



# **National Coalition**

Greece

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## **Action Plan 2018**

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Status Report to outline the progress against the Action Plan established earlier. The objective of the Action Plan is to describe your plan and how you will implement your associated activities in 2018.

**Digital skills for ICT professionals**

**Digital skills in education**

**Digital skills for labour force**

**Digital skills for all citizens**



## Status Report

### 1. National Coalition structure and contact details: emails, website, social media

The Greek National Coalition consists of agents interested in eliminating the digital gap in the country. The Greek National Coalition aims at involving stakeholders representing a wide spectrum of the society in addition to its founding members.

#### FOUNDING MEMBERS:

A. The Digital Champion, Nikos Michalopoulos, <https://ec.europa.eu/digital-single-market/en/digital-champion-greece> , [n.michal@ydmed.gov.gr](mailto:n.michal@ydmed.gov.gr)

#### B. PUBLIC SECTOR FOUNDING MEMBER:

1. Ministry of Administrative Reconstruction, <http://www.minadmin.gov.gr/>
2. Ministry of Digital Policy, Telecommunications and Media, <http://mindigital.gr/>
3. Ministry of Labour, Social Security and Welfare, <http://www.ypakp.gr/>
4. Ministry of Education, Research and Religious Affairs, <http://www.minedu.gov.gr/>
5. Ministry for Economy and Development, <http://www.minfin.gr/>
6. General Secretariat for Gender Equality, <http://www.isotita.gr/>

#### C. PRIVATE SECTOR FOUNDING MEMBERS

1. Foundation of Hellenic ICT Enterprises, <http://www.sepe.gr>

Greek National Coalition:

[www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr)

[nationalcoalition@ydmed.gov.gr](mailto:nationalcoalition@ydmed.gov.gr)

Twitter: @nationcoalition

### 2. Key achievements of the National Coalition for the past months (if relevant)

*Please give some examples of:*



- **Events, activities**

1. Two meetings of the members of National Coalition.
2. Training in ICT within the framework of the programme “Promoting employment in the 17 municipalities with the highest unemployment rates”. 1,488 beneficiaries completed training in ICT.
3. Training in ICT within the framework of the programme “Promoting employment in the 34 municipalities with the highest unemployment rates”. 2,566 people completed training.
4. Training in ICT within the framework of the programme “Promoting employment in municipalities-training of beneficiaries included”. 6,236 people were sufficiently trained.
5. Training and certification of the unemployed between the ages from 29 to 64 in cutting-edge ICT sectors. 107 beneficiaries participated.

- **Communications**

Actions 2-5 were publicised through the official website of the Ministry of Labour, Social Security and Welfare [www.ypakp.gr](http://www.ypakp.gr) and the official website of local unemployment agencies [www.oaed.gr](http://www.oaed.gr).

- **Contribution to national digital skills strategy (status)**

1. The meetings aimed at forging a stronger bond among the members of the Greek National Coalition and at determining the axes of their strategy concerning national coalition.

2-5. Contributed to the introduction, up-skilling and re-skilling of the long-term beneficiaries, providing them with up-to-date qualifications in an attempt to increase their chances of being employed in the future.



- **How many organisations are actively involved in your National Coalition?**

Until March 2018, five (5) Ministries, one (1) General Secretary and one (1) agent from private sector were involved in the coalition. In March 2018, Google Hellas became a member of our coalition. We are currently in a series of meetings of various stakeholders so that our Coalition will be enlarged.

- **Are employment services, social partners, civil society being part of your National Coalition? (please add examples of organisations)**

National employment agencies are represented in the Coalition through their supervising agency, namely the Ministry of Labour, Social Security and Welfare. The Foundation of Hellenic ICT Enterprises is a social partner.



### 3. National strategy for digital skills in your country

- Does your country have a national strategy for digital skills developed and sponsored by the government?

Either as a part of other strategy e.g. Digital Agenda or separate document. **Please give a link to the document.**

<http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/02/PILLARS-DESCRIPTION.pdf>

Our country submitted the national strategy for digital skills entitled “Enhancing Digital Skills & Jobs in Greece-National Action Plan 2017-2020” to the European Commission in October 2017.

**If yes,**

- **What are the main priorities according to the strategy regarding digital skills?**

Our National Action Plan is articulated in five (5) pillars. That is:

1. Digital Skills and Public Sector. Pillar coordinator: Ministry of Administrative Reconstruction
2. Transitioning to a Digital Economy to Promote Growth. Pillar coordinator: Ministry of Digital Policy, Telecommunications and Media
3. Enhancing Digital Skills through Education, Research and Religious Affairs. Pillar coordinator: Ministry of Education, Research and Religious Affairs
4. Promote Digital Talent to Greek Labour Market. Pillar coordinator: Ministry of Labour, Social Security and Welfare
5. Increasing the Greek Female Talent in Digital Jobs. Pillar coordinator: General Secretariat for Gender Equality

Each pillar has distinct fields from which specific priorities derive. Furthermore, priorities determine strategic objectives.



#### 4. Will you...

**You can simply reply YES or NO**

- **Have you communicated to stakeholders within your National Coalition about the [Digital Opportunity scheme](#)?**

Relevant information is available on our website ([www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr)) and we have informed our members through individual meetings. Also we use social media to inform our members about this initiative.

- **Communicated to stakeholders within your National Coalition about the thematic pledges (one on [women and girls in ICT \(past\)](#) and one on [coding \(current\)](#))**

No



## Action Plan 2018

Please indicate your Action Plan for 2018.

