4%CE%B7%CE%BC%CE%BF%CF%83%CE%B9%CE%B1-%CE%B2%CE%B9%CE%B2%CE%BB%CE%B9%CE%BF%CE%B8%CE%B7%CE%BA%CE%B7-%CE%B2%CE%B5%CF%81%CE%BF%CE%B9%CE%B1%CF%82-%CF%84%CE%BF-

%CF%80%CF%81%CE%BF%CE%B3%CF%81%CE%B1%CE%BC%CE%BC%CE%B1-%CF%84%CE%BF%CF%85-%CE%BC%CE%B1%CF%81%CF%84%CE%B9%CE%BF%CF%85-2019

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

10. 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.

- 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 beneficiaries: 345

Partnerships: Microsoft, Microsoft, Municipality of Athens

Communication activities

https://gr.pcmag.com/epikairoteta-1/30809/e-microsoft-hellas-sto-4o-delphi-economic-forum-e-tekhnete-n

For more information on Start Project: https://www.startproject.gr/

Organization: Municipality of Athens

11. 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:

1. Digital Marketing: Tools & Apps by ELTRUN Electronic Business Lab for students and the general population of citizens. Digital Marketing Plan, Facebook/Youtube/Blog tools, SEO & SEM, Marketing content, usability. Case studies. A workshop is included for the applying marketing tools.
2. CodeBiz 2019, competition for Coding & Business students in order to win a prize. 130 participants, 15 mentors and 4 judges.
3. Creative Industries (The pitching): specific teams after a intensive three months of mentoring and workshops, are presenting their business plan. Some pitches are about digital services, platforms and electronic applications.

Number of beneficiaries: 320

Partnerships: Samsung, Creative Industries is in partnership with Pireus Bank Group Cultural Foundation http://www.piop.gr/

Communication activities

A live stream was available for all innovathens' actions. For some actions a dedicated website was developed: https://www.codebiz.gr/

12. Action: Open Schools (ongoing)

Description of the Action: The Open Schools program is an innovative initiative run by the City of Athens, which has grown popular within the local community. Schools are open to the neighbourhood and to the society. The school premises turn into meeting places and centres of action where the local community is invited to take part in recreational, cultural, educational and sports activities suitable for people of all ages. During the week schools remain open with security from the final ring of the school bell until 9.30pm and during the weekends from 10am to 8pm.

Sub-actions

Application period completed for CCNA Routing & Switching - Cisco Academy. Started at 4th March 2019, 250 hours in total, one school involved. Topics include: Routing Concepts, DHCP, NAT, Branch Connections, Quality of Service, Ether channel & Hot Standby Routing Protocol and LAN Design.

Number of beneficiaries: 160

Benefits

- learn to code
- empower career possibilities
- learn to make presentations
- use marketing to promote a product
- make online payments

Partnerships

Open schools partnered with CISCO Academy for the "CCNA Routing & Switching" sub-action

Organization: Cisco Greece

13. Action: Smart Cities Conference (completed)

Description of the Action: The Conference updates and transfers know-how to participants on the latest smart urban developments. Renowned speakers discuss the challenges and solutions that technology offers for better city life, economic growth and sustainability. It addresses to high-level government officials, Regional Election and Local Officials and Candidates, Executives of enterprises, utilities, research centers, CEOs, CFOs, CIOs, Suppliers of technologies & services.

- Type of action: update smart cities technology.
- It took place in ''Eugenides Foundation''.
- Agenda:

Governance and Funding for Smart Urban Development
Smart Cities with Sustainable Environment
The Vision for a Smart City with Social Involvement and Development

Number of beneficiaries: 200

Benefits

- Know innovative ways to utilize technology and data.
- Learn how city projects using state-of-the-art technologies provide solutions.
- Understand how technology will succeed in building the city of the future today.

Partnerships: COSMOTE

Communication activities

https://www.flickr.com/photos/boussiascommunications/32435786077/in/album-72157707567320714

http://www.smartcitiesconference.gr/

14. Action: Ethos Digital Banking Forum (completed)

*B.***Description of the Action** (*max 100 words*)

Description of the Action: The Event aspired to highlight the trends in digital banking market. More specifically, it focused on the following sectors: Changes in customer experience, New players, new payment systems & PSD2, Blockchain, Cybersecurity. It addressed high-level executives working in all sectors and new entrepreneurs from the rapidly expanding Fintech branch.

- The type of action is update digital banking.
- The event took place in ‘‘Divani Caravel Hotel’’.
- Agenda:

New Trends in Digital Banking
The New Customer Experience in the Greek Banks
The New Landscape in payments
Security and Personal Data in the Era of Digital Banking

Number of beneficiaries: 250

Benefits:

- Understand the relation between digital technologies and the financial industry.
- Being informed about the new trends and get the first samples of new services.

Partnerships: COSMOTE

Communication activities

https://digitalbanking.ethosevents.eu/

4. Upcoming events for April – Unit of Innovation and Best Practices (Ministry of Administrative Reconstruction)

1. Action: Secure Digital Government Conference

The conference will tackle with issues of digital transformation of the government and improvement of digital governance policies taking into account opportunities, risks, challenges and limitations of digital technologies. Issues of privacy and trust between government and users, as well as live demos of Cyber-attacks and use cases in public sector services will be presented to feed discussions. Two panel discussions will follow, the first one concerning cybersecurity challenges, newest developments in this area, as well as potential risk management measures, on merging technologies. The second panel discussion will focus on way forward to digital governance. Finally, the conference aims to an interactive discussion with the audience on the lessons learnt and the next steps in Greek Public Administration.

Link to the webpage: https://innovation.gov.gr/event/index.html

2. Action: High-Tech Skills for Europe - Learning from Best Practices and Recommendations for Scaling up and Re-focusing Policies and Funding Programmes' Workshop

The Unit of Innovation and Best Practices will participate to this workshop in Brussels, which will include presentations and discussions on the results from an online expert survey and consultation as well as recommendations and proposed actions.