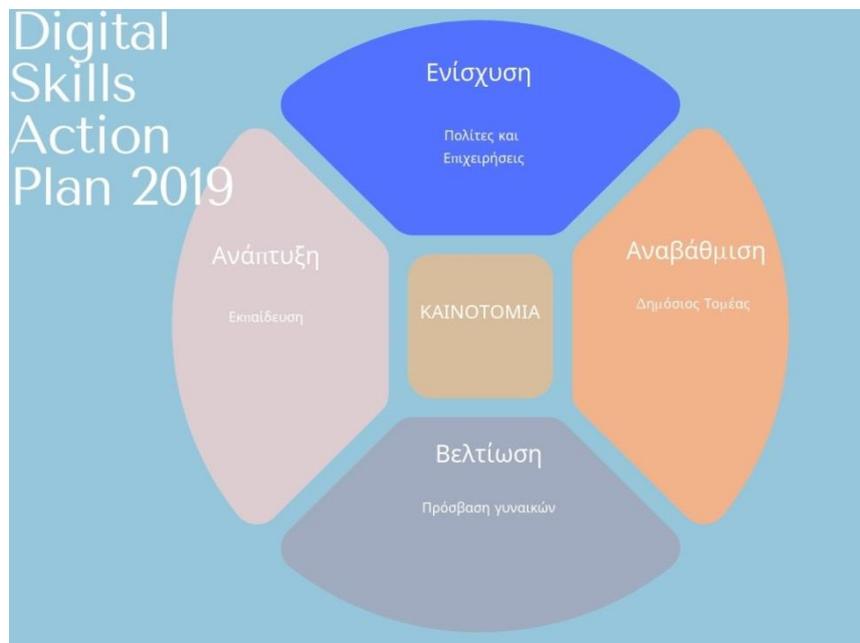


News report – June 2019



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](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 met with stakeholders 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 - June

Organization: Unit of Innovation and Best Practices, Ministry of Administrative Reconstruction

1. 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 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.”

Total number of beneficiaries: 48 applicants (29 accepted), 13 SMEs (asking for students applying for digital job positions)

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



Organization: Google Greece - Grow Greek Tourism Online Program

2. 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

The Central Macedonia Hyper-local (completed): 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: 398



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 Central Macedonia 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



3. 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 than 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 (June): 408 students

SpoudaseFest	Social Media (Digital Marketing)	Saturday, June 22,	Athens	123
SpoudaseFest	Web development	Saturday, June 22,	Athens	104
SpoudaseFest	Social Media (Digital Marketing)	Sunday, June 23,	Athens	70
SpoudaseFest	Analytics	Sunday, June 23,	Athens	111



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: REvive Greece

4. Action: Extended introduction to Web Development (ongoing)

Description of the Action: Computer programming training courses. Technologies taught include HTML, CSS, JavaScript, Vue.js, PHP, WordPress.

Duration: 110 hours (from April to July)

Target group: Unemployed 18-35 with no previous coding experience.



Type of action: Reskilling / Advanced skills in ICT sector

Type of digital skills: Coding

Location: Technopolis of City of Athens/Innovathens

Number of beneficiaries: 30

Benefits

Help unemployed young people to join the labour market, by training them for free on coding.

Partnerships:

The «Patras Science Festival» is jointly organized by the educational organization “Science Communication – SciCo” and the Hellenic Open University under the auspices of the Hellenic Open University and the General Secretariat for Research & Technology, in collaboration with various academic, research and educational institutes.

Communication activities

- Photo of the action



- Social media posts / Interviews on the press



<https://www.facebook.com/REviveGreeceNGO/posts/2315334041822599>
<https://www.facebook.com/REviveGreeceNGO/posts/2332055663483770>
<https://www.facebook.com/REviveGreeceNGO/photos/a.1293130200709660/2348677481821588/?type=1&theater>

- More information can be found at: <https://revivegreece.org/el/english-%ce%bd%ce%ad%ce%bf%cf%82-%ce%ba%cf%8d%ce%ba%ce%bb%ce%bf%cf%82-%ce%bc%ce%b1%ce%b8%ce%b7%ce%bc%ce%ac%cf%84%cf%89%ce%bd-extended-introduction-to-web-development>

Organization: Social Innov

5. 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: JavaScript, Office (Beginners and Advanced level), Social Media, Digital CV, Digital marketing, Coding, Raspberry Pi, Sway, WordPress, Scratch.