- **Key policy actions (on local, regional or national level)**

**Action 1.** Training in digital marketing for SMEs to enhance the extension of tourist season in regions of Greece.

**Action 2.** Digitization of museums collections, monuments, sites and promotion through Google Arts & Culture platform.

**Action 3.** Subsidized action for the creation of job positions to Bodies of Social and Solidarity Economy for 18 months. Salary cost will be covered partly or in total.

The total Number of Beneficiaries will be 2,000 young unemployed up to 24 years old.

The budget will be 20,000,000 €

**Action 4.** Creation of job positions in ICT enterprises for 12 months.

The total number of beneficiaries will be 500 young unemployed aged 25 to 29 years old. The budget for the programme will be 7,000,000 €

**Action 5.** Organisation of actions on training, certification and up-skilling in the field of ICT at Regional Level (13 Regions of the country). The number of beneficiaries will be 3,000 unemployed from the age of 18 to 24.

**Action 6.** Organisation of actions on training and certification in the field of ICT for those already employed at Regional Level (13 Regions of the country). The beneficiaries will be 1,250 employed.

**Action 7.** Training in ICT within the framework of the programme “Promoting employment in the 34 municipalities with the highest unemployment rates” that is currently under implementation and will last for 8 months. It refers to long-term unemployed in fields proposed by the municipalities.



**Action 8.** Organisation of communication/diffusion events among the members of the National Coalition and stakeholders at regional and local level from all parts of society to promote EC policy on digital skills.

- For 2018 , three (3) events have been planned at the Regions and Municipalities

**Action 9.** Seminars addressed to the next generation of professionals in tourist industries in cooperation with the educational institutions (40+) at national level. Within the framework of the seminar, participants attend a wide range of units, such as understanding and usage of search engines, on line advertising and usage of social media, guidelines in using web analytics tools and webpage designing. Moreover, case studies, relevant to each unit, are presented by enterprises in tourist industry.

**Action 10.** Google Hellas aims at extending Action 1 to more destinations throughout the country at regional and local level, starting from the Region of Epirus and the city of Thessaloniki.

**Action 11.** Study on **a.** mapping digital skills in public administration and **b.** identifying training needs and shaping digital skills training programs.

**Action 12.** Organisation of around 10 Open Public Data workshops and one day seminars aiming to train 100 employees in services of the public sector as well in civil organisations, on the use and reuse of open data.

**Action 13.** Organisation of one day event “**Open Public Data Awards and Hackathons**” to promote good practices on open data use of public sector datasets by the private sector through developing innovative applications and award the best ones.





- **Key events, campaigns, trainings, activities etc.**

**Action 1.** Training in digital skills and tools provided by Google through “Grow Greek Tourism Online” initiative and the relevant digital platform.

**Action 2.** Contract with the University of Crete on digitization of the collections of the Eleftherna Museum and promotion through Google Arts & Culture Platform.

**Action 3.** Two hundred unemployed people with the adequate skills will be employed as DigiTrainers for the rest of the beneficiaries. Other characteristics: the programme will be repetitive in circles/versatile in the field of digital training according to the feedback received by the skills diagnosis mechanism/assessment through e-questionnaire yearly.

**Action 4.** -

**Action 5.** Newsletters, press releases, website, events (conferences, open events, seminars), leaflets, videos, banners etc.

**Action 6.** One-day seminar, local/national press releases, announcements, printed material, website, social media, banners etc.

**Action 7.** Press releases, websites, call through the local recruitment agencies (oaed) for the beneficiaries to enroll in the relevant platform.

**Action 8.** Deliberation events held at local and regional level, workshops in digital skills at local and regional level, event at the end of 2018 to present the annual and the forthcoming activities within the framework of National Coalition.

**Action 9.** Training is articulated in 2 or 3-hour seminars. Topics vary from how to build a website to social media marketing and analytics.

**Action 10.** Expansion of training programs on Digital Marketing for SMEs in the field of tourism sector through Google Platform in order to expand tourist season



**Action 11.** Mapping will contribute to the identification of the digital skills required in specific job positions of the public sector and to the determination of relevant training programs to fill the digital gap.

**Action 12.** Training of 100 employees on the use and re-use of open data will be organised by the Ministry of Administrative reconstruction and will contribute to develop skills to the employees on how to use and re-use open data online.

**Action 13.** One day event to award best practices from the private sector on the development of digital applications in the use of public open data.

- **Key communication actions**

All agents promote digital skills actions via the Internet. Consequently, relevant URLs are mentioned for every action.

**Action 1.** <http://www.nationalcoalition.gov.gr/events/>,  
<http://www.ermis.gov.gr/portal/page/portal/ermis/newsletter?newsid=19644448>

**Action 2.** <https://artsandculture.google.com/>

**Action 3.** [www.ypakp.gr](http://www.ypakp.gr)

**Action 4.** -

**Action 5.** [www.edu.sepe.gr](http://www.edu.sepe.gr), [www.sepe.gr](http://www.sepe.gr)

**Action 6.** [www.sepe.gr](http://www.sepe.gr)

**Action 7.** [www.voucher.gov.gr](http://www.voucher.gov.gr), [www.oaed.gr](http://www.oaed.gr)

**Action 8.** [www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr), Twitter account @nationcoalition

**Action 9.** <https://learndigital.withgoogle.com/greektourism/f2f>

**Action 10.** <https://learndigital.withgoogle.com/greektourism>

**Action 11.** [www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr), Twitter account @nationcoalition

**Action 12.** [www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr)

**Action 13.** [www.data.gov.gr](http://www.data.gov.gr), [www.nationalcoalition.gov.gr](http://www.nationalcoalition.gov.gr)

