

2011

1st year
anniversary



telecentre
europe

community networking



Annual report
Telecentre-Europe AISBL

2010-2011 BY THE NUMBERS



* People supported in telecentre networks across Europe

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FOREWORD



What's up with the Digital Agenda? Momentum!

There is a great sense of momentum right now in the digital inclusion community. From grass roots volunteers getting people online across Europe, to the highest level policymakers, everyone has noticed it. Everyone is feeling it. It was talked about when the 'Gdansk Roadmap' was launched. It was talked about at the Digital Agenda Assembly back in June in Brussels. There are new products launching, like the Key Competencies Employment Toolkit. Campaigns like Telecentre-Europes' Get online week are growing and evolving, year on year. Individual Telecentres continue to champion innovative new approaches to reaching new audiences.

Telecentre Europe will celebrate our achievements through the Telecentre-Europe Awards, and continue to work hard to find sustainable partnerships and resources to support our work. The investment to keep these dynamic and

impactful projects going now will be far less that to reinvent them in five years' time. Let's not let the momentum and creativity we see now around e-inclusion in the Digital Agenda escape us; let's make sure that we continue to treat the agenda not as a list of things to do, but instead, an action plan.

So much has been achieved in the first year of Telecentre-Europe operating formally, and we see a bright future for more co-operation, more sharing, more learning. We will continue to work to promote telecentres and the wider digital inclusion community to the strategy makers, and we hope that by doing that we will be helping to support people to start their technology journey that will bring them better jobs, make their communities more cohesive, and their lives more empowered.

Thanks to you for all your work and support in making this happen.

Gabriela Barna, Chair & Ian Clifford, Deputy chair

OVERVIEW



Telecentres on the front line of the European digital inclusion



The Telecentre-Europe Summit 2010 marked the creation of Telecentre-Europe AISBL, a non-for-profit organization with a clear objective to put telecentres on the front line of the European digital inclusion.

After a first-year exciting journey as legally established organization, Telecentre-Europe AISBL is now proud to present its annual report that looks back at the progress made so far and provides a financial overview of the year.

Telecentre-Europe began as an informal network of telecentre managers and individuals who decided to work together for improved knowledge-sharing across Europe and grew steadily, becoming a partner for many organisations and projects.

Our growth was driven by a real need: a need for knowledge sharing amongst all of us who are making e-Inclusion happen at the grassroots, a need for leveraging resources and advocacy, a need to develop the capacity of those who bring real change to communities, and a need for real networking and mutual support.

When I think of the millions of people we need to involve to make the Digital Agenda a success, the 300,000 Telecentre staff are among the first people I think of.

Telecentre-Europe is essential to Digital Agenda. We simply can't tap the full benefits of ICT if a whole section of society is left behind. So in many ways your work is the inspiration for my message: "Every European Digital."

Our dialogue is proof of the value of partnership. The Digital Agenda won't work if it is just a set of regulations, or just a series of cheques. It has to be about millions of overlapping conversations and millions of us working together. It must range from the grassroots of teaching an individual about the internet through to building super-computers in laboratories.

Neelie Kroes, European Commission Vice President, Responsible for the Digital Agenda
Extract from video address to Telecentre-Europe Summit Oct 13 2010.

GET ONLINE WEEK 2011



More than one hundred thousand Europeans were reached by telecentres in 30 European countries in the 2011 Get Online Week campaign. Neelie Kroes, the Vice President of the European Commission thanked telecentre staff, and hailed them 'European heroes'.

Get Online Week is a Europe wide campaign to get new computer users online. It helps to get people through the doors of their local telecentres, enabling staff to build people's confidence to move on into more structured learning.

In 2011, Telecentre-Europe and the national partners brought online 112074 Europeans that had been supported to use technology and the internet in about 5,000 telecentres in 30 countries across Europe - education venues, libraries and NGOs.

The 112,074 captured by the online counter were not the whole story. In Lithuania a further 80,000 people had completed the survey to support the campaign, while in Latvia another 200,000 people had used it as part of their new online population census.

Further to this there were at least a further 10,000 people who had used their respective nations e-learning platforms without it being registered on the survey. All of this leads to a much larger, wider figure of around 400,000 people reached by, or supporting, the campaign.



Get online week awards acknowledged some of the best performance of our partners during the campaign.

The winners on contest 5 categories were:

Category	Entry	Winner
Best people reach	41,482 people (1,81% of total population)	LIKTA Latvia
Best case study	Case study - Zhanna Klenevskaya	PH Russia
Best photo	Get online week energy	Creatif France
Best video	We are learning eSkills	LIA Lithuania
Best media and social media reach	Media coverage report	FRSI Poland



The audiences of the campaign have been reached through a variety of activities and applications, but an overview of the most common would include:

- first click – offline citizens
- jobs online – unemployed, at risk of unemployment
- eCitizenship (supporting online Government services) – minorities / migrants
- senior surfers – older people and intergenerational
- women online (e.g. work returners)
- online services (e.g. banking services) – all audiences above

Video presentation of the campaign

<http://www.youtube.com/watch?v=lfJDHjtIRA4>

Report of Get online week 2011

http://getonlineweek2011.files.wordpress.com/2011/01/gow11_final_report.pdf

www.getonlineweek.eu

PATIENT ADVOCACY

Telecentre-Europe started to advocate for its cause back in 2008, when the newly formed network was given three strategic lines by its members:

- 1. Advocacy**
2. Knowledge exchange
3. Capacity building

In 2010, when the organization was legally formed, the advocacy efforts started to pay off, and the active participation in tens of conferences, campaigns, projects, consultations, exhibitions, etc. finally brought a series of benefits and advantages to the European telecentres.

Advocacy activities carried throughout the last year

- Telecentre-Europe has been actively represented in a significant number of digital inclusion events across Europe, where we demonstrated why telecentres are crucial to any policies in this field:
 - Innovation for Digital Inclusion, Gdansk, Poland
 - Digital Agenda Assembly, Brussels, Belgium
 - Click to Europe, Belgrade, Serbia
 - BridgeIT, Barcelona, Spain
 - Employment Week, Brussels, Belgium
 - Stakeholder Day: My big idea for the Digital Agenda



Ian Clifford,
Telecentre-Europe
Deputy Chair

at the *Innovation for
Digital Inclusion*
Conference in
Gdansk, Poland

- Telecentre-Europe was also involved in consultations for the European Commission's Digital Agenda and later for Gdansk Roadmap on eInclusion, being recognized as one of the most active contributors.

- Meetings with IT companies, European Commission, national governments, other eInclusion organizations, in order to raise the profile of Telecentre-Europe and to create funding opportunities for members.
- Organizing the Get online week 2011 official launch in Brussels, with special invites: Neelie Kroes, EC Vicepresident and Philippe Courard, Secretary of State for Social Integration and the Fight Against Poverty in Belgium.

Advocacy outcomes

- Our approach to the term “telecentre” is now widely understood and adopted by European IT companies, institutions, and NGOs. “Telecentre” appears in many European digital inclusion strategies and operational documents, referring to publicly accessible places where people get help using technology and the internet.
- For the first time ever, a European Commission funding call specified telecentre organizations as eligible and encouraged them to apply. This was the ICT-PSP call, Theme 3: ICT for ageing well and inclusion.



Gabi Barna,
Telecentre-Europe
Chair, recognizing the
support from **Neelie
Kroes** for the Get
Online Week 2011, on
behalf of Telecentre-
Europe.

- Telecentre-Europe gained trust and respect from its partners. Neelie Kroes, the European Commission Vicepresident, Responsible for Digital Agenda, kindly offered her patronage for the Telecentre-Europe Summits 2010 and 2011, and for the Get online week 2011 campaign. More than that, the European Commission included Telecentre-Europe in the Digital Inclusion Stakeholder Group, as the European voice of hundreds of thousands of telecentres.
- Our partners from Microsoft and Liberty Global connected individually with member organizations and established relationships for the future. This strengthens the sustainability of our members.

BUILDING TOOLS... AND CAPACITY



Employment Toolkit

Key Competences For All

Telecentre-Europe provides a Europe-wide platform for knowledge exchange and collaboration to its members, and often, the facilitated partnerships develop efficient services or tools for telecentre use.

This was the case of the *Key Competences for All* partnership formed by Telecentre-Europe members from 6 European countries, that submitted a successful project to EC Grundtvig.

Key Competences for All aims to support these jobseekers by improving their employability through an alternative learning approach; an approach that is ICT-based, user-centered, and interest-oriented. It is designed as a pathway leading the jobseeker from the choice of a profession to a job application.

The funded project built an Employment Toolkit - consisting of three steps, each with two sections combining e-learning sessions, additional learning materials, online resources and workshops. Online resources have been carefully selected to offer useful information for jobseekers with low ICT skills.



The first step, 'Choose it', helps end users to choose a profession based upon their skills and interests. Two workshops are available in this section, the first is intended to improve their own skills assessment, and the second is designed to improve their ability to search the web.



The second step, 'Get ready for it', offers end users online resources and three workshops to help them apply for 2.0 tools and presentation software. This step also improves their ability to use word processing and spreadsheet software.



The third and last step, "Go for it", helps end users to promote themselves using web

www.keycompetences.eu

CONNECTING SUCCESSFUL PARTNERSHIPS

The knowledge exchange and synergies between members of the Telecentre-Europe network produce effective outcomes.

Examples below illustrate how important is to be part of a dynamic community, in each members come together to create new exciting projects, to learn from each other and to work together, obtaining the necessary support for their activities.



Click to Europe

Is a project implemented by the International Aid Network, Serbia in partnership with Foundation Esplai from Spain.

Through building a partnership between CSOs, public and private sector and by relying on developed EU policies and learning from the EU experiences in the domain of digital inclusion, this project aims to promote and contribute to e-inclusion of people, businesses and communities in Serbia, thus improving quality of life, employability and social inclusion of citizens.



Vocational Education and Training Solution for e-Facilitators for Social Inclusion

The "VET4e-I" project propose to develop an innovative cope with the common challenge of e-Inclusion.

The partners will develop a training curriculum for e-Facilitators for Social Inclusion focused on the development of key competences of users at risk of social exclusion, aiming to their empowerment in the Knowledge society.



Liberty Global and the European telecentres

Telecentre-Europe connected Liberty Global Europe with member national telecentre networks.

Liberty Global operates in 11 European countries, providing video, broadband internet, and voice services.

Telecentre-Europe member organizations from Hungary, Belgium or Netherlands are now in direct contact with the national branches of Liberty Global to increase the impact of their work.

E Skills to change the lives of 50 Plus is another project facilitated by Telecentre-Europe AISBL with members (Peabody, UK and Fundacion Dedalo, Spain) involved in the consortium. The project aims to examine methodologies and facilitate development of adult motivations for the digital inclusion of older people across Europe. The project will highlight the impact of digital exclusion while highlighting the benefits of digital inclusion for older European citizens.

NETWORKING AND MORE

Telecentre-Europe AISBL works closely with a number of partners and stakeholders in order to improve the impact of its members.

The Telecentre-Europe Annual Summit is yet another chance for the network members to get together and build up new connections. The Summit is a hands-on networking gathering for telecentre professionals that enables the participants to keep up to date with information technology trends, training and issues so that they can cascade these down to their networks. It also enables partnerships to be brokered that will up-skill entire networks.

There were four gatherings by now, the last one taking place in Brussels, Belgium (27-28 October 2011).



Telecentre-Europe and Telecentre.org Foundation signed a two-year agreement to encourage exchanges between European telecentres and the global network. One of the main goals is to implement the Global Women Campaign in Europe. The campaign is an annual initiative that runs throughout the year of 2011, aiming to digitally include 1 million women across the globe.



<http://women.telecentre.org/>

The partnership with Telecentre.org also includes knowledge exchange activities. Telecentre-Europe attended the Global Telecentre Forum in Santiago, Chile, this helping to connect with other networks from Africa, South America or Asia. Due to an increasing interest from the global network, Telecentre-Europe and Telecentre.org are working together to globalise the employment toolkit by 2012.



FUNDRAISING

Although a still very young organization, Telecentre-Europe AISBL has been successful in a number of applications submitted for funding with various partners.

Membership incomes (€7,250.00)

A total of 22 formal members paid Telecentre-Europe membership fees ranging from €100 to €600 (based on the size of their organizations) in 2011.

Get online with Telecentre-Europe (€90,000.00)

The project funded by Microsoft wishes to extent the outcomes and impact of the Telecentre-Europe network in the context of Digital Agenda, the European strategy for digital inclusion. The project includes various activities, but focuses mainly on the Get online week campaign (2011 and 2012), as a tangible action of Digital Agenda, created and implemented by telecentres across Europe.

This application also supported ten travel grants offered by Telecentre-Europe to formal members to attend the BridgeIT final conference in Barcelona.

Telecentre.org & Telecentre-Europe partnership (€100,000.00)

This is a two-year partnership (2011-2012) with an overall goal to increase the impact of telecentres across Europe and to expend the European knowledge within the global telecentre movement by:

- Building the Telecentre-Europe AISBL team and increase the European representation in the Telecentre.org online and offline community
- Strengthen the institutional capacity of Telecentre-Europe AISBL by contributing to the advocacy strategy
- Globalize Telecentre-Europe AISBL projects
- Sustaining a successful Women Campaign in Europe

Get online week 2011 sponsorship (€10,000.00)

The sponsorship from Liberty Global Europe has been mainly purposed for the Get online week 2011 Awards.

Skills for Employability Award 2010 (€5,000.00)

Telecentre-Europe AISBL won the Award for Integrated employability model & Use of Collaborative IT at the 2010 Skills for Employability Awards. The award is a recognition of the employability efforts of telecentres all across Europe.

CareNET (€33,032.00) and Carer+ (€183,266.95)

Telecentre-Europe is partner in two projects that have been selected for funding by the European Commission. Both of them are undergoing the negotiation phase, and if successful, both will kick-off in January 2012.

CareNET wishes to develop a critical set of ICT competences for two target groups: care-workers and the elderly. The project is designed to work in a synergistic way to tackle identified problems in the low skilled and under professionalised care-worker sector while at the same time promoting social inclusion and enhancing the quality of life of older people.

Carer+ aims to identify new competences to support older persons in the homes by anticipating a new and vital role for care workers, as a 'Carer+' and by developing a set of learning paths / educational resources for mobile and work based learning.

CELEBRATING DIGITAL INCLUSION

We tend to forget to celebrate great achievements and the efforts made by telecentres to provide Europeans with new skills, improving their lives.

That is why Telecentre-Europe AISBL implemented two award schemes throughout 2011 for its formal members, and both of them brought energy and enthusiasm to the network.

Get online week 2011 Awards

The Awards aimed to acknowledge some of the best performances of our partners during the campaign and were structured on five categories. The five winners of Get online week 2011 contest each received an Apple iPad.

Category	Entry	Winner
Best people reach	41,482 people (1,81% of total population)	LIKTA Latvia
Best case study	Case study - Zhanna Klenevskaya	PH Russia
Best photo	Get online week energy	Creatif France
Best video	We are learning eSkills	LIA Lithuania
Best media and social media reach	Media coverage report	FRSI Poland

Telecentre-Europe 2011 Awards

Telecentre-Europe and its partner Microsoft are organizing the Telecentre-Europe Awards 2011, an ideal opportunity to recognize European telecentre people behind the scenes and to celebrate outstanding digital inclusion efforts and achievements of the telecentre community during Telecentre-Europe Summit 2011.

The winners of the Telecentre-Europe Awards 2011, winning prizes (Xbox 360/Kinect Bundle) donated by Microsoft:

- Irina Kotkina, Russia, Best European telecentre manager
- Borko Vujadinovic, Serbia, Best European telecentre tutor
- Cornelia Popescu, Romania, Best European telecentre network manager
- The Learn more about ICT network, Denmark, Best European telecentre initiative



Telecentre-Europe Awards 2011

ORGANIZATION AND GOVERNANCE

Telecentre-Europe AISBL is a roots-driven, sustainable, independent organisation, not created for a funding bid. In October 2010, it became an AISBL, a not-for-profit international association based in Brussels, Belgium.

Telecentre-Europe AISBL exists to increase the impact, effectiveness and profile of its members, and thereby improve the quality of life, employability and social and civic participation of the citizens they serve.

Telecentre-Europe AISBL is governed by an elected board, and formed by:

- Gabriela Barna, Educating for an Open Society Foundation (EOS), Romania | Chair
- Ian Clifford, UK online centres, UK | Deputy Chair
- Mara Jakobson, Latvian Information and Communication Technology Association (LIKTA), Latvia
- Laure Lemaire, Interface3 asbl, Belgium
- Peter Palvolgyi, Foundation for Development of Democratic Rights (DemNet), Hungary
- Juan Francisco Delgado Morales, Association of Community Telecentres Network, Spain
- Ivan Stojilovic, International Aid Network (IAN), Serbia

The Board is being advised by a wider group of experts in a number of areas from a number of organisations from within the network and beyond. The Board is currently supported in its activities by following staff members:

- Laurentiu Bunescu, Romania | Operations Manager
- Lize De Clercq, Spain | Communications Manager

MEMBERSHIP IN 2011

Telecentre-Europe is growing with the continuous support from its members. The list below illustrates the breadth and diversity of telecentre movement across Europe and the vast potential of the Telecentre-Europe network.

Telecentre-Europe AISBL formal members		
• Association Creatif	France	www.creatif-public.net
• Association Langas i Ateiti (Window to Future)	Lithuania	www.langasiateiti.lt
• Association of Community Telecentres Network	Spain	www.comunidaddetelecentros.net
• Community Empowerment Organization	Malta	www.mca.org.mt
• Dedalo Foundation for the Information Society	Spain	www.fundaciondedalo.org
• Educating for an Open Society Foundation (EOS)	Romania	www.eos.ro
• European Projects & Management Agency (EPMA)	Czech Republic	www.epma.cz
• Foundation Esplai	Spain	www.fundacionesplai.org
• Foundation for Development of Democratic Rights (DemNet)	Hungary	www.demnet.hu
• Hungarian Telecottage Association	Hungary	www.telehaz.hu
• Interface3	Belgium	www.interface3.be
• International Aid Network	Serbia	www.ian.org.rs
• Latvian Information and Communication Technology Association (LIKTA)	Latvia	www.likta.lv
• Learn More about ICT Network	Denmark	www.itst.dk
• Novi Sad Humanitarian Center	Serbia	www.nshc.org.rs
• NT International Technology Nonprofit Ltd. (eHungary Network)	Hungary	www.ntkht.hu
• Peabody	UK	www.peabody.org.uk
• Project Harmony, Inc. (PH International)	Russia	www.ph-int.org
• Research and Organizational Development Association (RODA)	Bosnia and Herzegovina	www.rod-a.com
• Telecentar	Croatia	www.telecentar.com
• The Alliance of Access to Information and Training Community Centres	Moldova	www.infonet.md
• UK Online Centres	UK	www.ukonlinecentres.com

Our online community has registered members from around 100 organisations in 53 nations from every continental area across the world. The 33 European nations are represented by around 60 local, regional and national telecentre networks, which between them include more than 30,000 telecentres.

Moreover, we estimate that the European region contains over 100,000 telecentres. These organizations employ well in excess of 250,000 staff and at least a further 100,000 volunteers.

FINANCIAL SUMMARY

Figures below depict the financial activities of Telecentre-Europe AISBL at the end of the fiscal year (2011).

INCOMES	CONFIRMED	RECEIVED
MEMBERSHIP FEES 2011	€7,950.00	€7,950.00
SPONSORSHIP		
Liberty Global	€10,000.00	€10,000.00
Motorola Foundation - Employability Award	€4,706.65	€4,706.65
GRANTS 2011 - 2012		
Microsoft	€90,898.92	€90,898.92
Telecentre.org	€100,000.00	€23,714.50
CarerNET	€33,032.00*	
Carer+	€183,266.95*	
OTHER SERVICES	€3,200.76	€3,200.76
TOTAL INCOME	€428,548.95	€140,470.83

EXPENSES	
Consultancy and salaries	€41,500.00
Administrative costs	€11,763.95
Projects, advocacy and governance (including Get online week, Summit 2011, Board meetings, participation in digital inclusion events and exhibitions)	€58,146.08
TOTAL EXPENSES	€111,410.03

BALANCE (after banking taxes)	
Benefit	€28,699.20

JOIN TELECENTRE-EUROPE



If you would like to further information about the aims of our organization and have the drive to make decisions for the benefit of all community members, then your organization could become an active supporter of digital inclusion across Europe and become a formal member of Telecentre-Europe AISBL.

Please find more information about Telecentre-Europe membership online at:

http://www.telecentre-europe.org/?page_id=196

or contact us at:

info@telecentre-europe.org



www.telecentre-europe.org

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