News report
December 2018

The objective of the news report is to give an update on your action plan. What activities were completed, what are under the process of being completed, what new initiatives are being created, and what activities did not take place.

Boosting Europe's Digital Skills

Digital skills for ICT professionals

Digital skills in education

Digital skills for labour force

Digital skills for all citizens

1. Comments on development of action plan (if any)

The Action Plan 2019 is currently under approval by the Minister of Administrative Reconstruction. The Action Plan 2019 derived from the members' proposals, technical meetings between the Unit of Innovation and Best Practices and each member of the National Coalition and a relevant Innovation Lab.

2. National Coalition structure and contact details:
    emails, website, social media update

The coordination of the overall policy at national level belongs to the realm of competences of the Ministry of Administrative Reconstruction. Specifically, the General Directorate of Public Organizations is competent for the strategic management of the National Coalition whereas Unit of Innovation and Best Practices has the responsibility to support the Committee 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,

5. LinkedIn account: Greek National Coalition,

B. <u>for the NC members:</u>

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.

C. <u>for the target groups of certain policies related to the NC:</u>

A. "Digital Opportunity Traineeship"

- to facilitate companies interested in participating in Digital Opportunity Traineeships project, the relevant form has been translated in Greek and promoted through the following link: http://www.nationalcoalition.gov.gr/business-internship/
- Unit of Innovation is planning to held a series of seminars on DOT to facilitate the participation of SMEs in the project. Consequently, a new section entitled "NC seminars on DOT" has been launched on NC website:http://www.nationalcoalition.gov.gr/digital-opportunities-traineeships/
- a leaflet with tips and guidelines for companies to fill in the application form has been produced by Unit of Innovation and diffused through the NC website
- more specifically, "Dioratikotita", a social cooperative enterprise which underpins local entrepreneurship at Municipality of Trikala (Region of Thessaly) promotes the above links through its website http://dioratikotita.gr/ in order to assist the participation of local SMEs in Digital Opportunity Traineeships. Specifically, 200 internships are planned to be offered in SMEs at the city of Trikala through DOT.
- As stimulated in Action Plan 2019, (e.g. action 1.27 presenting the project to Athens Chamber of Commerce and Industry in order to act as facilitator to the SMEs of its scope) cooperation with large entities representing SMEs is going to be forged in order to promote DOT in a more comprehensive and systematic way. Accordingly, extraction of measurable results in a larger scale is going to be facilitated.

B. "EU Code Week"

- publicizing the survey for leading teachers http://www.nationalcoalition.gov.gr/code-week-2018/ so as to diffuse Code Week actions.

- On line survey for the participants of the "Getting started with Java using Alice"

https://docs.google.com/forms/d/1XVIDPhCBWznrkmKR12ljgc-kfS_Bh4jIYhZiM1Ra6cM/edit

http://www.nationalcoalition.gov.gr/workshop-questionnaire-29_10_2018_en/

- Facebook Group:
https://www.facebook.com/groups/682634735469326/?ref=bookmarks

- On line survey for the participants of the "Let's code, girls 'n' boys!!!" https://docs.google.com/forms/d/1XVIDPhCBWznrkmKR12ljgc-kfS_Bh4jIYhZiM1Ra6cM/edit

General comments:

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

http://www.nationalcoalition.gov.gr/wp-content/uploads/2018/12/1st-Amendment-on-M.D.-N.C.-Committee-1.pdf. The amendment is due to the accession of new members in the Coalition.

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

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

1. Title of the Action: Representation of the Greek National Coalition in ICT 2018, Vienna (completed)

- target group: officers of the Unit of Innovation appointed by the Minister of Administrative Reconstruction
- type of action: conference
- type of digital skills: all types of digital skills
- number of participants: officers of the Unit of Innovation appointed by the Minister of Administrative Reconstruction
- number of beneficiaries: direct beneficiaries: *ibid,* indirect beneficiaries: all target groups to whom events organised by Unit of Innovation address
- Information on the event: the conference programme was articulated in topics such as Artificial Intelligence, Next Generation Internet, Digital Skills and High-Performance Computing. Representatives of the Unit of Innovation had the opportunity to attend speakers from a variety of disciplines on how each can contribute to the successful digital transformation of Europe.