Number of beneficiaries (June): 170

Benefits

- Bridge the digital skills gap and train educators in digital technology.
- 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://startupper.gr/tech-talent-school-educators-%CE%B4%CF%89%CF%81%CE%B5%CE%AC%CE%BD-%CF%83%CE%B5%CE%BC%CE%B9%CE%BD%CE%AC%CF%81%CE%B9%CE%B1-%CE%B5%CF%80%CE%B9%CE%BC%CF%8C%CF%81%CF%86%CF%89%CF%83%CE%B7%CF%82-%CE%B5/>

<https://www.patris.gr/2019/06/04/nea-seira-mathimaton-apo-to-tech-talent-school/>
<https://eduadvisor.gr/2011-10-11-10-49-30-368/23018-to-tech-talent-school-for-educators-proferei-dorean-seminaria-epimorfosis-ekpaideytikon-se-athina-irakleio-kai-trikala>

<https://creta24.gr/nea-dorean-seminaria-epimorfosis-ekpaideytikon-apo-to-tech-talent-school-for-educators-sto-i2v-hub/>

<https://www.prismanews.gr/index.php/kriti/item/5554-dwrean-seminaria-ekpaideytiko-h2b-hub>

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

6. 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, 3D Printing

Number of beneficiaries (June): 358

Partnerships: Microsoft, Municipality of Athens



Communication activities

<https://www.in2life.gr/everyday/modernlife/article/657193/to-tedxathens-ehei-pragmata-na-soy-pei.html>

<https://www.thelook.gr/life/tote-kai-tora/dorean-mathimata-technologias-gia-olous/>

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

Organization: Ministry of Education

7. Action: eSafety Label +: Become the next eSafety Champion (completed)

Description of the Action

CTI in close collaboration with the National and Kapodistrian University of Athens and the Regional Directorate of Primary and Secondary Education of Western Greece, co-organized the Multiplier Event (ME) of the “eSafety Label +: Become the next eSafety champion” project, on Tuesday 21st of May 2019, 10:00 am, at Patras, Greece. The event hosted at the Conference Venue of the Patras Port Authority and the overall progress the project showcased to the participants (i.e., computer science teachers, primary education teachers, headteachers, school advisors and other stakeholders). During the multiplier event part of the educational material (i.e., booklet, posters) as also a research report, were available to all participants. The Greek and English versions of the educational material can be found in the following link: https://www.esafetylevel.eu/outputs-esafety_champions/champion_materials/security-policies-for-safer-internet, whereas the research report is available in the following link: https://www.esafetylevel.eu/outputs-esafety_champions/report. Also, a fruitful discussion between the audience and the presenters initiated during the various sessions of the multiplier event.

Benefits

- Present eSafety Label ecosystem to the broader school community
- Increase teacher involvement
- Raise awareness about online safety challenges
- Foster and mobilise the exchange of knowledge and best practices
- Explore the use of online technology and digital devices in a safe and responsible manner

Number of beneficiaries: 60



Partnerships

- Computer Technology Institute and Press “Diophantus” (Leading organization)
- National and Kapodistrian University of Athens (Partner organization)
- Regional Directorate of Primary and Secondary Education of Western Greece (Co-organizer)
- eSafety Champions (two teachers that participated in a nine-month training programme in order to become a certified eSafety Champion)

Communication activities

Some photos of the multiplier event are presented below:





Finally, interviews of the presenters as also the various sessions of the multiplier event can be seen in the following link: https://www.youtube.com/watch?v=rnkzjIFDsk0&list=PLBPTuB_eO_qjnl4VKYpdx-kZ5RU9U-E6m