

Telecentre Europe's Twournal

Oct 2011 - Oct 2011

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@tc_europe

<http://www.telecentre-europe.org>

A network to share knowledge and form partnerships
committed to increasing the impact of community
based telecentres in Europe and beyond.

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Under the title “Telecentres: get to work” the fourth Telecentre-Europe Summit took place in Brussels, Belgium during 27-28 October 2011, and brought together telecentre network leaders and eInclusion actors from all over Europe. This Twournal (TweetJournal) was made upon the live tweeting done by @tc_europe.

2011

Thu Oct 27

04:21am Telecentre-Europe's Summit 2011 #TES11 launched! Welcome speeches by chair Gabi Barna, host Laure Lemaire & co-chair Ian Clifford.

04:21am Keynote presentation by Constantijn Van Oranje-Nassau, Senior Advisor Cabinet Kroes at European Commission #TES11

04:23am Neelie Kroes' slogan "Every European Digital":because the Digital Agenda is about people # TES11

04:25am Telecentres are an important intermediary in a way governments cannot - they know the anxieties of people and make impact #TES11

04:27am Now is the time to push the 27% that are not yet online - not by pushing them but by allowing attractiveness of online services # TES11

04:28am 90% of jobs need a level of digital literacy and we cannot afford leaving so many people behind # TES11

04:29am The European Commission will urge governments to identify Digital Champions and involve actively in EU's Online week # TES11

04:33am EU Comm. is also working on accessibility standards for websites, certification for eSkills and launches an e-inclusion award scheme # TES11

04:36am Constantijn Van Oranje-Nassau: showing strong impact is important to convince stakeholders that these investments are effective #TES11

04:37am First plenary session kicked off by John Vassallo, Associate General Counsel and VP for EU Affairs, Microsoft #TES11

04:40am 27% of people don't use technology, even more in the 60+ age group - but this is a very active age group and they should be included #TES11

04:44am The solution triangle: cooperation of technology linked industries and governments financing ngo's that work on digital inclusion #TES11

04:47am Microsoft will continue to be a financing partner as much as they can: more people need to be online to avoid labour market problems #TES11

04:48am Telecentre-Europe's Summit uncovers great momentum at the digital inclusion community: <http://t.co/yFxKe7bL> #TES11

04:51am John Vassallo applauding Telecentre-Europe's Award scheme as they go to people that create new opportunities to bring people online #TES11

04:54am John Vassallo concluding: we will succeed because there is a continuous need and the dedication of the digital community is huge #TES11

04:55am Now speaking: Miguel Raimilla, Telecentre.org's Foundation new Executive Director #TES11

04:57am Miguel Ramilla has been involved in the telecentre movement since 1993 and talks about the early adopters in this movement #TES11

04:59am Telecentre.org is building the capacity that can give an opportunity to those that are arriving late at the technology run #TES11

05:04am Miguel Ramilla compares the development of eSkills today with the discovery of the power of traditional media yesterday #TES11

05:04am How can we train new generations for jobs we can't imagine yet? #TES11

05:09am @MigueRaimilla: Telecentre-Europe succeeded in its role to exchange good practices and to build trust among their community members #TES11

05:10am But how to create a platform that responds to the speed of changes - especially in Europe with so many cultures coming together? #TES11

05:12am Now speaking: Katarzyna Balucka-Debska, Policy & Project Officer, ICT for Inclusion Unit, DG INFSO, European Commission #TES11

05:13am We need to convince the unconvinced - eg. people in employment offices: is training hairdressers a way to get out of the crisis? #TES11

05:16am The more 'e' we can put in the training the better & telecentres are doing this through social innovation & entrepreneurship #TES11

05:17am Mainstream policies have to be influenced to replicate what telecentres are doing #TES11

05:21am "Every European digital": the spectrum of acquiring digital skills goes from formal, informal through non-formal & life long learning #TES11

05:24am EC chooses to support intermediaries like telecentres: they reach the elder, the disabled, the unemployed that are digitally excluded #TES11

05:25am Question round has started on the first plenary session #TES11

05:27am Questions are about digital skills, encouragement of government involvement and distance between grassroots and high level policy #TES11

