From digital inclusion to digital empowerment

telecentre
europe

digital
community
networking

TELECENTRE EUROPE | ANNUAL REPORT 2014

Contents

Foreword

The year 2014 was full of new successes and discoveries for Telecentre Europe (TE).

We consolidated actions and ideas we began planning back in 2013, when we developed - together with TE's Board - the new strategy and presented it to our Members. We increased our working capacity, counting at present with six permanent staff members who work together to make the new strategy a reality. Together with the unconditional support of a committed Board of volunteer members, we can see our impact growing by the day, both in Brussels and beyond. At the initiative of the Board, we formed an Advisory Board composed of our supporters from the corporate world and important stakeholders in the Brussels arena, such as the CEPIS and EaSA associations. We made important steps towards building new partnerships with many other like-minded European networks in the field of ICT skills, lifelong learning, entrepreneurship and social inclusion. We secured our budget to run our 2015 activities, reaching the double operational capacity compared to few years before. The icing on top of the cake is that our efforts have been recognised by a steady increase in membership - an impressive 20 new members joined us in 2014 alone!

On the policy front, Telecentre Europe continues to advocate the importance of digital competences to achieve 'Europe 2020' objectives. In 2014 we contributed to a variety of consultations (e.g. Europe 2020 or the Small Business Act), spoke and attended key EU stakeholder conferences, implemented EU-funded projects and continued to support European Commission's campaigns and programmes. We continued to play a key role in the deployment of the 'Grand Coalition for Digital Jobs initiative' by being a formal member of the Grand Coalition's Secretariat and acting as the informal enabler of National and Local Coalitions with the help of our Members.
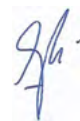
This year our flagship initiative, the European Get Online Week (GOW), became embedded into the European Commission's 'eSkills for Jobs Campaign', a privilege shared only with the European Code Week created by former VP Neelie Kroes. This partnership will be extended to the next two years, reaffirming

the GOW as a well-known annual milestone in the European agenda of eSkills, employability and education. Watch out for the upcoming eSkills Conference that our member LIKTA is co-organising with the Latvian Presidency of the Council of the EU, in Riga this March 13th.

We were also very active in the area of education as one of the few external stakeholders invited by the European Commission to discuss the deployment of its Digital Competence Framework. In 2014 we defended the usefulness of this framework not only for life-long learning (its original purpose) but also for the employability of those who, without being ICT professionals, can improve their employment prospects through digital up-skill or re-skill training programmes. We developed a position paper in support of this argument, together with other position papers in the area of education: 'Education & Training 2020' and the 'The professionalization of e-Facilitators'.

These activities were largely possible due to the 'Erasmus+ operating grant' that we received for the first time this last year. Overall, our fundraising activities could not have gone better, as we have reached an almost 100% success rate in 2014. This was a direct result of putting our strategy first when selecting and developing proposals. We also unveiled a number of funding opportunities for our members, getting several of them engaged in joint projects.

All the above-described activities are extended and commented in this Annual report. We believe that TE's efforts in 2014 have contributed to keep telecentres high on European and national agendas, and to the sustainability of our movement. 2015 is a promising year for our community, a year in which a new Board will be elected, and the new EU policy directions will come into light. Let us continue working hand-in-hand to face the new challenges and keep telecentres relevant for European citizens and decision makers!

Gabriel Rissola
TE's Managing Director

Mara Jakobsone
TE's Chair of Board

2014 in **numbers**

Telecentre Europe member organizations

- New in 2014 (38%)
- 2013 (6%)
- 2012 (23%)
- 2011 (4%)
- 2010 (29%)

20
3
12
2
15
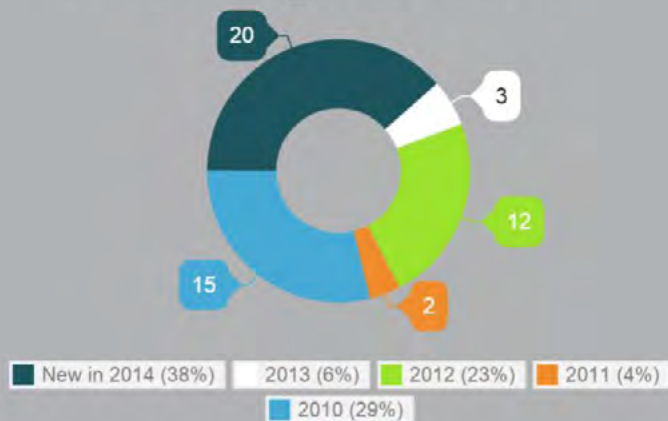
TE groups 51 organizations, 20 joined in 2014

30 countries covered by members

4 new countries in 2014 - Sweden, Czech Republic, Slovenia and Switzerland

0   10   20   30

- 2010
- 2011
- 2012
- 2013
- 2014

European Get Online Week 2014

getonlineweek.eu
24-30_march_2014
get empowered,
get employed
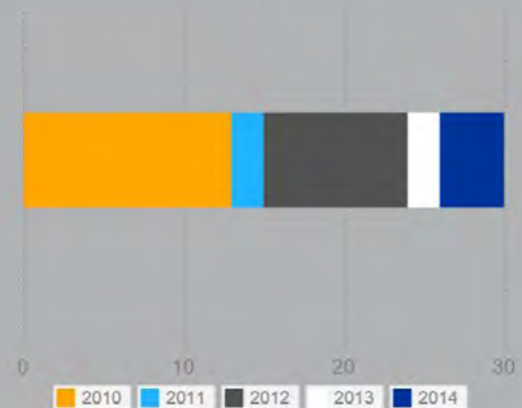
reached 104,000+ people in 25 countries across Europe and beyond

7,000+

MOS and MTA certifications distributed, almost 4,000 young people certified

14

Local and national coalitions supported

total of Skillage users took a self assessment quiz on skillage.eu

30,000+

120

participants at the Telecentre Europe Annual Conference

20

Members of staff, Board, Advisory Board and consultants

Over 500,000 EUR

Annual budget

Strategy overview

Early 2013 our new elected Board together with our Managing Director defined a 5-year strategy for the organization, originally based on three pillars and later expanded to five. We are reaching its mid-term implementation period, and important progresses have been made so far for its deployment.

The more significant developments were the subordination of fundraising efforts to the strategic directions and the relevance gained by the organization among external stakeholders. Below we present TE's strategy in detail, how we plan to implement it in the following years and its updated visual overview, as explained presented by our Managing Director Gabriel Rissola at the Advisory Board kickoff meeting held last December.

Pillar 1 - EDUCATION & TRAINING

This pillar aims to contribute in particular to Education 2020 with a focus on non-formal digital training (lifelong learning, adult education), both through policy development (position papers, participation in forums, etc.) and dissemination of members' best practices (collected through joint projects and direct consultation with members).

Present and future of Pillar 1: We plan to work on advocating the need of a European reference framework for Digital competence validation & recognition. We will promote the training and certification standardisation (DigComp, eCF, EQF) among our members' digital literacy & skilling programmes, and will continue advocating for e-Facilitators' professional recognition, mobility and capacity building.

Pillar 2 - ADVOCACY & CAMPAIGNS

This pillar wishes to contribute primarily to the Digital Agenda for Europe, focusing on digital training for growth and jobs, and the digital skills needed by non-ICT professionals across economic sectors.

Present and future of Pillar 2: To our traditional European Get Online Week and its Commission's eSkills for Jobs campaign, we will add in 2015

two new awareness raising initiatives: 'Coding for Inclusion' (with Microsoft's support) and E-UROPa, a campaign to promote civic engagement and e-participation where we are partnering with 12 of our members. We will continue promoting the Grand Coalition for Digital Jobs from its Secretariat and developing local coalitions.

Pillar 3 - RESEARCH & SOCIAL INNOVATION

This pillar is structured in three areas to produce or collect evidence that informs our strategic directions. The first one consist of quantitative data gathered through surveys and studies, like the e-inclusion sector mapping (MIREIA survey) conducted in early 2013. The second one is focused on the digital skills needed for the labour market, with particular attention to youth digital readiness for an active participation in economic activities. The third one attempts to identify community/ citizen-driven innovation models (from inside or outside our movement) that can be adopted/ replicated by our members to keep them being relevant in local communities.

Present and future of Pillar 3: Plans include an annual survey conducted among members, plus Skillage end-users data collection on e-skills for employability, and the study and valorisation of innovations produced in Telecentre contexts among the social innovation & ICT for development research communities.

Pillar 4 - COMMUNITY DEVELOPMENT

This added pillar aims to consistently support stakeholder involvement in the policy process, encourage cooperation with other EU networks / NGOs, and sstrengthen the capacity of TE and its members, including their understanding of relevant EU matters.

Present and future of Pillar 4: TE has started and will continue a process aimed to expand its membership base by providing them valuable services (EU policy and grants monitoring, participation in funding proposals, spaces for collaboration and knowledge sharing) and more exposure to key external stakeholders (the EC, the industry, educational actors). At the same time, TE is in the process of increasing its advisory capacity by networking and joining forces with other European umbrella organisations, like Digital Europe or European Schoolnet, to name a few.

Pillar 5 - SUSTAINABILITY & FUNDING

This pillar is sustained by a funding sources diversification strategy (combining public and corporate funding) and an expert staff team able to manage an increasing number and size of projects.

Present and future of Pillar 5: Telecentre Europe aims to grow to a reasonable level that allows it operating sustainably, which in 2015 will most probably be reached. It also aims to ensure that projects are member-driven.

For the remaining three years of the Strategy implementation (2015-2017), a better an improved alignment of projects and strategy will guarantee its adequate delivery, as the picture below illustrates:

Pillar 1 EDUCATION & TRAINING	Pillar 2 ADVOCACY & CAMPAIGNS	Pillar 3 RESEARCH & SOCIAL INNOVATION	Pillar 4 COMMUNITY DEVELOPMENT	Pillar 5 SUSTAINABILITY & FUNDING
• CARER+ • FIT4JOBS • UNITE-IT • I-LINC • OPERATING GRANT	• FIT4JOBS • I-LINC • OPERATING GRANT • eSkills CAMPAIGN • GET ONLINE WEEK • GC4DJ SECRETARIAT • CODING FOR INCLUSION • E-UROPE	• CARER+ • UNITE-IT • I-LINC	• UNITE-IT • I-LINC • OPERATING GRANT	• CARER+ • FIT4JOBS • UNITE-IT • I-LINC • OPERATING GRANT • eSkills CAMPAIGN • GET ONLINE WEEK • GC4DJ SECRETARIAT • CODING FOR INCLUSION • E-UROPE

Gaining policy relevance

Due to a changing world such as ours, learning outside the formal education system has become increasingly relevant for our personal and professional empowerment. Non-formal learning, taking place in telecentres and other similar environments, is unique as it is flexible and adaptable to rapid changes both from the outside (e.g. employers) and the inside (inherent learners' needs).

Telecentre Europe's policy and advocacy efforts are therefore geared towards defending the case of telecentres as non-formal training providers of digital skills. We advocate that telecentres are ideally suited to help fill the growing gap between the demand and supply of a digitally competent workforce in 21st century. We also acknowledge that more investment in ICT infrastructure is needed to improve education and achieve high levels of productivity and growth. We believe that for this to have its desired effect, investment should always go hand in hand with ensuring that citizens - particularly those at risk of social exclusion - are equipped with the right skills to make the most of ICT technologies.

Recognition and support

The European Commission now recognises TE as a valuable counterpart in the policy dialogue on improving European cooperation in education and training. In 2014, for the first time in its history, Telecentre Europe received a so-called 'operating grant' from the Erasmus+ Programme of the European Commission. These grants are given to pan-European civil society organisations working on the topics of education and/or training and that have the capacity to contribute to European policy-making. TE was among 18 organisations that received support to develop their activities, with TE being one of the few beneficiaries active in the specific fields of adult education and non-formal learning.

Apart from the institutional recognition, the operating grant and its financial support allowed us to develop those activities that support our members and influence policy by engaging with EU institutions (EC, EP, EESC, etc.). The grant helped us in the smooth running and improvement of our overall institutional activities such as communication, membership development, advocacy and administration, to organise the Board

and Advisory Board meetings and to increase our staff capacity.

One of the most important and successful novelties enabled by the operating grant was the launch of a 'funding alert' service for our members. As a result, we have started to systematically identify relevant funding opportunities for TE and its members, help our members understand the rules and, most importantly, frame project ideas and prepare proposals with our members.

In parallel with the funding alert, TE actively monitored EU policy developments and initiatives in education and training, employment and digital agenda. We also attended major policy events in the field, where we represented the point of view of telecentres around Europe. TE increased its advocacy capacities by developing position papers on key topics – ET 2020, Digital Competence Framework, Professionalization of the e-facilitator, all of which can be found on the "Policy positions" section of our website.

TE also contributed to the EC public consultation on Europe 2020, which ran from May until October 2014 and participated in the Education, Training and Youth Forum 2014 where together with more than 200 stakeholders, it reviewed the progress made so far on the ET 2020 strategy. We also prepared guidelines to help our members promote the professional recognition of e-facilitators (trainers in telecentres) in their countries and facilitate access to existing capacity building materials, as well as DIGCOMP guidelines.

Telecentre Europe is thankful to all our members, partners, funders and experts who are helping us to shape the e-Inclusion agenda and voice the needs of citizens to be active and empowered contributors of the digital society.

Projects & campaigns

In 2014, Telecentre Europe was involved in eight projects/campaigns funded by the European Union and two projects/initiatives made possible by private grants (Skillage and GOW). We have been successful in 2014 in securing an operational grant which has made it possible to work on our core activities with more effectiveness.

Most of our projects would not have been possible were it not for the support and collaboration with our members and partners. In the UNITE-IT project, TE was the project manager with all of the remaining project partners being TE members.

A similar situation can be seen in a most recent project titled *fit4jobs* that started at the end of 2014 and where TE has a dissemination role. This project was the direct result of our members' networking and collaboration throughout the year.

The best example of collaboration is the European Get Online Week, through which many of our members join every year as National Partners and work hard to make the campaign in their country a success.

Thanks to our network of members, our participation and results from all the projects and initiatives brought added European value in terms of outreach, replication and dissemination.

Get Online Week 2014

Europe is facing a shortage of 500,000 ICT professionals by the end of year 2015, up from the current 300,000 unfilled posts in 2014. At the same time Europe also faces high unemployment with 26 million people being unemployed and a staggering 25% of them being young job seekers (15-24).

Roughly 104,000 Europeans were involved in GOW 2014, almost 54,000 taking trainings while another 50,000+ attended over 5,000 events at national or local level, like seminars and workshops.

The 5th annual European Get Online Week (GOW) organized by Telecentre Europe took place in 25 countries in the week of 24-30 March 2014. Its motto was aligned to the burning priorities of unemployment and skills by urging young people to "Get empowered. Get employed".

Considering that 90% of all future jobs will be digital (meaning that employees will need a set of digital skills to be able to access these jobs) TE decided to embed its flagship initiative GOW within the larger EU context and partner with the ICT industry to tackle the existing skills gap. For the first time GOW became part of the year-long eSkills for Jobs campaign coordinated by the European Commission,

European SchoolNet and Digital Europe. GOW's alignment to eSkills for Jobs and to the Grand Coalition for Digital Jobs has been extremely positive, boosting the reach and impact of GOW partners and actions.

Roughly 104,000 Europeans were involved in GOW 2014, almost 54,000 taking trainings while another 50,000+ attended over 5,000 events at national or local level, like seminars and workshops. The support from Microsoft and Liberty Global maximized the impact of GOW national partners and connected telecentres to some top-class opportunities like the Microsoft YouthSpark and to promising new platforms for skills and employment (YouRock). It also

enabled young and unemployed to get their eSkills certified and to learn what ICT jobs are out there and more concretely, what types of skills are needed.

Once again, for the third year in a row, EC Vice-president and Digital Agenda Commissioner, Ms. Neelie Kroes endorsed Get Online Week and the work of telecentres across Europe, recognizing their impact in the digital empowerment of young and unemployed. In a video address, Ms. Neelie Kroes introduced Get Online Week 2014 and underlined the importance of e-skills for young people, encouraging telecentres to get them into practical training that will bring them concrete work opportunities.

eSkills for Jobs

eSkills for Jobs 2014, part of the EU eSkills strategy, is a major cross sector, multi-stakeholder campaign from the European Commission, involving more than 650 organisations across Europe including companies, associations, education and training bodies and NGOs.

The aim of the campaign is to raise awareness of the need for citizens to improve their command of information and communication technology (ICT) skills for work. The campaign is a response to the growing demand for ICT-skilled professionals that is currently not met, despite high levels of unemployment in Europe.

Telecentre Europe was one of the three pan-European stakeholders that supported Digital Europe and European Schoolnet to run the campaign in 2014. Our contribution was formed by two main sets of actions, as shown below.

• **Organizing the Get Online Week as part of eSkills for Jobs, including:**
    a. eSkills for employment training using a range of technologies and devices
    b. Hunting for digital jobs events
    c. ICT certification – free vouchers from industry

• **Supporting the overall communications of the campaign mainly in the form of a contribution to:**
    a. Overall communications strategy and day-to-day tasks, especially on the social media reach-out
    b. Revision of the eSkills Manifesto, on eInclusion section
    c. Update of website content in sections agreed with project partners.

eSkills for Jobs competition

The eSkills for Jobs European competition was organised within the context of the e-Skills for Jobs 2014 awareness raising campaign, as an opportunity to highlight and reward persons with a high level of digital skills and literacy at a European level.

The competition focused on identifying concrete successful initiatives made possible by ICT and the mastery of e-skills and aims to reach out to motivated and talented young people to the age of 25, educators, job seekers and entrepreneurs.

The winners, selected among a pool of candidates nominated at national level by the e-Skills National Contact Points (NCPs), have successfully undertaken initiatives made possible by ICT to one of the award categories of the European e-Skills competition.

Telecentre Europe ran the *Most active job seeker* category, working with the Get Online Week partners to select the candidates. These were mainly young job seekers and unemployed participating in Get Online Week activities or events.

eSkills for Jobs Award ceremony in Rome, Oct 2014

Digital Jobs

As part of its Grand Coalition for Digital Jobs aimed to fill the growing number of vacant ICT-related jobs across Europe, the Commission has established under the *DigitalJobs* project a Secretariat tasked to address the mismatch between supply and demand for ICT practitioners.

Telecentre Europe in collaboration with project leaders from 13 organisations[1] active in the IT, education and SME communities form the Secretariat of the Grand Coalition with a defined scope to boost the Commission's programme through a five-pronged strategy for reducing the skills gap in Europe:

- **ICT Training**: promoting Europe-wide student placement programmes with ICT employers and working with existing ICT training providers to improve their offering to students
- **Mobility**: helping get trained people in one part of Europe placed into vacant jobs elsewhere in the EU
- **Certification**: strengthening ICT professionalism and foster recognition of ICT-related qualifications across EU member states
- **Awareness raising**: raising awareness of the Grand Coalition for Digital jobs
- **New forms of ICT education**: promoting the supply side for ICT jobs creation through more aligned educational schemes (e.g. MOOCS) and structural changes inside educational systems.

Telecentre Europe's role in the Secretariat is heavily related to the scalability and sustainability of the Grand Coalition, using as main tool the National and Local Coalitions for Digital Jobs. In 2014, Telecentre Europe and the Secretariat facilitated the initiation of 14 coalitions, while other 7 are in the planning phase.

Local Coalitions for Digital Jobs

At least nine Members of Telecentre Europe are involved in the coordination of Coalitions in their respective countries. The National Coalitions (NCs) and Local Coalitions (LCs) are defined as multi-stakeholder partnerships that promote and exploit the actions and outcomes of the Grand Coalition for Digital Jobs in each Member State. Their role is to promote and implement actions tied to the Grand Coalition. Any actions that contribute to helping bridge the gap between people looking for jobs in the ICT market and industry are included in the scope of the Coalitions. NCs and LCs can focus on those actions most appropriate to their local circumstances.

At least 9 member organizations of Telecentre Europe are involved in the coordination of Coalitions in their respective countries.

Grand Coalition
for Digital Jobs

[1] - DIGITAL EUROPE (BE), BRAINPORT (NL), CIONET (BE), DIITEK (DK), ECDL Foundation (IE), ECTW (NO), EUROCIO (BE), EMPIRICA (DE), ESKILLS (UK), EUN (BE), MITA (MT), NUIM (IE), PIN-SME (BE).

Delivering on skills for growth and jobs

FIT Local Coalitions for Europe Deliver ICT Skills for Growth and Jobs. This project honours the FIT Pledge to the Grand Coalition to promote the successful FIT "Training for Employment" (TFE) model across Europe.

FIT (Ireland) is leading a consortium of entities from Greece, Spain, Portugal, Latvia and Lithuania with coordination support from Telecentre Europe. Within 2015 each country partner will plan, execute and provide analysis of this unique pilot experience with a complete and tested series of activities aimed at ICT up-skilling of job seekers entering the workplace.

The process will include the following main steps: identification and selection of suitable candidates for training, partnership with local employers to specify the curricula, provision of ICT training by 3rd party or public services, provision of soft skills training and support, job placement, and overall project analysis. Job placement is secured through a strong relationship between employers and local partner before during and after training.

The 'Training for Employment' TFE model has been the basis of FIT training over the past 12 years and has demonstrated a 75% progression rate.

It is strongly anticipated that the learning from this project will be viewed positively by national governments and the European Commission and considered favourably in future related strategies and policies.

The project was launched in November 2014 and will be running until April 2016. You can visit the official website: www.fit4jobs.eu
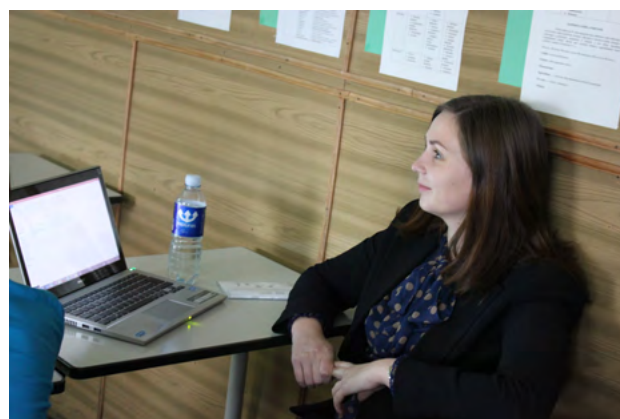
Get certified.
Get a job.

In 2014, Telecentre Europe and Microsoft led a certification campaign titled *Get certified. Get a job.* The campaign was launched in Rome by Microsoft's former CEO Steve Ballmer and Telecentre-Europe's Managing Director Gabriel Rissola. The idea behind was to freely distribute Microsoft Office Specialist (MOS) and Microsoft Technology Associate (MTA) certification vouchers.

Twelve Telecentre Europe partners[1] implemented various local activities to help young job seekers and unemployed get certified. This initiative was organised in the framework of the European Commission's eSkills for Jobs 2014 Campaign that raises awareness on the shortage of ICT skilled professionals.

More than 7,500 vouchers were utilised in ten countries and almost 4,000 young people passed the exams to receive MOS & MTA certificates. Most of MOS certifications were distributed in Italy and Spain, while Poland was the leader in using the MTA certifications. As a result of this campaign, during the closing eSkills for Jobs High-level Conference in Rome (October 30, 2014) a direct end-user of the vouchers, Agnieszka Galazka was rewarded as the runner-up of the "The Most Active Job Seeker" award. Telecentre Europe's member Fondazione Mondo Digitale provided over 1,500 Microsoft certifications to young Italians and Agnieszka Galazkawa one of them. She heard about the certification opportunity at a local job centre. "My CV has a new and very important item now as ICT certification can make a real difference for a woman in the job market today" she stated.

The vouchers campaign also served the mission of Local Coalitions for Digital Jobs to increase youth employability locally. Telecentre Europe is a key contributor to form the Local and National Coalitions: multi-stakeholder partnerships developed in Member States to enhance digital skills at national, regional or local level. