

GOW 2017



://getonlineweek.eu

27 March – 2 April 2017

*get empowered,
get employed*

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SUPPORTING CITIZENS IN DIGITAL TRANSFORMATION

CAMPAIGN SUMMARY

The eighth edition of the European Get Online Week (GOW) to digitally empower people was celebrated on 27 March -2 April, 2017. It was held under the patronage of **Mr Tibor Navracsics, Commissioner for Education, Culture, Youth and Sport**, and supported by Liberty Global, Cisco, Certiport, and Mozilla Foundation.

The GOW17 campaign challenged Europeans to learn, participate, share and create through thousands of events and activities supporting the digital transformation and its effects. This year, **2,850 organisations in 24 countries engaged over 92,000 participants in 3,500 events and reached millions.**

The campaign proved again the necessity to raise awareness about ICT competence and the importance of giving every European digital skills.

WHY DO WE NEED GET ONLINE WEEK?

- ▶ 45% of the European population has an insufficient level of digital skills



- ▶ 37% of the European workforce has an insufficient level of digital skills
- ▶ 16% of Europeans have never used the internet

The European Get Online Week (GOW) is an annual campaign to engage people to use technology and the internet with confidence and skills that allow them to benefit from online opportunities. Supported by corporations, NGOs and public authorities, the campaign is organized each year in March by Telecentre Europe, a leading association for digital skills that represents member organisations in 32 European countries.

A variety of both formal and non-formal education providers, such as telecentres, libraries, community centres, schools, universities, ICT training centres organise thousands of activities in their communities throughout the campaign week to reduce the skills gap and promote ICT jobs.

“This year, 2,850 organisations in 25 countries engaged over 92,000 participants in 3,500 events and reached millions.”

OVERALL AIM OF THE CAMPAIGN

Engage and empower people to use technology and the Internet with confidence and skills that allow them to benefit from online opportunities.

People and skills, not the technology, are the critical focus point to reap the benefits of a truly digital society. Our ever-changing digital world often produces anxiety, uncertainty and insecurity regarding the future. Rather than resisting digital transformation, people and organizations must be prepared for a digital skillset that will be constantly evolving. This constant skills evolution is hard to accept, explain, teach and support, but is vital to adopt to ensure that citizens are not excluded from our digital society.

In 2017, the campaign activities, trainings, and events focused on the following themes:

- ▶ **Cybersecurity:** use technology and the internet safely, manage your (digital) identity
- ▶ **eServices:** learn to keep up with eServices (eGovernment, eBanking, eHealth, eCommerce)
- ▶ **Employment and entrepreneurship:** learn new skills for jobs and for starting businesses

Since its first edition in 2010, GOW has always been a truly **multi-stakeholder campaign** bringing together formal and informal training providers, local and national authorities, other public institutions, IT and other industries in a joint effort to show the benefits of digital skills and support the digital inclusion. The campaign has transformed over the years, the topics have changed, but the essence has stayed the same – digital skills underpin every area of our modern internet-connected life and the impact of gaining digital skills, confidence, and security is huge.

In 2017 the campaign highlighted the benefits of digital transformation, but also the importance of partnership in helping people and organisations to develop skills and a mindset to adapt to and take advantage of the constant changes.



Key competences





2017

In 2017, the campaign activities, trainings, and events focused on the following themes: Cybersecurity, eServices & Employment.

Nine million Europeans reached

Promotion and public awareness of the campaign and its messages had different approaches in each country, but all engaged society and organisations that work to support citizens with technology. National partners also collaborated with local and national media channels to raise awareness about the campaign. **#GOW17** was a trending topic on Twitter and Facebook, the hashtag brings 1,700 results in search engines. Our partners reported **700** instances in both offline and online national and regional media, hundreds of social media posts, all resulting in over 9,000,000 people reach.

I-LINC

In 2017, all campaign partners and stakeholders used the [I-LINC](#) platform to share, connect and learn from each other. I-LINC is a stakeholder platform on digital skills towards employability and entrepreneurship, and it hosted GOW updates and interactions through the GOW17 community, its discussion forum and published [articles from national partners](#).



50

50 articles on I-LINC about GOW activities in different countries.



GOW SINCE 2010

DIGITAL AND SOCIAL INCLUSION
OF FIRST TIME INTERNET USERS

170,000
EUROPEANS

DIGITAL EMPOWERMENT FOR
EMPLOYMENT AND IMPROVED LIVES

900,000
EUROPEANS

AWARENESS RAISING ON ESKILLS
AND TELECENTRES

15,000,000
EUROPEANS

QUICK FACTS

- ▶ Run in March 2010 for the first time as Get Online Day
- ▶ Campaign originated from the UK, where it is still organized every year by Online centres network (formerly known as UK online centres)
- ▶ GOW was replicated in the Philippines in 2010 and in MENA region (Middle East and North Africa) in 2014