05:31am @MiguelRaimilla notices some frustration among the younger generation: education needs to become in the hands of diverse institutions #TES11

05:31am Miguel Raimilla notices some frustration among the younger generation: education needs to become in the hands of diverse institutions #TES11

05:36am Constantijn Van Oranje-Nassau: Barroso is on the verge of obtaining the high level political support needed for a change in attitude #TES11

05:41am John Vassallo: eServices to become obliged is the best awareness - the social contact issue should be treated by additional programs #TES11

05:44am Katarzyna Balucka-Debska: making eServices more attractive is a much better way to cope with the motivation problem of the offline #TES11

05:48am Gabi Barna introducing the session on Telecentre-Europe's Get online week campaign looking back at lessons learned from last year #TES11

05:49am Mara Jakobsone from LIKTA, Latvia explains that the key to make the campaign a success lies in innovation and partnerships #TES11

05:51am First tip from Mara: make your campaign a part of your government's action plan #TES11

05:52am Second tip from Mara: it's important to make it easy for the partner to participate in your campaign #TES11

05:54am 3rd tip: cooperate with the government, always include their logo as an organizing partner, be comprehensive about their limitations #TES11

05:56am In Latvia the ministry has sent out letters to all municipalities inviting them to cooperate with the campaign #TES11

05:58am Latvian industry partners have contributed in offering interesting online content during the Get Online Week campaign #TES11

05:59am If you are prepared and you have the right partners you can simply enjoy yourself during the Get Online Week itself! #TES11

06:01am Now presenting: Margarida Ribeiro, Project Manager from the Knowledge Society Agency of the Ministry of Science in Portugal #TES11

06:01am Gabi Barna: how is it like to be part of an NGO campaign as a government partner? #TES11

06:05am Why we participate? Because the Portuguese government has a significant benefit of having their services offered online #TES11

06:11am How can telecentres improve the Digital Agenda scoreboard?
By focusing on capacity building and creating useful & attractive
eServices #TES11

06:12am But governments are of course mostly interested in the impact
evaluation of these campaigns #TES11

06:15am Now speaking Laurentiu Bunescu, Project Manager of
Telecentre-Europe #TES11

06:16am Next Get Online Week: the week of 26th March 2012 - on the
demand of our partners to run parallel with the eSkills week #TES11

06:18am The ambition of next year is to include all national European
countries into the campaign #TES11

06:21am The online counter is a good tool but we will improve it and we
will give more guidance on how to embed the counter in your websites
#TES11

06:22am Now speaking: Jonathan Murray, Executive Director of Digital
Europe talking about next year's eSkills week campaign #TES11

06:24am 65 million people are reached by the campaign reaching public
bodies and ngo's #TES11

06:26am Target groups are young people, ICT practitioners, SME's &
entrepreneurs and Policy-makers #TES11

06:27am The young have a perception that jobs that involve ICT are
boring & difficult: we are trying to change this perspective #TES11

06:29am Next year's campaign will focus on social media - traditional
media will be used to get people engaged into our social media channels
#TES11

06:34am 25 countries & 100s of stakeholders are participating in
the eSkills week: @tc_europe is invited to become a pan-European
stakeholder #TES11

07:25am First conference pictures already online: <http://t.co/3iVs116w>
#TES11

07:26am Peter Palvolgyi, Director, DemNet Hungary introducing the next plenary session on SMEs online and social enterprises #TES11

07:26am Now speaking: Andrea Parola, Director, European eSkills Association #TES11

07:30am Using services 'in the cloud' give SME's the possibility to do more in an easier & cheaper way #TES11

07:54am Cloud services have a downside for SME's: data can become lost on a remote server #TES11

07:55am There is a need for a pool of people that can innovate & lead - but the motivation to learn is the motivation #TES11

07:55am Now speaking: Mara Jakobsone from LIKTALatvia #TES11

07:55am As a means of income, telecenters can help small enterprises use eServices #TES11

07:56am Now speaking: Gabriel Rissola, Senior Scientist, The Institute for Prospective Technological Studies, European Commission #TES11