Benefits networking, getting accustomed with the latest evolutions in digital skills

Communication activities

https://m.facebook.com/story.php?story_fbid=351177782110993&id=327318551163583
https://twitter.com/nationcoalition/status/1069983950968377344
https://twitter.com/nationcoalition/status/1069902342898835456

2. Title of the Action: Participation in Joint meeting of the DSJC and the DSM sub-Group on Digital Skills and Jobs, Vienna (completed)

Description of the Action: attending Joint meeting of the DSJC and the DSM sub-Group on Digital Skills and Jobs held within the framework of ICT 2018 in Vienna, on December 6th 2018:

- Objectives of the action: networking, forging bonds with the other Coalitions, exchange views and best practises
- Target group: officers of the Unit of Innovation appointed by the Minister of Administrative Reconstruction
- Type of action: joint meeting
- Type of digital skills: EU initiatives on eliminating digital skills gap in the EU promoted through National Coalition
- Number of participants: officers of the Unit of Innovation appointed by the Minister of Administrative Reconstruction
- Number of beneficiaries: indirect beneficiaries: all target groups to whom events organised by Unit of Innovation address
- Information on the event: members 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 European Schoolnet.

Unit of Innovation gave an outline of the tools and processes developed to promote digital skills at national level as well as the actions undertaken so far in conformity with the following Actions included in the DSJC Action Plan for 2018 and beyond:

- contribution to the success of the Digital Opportunity Traineeships initiative,
- help expand the EU Code Week initiative to 50% of European schools and beyond school system,
- strengthen existing and build bridges between different stakeholders and
- raise the level of digital skills in SMEs.

Unit of Innovation shared its experience in the methodology concerning drafting the Action Plan and enlargement of the Coalition and contributed to the discussion on the ways European Commission could enhance National Coalitions.

Benefits   promote openness, obtain useful feedback, forge bonds

Communication activities

http://www.nationalcoalition.gov.gr/joint-meeting-of-the-dsjc-and-the-dsm-sub-group-on-digital-skills-and-jobs/

[7]

3. Title of the Action: "Code my city" (ongoing)

Description of the Action: Pilot Project in specific primary schools using the knowledge in coding acquired during code week event. Pupils, will compose a visual presentation of a cultural aspect of their city at an event held either at the end of March or at the beginning of April.

- Objectives of the action: promoting the inclusion of coding in school curriculum
- Target group: students participated in j"Let's code, girls 'n' boys!!!"
- Type of action: digital skills project
- Type of digital skills: code
- Target number of participants: 18 schools
- Number of beneficiaries: > 360 pupils
- Information on the action: the project started in November 2018 and will last till March 2019. On December Teachers were given guidance from Unit of Innovation to accomplish the third phase of the pilot project.
- This Action has also been included in the Action Plan 2019 (action 3.1).

4. Title of the 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 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: traineeship

- Type of digital skills: all

- Number of participants: 6 SMEs from the end of November till now

- Number of beneficiaries: not stated yet

- 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/

5. **Title of the Action: Participation in the Hour of Code Knowledge Lab event organized by Microsoft and Social Innov** (completed)

Description of the Action

The Hour of Code is a global movement introducing tens of millions of students worldwide to computer science, inspiring kids to learn more, breaking stereotypes, and leaving them feeling empowered.In this spirit, Microsoft Hellas is organizing, in collaboration with Tech Talent School, from 8 to 16 December 2018 a series of actions aiming to give the opportunity to students to learn how to create technology. Representative from the Unit of Innovation and Best Practices participated in the panel discussion as a speaker regarding the importance of introducing and developing digital skills in the education system.

The objective of the event was to present the Hour of Code initiative to different stakeholders, as well as to present through the panel discussion different initiatives for the development of digital skills.

- Target group: ICT specialists, teachers, students, citizens, small medium enterprises

- Type of action: event

- Type of digital skills: all

Unit of Innovation gave an outline of the tools and processes developed to promote digital skills at national level as well as the actions undertaken so far in conformity with the following Actions included in the DSJC Action Plan for 2018 and beyond.

Partnerships

Social Innov and Microsoft organising the event.

Communication activities

See also:

https://twitter.com/nationcoalition/status/1075366691675213826

6. Title of the Action: Participation in the "Meet the EIT Community" conference (completed)

Description of the Action

EIT Digital and Found.ation invited the Greek innovation and education ecosystem to meet the knowledge and innovation communities (KICs) of the European Institute of Innovation and Technology.

The objective of the event was to discuss and investigate joint opportunities to further growing the Greek ecosystem by fostering the integration of education, business and research in Health, Digital, Energy, Food and Raw Materials.

