CAMPAIGN
REPORT

getonlineweek
18-24 March 2013

EMPOWERING A DIGITAL EUROPE

TABLE OF CONTENTS

GET ONLINE WEEK 2013

HELPING EUROPEAN YOUTH TO OVERCOME THE E-SKILLS GAP

No one would deny that in today's technology driven world digital awareness and e-skills are crucial for work, daily communication and the sharing of information. Yet almost half of the European labour force (47%) is not confident that their existing computer and Internet skills are sufficient in the current labour market.[1]

The demand for employees with ICT skills is growing considerably: as many as 900.000 ICT job vacancies are forecasted to remain unfilled by 2015.[2] With an alarming rate of youth unemployment in the EU27, currently standing at 20%[3], we should carefully consider the following forecast: by 2015 the demand for e-skills professionals will double the number of qualified graduates that can meet the demand.

With this gap in mind, the focus of the [Get Online Week (GOW)](#) in 2013 was on youth and, more precisely, on how to direct a greater number of young people towards digital qualifications and jobs. During the GOW 2013, the network of national [Get Online Week campaign partners](#) joined efforts with ICT companies and public authorities and organised a range of activities in both urban and rural areas to empower young people to use technology.

Already in its fourth edition in 2013, the GOW is organised by [Telecentre-Europe,](#) a Pan-European Association that represents the network of 38 member organisations across 28 countries. This year's edition took place from **March 18 to 24th 2013** across 26 participating countries. In the organisation of the Campaign, Telecentre-Europe counted with the generous support and expertise of the [Get Online Week Alliance, formed](#) by private companies active in the digital inclusion sector: [Accenture, Liberty Global](#) and [Microsoft.](#)

During one week every year thousands of European citizens are involved in the Get Online Week. The Campaign's overall objectives are to raise awareness on the benefits of digital inclusion for society as a whole, and more specifically, to promote the role of e-skills in people's professional and personal lives.

[1 Digital Competences in the Digital Agenda – Digital Agenda Scoreboard 2012, p18-19](#)
[2 'Grand Coalition' must fill the gap of 900.000 ICT vacancies](#)
[3 Infographic of the European Youth Forum, based on Eurostat statistics from July 2012](#)

HOW IT ALL STARTED

BACKGROUND AND HISTORY OF THE GET ONLINE WEEK

The UK Online Centres, a member of Telecentre Europe, started the concept of the Get Online Day back in 2007. The original intention was to implement a Digital Inclusion Campaign through targeted activities that would raise awareness of the multiple uses of digital technologies.

Telecentre Europe quickly saw the value and potential of the idea and decided to scale up the initiative by involving the public from other EU countries, expanding the scope of the target audience and the nature of the activities implemented.

In March 2010 Telecentre Europe organised the first European Get Online Day, reaching almost 70,000 people. The Campaign continued the following year with the Get Online Week 2011 that ran from 28 February to 5 March 2011 and reached 112,074 people in 30 European countries. The 2012 edition saw almost 200,000 people participate. In 2013, the GOW has again surpassed expectations: over 200,000 Europeans have been involved so far.
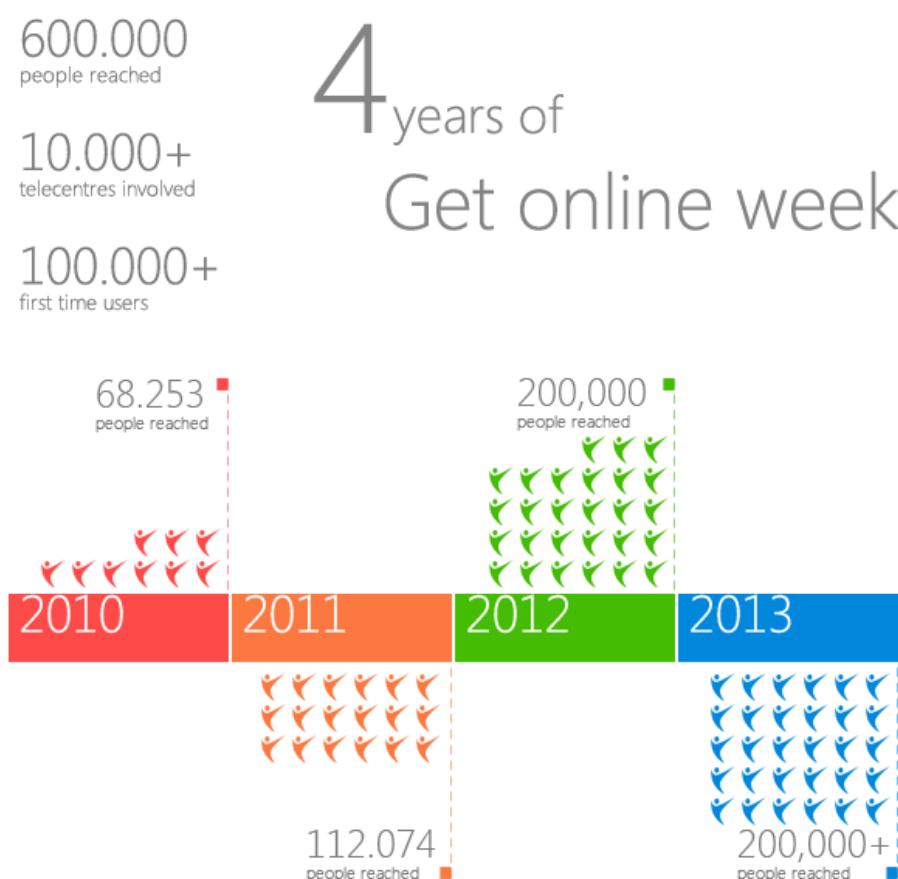
TELECENTRE EUROPE

COMMUNITY NETWORKING

Telecentre-Europe (TE) represents the extensive network of European public ICT learning centers (also called "Telecentres") in municipalities, NGOs, libraries & education venues across Europe. Our mission is to improve the capacities of European Telecentres in their quest to provide citizens with competence in digital technologies and access to new opportunities in terms of work and skill development.

Our activities are based on the principles of knowledge sharing and community networking. As many as 35 European nations are represented at the Telecentre-Europe online community through around 60 local, regional and national Telecentre networks, which amongst them include more than 30,000 Telecentres.

Telecentre-Europe's activities span from facilitating EU funded multilateral projects and advocacy to launching the annual GOW campaign, organising the annual summit and the development and promotion of learning tools and certification.

Here are some examples of projects that Telecentre Europe is involved in:

Telecentre Multimedia Academy is a project aimed at designing, developing and piloting a learning programme on media literacy addressed to adult learners. The programme will equip learners with skills related to understanding, use and production of media based on ICTs, including audio-visual and photography.

Uniting Europe through digital empowerment (UniteIT) is aimed at raising awareness and joint actions to overcome the digital divide and promoting the acquisition of digital competences by groups-at-risk of exclusion.

Carer + is set to develop a series of learning paths and educational resources for mobile and work- based learning that are needed to combat the challenges that care workers face every day: isolation, access to technology, formal accreditation, recognition of prior experience and others.

Carenet is aimed at developing a critical set of ICT competences in two identified 'at risk' target groups: care workers and older persons.

M4All exploits novel interactive technologies in order to help children with LDs as well as the teachers, therapists and parents. The project will investigate the integration of two technology-enhanced learning paradigms specified to have significant impact on education over the next one to five years.

MIREIA was commissioned by the European Commission's Joint Research Centre, Institute for Prospective Technological Studies (JRC-IPTS) to Telecentre-Europe and the University of Washington that conducted the MIREIA online survey to provide a 'map' of telecentres, libraries and other e-Inclusion actors that operate in the EU.

GET ONLINE WEEK ALLIANCE

JOINING FORCES TO CLOSE THE GAP

Microsoft, Liberty Global and Accenture have been historically the most active supporters of the Get Online Week campaign. In order to strengthen the impact and visibility of the campaign, the three companies have formed the *Get Online Week Alliance*, which is used every year for the GOW as a common platform for discussion and collaboration.

Each supporter within the Alliance contributes with an equal financial investment to the campaign's budget and provides in-kind support. Examples of support in 2013 include free vouchers redeemable for the Microsoft Technology Associate certification exam and a mini-survey developed by Accenture to reflect participation in the campaign.