07:58am eFacilitators staff at telecentres are an emerging profession that still did not receive recognition in many member countries #TES11

07:59am Now speaking: Miguel Raimilla, Executive Director, Telecentre.org Foundation #TES11

08:00am Miguel's vision is to transform every telecentre into a social enterprise #TES11

08:01am Learning how to become a social enterprise is going through the very process of it #TES11

08:02am Definition of a social enterprise: it has to do 'good' and to do 'well': achieve your social goals, but make your numbers work! #TES11

08:04am Never forget to include your failures in your resume, hiding them doesn't help you to move on and learn about new experiences #TES11

08:07am To get into the circle of venture capital you have to really prove that you have the spirit of a social entrepreneur #TES11

08:08am Half of the work has been done: we already show through our community that we already have achieved something as social entrepreneurs #TES11

08:13am Miguel Raimilla: the day our online communities will be able to show all people helped by telecentres, we'll be larger than Facebook #TES11

08:14am Question round now started #TES11

08:15am Gabriel Rissola: digital competence is a difficult concept: not only skills but also creative use, attitudes etc. #TES11

08:18am Andrea Parola: for the first time the younger generations know more about technology than the elder ones #TES11

08:21am Mara Jakobson: more training for young people to become social entrepreneurs is already available in Latvia #TES11

08:22am Miguel Raimilla: changing the mentality of those in the business of helping others is still on the agenda #TES11

08:23am We don't want to create dependency: through building capacity we want people to innovate & give a solution to their own problems #TES11

09:18am Now speaking at the parallel session "Digital skills for young people": Melissa Pailthorp from Microsoft #TES11

09:21am Youth unemployment is huge & the impact of the recession on youth is affecting their world view - #TES11

09:21am Microsoft is focusing on this problem through their citizenship program #TES11

09:23am Microsoft is running different projects to help youth and students through ngo's, telecenters & universities #TES11

09:24am But the youth are very focused on their own needs and sometimes difficult to engage #TES11

09:27am Successful MS programs that focus on youth are Britain Works and Boys & Girls clubs #TES11

09:29am MS also has funded some peer to peer strategies to train youth like the Conecta Joven program from Fundación Esplai in Spain #TES11

09:30am One of the latest programs launched is the "Tech talent 4 good in the new Egypt" #TES11

09:30am Now presenting: Gérard Valenduc, Director of the Work and Technology Research Centre, Foundation Travail-Université #TES11

09:31am Research question: does the digital divide exist among the younges? Yes, but it's not an access gap nor a basic digital skills gap #TES11

09:32am Between 16 and 25 young people are experiencing a lot of transition phases and digital exclusion make them more "vulnerable" #TES11

09:33am Who are the digitally vulnerable youth? Those with digitally excluded parents, bad housing & internet connection, disabled youth #TES11

09:35am The gap with youth is linked to usage: using only limited internet services versus a more polyvalent use of ICT #TES11

09:39am For young people, there is a usage gap between the 'preferred' usage and the formally 'expected' usage by the information society #TES11

09:41am A challenge is to build a bridge between the daily life experience of youth using ICT & the expectations of the information economy #TES11

09:42am Now speaking: Godelieve Van Den Brande, Principal Administrator at the DG Education and Culture, European Commission #TES11

09:43am All our youngster are not digitally included as they are not able to analyze the information offered by the tools in a critical way #TES11

09:47am Medieval situations are observed at the classrooms, but blaming the teachers is not a solution: their role is to teach them criticism #TES11

09:52am Education strategy is stuck at the implementation phase: a telecentre is an intermediary here as they're in touch with the excluded #TES11

09:55am Formal education should also be pushed to offer the digital skills program that is asked from the future labour markets #TES11

09:57am One of the target groups of the telecentres should again become teachers, as they seem to have opted out from updating their training #TES11

10:02am Bringing IT to the classrooms is mostly a headache for teachers, so we should concentrate on the advantages ICT could bring to them #TES11

10:08am Equipment is available but the lack of training of the teachers might be caused by the difficulties in quantifying it as an impact #TES11

10:10am Lieve Van Den Brande pleading for stopping to research on the problem and showing the good practices and start to do something #TES11

10:13am Melissa Pailthorp sees a role for telecentres in making youngsters feel more confident about possessing the necessary digital skills #TES11

11:04am Ian Clifford introducing the 3rd plenary session "Impact assessment: European digital inclusion" #TES11

11:04am Now presenting: Cristobal Cobo, Researcher, Oxford Internet Institute, University of Oxford in England #TES11

11:06am "Next generation" is now used as a term instead of "digital natives" because it focus on the use instead of the age #TES11

11:06am Presentation of the research "The World Internet Project" #TES11

11:08am Next generation of users = not only teenagers as they are between 18 & 55, and not only students, also the unemployed #TES11

11:08am Social media use has increased a lot in comparison to the use of blogs for example #TES11

11:10am "ex-users": decide not to use the internet anymore, as they didn't find any interest for them in it #TES11

11:10am Next generation users: use the internet through different devices (mobile, computer at home, job & school,...) #TES11

11:12am Next generation users: they use the internet for entertainment and as a source of information #TES11

11:16am "Nomadic generation": they are generating a lot of content on the internet & are adapting 'soft skills' that aren't formarly learned #TES11

11:17am Now speaking: Gabriel Risssola on measuring the impact of eInclusion actions #TES11

11:20am The EC's IPTS institute is now researching on the work telecentres & grassroots organizations have been doing until now #TES11

11:25am Collaborating with the research is a win-win strategy for telecentres to better understand what we do & to show our impact #TES11

11:28am Maria Garrido on the joint effort between Telecentre-Europe and the University of Washington on the Impact Assessment Survey #TES11

11:30am The Impact Assessment survey will be posted on TE's website: a 15 min effort is being asked from the telecentre networks to fill it #TES11

11:38am Question from the audience: ex-users claim the internet is too expensive, this is in contradiction with the Gdansk Roadmap intention #TES11

11:43am Telecentre-Europe Awards Ceremony kicked off! #TES11

11:44am Gabi Barna introducing the ceremony and thanking Microsoft for sponsoring the first Telecentre-Europe Awards scheme #TES11

11:44am Now speaking: Sylvie Laffarge, Director of Community Affairs EMEA at Microsoft #TES11

11:50am Sylvie Laffarge sending out congratulations for the 5 years effort done by Telecentre-Europe #TES11

11:53am Congratulations to The Learn more about ICT network from Denmark for winning TE's Award for "Best European telecentre initiative" #TES11

11:55am Congratulations to Cornelia Popescu from Romania for winning TE's Award for "Best European telecentre network manager #TES11

11:57am Congratulations to Irina Kotkina from Russia for winning TE's Award for "Best European telecentre manager" #TES11

11:57am Irina Kotkina is represented by Ekaterina Fedotova from Project Harmony, Russia @TES11

12:02pm Congratulations to Borko Vujadinovic, from Serbia for winning TE's Award for "Best European telecentre tutor #TES11

12:04pm Borko Vujadinovic is represented by Ivan Stojilovic from International Aid Network, Serbia #TES11

12:07pm And as a surprise: Ian Clifford & Gabi Barna hand over a special category award for "Best telecentre supporter" to.... Microsoft! #TES11

12:11pm Sylvie Laffarge, Melissa Pailthorp & Una O'Sullivan from MS are celebrated as "Best telecentre supporters" at TE's Award Ceremony #TES11

01:23pm All conference pictures from the first summit day already online! Watch the slideshow at our community site: <http://t.co/3iVs116w> #TES11

Fri Oct 28

04:38am Ian Clifford kicking off the second day of the Telecentre Europe's Summit in Brussels #TES11

04:39am Pedro Aguilera from Esplai Foundation launching the employment toolkit "Key Competences for All" #TES11

07:02am Ian Clifford wrapping up this year's summit #TES11

08:28am Pictures from Day 2 of the Telecentre-Europe Summit also
online now: <http://t.co/Ci2JM1es> #TES11