- Type of action: event

- Type of digital skills: all

Unit of Innovation had the opportunity to network, meet the various KICs, get an overview of their activities and to investigate potential collaborations.

Partnerships

Found.ation and EIT Digital organising the event.

Communication activities

See also:

https://twitter.com/nationcoalition/status/1073556299772776448

Name of the Organisation: Google Greece

Title of the Program: Grow Greek Tourism Online Program

7. Title of the Action: Hyperlocal Projects (ongoing)

Number of the Action in the Action Plan 1

Description of the Action:

The Grow Greek Tourism Online Hyper-local projects is an initiative by Google, in partnership with the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to offer free face-to-face trainings, in the forms of one-to one consultations and one-to-many seminars, on digital skills and tools (tools not only offered by Google but by other companies as well) to tourism SMEs in selected regions and/or municipalities, aiming to help them towards extending their touristic season. Among the digital skills offered are the Introduction to Digital, the Basic Tools on Website Creation, the Digital Advertising, the Social Media, Analytics and more.

For the implementation of the program 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

- **Sub-action: Thessaloniki Hyper-local project.** On Sept 13th, in Thessaloniki Town Hall, the 4[th]hyperlocal 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.

In December 2018, 252 SMBs of the broader tourism sector were trained for free on digital skills and tools through 1:1 consultations on the businesses' premises, in the city of Thessaloniki.

So far, since the beginning of the program, **1.522** tourism SMBs have been trained for free, of which 80 were trained through a 1:many seminar that took place on September 13th and 1.442 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 Unit of Innovation and the Municipality of Thessaloniki.

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

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

In December 2018, 161 SMBs were trained for free on digital skills and tools, through 1:1 consultations on the businesses' premises, in the

- Prefecture of Ioannina, and in particular in the areas of Ano and Kato Pedina, Elati, Tselepovo, Negades, Megalo Papigo, Dodoni, Zagori, Vitsa, Kipoi, Elafotopos, Flampouraki and more
- Prefecture of Artas, in the area of Vourgareli

So far: The Hyperlocal project in Epirus, which launched on June 11th 2018, finalised in December 2018. Totally 1.271 businesses of the broader tourism sector were trained for free on digital skills and tools and supported by the 2 Google Online Advisors, in the prefectures of Ioannina, Thesprotia, Preveza and Arta. Out of the 1.271 businesses, the 1.171 were trained via 1:1 consultations that took place in the businesses' premises, and 100 through the 4 (four) 1:many seminars that have been held

Partnerships

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

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

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

In December 2018, 109 tourism SMBs were trained for free on digital skills and tools, through 1:1 consultation in the businesses' premises in the
- prefecture of Heraklion, in the city centre and in the areas of Kokkino Hani, Gouves, Nea Alikarnassos, Tulisos, Kokkinos Purgos, Hrisopigi
- Prefecture of Chania, in the city centre and in the areas of Souda, Agia Marina, Falasarna
- Prefecture of Rethymno, in Rethymno city

So far: The Hyperlocal project in Crete, which launched on March 5th, 2018, finalised in December 2018. Totally, 3.885 businesses of the broader tourism sector were trained for free and supported by the Google Online Advisors, in the prefectures of Heraklion, Chania,

Rethymno and Lasithi. Out of the 3.885 businesses, the 3.545 were trained via 1:1 consultations that took place in the businesses' premises, and 340 through the 5 (five) 1:many seminars.

In analysis:

- Heraklion - on 28/3, at the Cultural & Conference Centre, 'Mikro Theatro'. 68 people were trained
- Chania - on 29/3, at the Conference Center of the Mediterranean Architectural Center in Chania, 121 people were trained
- Rethymno - on 18/4, at the Hotelier Association Hall. 79 people were trained
- Lasithi - on 25/4, at the Chamber's Hall, in Ag. Nikolaos. 25 people were trained
- Ierapetra - on 9/5, at the Conference Hall of the Business Innovation Center of Crete - Agricultural Centre for Innovation and Entrepreneurship. 27 people were trained
- Rokka Kissamos - on 13/8. 10 people were trained

Partnerships

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

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

Benefits of the Action in total:

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

- understand the value of digital and incorporate techniques and tools into the way they run their business
- enhance their online presence
- attract more customers all year round / extend their season

[16]

- grow their business

Communication Activities:

8. **Title of the Action: 1: many seminars in Universities for the Future Travel Professionals** (ongoing)

Number of the Action in the Action Plan 9

Description of the Action

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

with more that 40 Universities and Educational Institutions around Greece. The content and duration of the training vary. An indicative list is:

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

4 seminars were held during December, offering free training on digital skills to 304 University students and graduates. In analysis:

- 1 seminar on Social Media, in Athens, on Dec 3rd, in Deree College, where 125 people attended
- 1 seminar on Analytics, in Athens, on Dec 3rd, in Deree College, where 70 people attended
- 1 seminar, in Athens, on Dec 11th, in ALBA, where 51 people attended
- 1 seminar, in Athens, on Dec 12th, in the National and Kapodistrian University of Athens, where 58 people attended

The University seminars will continue in 2019, with the addition of 2 new thematics.