The Alliance also contributed to the content development of the three campaign themes in 2013, with suggestions for activities and tools that were used under each of those themes.[4] On a permanent basis the Alliance serves as an advisory council to Telecentre Europe on a number of issues where expertise from the private sector is of great value. Here are some quotes from Alliance members:

Connecting in particular young people to greater opportunities for education, employment and entrepreneurship in Europe today is a key concern for all of us. By equipping young Europeans with eSkills, we can help set the course for youth to avail of such opportunities. The Get Online Week campaign is a great example of how industry and the voluntary sector can work together to help close the gap between youth skills and labour market needs in Europe.
Sylvie Laffarge, Director Citizenship Europe at Microsoft

We are proud to be part of the Get Online Week Alliance. We believe that everyone should be included and be safe in the digital world. We support the Get Online Week to promote our digital society initiatives. For example our 'Internet Buttons' tool that helps Internet beginners and seniors to get online, by bringing generations together through the use of technology. We also believe it is extremely important for young people to manage and be aware of the impact of their online reputations. Therefore, we have created 'The Web We Want', a new educational handbook for 13-16 year olds, which encourages teenagers to reflect on issues such as digital footprints, online reputation, rights and responsibilities.
Manuel Kohnstamm, Senior Vice President and Chief Policy Officer of Liberty Global

Through its 'Skills to Succeed' program, Accenture is supporting through pro bono and cash giving the Get Online Week based on its conviction that IT skills development is key to get a job or build a business. Accenture is committed to equipping 500.000 people around the world by 2015 with the skills to get a job or build a business.
Ericka Cogne, Corporate Citizenship Manager of Accenture

---

[4] For more information on 2013 Campaign themes, visit the *Themes 2013* chapter of this report.

THE LAUNCH EVENT

THE GOW WITHIN THE EU DIGITAL AGENDA

The Get Online Week 2013 was officially launched during the Grand Coalition for Digital Jobs Conference in Brussels on March 5th 2013. The Grand Coalition for Digital Jobs is a EU-wide multi-stakeholder partnership helping to address mismatches and fill vacancies of ICT practitioners to boost employment. The Conference, titled "Filling the gaps: eSkills and education for Digital Jobs" delivered a working roadmap for the Grand Coalition with stakeholders being invited to present their commitments and initiatives under the four working strands. Four European Commissioners, of Digital agenda, Education, Employment, and Enterprise were present.

The GOW campaign was highlighted by the Vice-President of EU, European Commissioner for Digital Agenda Ms. Neelie Kroes, as one of the major European initiatives on digital empowerment and awareness on digital skills. Telecentres have once more been applauded for their work and outcomes, and were now invited to take up the new challenge of equipping young people with the necessary level of ICT skills that would allow them to apply for one of the 900,000 available digital jobs in the next 3 years.

Commissioner Kroes also presented a concrete map visualised as metro lines (featured image above) for EU multi-stakeholder partners where the place of the Get Online Week is clearly visible. Telecentre Europe goes even further and sees the GOW is being a "transfer station" to employment, education and learning.

Telecentre Europe team and GOW Alliance representatives at the 2013 launch

7

2013 THEMES

ALL ABOUT YOUTH

In 2013 the Get Online Week Campaign expanded its scope from getting people online to actually engaging and empowering young people to use technology and the Internet with confidence and skills, allowing them to benefit from the world of online opportunities.

The Campaign was set upon three **objectives**, with each objective being introduced through its own theme:

1. Empowering youth (Theme: My Digital Identity)
2. Attracting youth towards a career in ICT (Theme: My eSkills Portofolio)
3. Engaging new "onliners" (Theme: My online journey)

〉 Empowering youth

The 2013 GOW campaign had a strong focus on empowering youth who are already active online users. Activities were based on the use of young people's existing knowledge. The purpose was to aid young people build a strong digital identity, raise their awareness on the issue of online safety and further develop their personal & professional lives. For this part of the campaign, the participating centres focused their efforts on the theme "My digital identity", an area that encompasses:

- Media literacy
- Social media and
- Internet security and data privacy

〉 Taking up a career in ICT

The Get Online Week 2013 also aimed at directing more young people into computing degrees. Young people, especially young women, were encouraged through various activities to take up a career in ICT. For this part of the campaign, the participating networks worked around the theme "My eSkills Portfolio":

- » E-Skills development
- » Digital skills for entrepreneurship & social innovation
- » ICT career days for students

〉 Engaging new "onliners"

The campaign also brought together young and older people in a range of intergenerational learning activities. In many European countries digital inclusion is still a priority to be reached, and the campaign dedicated one of its themes to engage new Internet users online with the help of youth and already active "onliners". For this part of the campaign, the participating networks worked around the theme "My Online Journey" which includes:

- » Introduction to internet & digital skills for first time users and beginners
- » Introduction to new e-services

THE GET ONLINE WEEK CAMPAIGN TOOLS

PRACTICAL WAYS TO ENGAGE PARTICIPANTS

There are a number of online tools that Telecentre Europe proposed to its network of national partners to use during the Get Online Week 2013. These were optional resources that could be used in the activities of the local Telecentres. Most of these tools were provided by the Get Online Week Alliance. A description of the tools and the links to them online can be found below.

› **Skillage**
- a self-assessment tool that tests young people's abilities for the labour market
- www.skillage.eu

› **MTA**
- Free Microsoft Technology Associate vouchers donated by Microsoft and available for young aspiring to explore a job in ICT through the European network of telecentres
- www.telecentre-europe.org/?page_id=4357

› **The WEB WE WANT**
- educational handbook for 13-16 year olds, which encourages young people to think about their digital identity and how it can determine their online reputation in the future
- www.webwewant.eu

› **Employment Toolkit**
- a set of structured online tools and workshops aimed at improving the employability of citizens at risk of exclusion from the labour market
- www.keycompetences.eu

› **Internet buttons**
- helps internet beginners and seniors to get online, by bringing generations together through the use of technology
- www.internetbuttons.org

THE CAMPAIGN IN NUMBERS

GROWING EVERY YEAR

Thousands of Europeans were digitally empowered during the Get Online Week campaign led by Telecentre-Europe. Between 18 and 24 March 2013, more than 10.000 ICT learning centres, libraries & schools in 26 countries supported over 200.000 people in their online journeys.

More than 10,000 participants tested their e-skills with *Skillage*, while another 100.000 have participated through various other tools brought to them by the network of Campaign partners. In addition to the extensive array of online and offline activities, a Pan-European media campaign was launched, including an intense use of social media, that reached over 10 million people.

Almost 100,000 people responded to the [Get Online Week mini-survey](). The main goal of the survey was to obtain data about the demographics involved and to understand the Internet & computer behaviour of the respondents.

Survey results

As to the profile of the participants, 53 % are female – a slight advantage of girls and women which confirms their increased interest in digital skills. Young people have been very active throughout the week: about 60% of our participants are younger than 24.

Economically active respondents (in the 25-54 age group) make up 23 % of the respondents and 17% are 55 years and older. The figures can be different from country to country, but the general trends are similar. 55% are students – from primary, secondary, vocational and high schools, and universities. 25% of all respondents are employed and 10% of those that we have reached are unemployed.
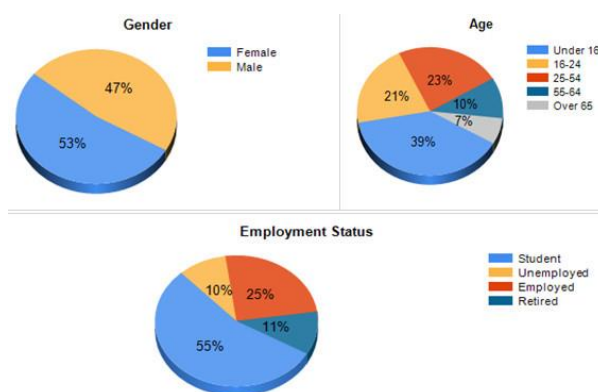
From all the employed respondents, 89% confirmed that they use computer and Internet for daily job tasks. 11% have yet to apply digital technologies to their job duties. From those that are unemployed, 65 % use Internet for their job search. But there is a significant percentage of 35 % – unemployed people not using Internet with the objective of finding work. Among the retired respondents there is also a group of advanced users, as 28% tell that they use the Internet on a daily basis. 23% of the retired group used the computer for the first time this week!

