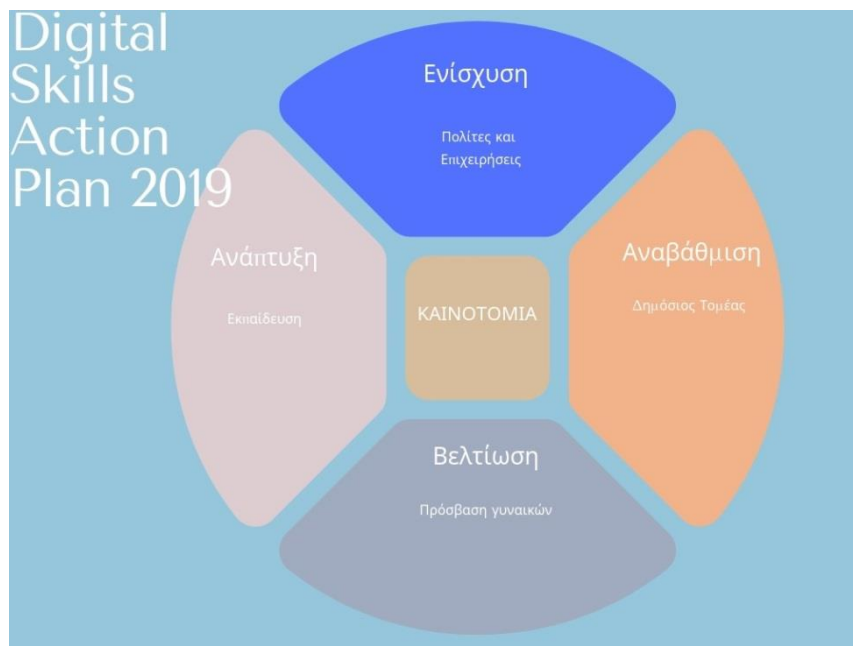


## News report –April 2019



### 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 18<sup>th</sup>. 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](http://www.nationalcoalition.gov.gr),
2. e-mail: [nationalcoalition@ydmed.gov.gr](mailto: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/](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](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.
- A leaflet with information of the programme has been prepared
- 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](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**

The Unit of Innovation and Best Practices proceeded to nine (9) meetings with stakeholders, during April, which have been considered to have big impact on the enlargement and enhancement of the actions of the National Coalition and which are able to design and implement innovative actions. Their actions will be implemented in phases and will fulfill the criteria described in the Regulations of the National Coalition.

## **3. ONGOING AND COMPLETED ACTIONS - APRIL**

**ORGANIZATION: UNIT OF INNOVATION AND BEST PRACTICES (MINISTRY OF ADMINISTRATIVE RECONSTRUCTION)**

**ACTION: “SECURE DIGITAL GOVERNMENT CONFERENCE” (completed)**

### **Description of the Action:**

The conference aimed at improving digital governance policies to further achieve digital transformation, by taking into account issues such as opportunities and challenges of digital technologies, as well as their risks and limitations. Experts from the European Commission, the Estonian government, officers responsible for digital governance issues of the Greek Public Administration and CISCO executives, experts in cybersecurity issues, addressed more

than 80 senior Greek executives of public agencies who represented more than 30 organizations in the Greek Public Sector, critical to digital governance.

**Objectives of the action:**

- Be aware of the principles of digital governance in Europe
- Know how to take advantage of New Technologies dynamics through a vision of strategy and actions
- Detect innovative digital services that lead to the abolition of bureaucracy, upgrade service provision and therefore improve the quality of citizens' everyday life. (ie. Estonian innovative model of digital governance)
- Outline ways of cyber-threat management via integrated cyber-defence architecture.
- Know how to promote digital security in critical areas (telecommunications, electricity-gas networks, water and sanitation systems, etc.)
- Know how digital security management can be ensured.
- Learn about the protection policies and methods to be developed by the public administration, for the appropriate management of citizens' large volume sensitive personal data, given the use of emerging technologies such as artificial intelligence and "big data".
- Know how new technologies, through their upgrading, ensure dealing with social inequalities.

**Target group:** executives of public organizations of the Greek Public Sector

**Number of beneficiaries:**

- 80 senior Greek executives of public agencies
- more than 30 organizations in the Greek Public Sector

**Communication activities:**

<https://innovation.gov.gr/event/index.htm>

<http://www.nationalcoalition.gov.gr/secure-digital/>

<http://www.nationalcoalition.gov.gr/secure-digital-en/>

<http://www.nationalcoalition.gov.gr/2019/04/>



## B. 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.”

**Number of beneficiaries:** 40 applicants (28 accepted), 13 SMEs (asking for students applying for digital job positions)

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

## C. NAME OF THE ORGANISATION: MUNICIPALITY OF ATHENS

### ACTION 1: 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 by 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. “30rd SciFY Academy “Nanotechnology’s Application that change our life”.**

**Description:** What is nanotechnology is it useful in our everyday life, what are the applications and the relevant ethics?

**Communication activities:**

<https://www.innovathens.gr/events/30th-sciFY-academy-17-04-19/>

**2.”Emotional Intelligence by Better Future”**

**Description:** An open talk about how to use emotional intelligence and how to manage your relationships of your business life.

**Objective:** Learn how to collaborate with teams more efficiently and how to cope with conflicts. **Communication activities:**

<https://www.innovathens.gr/events/emotional-intelligence-by-better-future/>

**3. Presentation & Communication skills:**

**Objective:** Develop interview skills - Get yourself noticed. **Seminar for 18-25 year old students and unemployed in the English language (B2 level).**

**Communication activities:**

<https://www.innovathens.gr/events/presentation-communication-skills-developing-interview-skills-get-yourself-noticed-15-04-19/>

**4.”The Tech Growth Challenge». Scale UP Tech Investments, Start-ups & Ecosystem.**

**Description: Topics:**

A. CAPITALS Circle Group (www.capitalscirclegroup.com, Berlin, Athens, Brussels a Berlin based PR & IR boutique Advisory for Digital Economy & Tech Industry) invite you to its #4 CCG Tech Dialogue Initiative in Greece with the title this year «The Tech Growth & Investments Challenge Forum. Digitize & Scale UP».

b. Digital Transformation, Scale UP Tech Ecosystem & attract Tech Investments/Start-ups from business perspective. Best practices from developed Tech Ecosystems

c. The National Policy/Strategy for Digital Transformation & Tech Ecosystem Challenge. Best Practices from other countries.

d. The Tech Investment / VC Fundraising & Go Global Challenge. The Investor & Start-ups Approach. **Partnerships:** with Tech Corporates Challenge.

Presentation of Start-ups cases.

**Communication activities:**

<https://www.innovathens.gr/events/the-tech-growth-challenge-scaleup-tech-investments-startups-ecosystem/>

**Objective:** Learn from and meet Investors, Corporates, Tech Start-ups, Tech Corporates, Policy Makers, Institutions, and Media. Senior Speakers from Berlin Tech Ecosystem (Germany) & Greece.

**Beneficiaries:**

Innovathens	Total beneficiaries anticipated:	Total beneficiaries actual:
	<b>360</b>	<b>360</b>

**Partnerships:**

Innovathens seminars are in partnership with Samsung

- 30rd SciFY Academy is in partnership with National Center for Scientific Research (<http://www.demokritos.gr/>).
- “Developing interview skills – Get yourself noticed” is in partnership with the British Council (<https://www.britishcouncil.gr/>).
- Emotional Intelligence is in partnership with Better Future (<http://www.betterfuture.gr/>).

**Other communication activities:**

- A live stream available for Innovathens actions.
- 30rd SciFY Academy’s invitation



The banner features a blue and white geometric background on the left with a crane image. On the right, the SciFY Academy logo is displayed above the text "Νανοτεχνολογίες: Εφαρμογές που αλλάζουν τη ζωή μας (;)". Below this, the date and time "Τετάρτη 17/04/2019, Ώρα: 19.00" are listed. At the bottom, logos for INNT, SKEL, DEMOKRITOS, and INNOVATHENS are shown.

**Νανοτεχνολογίες: Εφαρμογές που αλλάζουν τη ζωή μας (;)**

Τετάρτη 17/04/2019, Ώρα: 19.00

INNT SKEL DEMOKRITOS INNOVATHENS

- **Twitter post**

The Maker Space of the City of Athens is giving young and old the opportunity to explore applied digital technologies and become 21st century inventors! Very proud of this @AthensPartner project, led by the Technical University of Crete's TiE Lab, thanks to an @SNForg grant

<https://twitter.com/AthensPartner/status/1107677448437665792/>

- **Post**

Poster for CISCO Network Academy

<https://www.instagram.com/p/Btln1v2HrmE/>

## **Action 2: START PROJECT (ONGOING)**

**Description:** Located at “Lela Karagianni” building in the centre of Athens, this project offers free digital skill courses to all citizens of the Municipality with the goal of assisting those who are not familiarized with the use of internet and computer software to learn how to use invaluable digital tools in their everyday routine. Its main goal is to tackle the problem of the existing digital skills gap in Greece (structural unemployment). Start Project also focuses on underserved groups such as immigrants and refugees in order for them to easily transition into their new reality and become active members of our society by familiarizing themselves with the aforementioned digital tools.

### **Sub-actions:**

1. Social Media Marketing, Introduction to social media.

Applications of social media, advantages for organisations, how to make statistics.

### **Communication activities:**

[https://www.startproject.gr/event\\_runs/946/](https://www.startproject.gr/event_runs/946/)

2. Excel part 1. Basic level. Data manipulation, graphics and calculations.

### **Communication activities:**

[https://www.startproject.gr/event\\_runs/1068/](https://www.startproject.gr/event_runs/1068/)

3. Excel part 2. Intermediate level. Automations and advanced calculations.

**Communication activities:**

[https://www.startproject.gr/event\\_runs/947/](https://www.startproject.gr/event_runs/947/)

4. Introduction to HTML. Basic level. Learn how to code an HTML webpage and how to view it in a web browser.

5. Introduction to CSS. Basic level. Learn how to structure a CSS file in order to style an HTML webpage.

6. Using the keyboard. Basic level. Learn how to type the correct way.

**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

**Beneficiaries:**

<b>StartProject</b>	Total beneficiaries(anticipated): <b>300</b>	Total beneficiaries(actual): <b>300</b>
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**Other communication activities:** For more information on Start Project:  
<https://www.startproject.gr/>

**ACTION 3: OPEN SCHOOLS (ONGOING)**

**Description of the Action:** The Open Schools programme is an innovative initiative run by the City of Athens, which has grown popular within the local community. Schools are open to neighbourhood and 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 sport 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**

**Description:** 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. The action continues.

#### **Objectives:**

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

#### **Communication activities:**

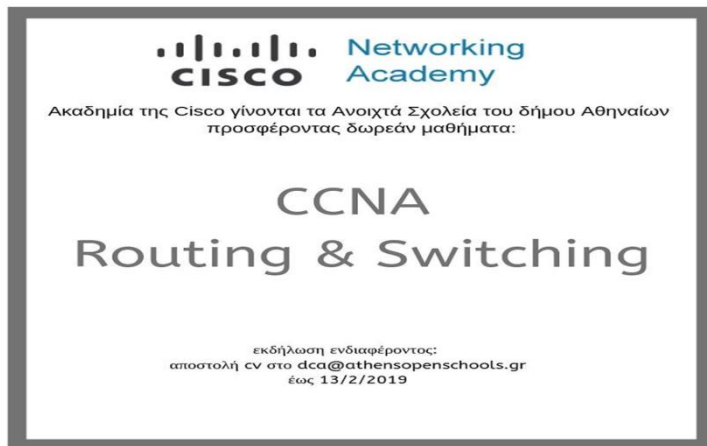
<https://www.athensopenschools.gr/proposals/view/1400/>

#### **Beneficiaries:**

<b>Open Schools</b>	Total beneficiaries(anticipated): <b>160</b> (action continues)	Total beneficiaries(actual): <b>160</b> (action continues)
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#### **Partnerships**

Open schools partnered with **CISCO Academy** for the “CCNA Routing & Switching” sub-action.



**NAME OF THE ORGANISATION: SOCIALINNOV**

**ACTION: TECH TALENT SCHOOL (ONGOING)**

**Description of the Action**

Tech Talent School: Intermediate and advanced courses targeted to educators and youth revolving around computer science and digital skills in general.

**Main beneficiaries:** targeting educators, refugees, immigrants, unemployed youth, female participants and anyone who wishes to acquire new or expand existing digital skills.

**Number of participants: 287**

**Type of action:** upskilling/reskilling

**Type of digital skills:** Front- End, Back-end, JavaScript, Office (Advanced level), Social Media, Digital CV, Digital marketing, Coding, Raspberry Pi, Sway, WordPress, Scratch

**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://www.naftemporiki.gr/story/1465062/seminaria-technologikis-epimorfosis-ekpaideutikon-stin-athina/>

<http://www.epixeiro.gr/article/120047/>

<https://www.pestola.gr/seminaria-technologikis-epimorfosis-ekpaideutikwn-stin-athina/>

<https://www.eduguide.gr/nea/tech-talent-school-nea-dwrean-seminaria-gia-ton-aprilio/>

<https://www.businessnews.gr/article/139701/tech-talent-school-educators-nea-dorean-seminaria-epimorfosis-ekpaideytikon/>

<http://www.spoudase.gr/dorean-seminaria-gia-psephiakes-dexiotetes-apo-tech-talent-school/>

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

## ACTION: START PROJECT (ONGOING)

### Description of the Action:

**Start Project:** Located at “Lela Karagianni” building in the centre of Athens, this project offers free digital skill courses to all 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 so that they will 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, educators, citizens, small medium enterprises etc.



**Type of action:** upskilling/reskilling

**Type of digital skills:** Office, Social Media, Digital CV, Digital Skills for 55+, Digital marketing, Coding, 3D printing

**Number of beneficiaries: 371**

#### **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**

<https://www.naftemporiki.gr/story/1459967/>

<https://www.inewsgr.com/111/oloklirothike-o-protos-chronos-leitourgias-tou-programmatos-START-Project-tou-dimou-athinaion-me-tin-ypostirixi-tis-Microsoft.htm/>

<https://www.naftemporiki.gr/story/1460017/enas-xronos-leitourgias-gia-to-start-project-tou-dimou-athinaion/>


<http://www.dealnews.gr/roi/itemlist/tag/START%20Project/>

<https://www.inewsgr.com/324/pano-apo-4000-oi-symmetechontes-sto-Start-Project-tou-d-athinaion-kai-tis-Microsoft.htm/>

<http://athina984.gr/wp-site/2019/04/03/start-project-isotimi-prosvasi-stin-technologia-choris-diakriseis/>

<https://m.popaganda.gr/start-project-stin-kipseli-ena-istoriko-ktirio-stin-kardia-tis-polis-sinanta-to-mellon-anigontas-tis-portes-tou-stin-psifiaki-gnosi-gia-olous/>

<https://www.sofokleousin.gr/checkpoint-esoda-472-ekatommyria-to-proto-trimino-tou-2019/>



<https://www.protagon.gr/themata/i-athina-metaximatizetai-se-mia-psifiaki-poli-44341824262/>

**For more information on Start Project:**

<https://www.startproject.gr/>

**NAME OF THE ORGANISATION: "ATHENS CHAMBER OF COMMERCE AND INDUSTRY"**

**TITLE OF THE ACTION: "PROVISION OF TRAINING ON SET OF CORE COMPETENCIES OF THE VOCATIONAL PROFILE OF "INTERNATIONAL MARKETING MANAGER FOR YOUNG LONG-TERM UNEMPLOYED/FIRST-TIME JOB SEEKERS AND PUBLIC SERVANTS WITH DEGREES ON ECONOMICS AND BUSINESS, THROUGH THE USE OF ON-LINE OPEN EDUCATIONAL RESOURCES" (ONGOING)**

**Sub-actions:**


- Accreditation procedure for the certification by DIFOP, which is certified by the ESYD, is running.
- The invitation (public notice) has been completed and is due to be publicized and sent.

**Description of the Action**

The action mainly aims at encouraging the development of analytical, guiding, initiative, and prospective thinking, the susceptibility to change, the organisation, planning and control of skills, the functional and strategic business planning, through the use of on-line Open Educational Resources.

A plethora of in-depth materials, tools and technical formats for company check-ups enable young long-term unemployed, first-time job seekers or public servants to obtain their Business-oriented degrees, to acquire knowledge of a commercial and organisational management in order to support SMEs' growth and development, especially those ones in the agro-food sector, with the goal to take part of the international business circuits.

**Benefits:** The main benefits of the action are:

- 
1. The above target group will acquire knowledge for management and marketing, so that they will be able to support the growth of small and medium-sized businesses, particularly those ones, in the agro-food sector,
  2. Young long-term unemployed/first-time job seekers will obtain this type of skills which will help them enter the employment marketplace.

**No. of beneficiaries: 100**

**NAME OF THE ORGANISATION: CISCO GREECE**

**TITLE OF THE ACTION 1: EEDE BANKING FORUM (COMPLETED)**

**Description of the Action**

The main purpose of Cisco and EEDE Banking Forum is to present the development that affects the business activity of the banks. The event focused on the digital transformation of banks, on innovation as a factor for the transformation of banks and the new model of operation of bank branches. Distinguished keynote speakers analyze important issues of both banking entrepreneurship and technology. It addresses bank administrations and senior executives of banking organizations.

**Co-organizer: Cisco**

Date: April 9-10

Location: Aigli Zappeion

**Beneficiaries: 350**

**Benefits**

- Active participation of delegates in all the issues presented in the forum.
- Exchange views and concerns regarding banking business issues and technology contribution to the business efficiency of banks.

**Partnerships: Space**

## **Communication activities**

[http://www.eede.gr/uploads/files/banking\\_forum2019.pdf](http://www.eede.gr/uploads/files/banking_forum2019.pdf)

<http://www.eede.gr/eede/norms-awards/banking-forum>

<http://www.eede.gr/eede/press-releases/pragmatopoihthhke-me-idiaiterh-epituxia-to-24o-banking-forum#prettyPhoto>

### **TITLE OF THE ACTION : INFOCOM SECURITY (COMPLETED)**

#### **Description of the Action**

The Cisco and SmartPress SA InfoCom Security conference, with pillars of IT Security Professional and InfoCom, is the leading annual event for Information Security in Greece, starting in 2011 with an upward trend reflected both by numbers and attendance statistics, and the global recognition of the specific market, as well as the scientific and technological community of IT professionals.

It addresses executives of IT departments (CTOs, CIOs, IT Managers, IT Administrators, IT Auditors, etc.), professionals of Information Technology Sector, as well as many academics, scientists and researchers.

**Co-organizer: Cisco**

**Beneficiaries: 2000**

**Date: April 17-18**

**Location: DAIS Conference Centre, Marousi**

#### **Benefits**

- InfoCom Security covers the need for information on Digital Security - with Business, but also scientific, research and technological interest.
- Get in touch with businesses operating in the field of information security services.

**Partnerships: Algosystems**

## **Communication activities**



<https://infocomsecurity.gr/>

<https://www.infocomsecurity.gr/en/9o-infocom-security/faq/>

### **ACTION: SMART CITIES CONFERENCE (COMPLETED)**

#### **Description of the Action:**

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

**Co-organizer: Cisco**

**Type of action:** update smart cities technology.

**Beneficiaries: 200**

**Date: April 16-17**

**Location: 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

**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/>

**ACTION 4: HEALTH IT (COMPLETED)**

**Description of the Action:**

Cisco and Boussias HEALTH IT conference focuses on eGovernment in the NSI and the National Interoperability Framework between public and private sector health service providers. It focuses on important issues of quality and enhancement of Administrative Informatics.

The conference aims to bring all IT staff members of Hospitals and healthcare institutions in general to a strategic dialogue with the Ministry of Health and the Market.

It addresses Substitutes of Health Regions & Hospitals, Executives of Information Technology & Quality of Public and Private Health Units.

**Co-organizer:** Cisco

**Date:** April 16-17

**Location:** Eugenides Foundation



**Beneficiaries: 500**

**Benefits**

- Take part in technical workshops.
- Learn on Topics such as Managing and Exploiting Big Data in Healthcare.

**Partnerships:** COSMOTE

**Communication activities**

<https://www.flickr.com/photos/boussiascommunications/46944077904/in/album-72157691031962623>

<http://www.healthitconference.gr/>

**NAME OF THE ORGANISATION: GOOGLE GREECE - GROW GREEK TOURISM ONLINE PROGRAMME**

**ACTION: HYPERLOCAL PROJECTS (ONGOING)**

**Description:** 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 and Best Practices, to offer free face-to-face trainings, in the form 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 SMBs 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 programme 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 - are placed in the respective areas for the duration of the programme, and are performing one-to-one training sessions with tourism businesses and professionals who are interested in.

#### **Sub-Actions:**

##### **I. Thessaly Hyper-local:**

**Description:** On Nov 30th, we announced the 5th hyperlocal programme of 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 tourism sector of the region.

3 (three) Online Advisors (young consultants) of Google's programme have been 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 programme will be implemented from January 2019 to May 2019 and in all 4 Prefectures of the Region of Thessalia.

**No. of beneficiaries (April): 303**



**Benefits:**



The programme 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 the Unit of Innovation and Best Practices and the Region of Thessaly.

### **Communication activities:**

More information can be found at: [g.co/greektourism](https://g.co/greektourism) and [g.co/greektourism-thessalia](https://g.co/greektourism-thessalia)

### **I. Central Macedonia Hyper-local:**

**Description:** On March 28th, we officially the 6th hyperlocal programme of Grow Greek tourism Online initiative was announced in cooperation with the Region of Central Macedonia, the National Coalition for Digital Skills and Jobs and the Ministry of Administrative Reconstruction, to help grow the tourism sector of the region. 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 out the significance of the GGTO Initiative in the touristic development of the Region. 3 (three) Online Advisors (young consultants) of Google programme were initially placed in Central Macedonia, since mid-January 2019 which 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 about how to use digital, in order to attract more customers all year round. The programme will be implemented from January 2019 to May 2019.



**In April 2019**, 2 extra online advisors were added to the team of Central Macedonia, resulting in a total team of 5 Online Advisors. During this month, 676 SMBs were trained for free on digital skills and tools, via 1:1 consultations on the businesses' premises, in the Prefecture of Imathia - in Veroia and Naousa - and in the Prefecture of Pieria - in Petra Olympou -, in the Prefecture of Serres, - in the city of Serres and in the areas of Limni Kerkini, Sidirokastro, Achladochori, Agkistro, Petritsi, Promachonas, Lialias and Amfipoli and in the Prefecture of Chalkidiki - in the areas of Poligiros, Nikiti, Arnaia, Taxiarchis, Neochori, Ierisos, Zagliveri.