Benefits

The program offers free face-to-face trainings to students and graduates around Greece on digital skills and tools, in an effort to empower the country's future travel professionals with necessary skills and to further assist them towards finding a job.

Partnerships

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

More information can be found at:

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

Name of the Organisation: SocialInnov

9. Title of the 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 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: 199

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

<u>Clipping</u>

http://www.prismanews.gr/index.php/more/technology/item/221425-tech-talent-school-seminaria-h2b-hub

https://neadrasis.gr/texnologia/%CF%84%CE%B1-%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-%CF%88%CE%B7%CF%86%CE%B9%CE%B1%CE%BA%CF%8E%CE%BD-%CE%B4%CE%B5%CE%BE%CE%B9%CE%BF%CF%84%CE%AE/

https://www.libver.gr/calendar/action~agenda/page_offset~-1/request_format~html/

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

10. Title of the 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.

- type of action : upskilling/reskilling
- type of digital skills: Office, Social Media, Digital CV, Digital Skills for 55+ Digital marketing, coding
- number of participants: 152

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

- Microsoft
- Municipality of Athens

Communication activities

Clipping

https://blogs.sch.gr/21dimath/2018/12/04/%CF%80%CF%81%CF%8C%CE%B3%CF%81%CE%B1%CE%BC%CE%BC%CE%B1-%CE%B4%CF%89%CF%81%CE%B5%CE%AC%CE%BD-%CE%BC%CE%B1%CE%B8%CE%B7%CE%BC%CE%AC%CF%84%CF%89%CE%BD-%CF%84%CE%BF%CF%85-start-project-%CF%83%CF%84%CE%B7/

Name of the Organisation: Mathemagenesis IKE

11. Title of the Action: CodeForWomen - Upgrading Programming skills in female ICT students or graduates (ongoing)

Number of the Action in the Action Plan: ActionPlan2018_Action 2 (Round 1)

Description of the Action

The CodeForWomen project is an initiative by Mathemagenesis aims to promote women in IT and technology sectors by providing online programming & databases courses for female IT students or graduates.

The main objective of this action is to update or expand women's digital skills in a variety of subjects that are considered key skills to enter the ICT labour market. Among the digital skills offered to female participants through asynchronous online courses were Android Development, Java, C, C#, Visual Basic, Matlab, SQL, MySQL, SQL Server and Oracle. The online courses are of 1-month duration and hosted in Mathemagenesis' course marketplace platform - the eCoursesAcademy.com.

The total number of beneficiaries are 150 unemployed women from the age of 18 to 26. In December 2018, 49 female participants registered to the online course of their preference. From the 49 participants, 10 have successfully completed their course (100% completion), 25 have partly attended their course, 6 have never join the course after the initial registration while 8 of them have still active subscriptions to the course.

Benefits

The program offers free training to women in ICT sector (former IT students or graduates) in order to:

- Update or expand their knowledge and skills in the aforementioned subjects.

- Narrow the skill gap that exist between formal education and the ICT labour market.

- Develop high level digital skills for ICT professionals in all industry sectors.

Partnerships

- No other partners involved in the design and implementation of this action.

Communication activities

- The event was communicated and promoted to 5 Higher Education Institutions (1.School of Electrical & Computer Engineering – Aristotle University of Thessaloniki, 2.School of Technological Engineering - Technological Institute of Eastern Macedonia and Thrace, 3.School of Technological Engineering - Alexander Technological Institute of Thessaloniki and 4. School of Informatics & Telecommunication Engineering - University of Western Macedonia, 5. School of Electrical and Computer Engineering – Democritus University of Thrace.

- Event announcement can be found at: https://ecoursesacademy.com/event-code-for-women-project

- Facebook post can be found at: https://www.facebook.com/mathemagenesis/ [Posted on 13 November 2018]

Name of the Organization: Microsoft Hellas

12. Title of the Action: Hour of Code (completed)

Sub-actions:

'Learn How to Code' open kick-off event

'Hour of Code Knowledge Lab' event

Coding lessons at Microsoft Hellas premises

Coding at the historical "Lela Karagianni" building

Description of the Action

Microsoft Hellas brought for a consecutive year the Hour of Code initiative to Greece, organizing a series of free coding lessons for students from the very early age of 6 to high-school classes. In cooperation with the NGOs 'The Found.ation', 'The Project Home' and 'Agoni Grammi-Gonimi', children were inspired to learn the world of computer science. This year, the code travelled even to the most remoted islands. During the entire week, more than 600 students attended coding seminars. In total, more than 60 hours of coding were taught all over the country.

Audience: Education, tech, business media, students, educators, consumers

Sub-actions:

'Learn How to Code' open kick-off event

The celebration of the Hour of Code week kicked-off on Saturday December 8th, with an open event at the Hub Events, where in collaboration with the Found.ation and Bobos Arts Festival we welcomed everyone who wished to be introduced to the magic world of computer science, with specially designed workshops and entertaining interactive games for children starting from the age of 6.

'Hour of Code Knowledge Lab' event

A separate event which aimed to foster coalitions and synergies on digital skills education in Greece, was held. Within the context of the event, stakeholders and government representatives – in the presence of media representatives – gathered to discuss the importance technology and programming hold in this rapidly transforming digital era inspiring the audience to enhance their digital skills.

Coding lessons at Microsoft Hellas premises

To further promote digital skills, during the entire week of code, Microsoft Hellas welcomed at the company's premises students and their teachers, and hosted two-hour coding lessons for them, aiming to introduce them to programming.

<u>Coding at the historical "Lela Karagianni" building</u>

One of the highlights of this year's week was the cooperation with the Home Project NGO. Under-privileged, unaccompanied children from refugee families were offered the opportunity to attend coding lessons and have fun learning, through the Minecraft for Education platform. Those lessons were given to the historical building of the City of Athens "Lela Karagianni".

Benefits

- To introduce students from a very early age – even in the most remote islands, as well as unaccompanied children from refugee families – to programming and to computing science
- To foster coalitions and synergies on digital skills education in Greece

Partnerships

- The Found.ation
- The Home Project NGO
- Agoni Grammi-Gonimi NGO
- Bobos Arts Festival
- The Municipality of Athens
- Department of Innovation and Best Practices of the Ministry of Administrative Reconstruction
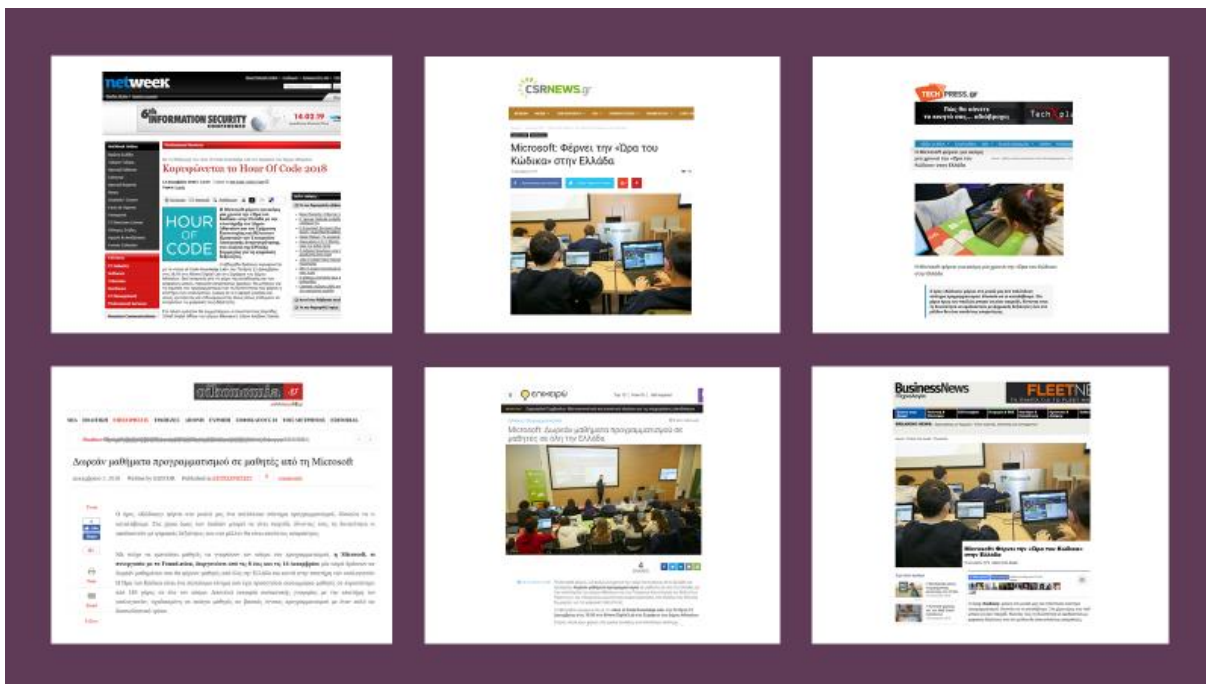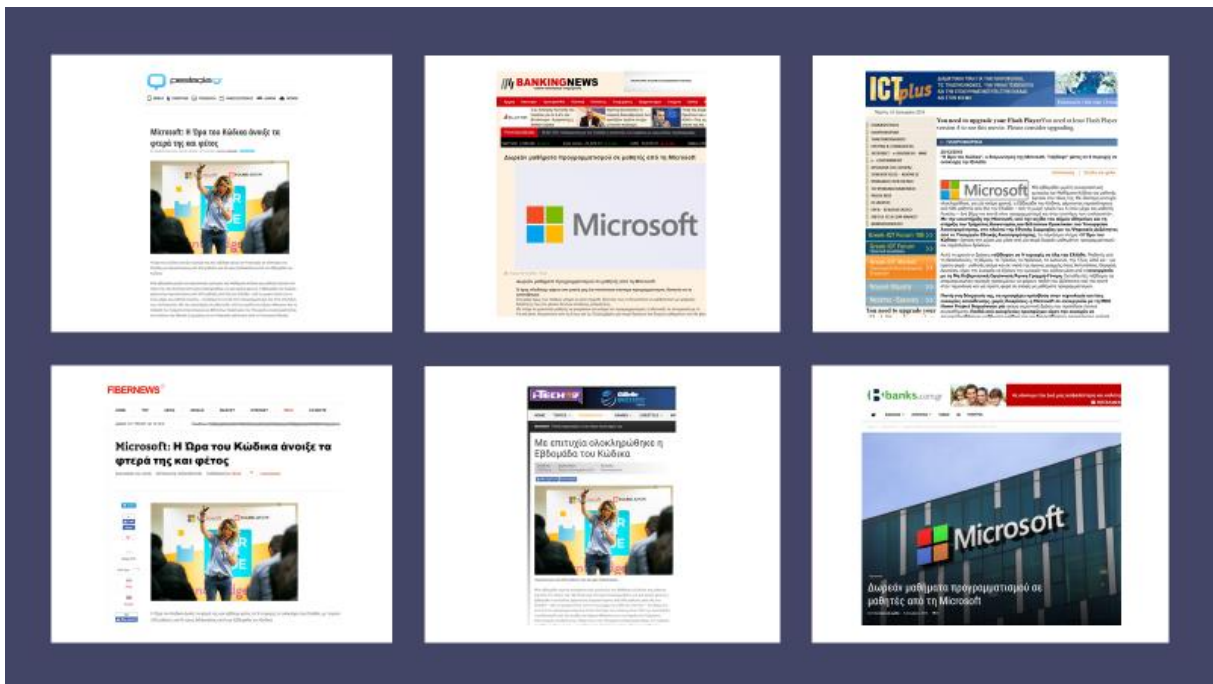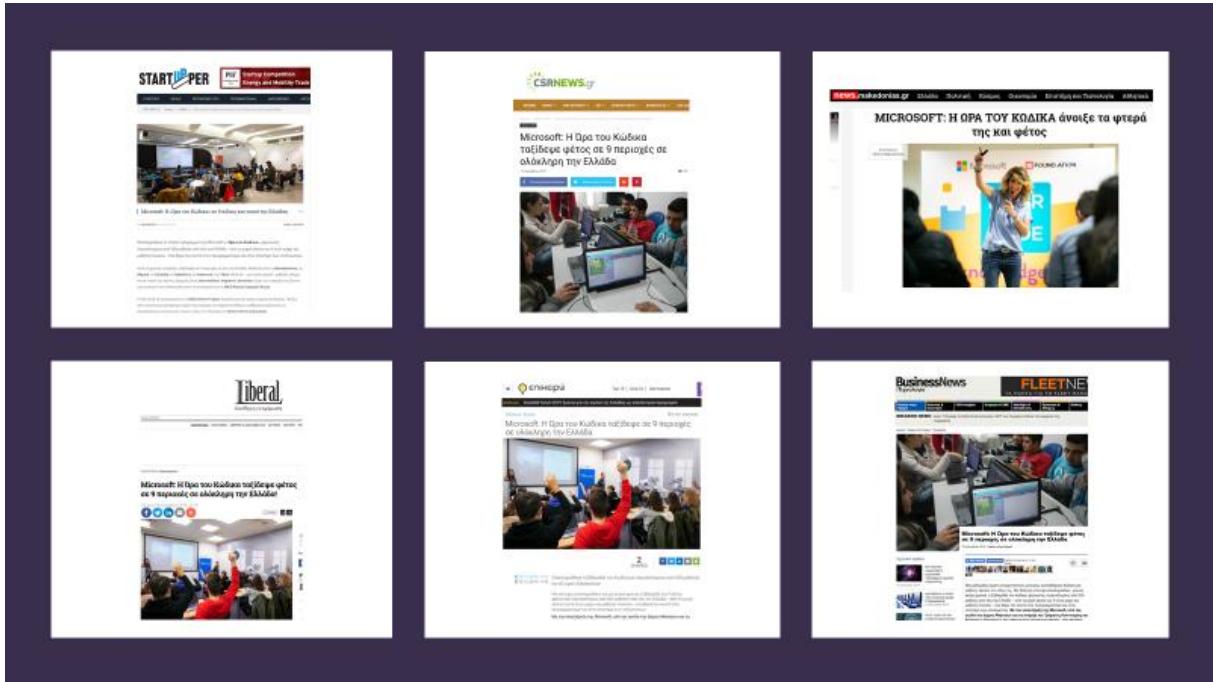
Communication activities