COUNTRY HIGHLIGHTS

GOING LOCAL

The national partners of the campaign unleashed an impressive amount of resources and organized thousands of events, trainings, workshops and conferences that all led to the success of Get online week 2013. This huge and diverse range of actions is partially covered in the following short summaries from each of the participating European countries.

ALBANIA

The Albanian national partner - Albanian Institute of Sciences (AIS) organized several activities during the week, including a promotion at national and local television, online publications, meetings with the elderly and a workshop with students aged 14 to 18 years. An activity worthy of special mention is the Start Up of Open Datathon Albania Junior. Open Data Marathon, known as Datathon Junior aims to encourage young Albanians to seek information and open data using open source programmes. This marathon will last three months in schools of the country. Young people this year will surf the internet to collect data such as statistical indicators on demography, economic and social phenomena of their regions with a posterior analysis of the data.

BULGARIA

The Bulgarian Get Online Week 2013 was focused on getting more senior citizens online, as elderly people is by far the largest group of non-digital citizens in Bulgaria, as well as youngsters who are looking for employment. The campaign was coordinated by ICT Development Bulgaria.

Get Online Week in Bulgaria was composed by a wide range of activities, mainly courses for first clickers, workshop for elderly and youngsters from Roma groups. The courses took place at libraries, schools and cultural clubs across Bulgaria, most of these run by the Library Network and Global Libraries program in Bulgaria and some from ICT Development Bulgaria.

CROATIA

In Croatia, the national partner Telecentar Zagreb organized together with the Graphic School in Zagreb and Natural Science and Graphic School of Rijeka, ICT seminars, video and photography workshops & webinars for students & parents, In addition, a studio debate, lectures and a round table have been organised as a part of the Get Online Week 2013.

Media literacy was one of the Get Online Week themes in Croatia and as youth was the main focus group, Telecentar Zagreb organised photography workshops and a dedicated Get Online Week photo session within a grand opening of the new facilities in the Graphics School in Zagreb. *Photos on some pages of this report have been realized during this photo session and are courtesy of the Telecentar and Graphics School in Zagreb.*

CZECH REPUBLIC

The European Get Online Week 2013 campaign in the Czech Republic was coordinated by European Projects & Management Agency (EPMA) and realised in cooperation with the Czech National Safer Internet Centre (NCBI). The main goal of the campaign was to encourage a wide public to improve ICT skills, test their adaptability to upcoming digital age and prove a "ready to be hired" level of young potential candidates for an IT job.

Besides the general public, the campaign focused on groups directly in danger of e-Exclusion, such as children, youth and the un- or underemployed. The media coverage was considerable, ranging from national TV to online and printed media. Activities organised were a conference and various seminars and workshops. To support a greater visibility of the GOW, it was connected with the "Hate speech Campaign as well as the "Coalition for jobs in ICT" campaign.

DENMARK

The Danish Get Online Week was focused on getting more senior citizens online, as elderly people are by far the largest group of non-digital citizens in Denmark. It was coordinated by the Learn more about ICT network. The campaign was composed by a wide range of activities, mainly courses for first "clickers".
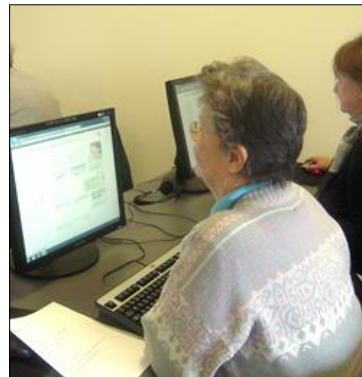
A good example of what happened during the Get online week 2013 in Denmark is provided by Albertslund Library, that organised a course for thirteen people on a windy Thursday morning. The two instructors spend the first out of two hours showing different features on the webpage "Borger.dk", which is the Danish Citizen's Portal. The aim was to show the participants that there is useful knowledge to find on the Internet. It is about making the participants curious and to enable them to navigate the Citizen's portal.