EUROPEAN PARTNERS IN 8 YEARS OF GOW

62

PARTNER ORGANIZATIONS

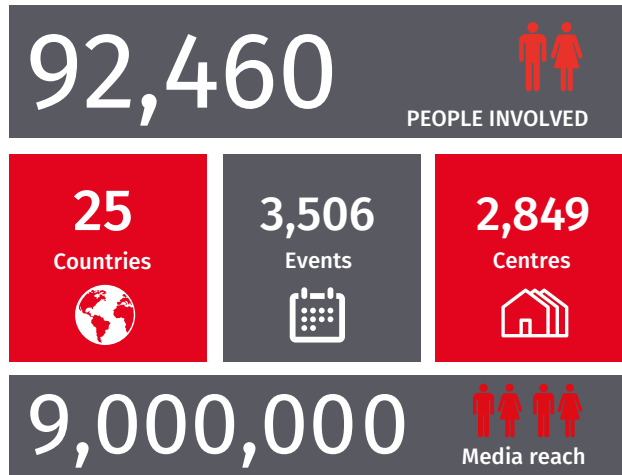
36

EUROPEAN COUNTRIES

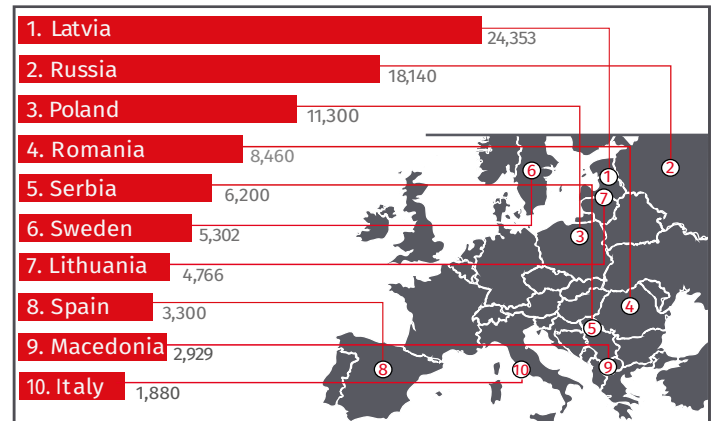
15,000

COMMUNITY TELECENTRES

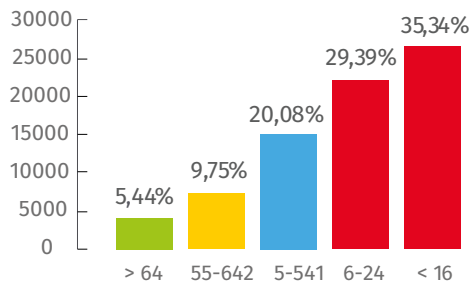
GET ONLINE WEEK 2017



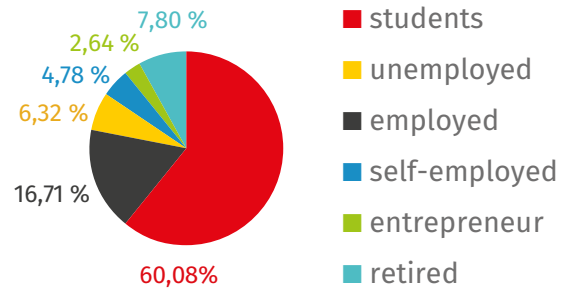
TOP 10 PERFORMING COUNTRIES



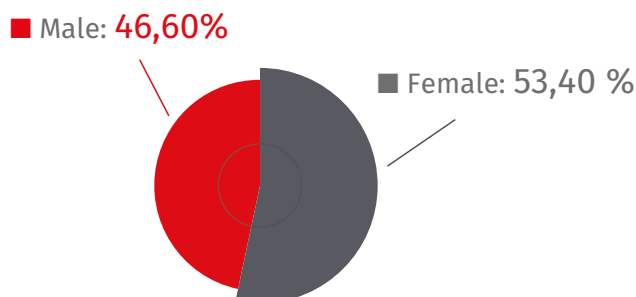
PARTICIPATION BY AGE



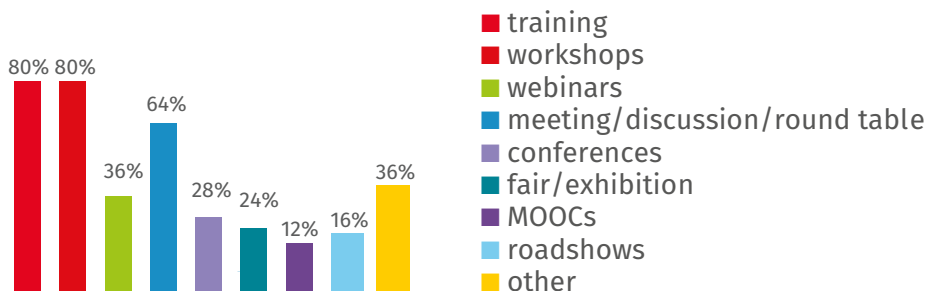
PARTICIPATION BY OCCUPATION



PARTICIPATION BY GENDER



TYPE OF EVENTS



EUROPEAN MAP OF PARTNERS IN 8 YEARS OF GOW

62 partner organizations
36 European countries
15,000+ community telecentres



TOPICS AND THEMES

Get Online Week 2017 brought organisations across Europe together to support citizens to be better able to protect themselves online, to understand more about doing government and financial transactions online and to be empowered to create new career opportunities.

1. CYBERSECURITY – USE TECHNOLOGY SAFELY



It is increasingly seen as critical for national security and for companies, but perhaps it is most vital to ensure that society trusts technology and that citizens know how to protect themselves. As trust and confidence on the internet is becoming a more complex and hard to address issue, the campaign partners organised events to educate people about cyber-security, online identities, e-commerce, social media, and ICT tools to become confident Internet users.

- ▶ Informative events about personal data, online banking, and safety online
- ▶ Awareness raising workshops and seminars about the use of social media
- ▶ Workshops for teachers and parents about secure apps for children and protecting them online
- ▶ Training in copyright and intellectual property on the Internet

2. KEEP UP WITH E-SERVICES



The second theme of Get online week 2017 encompasses not only government services, but also personal financial services such as online banking and e-commerce.

- ▶ Events on active citizenship and available tools to engage with local and EU politicians
- ▶ Seminars how to create Accessible web services
- ▶ Training on online banking, shopping and digital payments
- ▶ Workshops introducing citizens to local government services and transactions
- ▶ Webinars on paying taxes and bills online.

3. EMPLOYMENT & ENTREPRENEURSHIP – LEARN NEW SKILLS FOR JOBS AND NEW BUSINESS



Europeans need the right skills to get the most out of the digital economy and digital single market. Thousands of events were organised to raise awareness about online employment opportunities, the support available for entrepreneurs and to encourage young people and children to explore ICT as a career..

- ▶ Training events using CISCO Networking Academy, Certiport, and Mozilla Foundation to teach basic IT knowledge
- ▶ Workshops for young people to assess their skills on Skillage.eu
- ▶ Workshops to create online portfolios using YouRock.jobs and boost youth's employability
- ▶ Coding classes for kids and teenagers to explore ICT related careers
- ▶ Other awareness raising events such as conferences, contests, career fairs, awards.

EUROPEAN LEVEL SUPPORT

Telecentre Europe is proud to have Get Online Week 2017 under the patronage of **Mr Tibor Navracsics, Commissioner for Education, Culture, Youth and Sport:**

GOX
://getonlineweek.eu

“

In today's society, digital skills are a fully-fledged part of basic literacy.

Being digitally confident and competent is a must for young people to make the most of new technologies, to be active players rather than passive consumers, to find their way on the labour market and most importantly, to become engaged citizens.

A lack of digital skills is tantamount to social exclusion; mastering them is a powerful vector for inclusion.

So let's get online.

Mr Tibor Navracsics
Commissioner of Education,
Culture, Youth and Sport




To raise awareness about the campaign, Telecentre Europe's CEO Laurentiu Bunescu spoke at the **European Internet Forum Breakfast Debate 'Digital skills of tomorrow'** on 29 March, hosted by Brando Benifei, MEP and EIF Steering Committee Member, and Victor Negrescu, MEP and EIF Member. The debate focused on delivering opportunities for digital skills development to EU citizens – in order to tackle both unemployment and social exclusion.

Laurentiu Bunescu said, “We need to make the most of the opportunities provided by Get Online Week, when Europe is again standing up for the importance of digital skills. At the event on 29 March, we reached out to new stakeholders to partner and to join the campaign, to support more people with the skills they need.”

See the [video](#)

THE GOW17 ALLIANCE

The GOW17 campaign was sponsored by our partners – Liberty Global, Cisco, Certiport, and Mozilla Foundation. This alliance brings in their expertise and resources, including training and certification programmes, teaching materials with guidelines, lesson plans, videos and other online tools for both trainers and users of various ages and levels of digital skills.



LIBERTY GLOBAL

Liberty Global

[Liberty Global](#), our long-standing corporate partner since 2011, has always seen the importance and relevance of this campaign and over the years has provided their support on raising awareness about digital skills, digital identities and online safety especially to young children.



CISCO

Thanks to collaboration with Cisco, new Networking Academies will be opened by National Partner organisations from five countries, which will teach NetAcad Courses. [Cisco NetAcad](#) is an IT skills and career building programme and platform to take and give courses. For telecentres, relevant courses include the Get Connected Course (basic), IT essentials (IT technician) and Internet of things (no prior knowledge required).



Certiport

Certiport joined the GOW alliance for the first time this year. “Certiport, a Pearson VUE Business, is excited to participate in Get Online Week”, says **Nicholas Haber, Director STEM & CTE**. “The topics of cybersecurity, e-Services, employability and entrepreneurship resonate because our trusted credentials help individuals and organizations build bridges between education and careers.”


Within GOW, **Certiport** presented their [IC3 Digital Literacy Certification](#), a solution for those who plan to pursue a career in IT or simply become more effective with technology. With learning and practice solutions, assessment tools, and certifications specifically designed for a variety of ages and occupations, the IC3 Digital Literacy program is a great way to ensure that students and employees are prepared to succeed in a technology-based world.



Mozilla

Through another new partnership, with **Mozilla Foundation**, Copyright and intellectual property issues will be highlighted within the campaign events. Their [Reform Copyright](#) initiative raises awareness on the need to update and harmonise the copyright rules to make room to create, share, and learn on the internet. Mozilla also offers web literacy courses and an array of free [teaching activities](#) developed by teachers, educators and technologists. Each activity includes step-by-step instructions and has been tested in schools, afterschool programs, libraries and community centres around the globe. Whether learning how to code, understanding why privacy matters, or creating openly-licensed web content – it is fun and engaging!

“Mozilla supports Get Online Week EU because people everywhere should have the knowledge they need to tap into the full power of the Internet and to use it to make their lives and the world better”, says Melissa Romaine, Advocacy Network Manager at Mozilla. “This means that everyone needs the skills to read, write and participate online. For this to happen, web literacy must be foundational in education, alongside skills like reading and math.”



“The topics of cybersecurity, e-Services, employability and entrepreneurship resonate because our trusted credentials help individuals and organizations build bridges between education and careers.”

Nicholas Haber, Director STEM & CTE at Certiport,
a Pearson VUE Business.

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Melissa Romaine, Advocacy Network Manager at Mozilla.

I-LINC DIGITAL CHANGEMAKERS CHAMPIONED GET ONLINE WEEK

WHO ARE THE YOUNG DIGITAL CHANGEMAKERS?

They are exceptional young e-facilitators or trainers, nominated by [Get Online Week 2017 national partners](#) for their their willingness and perseverance in promoting digital skills and tackling digital inclusion. Each of them was promoting the I-LINC stakeholder platform and organized workshops or training on the topic Skills for Employment and Entrepreneurship and then shared their experience and impressions in blogposts on I-LINC:

MEET OUR YOUNG DIGITAL CHANGEMAKERS



LITHUANIA:
Greta Jurgutyte

Employee at Langas j ateitj (Window to the future)

Greta is responsible, ambitious, communicative. She is interested in digital media, Information technologies, sensitive for unsafe Internet using problems. During GOW17 trainings were held in schools and Youth Job Centers, the main activities being: Personal Image training,

Cybersecurity training, Brain fight workshop. She talked about Get Online Week and cybersecurity to kids in elementary schools. Greta conducted Personal Image workshops for the Court staff (for people who already have jobs, but must be aware of their image in social media). After the training a short “brain fight” about social media, IT and Internet security was held. Altogether, Greta conducted 10 training sessions for 230 people: 2 at an elementary school for kids from 6 to 12, 4 at a high school for 16-18 year olds; 1 in a court, 1 at work and 2 in Youth Job Centers.

[Cybersecurity and “brain fight” for the GOW17 in Lithuania](#)
[First “Personal Image in Social Media” training](#)



ROMANIA:
Mihai Macarie

College student from Vulcan, Romania

Mihai has proven that with the right effort and dedication one can make a difference in its own life and in the life of others. He was the national winner of the Microsoft Office World Championship national finals and represented Romania at the worldwide competition in the USA. Mihai has continued to push for high quality ICT experiences in his schools and in his community. He has set up a club in his own school – The National College Mihai Eminescu to help other interested students with using Office applications, gaining world recognised certifications and improving their skills and knowledge. Mihai is also involved with the national Cisco NetAcad Competition; he participates in and supports projects in robotics, electronics, and aeronautics.

He contributed to GOW17 with the following events: Microsoft Word training sessions for students of two classes of his high school and workshops **“Use of ICT in youth employability”**; for each class of the school, in which he introduced them to I-LINC platform, organized [Skillage](#) testing and creating online portfolios on [YouRock.jobs](#). 236 students from 9th to 12th grades were involved in these activities.

[GOW in Romania: a great success! \(YDC\)](#)
[Get Online Week 2017 in Romania!](#)



LUXEMBOURG:
Lucien André Reuter

Project manager at House of Training

He holds a bachelor of science degree in Informatics and also the ITIL Foundation Certification. Besides his full-time job as Project Manager, he is currently completing his Master of Business Administration (MBA) at ISEC – Hochschule der Wirtschaft. He also runs trainings in the IT field as well as helps friends to gain basic programming skills.

As the project manager of the National coalition for Digital Skills and Jobs, Lucien is the driving force who plans, among other things, events and partnerships. He is also part of an FSE project, which targets young people right after school or who quit school, to offer help with assessment, HR and planning courses in different domains such as an IT Bootcamp.

During GOW, he launched a **Cre@tivity Skills** competition with 74 participants in Luxembourg. Students from primary and secondary schools presented a series of interesting projects, such as digital beehives. Lucien is also responsible for the launch event of the National Digital Skills Coalition Luxembourg.

Digital Skills for Enterprises

Luxembourg students learn about ICT advances in Hanover



GREECE:
Nefely Kamea

Student of Mechanical Engineering at Technological Education TEI of Thessaly

For the last six years, Nefely has participated in the organization of MUN (Model United Nations) in Athens. During high school years, she was a member of the team that published an online newsletter. Since then, she has submitted a few articles to online media. Now she is responsible for the online publicity of the DAISy research group. She has participated as a digital changemaker in the I-LINC project. She also volunteers at an organization that cares for stray animals in the city of Larissa. In this context, she has organized various events, implementing activities, such as poster design, online community management and online promotion.

During GOW17, a three-hour training seminar “Social media & Professional development” was organized in collaboration with TEI of Thessaly, in Larissa, Greece. The seminar was aimed mostly at undergraduate university students, but participation was open, and over 20 students participated. The programme contained presentations by Nefely Kamea and Panos Fitsilis (professor at TEI of Thessaly) followed by questions and answers on the topics of top needs of today’s business, most popular professions, using ICT / social media, how to know and present oneself, how to analyze social media characteristics, networking, searching for jobs on social media. During Nefely’s presentation, all the participants explored and registered on the GOW website and on the I-Linc platform and took the Skillage test.

Get Online Week 2017 in Larissa, Greece



They are exceptional young e-facilitators or trainers, **nominated** by Get Online Week 2017 national partners for their willingness and perseverance in promoting digital skills and tackling digital inclusion.





GERMANY:
Sophie Dietz

Sophie represents a group of 10 students of Rehabilitation Science at Technical University of Dortmund

The students are interested in digital inclusion and its utilization in their future everyday professional life. Before the GOW they have developed five different courses; and during GOW17 the group offered 37 training sessions for 346 marginalised people.

- ▶ Facebook, Instagram, Snapchat - but safe – was held 11 times for 120 students
- ▶ Media Literacy – The Toolbox for the Future
- ▶ Media as a part of children daily grind – tips for parents on media use in families
- ▶ Seniors: Fit in the internet!
- ▶ Language-learning-applications for refugees in classes

The most innovative course of this year was “Finding a job after prison” for young prisoners who learned to search for jobs and accommodation online. Young people do not have access to the Internet in jail but need to be able to navigate the digital world in order to start a life after their sentence. This course, which was given directly at the university, provided them with this opportunity. Read about other courses conducted by Dortmund students:

[GOW17 - Team Dortmund: 2 new training courses](#)

[Great GOW in Dortmund University!](#)

[“Seniors - Fit in the internet!” - a raving success of GOW17 in Dortmund University](#)

[Get Online Week 2017: All the Training courses in Dortmund](#)

[Get Online Week 2017 in Dortmund](#)



SPAIN:
Christian Moreno

Employee at a Telecentre of the Extremadura’s region Telecentre Network

Christian is highly motivated to encourage the use of technologies among both citizens and companies. He has worked at a Telecentre of the Extremadura’s region Telecentre Network for more than 3 years. He is working in line with the Digital Literacy Plan of Extremadura; that is an initiative giving solution to the territory needs in terms of Information Society promotion. The Telecentre is a reference place where users go to learn job seeking methods; it provides access to different ICT training actions, promotes the digital culture and is trying to build a sense of community and a cooperation environment where technological and social innovation can flow freely. Cristian also helps SMEs to adopt technologies in the value chain of the companies as an essential issue to increase their productivity.

Within the GOW17, Christian organised a workshop “Aprender a Emprender” (Resources for entrepreneurship) for over 150 young people in vocational training. The objective was to let them know about the available public resources when developing a business idea. Different professionals from public and non-public entities will participate.

[More than 150 young people at the workshop “Aprender a emprendre” - GOW17 in Spain](#)



ITALY:
Charles Anthony Nkotpak

Volunteer at Youngle Project

The aim of the Youngle project is to realize online and face-to-face activities for promoting the wellness in school and in nightlife and social networks. Charles is a peer educator and he manages different social network profiles and engages peers in chat conversations. During these activities, he improves his soft skills, digital skills and technical skills about addiction prevention strategies.

During the Get Online Week, Charles organized a workshop on empowering young people to use internet and to present themselves in the most efficient way to enter the job market. Twelve Italian graduates, willing to improve their digital skills in order to find a job or to become entrepreneurs, analyzed the changes in the job market, discussed skills demands, and learned about free online tools to test, improve, and present their skills.

Improving digital opportunities for young people



CZECHIA:
Vera Mikusova

Chairwoman of the AFCEA student club at the Police Academy in Prague

Chairwoman of the AFCEA student club at the Police Academy in Prague

Vera is involved in the coordination of the Youth panel of the Czech Safer Internet Centre. As such she contributes remarkably to the efforts of making positive social change in the ICT field working with young people to raise awareness about safer use of the internet and mobile technologies and also against the illegal online content.

During Get Online Week and after, through a series of workshops **One World**, Vera worked with children to empower them to communicate with parents on online safety issues. The workshops in schools were organized in cooperation with the [People in Need](#) Association with the objective to encourage children to talk with their parents about the digital life of young people and connected with it challenges.

Vera visited eight schools to discuss the digital skills and online safety with children (240 pupils and 8 teachers), organised one training for parents and five presentations in the frame of the One World campaign (ca 800 children and young people). In total, during GOW, Vera have worked with 1,052 children and young people and 25 teachers and parents.

GOW17 is over, but the challenge continues

COUNTRY HIGHLIGHTS

This year the campaign was organized by 24 national partners involving 2,850 other organisations. In the spirit of the GOW campaign to support the digital transformation, our partners have prepared an array of events both at national and local levels to include various audiences and support them in their online journeys. To facilitate the campaign at a national level, they have prepared easy-to-use plans and scripts, organized webinars and live broadcasts of their events.

From learning how to spot ‘fake news’ and robotics for beginners to ‘cybersecurity’ and ‘digital skills galaxies’ – but there is so much more to discover, so please see the country profiles and the blog posts to be inspired for future years.

Telecentre Europe is grateful to our partners for their dedication and commitment to empower people year after year, equipping them with the skills they need for our ever-changing digital society.



ALBANIA

<http://www.getonlineweek.eu/albania/>

[Albanian Institute of Science](#) (AIS) has been the national partner for GOW since 2012. In 2017, it focused on empowering young people to use the internet in the most efficient way. They involved 210 people in the GOW17 events and reached 3,000.

AIS organized two meetings with senior students of Ismail Qemali High School in Tirana. The aim was to present possibilities that technology and digital skills offer young people in the job market. Students learned about platforms with free online courses, online portfolios, and digital skills tests. Another

workshop was for ICT students and civil activists in Albania on how to use eServices of Albanian Government and how to improve these eServices.

For the first time, the GOW17 activities were held in Rrëshen. AIS, together with “Mirdita Development Foundation” organized a workshop with children of the elementary school in Rrëshen to show youngsters the power of the internet and how they can safely use it. E-learning was another topic of this workshop, and AIS presented some free online courses. Guiding children to click on the right

websites, by stimulating their curiosity will encourage them make educational and safe use of the internet. There was a big interest also from municipality and Rrësheni Youth Cultural Center to be engaged in this type of activities, and AIS established a partnership with them for the future.

[Albania GOW17 - empowering young people](#)

[Empowering young people during GOW17 in Albania](#)



CROATIA

<http://www.getonlineweek.eu/croatia/>

Centre of Technical Culture Rijeka organized GOW activities for the 6th consecutive year offering 12 comprehensive one-day lectures and workshops. 66 participants came from various target groups - students, unemployed, seniors, employed and freelancers. The workshops were centred around two themes: cybersecurity and employment. On cybersecurity, there were lectures on the dangers on the Internet, such as computer viruses, malware and adware, explained Facebook to seniors, and gave an introductory lesson on Skype. The highlight of GOW 2017 was the Facebook workshop, which garnered high attendance from ever active seniors. Their level of interest and participation was truly inspiring.

To foster employment, CTC Rijeka focused on providing its young participants with the relevant knowledge and skills, such as programming and visual presentation with programs like Adobe Photoshop and Canva. Also, participants learned how to use the Europass format to better present their skills and experience and get a better chance for employment.

CTC Rijeka is proud to participate in the GOW initiative, and its intention to continue to so is fully supported by its citizens.

[GOW17 in Rijeka, Croatia](#)

[Get Online Week 2017 in Rijeka, Croatia: cybersecurity, robotics, visual programming](#)





CYPRUS

<http://www.cypruscommunitymedia.org/>

Cyprus Computer Society and its Community Media Centre participated in the GOW for the second time and organized three types of activities for about 1,000 people:

- ▶ With CodingOurFuture.org, they ran a “**Superhero**” series of events for digital empowerment: seminars for students and educators for digital skills, coding, and robotics
- ▶ **Bebras Competition:** International Challenge on Informatics and Computational Thinking
- ▶ Code and Youth – an Innovative Programme for the Digital Era: Educational Day “**Digital skills for new jobs: prospects and challenges**”.



CZECHIA

<http://getonlineweek.eu/czech-republic>

PROTECTING DIGITAL DATA YOU PROTECT YOUR REAL JOB!

Protecting digital data you protect your real job!

[National Safer Internet Centre](#) (NCBI) organized the Czech GOW campaign for the fourth time in collaboration with a range of stakeholders and partners. Among the main partners, there were CZ.NIC Association, DZS (Centre for International Cooperation in Education established by the Ministry of Education, Youth and Sport of the Czech Republic), the NICM (a network of 40 Information Centres for Youth covering all the country) and others.

The NCBI used both on line and off-line channels to promote the GOW2017 campaign. Over 37,000 people were reached during the GOW17. Five face-to-face events included a professional conference organized by the AFCEA Czech chapter with more than 200 attendees to learn about the important changes of the EU and the Czech legislation, in connection with the e-Privacy regulation; trainings and workshops for main target groups - youths, parents/carers and teachers - with an objective to increase their digital literacy and readiness for employment in the digital era.

One of the workshops was arranged for Smichov high industrial school in Prague with the objective to evaluate the resources promoted during the GOW 2017 campaign as well as to discuss collaborative opportunities offered by the i-Linc.eu online platform.

[GOW17 for Education in Czech Republic](#)

[GOW17 in Czechia](#)



DENMARK

<http://www.getonlineweek.eu/denmark-2/>

DIGITAL PAYMENTS AWARENESS AND SAFETY

[Telecentre Denmark](#) coordinated GOW for the seventh time. The two main topics for the campaign in Denmark were **Cybersecurity and e-Services**. Telecentre-danmark's goal was to promote the advantages of digital solutions within e-commerce, new methods of payment (with the focus on payment through smartphones) and e-health (e-government). In order to reach as many people as possible, the campaign ran on different levels.

At the national level, in cooperation with a national broadcasting station DK4, Telecentre-danmark had created a 30-minute TV programme with a special focus on the new methods of digital payment. Key actors from the digital industry such as the consumer rights association, e-commerce watchdog, banks and financial organizations participated in the programme.

The programme was scheduled to run 25 times on national television dk4 reaching ^9,^9 million viewers. It is also available via the internet, and is used in telecentres.

At the local level, ICT centres organized activities supported by the materials developed by Telecentre-danmark and attended by 235 participants. For example, the **ICT center at Børkop** (a small town in Jutland), run by volunteers, had arranged a workshop for all their 74 students (all over 60). The workshop paid a special attention to the safety on Ipads and tablets, as most of the students are using them.

Telecentre-danmark invited the homeless people at the main shelter in Copenhagen to a special theme day: "Homeless and the digital money". It was focused on safety and explanation of how to protect digital devices.

[GOW17 in Denmark - Cybersecurity and e-Commerce](#)

[GOW17 in Denmark - helping homeless people gain digital skills TV programme](#)





ESTONIA

<http://www.getonlineweek.eu/estonia/>

BE SAFE ONLINE AND USE ALL THE SKILLS CORRECTLY

Get Online Week 2017 in Estonia was organised by the Estonian Smart Work Association, NPO Robotex, Look@World Foundation and Tallinn's Central Library. It engaged 78 people in events and reached over 50,000 through media and promotional activities.

For 1,300 students and young people under 21, SWA wanted to show that ICT can help finding a future job. In order to promote different fields of ICT, hands-on activities were offered to youngsters (based on programming, multimedia, web-design). SWA also promoted STEM education and tech as a career.

In cooperation with the most popular job portals, competence offices, career counsellors etc., SWA introduced 1,200 young people to online opportunities, tools, career experts, and HR specialists. Among other tools SWA promoted the employability-networking tool YouRock.jobs as well as e-skills assessment tool

Skillage.eu.

Several Estonian libraries conducted events and trainings which were connected to the main GOW topics and introduced several e-tools and devices.

The highlight event was a vlog contest "**Smart Youtuber 2017**" with the topic of Robots. Educational robotics is a growing field in Estonia. It is developed to attract young students to choose IT subject as their field of study and give a practical aim to science taught in schools. The aim of the competition was to turn the attention of young vloggers to developments in technology and contemplate if those developments have beneficial or detrimental effects on humanity.

[GOW17 in Estonia: Awareness raising through the vlog contest](#)



GERMANY

<http://www.getonlineweek.eu/germany/>

GET CONNECTED – SURF REFLECTED!

GOW17 was coordinated by Stiftung Digitale Chancen (SDC) for the sixth time Germany.

69 digital competence centers all over Germany participated by conducting events and workshops: the "Coffee-Cake-Tablet" workshops for senior citizens in and around Saarbrücken; the project "Play Online" of the German Games Museum in Chemnitz; the "Security Online" Workshop for Women in Berlin; and many others.

Every year during GOW, SDC focuses on activities that address digital inclusion and promotion of good practices. This year it was a stand at the fair for the "Day of Helping Children and Young People" in Düsseldorf in order to promote the valuable use of digital media for children and young people while growing up. More than 300 educators, politicians and stakeholders were reached and involved in the discussion about "growing up with media".

1,256 people attended 82 GOW events in Germany, and over half a million were reached through online and offline media

[Growing up with media in Germany](#)

[GOW17 in Germany: Chances and challenges of the Internet event](#)



tu technische universität
dortmund



Like in the last two years, ten students of the faculty of Rehabilitation Studies of the Technical University Dortmund organized the GOW locally. Their main goal was to reach as many people as possible with low ICT-skills in order to support and empower them in their use of digital media. Therefore, they created five courses for different target groups: "Seniors: Fit in the Internet!", "Facebook, Instagram, Snapchat - But safe", "Media as a part of children's daily grind - Tips for parents on how to use media in families", "Language-learning-applications for refugees in classes", "Media Literacy – The Toolbox for the Future".

The students summarized their GOW experience in this quote: "For us the GOW was a great experience to get in touch with all our participants and to share our

knowledge and expertise with digital media. We are proud to be part of an empowerment movement that aims to help many people to gain digital skills and hope that the participants of the GOW in Dortmund were pleased with our hard work. We hope that in the future the GOW will gain even more popularity and will continue to empower people to be a part of modern information society."

[GOW17 - Team Dortmund: 2 new training courses](#)

[Great GOW in Dortmund University!](#)

["Seniors - Fit in the internet!" - a raving success of GOW17 in Dortmund University](#)

[Get Online Week 2017: All the Training courses in Dortmund](#)

[Get Online Week 2017 in Dortmund](#)





GREECE

<http://www.getonlineweek.eu/greece/>

Hellenic Professionals Informatics Society (HePIS) organized GOW campaign for the fourth time. In 2017, HePIS focused on promotion of coding as a key skill for all through their social media channels and getbusy portal.

During GOW17, HePIS in cooperation with CEPIS invited young people who want to enhance their digital skills and join the labor market directly, to participate in a pioneering initiative in cooperation with the Athens University of Economics and Business and the support of 170 other institutions. The **2nd Coding Bootcamp** is an accelerated program of re-qualification and placement in

corresponding jobs in Greece. 50 young people attend 500 hours of training in 14 weeks, are certified and then placed in relevant jobs as developers with 100% guaranteed employment.

As part of the I-LINC Digital Changemaker's activities, a seminar "Social media & professional development" was organized for undergraduate students in collaboration with TEI of Thessaly, in Larissa, Greece.

[Get Online Week 2017 in Greece](#)



HUNGARY

<http://www.getonlineweek.eu/hungary/>

LEARNING VIA WEBINARS

Foundation for Community Network (ComNet) organised GOW for the third time. In 2017, to maximise the outreach, it offered three webinars:

- ▶ How to address digital generations - cybersecurity for youth and teachers
- ▶ How to recognize fake news on the internet
- ▶ How to offer 1% of personal income tax for the civil society and how to make the personal income tax return online. The topic is very relevant, as many of the Hungarian people - mainly the highly-educated people - find it

important to support civil society with their 1% of their personal income tax. The presenter was an expert from the National Tax and Customs Administration.

ComNet involved telecentres from their network to provide computers for participants who could not join webinars from home. The webinars are available now on YouTube for everyone to watch and other telecentres to use in their activities. In addition, GOW17 tools and resources were promoted to all participants through posters and leaflets.

32 telecentres participated in the GOW17 activities

in Hungary promoting tools and resources and organising webinar broadcasting. GOW17 in Hungary involved 1635 people and reached 5500 through online and offline promotion.

GOW17 in Hungary - Learning via Webinars



IRELAND

<http://www.getonlineweek.eu/ireland/>

GET ONLINE WITH CONFIDENCE, FOR WORK, FOR LEISURE, FOR LIFE!

Fast Track into Information Technology Ltd (FIT) was the Irish national partner for the 4th time. The activities took place in 25 telecentres, involving 400 participants and reaching over 115,000 people.

This year, FIT partnered with Bank of Ireland (BOI). BOI supported GOW with a number of initiatives across the country including Digital Arrow 'Tea & Teach' sessions with Age Action, Coderdojos in schools and Cyber security events in branches. It had a dedicated team of Digital Arrows, providing training around the country to help educate people in technology, introduce them to social media, assist in setting up an email account, and demonstrate how to bank online safely and securely.

Director of Customer, Digital & Innovation at Bank of Ireland, Garvan Callan said, "We are delighted to support Get Online Week, which is an important European initiative to encourage competent and confident internet usage. As part of the campaign, Bank of Ireland is running events and disseminating tips and guidance through our network, in order to ensure more people can get online, whether it's for work or for leisure. We look forward to meeting people during Get Online Week and

encouraging them to use technology and the internet with confidence."

FIT focused on seniors and people from disadvantaged communities to do training and workshops on Eservices (eBanking, eGovernment, eEntertainment) and Cybersecurity through the **'Getting Citizens Online'** programme and the 'BOI Digital Arrows' programme. Other target groups were young people and jobseekers for Employment and Entrepreneurship activities. FIT had exhibit stands in Cabra Library and Blanchardstown Centre promoting courses for unemployed people. BOI had a Workbench event in Limerick about Cybersecurity and Start-up innovation for young people.

[GOW17 in Ireland: Get online, for work, for leisure, for life!](#)

[Getting citizens online in Ireland for GOW17](#)

[Empowering communities through digital for Get Online Week 2017 - video](#)

[Workbench on Wednesday, Get Online Week 2017 - video](#)

[Bank of Ireland aims digital arrows to get more people online](#)

[Bank of Ireland supports Get Online Week](#)





ITALY

<http://www.getonlineweek.eu/italy/>

FROM THE PERSONAL ELECTRONIC HEALTH FOLDER AND DIGITAL JOBS TO SAFE INTERNET USE: THE WIDENING SCOPE OF GET ONLINE WEEK

[ERVET](#) organized the GOW in Italy for the third time. Inspired by previous GOWs, in 2017 Pane e Internet (PeI) developed similar initiatives into a new “Catalogue of digital culture events”, which are now offered throughout the year for local implementation. The Catalogue and a calendar of more than 60 initiatives drawn from it (running until the Summer of 2017) was presented as the first PeI’s Digital Spring campaign, with the GOW17 as its main event.

Altogether, the GOW17 in Emilia Romagna promoted 40 initiatives with almost 1,900 participants. 15 events took place in Bologna city and province, 14 in Ferrara and Modena and the others in the remaining six provinces. All 13 local PeI Points and libraries organised at least one event; 25 partners, including ten schools, collaborated with them or ran initiatives where PeI points do not exist.

- ▶ 15 events presented the paths to new digital jobs (especially in web marketing), (self-) entrepreneurship and e-leadership to students from the last years of secondary school and university and young NEETs.

▶ 14 e-Services events presented and explained the use and benefits of the personal e-health folder; eBooks and new digital library services; new apps to make life easier for family caregivers.

- ▶ 11 trainings and conferences on safe internet use and privacy, mostly for students and their parents, were run in schools, libraries, municipal halls and a mosque. The meeting in lower secondary school A. Bertola in Rimini was attended by a record 385 students from 17 classes!

[Want to get a digital job and work digitally? A suggestions list](#)
[Growing up Digital with the “digital skills galaxies” in Bologna](#)
[Improving digital opportunities for young people](#)



LATVIA

<http://www.getonlineweek.eu/latvia/>

DIGITAL BY DEFAULT

The [Latvian Information and Communications Technology Association](#) (LIKTA), a partner since the start of the campaign in 2010, ran GOW17 in Latvia in cooperation with the Ministry of Regional Development and Environmental Protection. In overall more than 150 partners – state

organizations, universities, schools, IT companies, NGOs joined efforts to ensure that all Latvian citizens and SMEs have the right digital skills to apply technologies and use services.

GOW 2017 focus days:

- ▶ Monday, March 27: National E-skills Coalition in Latvia: 4 years' results and new action plan. The campaign started with a high-level Policy opening event, moderated by Digital Champion of Latvia Mr. Reinis Zitmanis. Two ministers, the Head of EU representative Office in Latvia as well as ICT sector industry leaders participated in event, representing the National E-skills Coalition of Latvia. Event had a high media presence and was broadcast online across Latvia with more than 1,000 connections.
- ▶ Tuesday, March 28: Digital security day. It was one of the top themes; three special seminars and online broadcasts were organized to reflect information about ICT security. Online discussion with Digital security experts from Ministry of Defense of Latvia, CERT.LV, Bank of Latvia, Digital Security Alliance and LIKTA members had more than 1,200 followers via online broadcast.

- ▶ Wednesday, March 29: Digital skills for young people; Digital skills in Education
- ▶ Thursday, March 30: Digital skills for entrepreneurs;
- ▶ Friday, March 31: Digital skills for e-Services.

All the week online tests and competitions took place, young people being the most active. More than 5,000 participants took part in tests – Skillage, Online4EDU, SME's security tests, career consultations tests and others.

In total 638 events were organized all across Latvia with 24,353 participants. Over 1 million people were reached through online and offline media.

[GOW17 in Latvia: Digital skills for future digital jobs](#)

[GOW17: Focus on Digital security and Cybersecurity in Latvia](#)



LITHUANIA

<http://www.getonlineweek.eu/lithuania/>

ONLINE WITH CONFIDENCE AND BETTER SKILLS!

It was the 8th year association "Langas į ateitį" participated in the Get Online Week campaign. The message spread through all the activities this year raised awareness on safe technology and the internet usage, managing one's (digital) identity, skills for the usage of eServices and new skills for jobs.

More than 350 activities were conducted for 1351 people by 157 organisations in collaboration with National

Digital Coalition members and a lot of partners including State Employment Agency, Youth job centres, Lithuanian Banking Association, National Library of Lithuania, Lithuanian Consumer Institute, IT company ATEA Baltic, Swedbank, Barclays operational center, initiative "___ būsiu", Lithuanian academic network LITNet, Safer Internet project.

Events can be divided into separate themes:

- ▶ for children about internet safety and ways to deal with cyber bullying, such as “Are you safe in internet?”, “Internet and children”, “Cyber-security: what you should know”.
 - ▶ for youngsters who are interested in ICT and want to learn more about ICT related professions, such as “I feel better because I know and I know how”, „Personal image in social media”, “Do I have enough digital skills for job”; “Computer literacy: programming in C #, PHP”.
 - ▶ for adults about cyber-security and e-services: “Information security: why you should care?”, “Wild web labyrinths”, “e.Banking: service which facilitates life”
 - ▶ for seniors about safe ways to use e-services: “eCommerce: what you should know”, “Safe e. Banking”; “Public sector e-services development: Achievements and Lessons”, “E-services: smart and safe use of electronic services”.
- ▶ 14 volunteers from Barclays operational center visited 14 Youth job centers in different regions of Lithuania. Over 300 young unemployed people took part in the face- to- face events during which Barclays volunteers shared their experience about digital skills for jobs and organized brain battles on safety online.

Over 200,000 people were reached through online news portals, radio and social media as well as partners’ and local communities’ websites.

[Cybersecurity and e-Services training in partnership with banks in Lithuania](#)

[GOW17 in Lithuania: Online with confidence and better skills](#)

[Cybersecurity and “brain fight” for the GOW17 in Lithuania \(YDC\)](#)

[First “Personal Image in Social Media” training \(YDC\)](#)



LUXEMBOURG

<http://www.getonlineweek.eu/luxembourg/>

PROMOTING AND SUPPORTING DIGITALIZATION OF SMALL AND MEDIUM SIZE ENTERPRISES IN LUXEMBOURG

In 2017, GOW was organised for the first time in Luxembourg by our new National Partner – the [House of Training](#). The House of Training focused on promotional and public awareness activities through their own and the partners’ websites and social media channels. During their first Get Online Week, it engaged 340 people with three main activities: a workshop, a Cre@tivity skill competition, and a visit to one of the biggest IT fairs in Germany with over 200 pupils.

The main training event was a workshop Digital Competences for the Enterprises. The House of Training and SECURITYMADEIN.LU jointly organised this

information session dealing with the digitalisation in the business world. It addressed topics such as online communication, e-commerce, cyber security, data protection, electronic archiving, office automation, etc. with 45 participants.

Cre@tivity skill Competition is aimed at introducing students into digital skills and project management. The launch event had 74 participants, and already there were interesting projects such as a digital bee hive and a young group of students who made their own business.

The House of Training and LIDIT support the LGL@CeBIT

initiative. As part of this project, 200 students from one of the lycees went to CeBit (Center for Office Automation, Information Technology and Telecommunications) in Hanover. Students attended a guided tour around themes such as “Research & Innovation” or “Job and Career at CeBIT / Start-ups and Developer.

[Luxembourg students learn about ICT advances in Hanover](#)

[Digital Skills for Enterprises](#)

[The new player: the House of Training](#)



MACEDONIA

<http://www.getonlineweek.eu/macedonia/>

DIGITAL INCLUSION CAN OVERCOME BARRIERS FOR INCLUSION IN THE SOCIETY

Open the Windows (OtW) for its sixth edition of GOW promoted the campaign through partner organisations and schools and ran several activities for promoting the benefits of digital inclusion for persons with disabilities:

- ▶ More than 30 students from the State University of Tetovo started their practical training in OtW. The students learned about benefits of assistive technologies for different types of disabilities and how to use technologies in their work with children with disabilities with the focus on preparing digital contents according to the student's needs.
- ▶ OtW professionals together with 10 young persons with disabilities visited the Certiadria, an

international education and certification company. Young people were introduced to the certification process and got 20% discount to certify their digital skills.

- ▶ 15 representatives from one municipality of Skopje visited OtW to learn about the organisation's activities, the assistive technology and person-centered approach with the beneficiaries.
- ▶ The representatives had the opportunity to fill the GOW survey using assistive technology devices for the first time.





POLAND

<http://www.getonlineweek.eu/poland/>

DO IT YOURSELF, BE INSPIRED, MAKE MONEY!