**No. of beneficiaries (April): 676**

### **Benefits**

The programme 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 the Unit of Innovation and Best Practices and the Region of Central Macedonia.

### **Communication activities:**

More information can be found at: [g.co/greektourism](https://g.co/greektourism) and [g.co/greektourism/cm](https://g.co/greektourism/cm)

Photos from the Launch event:



## **ACTION: 1: MANY SEMINARS IN UNIVERSITIES FOR THE FUTURE TRAVEL PROFESSIONALS.**

### **Description of the Action**

Seeing the need for future tourism professionals, who will bring change and further development in the industry, 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).


### **Beneficiaries:**

So far, Grow Greek Tourism Online programme over 24K students and graduates have been trained for free, 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:

- a 2hour seminar on 'Digital marketing'
- a 2hour seminar on 'How to design and build a Website'
- a 2hour seminar on 'Web Analytics'



-a 3hour seminar on 'Intro to Digital, Digital Marketing, Building a Website, Social Media, Analytics and more'

-a 12hour 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 will be boosted in University trainings. Understanding the needs of job-seekers for soft skills, a new 3 hour course was organised, on 'Build your Personal Brand'.

About the course

The training includes the idea of brand, what personal branding means and what are the steps one should follow to build its own. During this process, a participant can recognise and detect its strengths and objectives and therefore 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 skill courses, which are being delivered and continuously enriched with new elements, are designed to facilitate employability.

**No. of beneficiaries (April): 1896**

### **Benefits**

The programme 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 with the Ministry of Administrative Reconstruction, under the National Coalition for Digital skills and Jobs initiative, supported by the Unit of Innovation and Best Practices, and are under the auspices of the Ministry of Education, the National Tourism Organisation, and the Association of Greek Tourism Enterprises.

#### **Communication activities:**

More information can be found at:

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

Photo from the Internships Seminar in Crete:



#### **4. UPCOMING EVENTS FOR MAY– UNIT OF INNOVATION AND BEST PRACTICES (MINISTRY OF ADMINISTRATIVE RECONSTRUCTION)**

##### **1. Action: eGOVERNMENT BENCHMARKING WORKSHOP (13 MAY 2019)**

**Description:** Innovation and Best Practices Unit of the Directorate-General of Public Organizations of the Ministry of Administrative Reconstruction, as part of its responsibilities for monitoring the digital public services dimension of the European Index of Digital Economy and Society (DESI) and for measuring the progress at a national level of the implementation of eGovernment Action Plan 2016-2020 of the European Union, organizes an E-Government Benchmarking Workshop.



**Objectives:** The purpose of the workshop is to present the results of the assessment process which started at the end of December and finalized at the end of April and measured the egovernment level of public services for the main life events of the Greek public governance as well as the progress of eGovernment Action Plan 2016-2020 of the European Union, in Greece. Taking into account the results, the Unit of Innovation and Best Practices will present a roadmap of actions, providing guidelines to public agencies for the improvement of their eGovernment level and organizing further workshops to enhance the digital skills of civil servants, responsible for the design of digital public services.

**Target group:** public agencies of the Greek Public Sector

## **2. Action: ACCI- PROMOTION OF DIGITAL SKILLS & “DIGITAL OPPORTUNITY” PROGRAMME (16 MAY 2019)**

**Description:** It is an event that aims to promote National Coalition actions and the “Digital Opportunity Programme”, as part of the Action Plan for 2019 entitled “Digital Skills for Digital Greece”.

**Objective:** Spread and promotion of the role of digital skills with the view to achieve digital transformation of SMEs and communication of the European Commission Digital Opportunity Programme. The event aims to satisfy Greek SMEs needs for digital skills job positions and allow them to apply for the above traineeship programme so as to take advantage of the opportunity of hiring graduates.

**Partnerships:** with Athens Chamber of Commerce and Industry

**Target group:** businesses and students