ESTONIA

The national partner of GOW in Estonia was the Smartwork Association. During the week they worked closely together with the Youth employment project "Nupp tööle!" (Push the button! which in Estonian also means to *start using your head*), the Online job portal *CV-Online*, the Association of Information Technology and Telecommunications, youth organisations, computer teachers, regional telework centres and others.
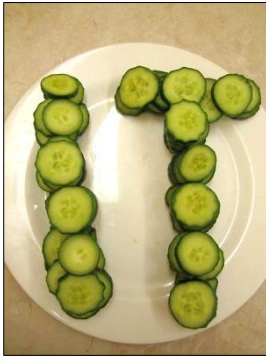
On the 15th and 16th of March our good partners, the Association of Information Technology and Telecommunications and the Association of Open Youth centres organised an IT Night for young people. The main idea of the event was to discuss with youngsters how the professions in ICT sector could be a good employment choice. During the night young people in different youth centres in all over Estonia made flyers, advertisement and videos to answer this question.

GERMANY

The European Get Online Week 2013 in Germany was organized and coordinated by the Stiftung Digitale Chancen for the second time as the national GOW partner for Germany; this year in cooperation with Bundesarbeitsgemeinschaft der Senioren-Organisationen (BAGSO Service GmbH) and Kompetenzzentrum Technik-Diversity-Chancengleichheit.

The symposium "Together through the net" on Thursday, 21st of March 2013, gathered about 120 representatives of initiatives, facilities, companies and institutions to visualise their diverse dedication into digital empowerment and to give them a platform for exchange of experiences and knowledge. Thus these multipliers were enabled to carry new impressions and suggestions back into their regions and disseminate them locally.

IRELAND

Ireland's Get online week 2013 campaign was organised by Fast Track into Information Technology Ltd FIT Ltd. This year they partnered with UPC Broadband part of the Liberty Global Group, to help promote the Get Online Week. FIT went out into the community to

talk to people and encourage them to get online and promoted GOW through a range of mediums.

FIT organised raffles in several IT centres: CEEDS, Blanchardstown Area Partnership (BAP) and the Ballyfermot IT Centre. In CEEDS, the campaign was promoted during a FÁS course in IT and Career Skill where the course's participants ranged in age from 17 to 50 years, all coming together to learn basic IT skills.

LATVIA

For the 4th consecutive year, the European Get Online Week 2013 in Latvia was organized and coordinated by LIKTA (Latvian Information and communication Technology Association) in cooperation with the Ministry of the Environmental Protection and Regional Development of Latvia with more than 300 national partners involved and 855 different events organized. On the opening event, representatives of governmental sector, non-governmental organizations and key industry players have signed a cooperation agreement aimed at development of e-Skills for jobs partnership in Latvia.

On March 21th, ICT companies and other organizations opened their doors for the "ICT career days". The event provided 9th to 12th grade students with an opportunity to discover the secrets of the ICT industry professions through attending ICT oriented companies and organisations. In total around 42,000 participants took part in workshops, trainings and online activities of GOW 2013 in Latvia.

LITHUANIA

The Association Langas I Ateiti (LIA) was the Lithuanian national partner for Get Online Week 2013. The association involved over 60 ICT learning centres in NGO's, libraries, state or municipal organizations and in private organizations & schools, plus business partners.

A video competition for schoolchildren was organized and "I am an IT man" Video shown below has won a prize, with the production team explaining the meaning of the video: "Our video shows the importance of privacy and friendship online".

MACEDONIA

Open the Windows is a third-time national partner for the Get Online Week in Macedonia, promoting digital inclusion during the campaign in cooperation with several schools, public institutions, civil organizations and media.

On March 20, Open the Windows held a round table on Digital inclusion in Macedonia. The participants discussed the ongoing efforts and initiatives for improving the digital inclusion of the Macedonian society. "People who benefit most from the use of ICT are often the people who are more likely to be excluded from the opportunity to use benefits that are offered by the new technologies. It is up to us to change that" said the Deputy Minister of Information, Society and Administration, Marta Arsovska – Tomovska.

MOLDOVA

The INFONET Alliance has started the campaign Get Online Week 2013 by spreading the campaign slogan in the Republic of Moldova: "We bring Moldova online together!"

The "School of Community Leader" course was launched during the campaign, being aimed at building the capacities of the local public authorities and enhancing the level of professionalism of the local authorities via distance learning in order to optimize the local government process. Over 125 people expressed their intention to attend the training – village and town mayors, secretaries of local councils and local councillors, lawmakers and journalists, public servants and representatives of the non-governmental sector, etc.

POLAND

The Polish edition of the Get Online Week 2013 was coordinated by three local organizations which are members of the Telecentre-Europe network: Information Society Development Foundation (FRSI), Foundation Supporting Physically Disabled Mathematicians and IT Specialists (FSPDM) and Cities on Internet Association (COI).
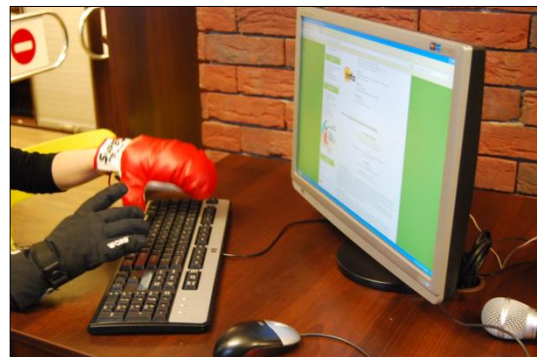
In order to facilitate the task of organizing campaign events, the Get Online Week coordinators prepared ready-to-use scenarios. One of them was: "Try walking in my shoes" – participants of this meeting try to log in to a social portal wearing winter or… boxing gloves, then they write a simple text without seeing the screen. That way they find out what difficulties are faced by people with disabilities when using a computer and the Internet. They have also the opportunity to see the modern technological solutions which make the functioning of people with disabilities in the digital world not only possible but considerably easier.

ROMANIA

Get online week in Romania known at national level as "Hai pe net", was organised for the fourth time by EOS Romania as national coordinator. The campaign was promoted by EOS and their national partners: ANBPR - National Association of Libraries and Librarians in Romania, UPC Romania, and Liberty Global, managing to gather over 100 organisations and telecentres that developed GOW 2013 activities in their locations.

Intergenerational activities falling under the slogan "First click" were developed for a group of 35 mothers. Helped by their children they learned how to use the mouse for the first time, to create themselves a Facebook and Skype account, and all about the basic rules for securing personal data on the Internet. They also searched their relatives and friends that are abroad in countries as Italy, Canada, UK and Spain and had the opportunity to establish the contact with them.

RUSSIA

Get Online Week Campaign in Russia has been organized for the fourth time through the collaboration of PH International (PH) as a national coordinator and network of 40 ICT centers - Your Course: Digital Literacy and Your Course: IT For Youth (Tvoy Kurs) partners.

The Tvoy Kurs IT for Youth centres together with university students in Irkutsk, Saratov, Volgograd, Togliatti, Tomsk, Vologda, and Zheleznogorsk held Online Copyright Laws, Online safety seminars and IT career guidance trainings for school students with a focus on

IT-related jobs. According to the students' feedback, the information they received at the events will definitely be helpful.

SERBIA

IAN Telecentar, the national coordinator of the campaign in Serbia - involved more than 30 primary and secondary schools, public libraries, professional associations and societies that all took part in the campaign and different activities were organized in more than 20 towns and villages.

The Educational centre of Novi Sad held some workshops with the aim of introducing certain opportunities for youth: the possibility of getting a job in the IT sector, in the field of web design and also about the possibilities of applying "Open-source" software solution for that purpose. Another exciting activity was a lecture organized by the Serbian Association of journalists ''How to write and inform for the Web'' for Belgrade grammar school students.

SPAIN

ACRT (Asociación Comunidad de Redes de Telecentros) has been the Spanish national partner, organising in all the telecentres of the national network activities aiming to improve employability – especially for young people, whose unemployment rate in Spain approaches 60%.

ACRT has also held face-to-face and on-line training workshops, a virtual exhibition on emerging professions and has streamed dialogues on employment with experts in enterprise 2.0, productivity, professional development and employment 2.0. All the

networks within ACRT have actively participated in the start-up and implementation of the workshops.

SWEDEN

For the third consecutive year, the [Digidel network](#) organized Get Online Week in Sweden. Interest in participating in the campaign has grown exponentially since its first year in 2011, when nine organizations participated. This year, a full 111 partners joined Get Online Week in Sweden.

Within the framework of the IT-Lyftet! project, one of the training days was dedicated to the so-called *Specialist training in the interplay between IT, technology and elderly care course*, which was specifically developed for personnel involved with the care of elderly. The aim of enhancing IT skills throughout the elderly-care sector, enabling the staff to realise the opportunities brought on by technology also paves the way for the residents to gain insight into the nearly infinite possibilities offered by the Internet, both as an everyday resource and as a way to enrich life.

WHAT'S NEXT?

A GLOBAL PERSPECTIVE

Get online week 2013 will have a dedicated session during the Spark Global Forum on Telecentres held in Granada, Spain on 28-29 May 2013. The Forum is expected to bring together over 1.300 participants from the information and communication technology for development (ICT4D) sector as well as private and public agencies from around the globe.

Telecentre-Europe wishes to work with other regional networks in order to promote the campaign concept and to replicate the GOW outside of Europe. Together with Telecentre.org and interested regional networks, Get online week will potentially reach people in Africa, Asia, or South America starting with 2014. To this aim, guidelines will be available for the use of other regional networks and their interest in replicating the GOW.

LOCAL COALITIONS FOR DIGITAL JOBS

As a follow up and based on the experience of Get online week, Telecentre-Europe will lead and facilitate Local Coalitions for Digital Jobs that are multi-stakeholder partnerships involving local public authorities, ICT industry, schools and universities in a joint effort to attract young people to ICT jobs.

The Local Coalitions will rapidly agree on a local action plan covering the Grand Coalition priority areas (like awareness raising, industry-based training, certification and innovative learning & teaching) and will target goals for short and medium term.

We will build a common action plan to maximise synergies across countries, particularly focused on the engagement of industry actors operating in multiple countries across Europe.

Learn more about this initiative at www.telecentre-europe.org

GOW 2013 PARTNERS

Get Online Week would not have succeeded without the vital participation of 26 national partner organisations, who are at the same time our members. All of these are presented below. You can click on their names for more details about the organisations and the contact persons per country.

ALBANIA	BELARUS	BELGIUM
Albanian Institute of Science	Belarusian Association of UNESCO clubs	Interface3
BULGARIA	**CROATIA**	**CZECH REPUBLIC**
ICT Development Association Bulgaria	Telecentar Zagreb	• European Projects & Management Agency • National Safer Internet Centre
DENMARK	**ESTONIA**	**FRANCE**
• Learn More about ICT Network • Association of Danish Senior Citizens	Smart Work Association	Association Créatif
GERMANY	**HUNGARY**	**IRELAND**
Stiftung Digitale Chancen	Foundation for Development of Democratic Rights	Fast Track into Information Technology Ltd
ITALY	**LATVIA**	**LITHUANIA**
Fondazione Mondo Digitale	Latvian Information and Communications Technology Association	Association Langas I Ateiti

MACEDONIA	MALTA	MOLDOVA
Open the Windows	Community Empowerment Organization	Alliance of Access to Information and Training Community Centres
NETHERLANDS	**POLAND**	**ROMANIA**
ECP-EPN Foundation	• Information Society Development Foundation • Cities on Internet Association • Foundation Supporting Physically Disabled Mathematicians and IT Specialists	Educating for an Open Society
RUSSIA	**SERBIA**	**SPAIN**
PH International	International Aid Network	• Telecentre Networks Community Association • Esplai Foundation • Dedalo Foundation for the Information Society
SWEDEN	**UNITED KINGDOM**	
Digidel 2013	UK online centres	

23

www.telecentre-europe.org

http://telecentreeurope.ning.com

info@telecentre-europe.org

www.facebook.com/TelecentreEurope

http://twitter.com/tc_europe

getonlineweek
18-24 March 2013

www.getonlineweek.eu

Report written by
Laurentiu Bunescu, Manager of Get online week 2013
laurentiu.bunescu@telecentre-europe.org