The [Information Society Development Foundation](#) (Fundacja Rozwoju Społeczeństwa Informacyjnego – FRSI) was the national partner for the seventh time.

376 libraries, schools, local NGOs, houses of culture and other institutions joined the GOW 2017 campaign in Poland. They organized meetings for people of all ages, according to the ready-to-use scenario “e-Passions” developed by FRSI.

According to the scenario, the meetings were focused on three topics common for everyone: cooking, sewing / fashion and do-it-yourself. Their first part was a catchy quiz, where each of the question was an opportunity to

present an interesting and inspiring blog. The second part of the meeting included the short presentation of a local guest (e.g. a blogger). As a result, participants were able to improve their knowledge and learn how much valuable information they might find on the internet. They also discovered that everyone can become a blogger, you just ought to have a passion and energy to share your interests with other people and that by running a blog you can increase your entrepreneurship and make money.

376 events were organized for 11,300 participants; promotion activities reached over 3 million users.



PORTUGAL

<http://www.getonlineweek.eu/portugal/>

For the third time, [Programa Escolhas](#) (Choices Programme, PE) led the Get Online Week in Portugal.

Programa Escolhas has 90 digital centers around Portugal that provide ICT formation to their participants. GOW17 information and resources were disseminated to all of them and invited them to join the campaign. 15 centers conducted workshops related to the two topics mostly

important to their target audiences: Cybersecurity and Employment and Entrepreneurship, which were attended by 100 people.

One of the centers made a video about the risk of talk with strangers on the internet. The story is about a girl who disappeared after meeting an older man through facebook.





ROMANIA

<http://www.getonlineweek.eu/romania/>

ACHIEVING DIGITAL INCLUSION YEAR BY YEAR, PERSON BY PERSON, STEP BY STEP!

IGet Online Week 2017 was run for the eighth time in Romania by EOS Foundation, and it was perhaps the most active and interesting of all past editions of the campaign so far. It was really the spring of digital opportunities in Romania! For the first time, EOS has partnered with ANBPR - the association of public libraries in Romania to deliver an even more relevant campaign. The number of Get Online Week partners has doubled this year - this resulted in a wealth of activities with diverse audiences and reached over 1[^]9,900 people.

277 organisations offered 722 events on seven key themes:

- ▶ The first click has been the headline of the Romanian campaign for years. This is especially important because Romania still comes last in the EU in terms of digital skills of its citizens.
- ▶ Youth employability – over 1,500 young people used Skillage.eu and YouRock.jobs to understand where they are with their employability readiness and started building a strong CV.
- ▶ Digital Competence Checker – in partnership with Certipro Education, over 1,000 IC3-Digital Literacy practice tests were provided to young people in order to evaluate their level of digital skills based on the IC3 standard and the DigiComp baseline.
- ▶ Professional development courses for teachers – In partnership with Microsoft, over 400 teachers were able to learn more and get access to resources that will enable them to use technology in teaching in a

more meaningful and efficient way.

- ▶ Digital communication – over 100 workshops organised to teach the use of the MovieMaker software to edit short films.
- ▶ Web accessibility – awareness raising campaign in the public sector to improve the display and presentation of digital information on the websites of public authorities. Partner organisations were encouraged to use easy web-accessibility auditing software to produce a short audit report on a chosen public website and send it together with a cover letter to the respective authority highlighting the areas which need improving.
- ▶ Promotion of new media through infographics – over 60 workshops for schools, NGOs, etc. to teach them how to develop an infographic, which can present their message in a powerful way.

[The spring of digital opportunities in Romania - GOW17](#)

[Romania rewards the most active GOW17 partners!](#)

[GOW in Romania: a great success!](#)

[Get Online Week 2017 in Romania!](#)





RUSSIA

<http://www.getonlineweek.eu/russia/>

SUPPORTING EVERYONE IN THEIR ONLINE JOURNEY

For the eighth time in a row, PH International with its IT for Youth project ran the successful Get Online Week campaign in Russia. A total of 66 libraries, NGOs, schools, universities and training centers from 48 urban and rural areas were involved in the campaign and offered 285 activities for 18,140 people.

Cybersecurity was one of the major topics: workshops, trainings, educational games and tailored seminars introducing kids to basic online rules, inspiring educators to use new technologies of teaching in online safety training, and training parents in monitoring children online activities.

Aware of the urgent need in Russia to raise the prestige of IT professions among young people and encourage them to pursue a career in IT, the GOW17 partners organized activities to equip youngsters with the practical ICT skills through IT career guidance training, Digital Intellectual Property Rights Course, Learning Basics of Coding and Windows App development with C# programming language Course, YouRock platform and BuduGuru website.

Traditionally, many project centres welcomed senior residents to introduce them to e-Services. Senior visitors with the assistance of trainers and student volunteers learned how to use e-readers, make doctor's appointments, pay utility bills online and even check the grandkids' school e-record books.

One of the GOW's highlights was launching the Week of Code on MOOC, targeting school and university students, their tutors and parents, and aimed at empowering its participants with the coding skills. Almost 200 people have registered for the courses this year and had a great opportunity to learn the popular programming languages and get a badge on completion.

[GOW17 in Russia: Giving young people impetus to create and innovate](#)

[GOW17 in Russia: Bringing Generations Together Through the Use of Technology](#)



A total of 66 libraries, NGOs, schools, universities and training centers from 48 urban and rural areas were involved in the campaign and offered **285 activities** for **18,140 people**.





SERBIA

<http://www.getonlineweek.eu/serbia/>

RAISING CITIZENS' AWARENESS ABOUT THE ONLINE SERVICES, INTERNET SAFETY, PROMOTION OF DIGITAL JOBS AND ENCOURAGING THE YOUTH AND THE UNEMPLOYED TO ENHANCE THEIR DIGITAL SKILLS

An army of enthusiasts committed to promotion of e-skills and digital empowerment participated in GOW17 in Serbia this year. More than 6,200 citizens participated in 150 activities organised mainly by creative teachers from primary and secondary schools as well as librarians, NGO activists and professional associations throughout the country:

- ▶ The youngest ones experienced their first click with the support of their older friends and teachers
- ▶ Students in higher grades checked their e-skills by doing Skillage and used online applications to make the learning of different subject easier, more amusing and attractive for pupils. Coding was also promoted, and among the most prominent promoters were girls who started their academic education in this field.
- ▶ A number of local partners organised workshops for teachers and psychologists related to internet safety for children, the role of schools in preventing cyber violence, presenting also different online

tools and possibilities of using ICT in teaching but also raising awareness of the need to continuously develop digital skills.

- ▶ Elderly, as the most digitally excluded group in Serbia, were not neglected during the campaign. Schools organised intergenerational knowledge exchange workshops where the pupils helped their grandparents and elderly neighbours to acquire basic e-skills and conquer the space of internet for the first time.

[GOW17 in Serbia - #1 in Europe](#)

[GOW17 in Oreskovica, Serbia](#)





SLOVENIA

<http://www.getonlineweek.eu/slovenia/>

DIGITAL SKILLS FOR PERSONAL MOTIVATION AND BETTER CAREER ORIENTATION!

Simbioza Genesis Social Enterprise organised the third edition of GOW in Slovenia. In GOW 2017 action they included over 85 seniors and youth participants on the topic of digital skills across Slovenia. Nine field workshops were conducted on the topics of: how to use smartphones and tablets; beginner and advanced classes of using computer and internet; how to use e-portal for Public services; Safe Online Shopping workshop; Tips and tricks of the internet and workshops on advanced digital skills of the 21st century for the young as well as employed. All workshops with seniors were implemented by young volunteers, who exchanged their energy and experiences in practical inclusive teaching/learning.

Simbioza Genesis also launched a set of workshops on graphic design tools for students and alumni of the Career Center University of Ljubljana to promote advanced digital skills among young job seekers and

graduates.

Simbioza Schools' network was also very active; this is a network of primary and secondary schools in Slovenia, where these schools open their doors and computer classrooms to seniors in their local community. During GOW young pupils and seniors together learned about computers and internet – getting online! This is an innovative teaching, because here pupils are “teachers” and seniors are “learners”. Simbioza team provided the curricula, with adjusted methods of teaching.

There was a big reach also on social media and online presence with numbers going beyond 15,736 visitors and views.

[GOW17 Slovenia: Digital inclusion between generations](#)

[GOW17 in Slovenia: Digital skills for inclusive digital society](#)



SPAIN

<http://www.getonlineweek.eu/spain/>

BOOSTING DIGITAL SKILLS IN SPAIN

[Spanish Association of Telecentre Networks](#) ran the GOW in Spain for the sixth time, promoting it in more than 3,000 telecentres of its Network.

The activities in Spain were launched on March 23rd

with the 16th Annual Conference of the Association held in Murcia with more than 100 professionals of the IT sector, e-facilitators, Telecentre managers and public institutions.

- ▶ A total of 250 face to face activities to promote the use of ICTs focused on cybersecurity, employability and entrepreneurship were organized in the whole country with 3,300 participants:
- ▶ 'Job seeking on the internet and social networks', 'Mobile apps for active job seeking' or 'Learn to create an online creative curriculum' are some of the workshops organized by the CYL Digital Program of the Castilla and Leon region;
- ▶ The Technological Literacy Plan of Extremadura organized three activities: workshops on trends, innovations and practical use of ICTs, focused on citizens with basic digital skills and with topics as e-commerce, e-banking, mobile payments, public data or mobile applications; "Connections and debate with experts", a webinar to talk about cybersecurity and technological jobs, and workshop "Learning to start a business";
- ▶ Dedalo Foundation in Navarra's region offered the workshop "European Incubator for business ideas", the webinar "Cyber-security in family: You drive the internet" and the workshop "Tudela, a technological city";
- ▶ In Andalusia, the 83 Local Innovation Agents of the

Guadalinfo network were working on digital skills designed for user's specific needs, e.g.: "Digital identity and personal data protection", "Copyright and intellectual property on the internet".

- ▶ The Burgos region had 20 training courses in the use of tablets and mobile devices with the aim to promote the use of tactile devices in the rural environment.

The impact in Social Networks was also very high with more than 400 tweets and 71[^]9[^]997 impressions using the hashtag #gow17es. Altogether over 2 million people were reached through online and offline media.

[250 events during GOW17 in Spain](#)

[More than 150 young people at the workshop "Aprender a emprender" - GOW17 in Spain](#)

[Training and young entrepreneurship among the main activities of GOW17 in Spain](#)



SWEDEN

<http://www.getonlineweek.eu/sweden/>

SWEDEN TO BECOME A NATION OF 100% DIGITAL CITIZENS

GOW17 was held for the fourth time in Sweden by Swedish network organization 'Digidelnätverket', supported by the National Library of Sweden in 2017. Together with its 117 partners (libraries, local authorities, public transportations, banks, healthcare and local companies)

around Sweden they reached 5,302 citizens during 500 trainings, workshops, meetings, and a fair.

In Sweden, there is a continuing increase in cross-functional collaborations during Get Online Week e.g. local authorities, libraries, organisations and

companies get together in events to meet, guide and have a dialogue about internet, e-services, security and jobs. This year for the first time hospital libraries participated in GOW; they informed both healthcare personnel and patients about e-health services, about different medical databases and also warned about the importance of checking the facts.

Many of the activities during the week were related to internet security and safety and how one can protect

oneself from different cyber threats. Others were regarding different e-services provided by authorities and banks like digital ID's and about a Swedish healthcare portal.

[GOW17 in Sweden - 8,000 people reached](#)

[GOW in Sweden - Non-hierarchical, independent and democratic networking group a](#)



SWITZERLAND

<http://www.getonlineweek.eu/switzerland/>

PROMOTING RESPONSIBLE BEHAVIOURS IN DIGITAL ENVIRONMENTS

Get Online Week was held for the first time in Switzerland in 2017 thanks to our Swiss National Partner [Ynternet.org](#). They organized six events for 120 participants:

- ▶ This workshop "Collaboration and communication inside the internet" in the school "la Découverte" to show the good way to use internet;
- ▶ Three social media training events for the elderly, aiming to bring seniors closer to good social media practices. Participants learned how to use the technologies (smartphone, computer) and social networks like Facebook. Working groups involved senior and younger participants. In this way, "digital migrants" had an opportunity to exchange with "digital natives" on social media use and local policy priorities.

- ▶ An introduction to cryptocurrencies with the University of Applied Sciences of Geneva: skills for future employability with participants.
- ▶ Through specific emailing campaign Ynternet.org introduced 2,000 users to a selection of educational videos.
- ▶ Romania rewards the most active GOW17 partners!
- ▶ GOW in Romania: a great success!
- ▶ Get Online Week 2017 in Romania!

[Teaching children about a code of conduct on the internet](#)

[GOW17 in Switzerland: Cross generational social media training](#)



CAMPAIGN PARTNERS

Country	Organisation	Website
Albania:	Albanian Institute of Science	http://ais.al/
Croatia	Centre of Technical Culture Rijeka	www.ctk-rijeka.hr
Czechia	National Safer Internet Centre	www.saferinternet.cz
Denmark	ICT Telecentre-Danmark	www.tc-danmark.dk
Estonia	Smart Work Association of Estonia	www.smartwork.ee
Germany	Stiftung Digitale Chancen (SDC) Sozialforschungsstelle Dortmund Central	www.digitale-chancen.de www.sfs.tu-dortmund.de
Greece	Hellenic Professional Informatics Society (HePIS)	www.hepis.gr
Hungary	Foundation for Community Network	http://kozhalo.uw.hu/
Ireland	Fast Track into Information Technology Ltd	www.fit.ie
Italy	ERVET	www.ervet.it
Latvia	Latvian Information and Communication Technology	www.likta.lv
Lithuania	Association "Langas į ateitį"	www.langasiateiti.lt
Luxembourg	House of Training	www.houseoftraining.lu/
Macedonia	Open the Windows	www.openthewindows.org
Poland	Fundacja Rozwoju Społeczeństwa Informacyjnego (FRSI)	www.frsi.org.pl
Portugal	Programa Escolhas	www.programaescolhas.pt/
Romania	EOS Foundation	www.eos.ro
Russia	PH International	www.ph-int.org
Serbia	International Aid Network	www.ian.org.rs
Slovenia	Simbioza Genesis Social Enterprise	www.simbioza.eu
Spain	Spanish Association of Telecentre Networks	www.comunidaddetelecentros.net
Sweden	Sambruk	http://sambruk.se/
Switzerland:	Yinternet.org	www.yinternet.org

MEDIA HIGHLIGHTS

NINE MILLION EUROPEANS REACHED

Promotion and public awareness of the campaign and its messages had different approaches in each country, but all engaged society and organisations that work to support citizens with technology. National partners also collaborated with local and national media channels to raise awareness about the campaign. #GOW17 was a trending topic on Twitter and Facebook, the hashtag brings 1,700 results in search engines. Our partners reported 700 instances in both offline and online national and regional media, hundreds of social media posts, all resulting in over 9 000 000 people reach.







IT-lever hjälper till att bryta digitalt utanförskap

IT-lever ger tips och råd om hur man kan skydda sig från dataintrång. Det är en av punkterna som ingår i Get online week som pågår den här veckan på e-tjänstbutikens.



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BANK OF IRELAND SUPPORTS GET ONLINE WEEK 2017

Written by , on 28th Mar 2017, Posted in General



Bank of Ireland is this week supporting Get Online Week 2017 with a number of initiatives across the country including Digital Arrow Tea & Teach' sessions with Age Action, CodeDojos in schools and Cyber security events in branches.

Bank of Ireland has a dedicated team of



Završena OnLine nedelja



://getonlineweek.eu

27 March – 2 April 2017

*get empowered,
get employed*