**MEDIA ADVISORY**
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# TELECENTRE EUROPE Annual Conference 2014 and
# Unite-IT Digital Inclusion Award Ceremony

## Zagreb, 24-26th September (3-day conference)

Zagreb, 23rd September 2014
Telecentre Europe Annual Conference (TEAC) is an event organised by Telecentre Europe together with three European project partners[1]. Telecentre Europe is a Brussels based NGO that represents the voice of European telecentres and other digital inclusion intermediaries[2].

The aim of the event is twofold: firstly, to gather professionals working in digital inclusion and the eSkills adult education; secondly, to raise awareness about the role of eSkills in society for employment opportunities and social inclusion. TEAC is an official event of the European eSkills for Jobs Campaign[3].

Since 2008, Telecentre Europe has organised six annual gatherings for its member organizations and stakeholders. This year we are expecting more than 120 participants over the course of three days of in two venues in Zagreb: Hotel International and Croatian Heritage Association.

**Conference themes and projects**

Day 1, Sept 24th (Hotel International 14:00 - 18:00)
Presentation of the results of the European project and professional network on digital inclusion "Unite-IT". Network members and working group leaders will discuss the challenges that digital inclusion intermediaries are facing, what is needed from policy or decision makers and what Unite-IT network members can provide. In the evening, four awards will be presented to the winners of the best digital inclusion practices in Europe (Unite-IT Award ceremony, held at the Croatian Heritage Association at 19.30h).

Day 2, Sept 25th (Croatian Heritage Association 9:00-16.00)
The second day is focused on eSkills and employment, structured around a series of panel discussions. It will be opened by Hrvoje Balen, Coordinator of the eSkills Campaign in Croatia and Mara Jakobsone, the Chair of Telecentre Europe's board. After a keynote delivered by the Croatian university professor Predrag Pale, there will be series of lively panel discussions on eSkills and employment and the profession of eFacilitators. The project partners of the Trans eFacilitator project will moderate the afternoon sessions.

Day 3, Sept 26th (Hotel International 9:00-15.30)
The third day is focused on presenting the Telecentre Multimedia Academy European project and a discussion of media and information literacy skills, with a focus on adult education curriculum and experience of its implementation in various European countries.

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[1] *Telecentre Multimedia Academy (TMA), UNITE-IT and Trans eFacilitator project partners*
[2] *eInclusion or digital inclusion intermediaries are public places where people can access computers, the Internet, and other digital technologies that enable them to gather information, create, learn, and communicate with others while they develop essential digital skills.*
[3] http://eskills-week.ec.europa.eu

**Definitions and further information**

**eSkills**
eSkills or digital skills refer to  a broad set of skills necessary in the modern workplace. Successful innovation in ICT services requires cross-disciplinary, cognitive and problem-solving skills as well as an understanding of the fundamentals of business and communication skills, including competence in foreign languages. They should also be seen in the wider context of a core set of competences equipping all European citizens for the knowledge-based economy and society. These key competences should be provided in a lifelong learning context. They can be divided into subsets: ICT user skills, ICT practitioner skills and e-Business skills.

**Digital inclusion**
Digital inclusion or eInclusion is  social inclusion in the 21st century that ensures individuals and disadvantaged groups have access to, and skills to use, Information and Communication Technologies (ICT) and are therefore able to participate in and benefit from the growing knowledge and information society.

**TEAC Event Highlights**

- Best eInclusion practice Award ceremony: *24th September 19:30 at Croatian Heritage Association, Trg Stjepana Radica 3 ( Matis Lounge)*
- Official Day 2 opening and Keynote speech: *25th September 9:00 at Croatian Heritage Association (Matis Lounge)*

**CONTENT OF PRESS PACK**

- Biographies of TEAC Speakers
- Press release on UNITE IT Award Ceremony and Winners (embargoed *until 24th Sept 20:00 h*)
- One pager on Telecentre Europe
- Project sheets: *Telecentre Multimedia Academy, UNITE IT and Trans eFacilitator project*

**Social media channels**
@tc_europe
#TEAC14 and #eskills

**Blogging space**
www.unite-it.eu

**Websites:**
Event website: www.teannualconference.info
Official website: www.telecentre-europe.org

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