In order to communicate this year's initiative, we were in constant communication with the media to create awareness around the Coding Week and distributed two press releases.

Below will be all respective coverage gained so far, as well as indicative photos from coverage published in tier-1 media.

High publicity in tier-1 print and online media was gained.

We also secured an interview of Ms. Eugenia Bozou, Communication Lead, Microsoft for Greece, Cyprus and Malta – URL provided below – as well as an interview of Mr. Ploutarchos Rigas, Education Lead, Microsoft for Greece, Cyprus and Malta – soon to be published.

https://www.euro2day.gr/
https://www.businessnews.gr/
http://www.netweek.gr/
http://www.sofokleous10.gr/
https://csrnews.gr/
https://banks.com.gr/
http://bankingnews.gr/

https://www.techpress.gr/
http://www.marketingweek.gr/
https://www.digitallife.gr/
https://news.makedonias.gr/
http://www.itech4u.gr/
http://www.ictplus.gr/
http://www.epixeiro.gr/
https://www.sofokleousin.gr/
http://fibernews.gr/
http://fibernews.gr/
https://www.pestaola.gr/
http://www.fmvoice.gr/
https://startupper.gr/
https://www.economistas.gr/
https://www.msn.com/
https://www.sdna.gr/
http://www.alli-apopsi.gr/
http://pliroforiodotis.gr/

http://pliroforiodotis.blogspot.com/
https://www.inveria.gr/
https://www.veriotis.gr/
https://www.taxispanos.gr/
https://www.tinostoday.gr/
https://www.koinignomi.gr/

https://www.businessnews.gr/
https://www.liberal.gr/
https://www.techpress.gr/
http://www.ictplus.gr/
http://www.itech4u.gr/
https://csrnews.gr/
http://www.epixeiro.gr/
https://startupper.gr/
https://news.makedonias.gr/
https://www.pestaola.gr/
http://fibernews.gr/
https://www.sdna.gr/
https://www.msn.com/
http://www.palo.gr/
http://www.palo.gr/
https://inspector-gadget.gr/
http://www.paron.gr/
https://www.taxispanos.gr/
http://www.socialmedialife.gr/

Interview of Eugenia Bozou for Athina 9,84 Radio Station

Last but not least, in the following URLs will be the video created – undertaken by Social Innov – briefly describing and showing the key points of this year's successful Coding Week.

Hour of Code video
Hour of Code Video

[28]

Name of the Organisation: SEPE

13. Title of the Action: "Training, certification and up-skilling program in the field of ICT for unemployed youngsters, aged 18 to 24 years old" (completed)

Number of the Action in the Action Plan: 5

Description of the Action

SEPE (HELLENIC FOUNDATION OF ICT ENTERPRISES) is implementing a training, certification and up-skilling program in the field of ICT at regional level. (13 Regions of the country). By the completion of the program, the number of beneficiaries will sum up to 3,000 unemployed youngsters, aged 18 to 24 years old.

The unemployed young people participating in the act will acquire modern, specialized knowledge of objects that can lead them to relatively stable jobs. With certification, their position in the labour market is substantially strengthened, both in finding employment and in protecting them from the risk of unemployment. They will be more aware of the features and requirements of the modern labour market through consultation processes they receive, while they acquire a relatively objective view of their potential, benefits and points to be improved.

Benefits will also arise for businesses that will provide internship positions, because they will be able to meet their needs directly with trained and certified staff in specialties of interest to them. Providing training in their business conditions and directly evaluating the beneficiaries, will improve the staff policy they follow.

Benefits

In total, this program will be beneficial for young unemployed aged 18-24, ICT business sub-enterprises, and other businesses with IT departments.

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

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

This action has been completed by 31st, December 2018.

Communication activities

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

Link for SEPE Newsletter, 20.12.2018:

http://0wsx.mj.am/nl/0wsx/lk2tl.html?m=AMwAACVpAZoAAcL3OJoAAB9dVdwAAHP
8iuQAC2eNAADTSwBcG3ZWYO1gn8UQR5apjwx7zzFoiAAA0yw&b=f0748477&e=0314
84f3&x=_JrB8sbYg-inMQzyjZPiGg

b. For the implementation of the program, in order to engage the required unemployed audience of 3,000, several Requests for Interest have been released through the Newsletter circulation and Social Media campaign (See screen shots below).
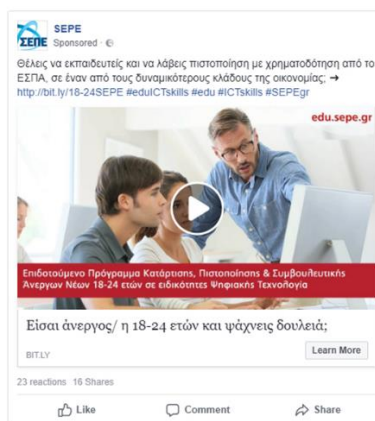
- More information can be found at: edu.sepe.gr.

Name of the Organisation: City of Athens

14. Title of Action: Open Schools (ongoing)

Open Schools: a) Young Engineers (STEM EDUCATION) b) Wikipedia

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.

1a. Target group : Students 6-8 years old, basic STEM skills, 90 min per week for 15 weeks, available at 4 Athenian schools

1b. Target group: Adults: teachers, students, parents, unemployed. Basic skills in order to contribute to Wikipedia. One school with the help of FLOSS/ellak.gr.

1a. Type of digital skills: Branding for entepreneurs & start-ups. Marketing and UX: Impact of User-Experience on SEO, Link Building to increase Authority, Tools to measure results.

Action name	Total beneficiaries (anticipated)	Total beneficiaries (actual)
Open Schools	500	500

Table 1: December 2018 statistics

Benefits

- 1a) Students feel more connected with their school, the satisfaction of creating/modifing a robot using sensors

15. Title of Action: Innovathens (ongoing)

Innovathens a) How to Get New Clients from Google Organically by Coldigital b) WordPress Athens 17th Meetup - "Xmas & WCThess 2018"

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.

2a. Target group For ICT and Marketing Students we offer workshops and case studies on Digital Marketing on Site/ off Site, Facebook/Youtube tools, SEO, Blog tool and email marketing. Total course hours: 30.

2b. Type of digital skills: WordPress as a marketing asset, turn your website into a multilingual website, e-Commerce & Digital Marketing with Wordpress

Action name	Total beneficiaries (anticipated)	Total beneficiaries (actual)
Innovathens	200	200

Table 1: December 2018 statistics

Benefits

- 2b) Being able to contribute to a large scale project like Wikipedia
- 2a) Learn tools to upscale your website and your marketing skills
- 2b) Use Wordpress for e-Commerce and Digital Marketing

Upcoming events

Unit of Innovation and Best Practices will organise on 18 January an event for the presentation of the National Coalition Action Plan for 2019 and a short presentation of key facts regarding the actions of 2018. The event will be open to all members of the National Coalition and will be attended by the Minister of Administrative Reconstruction.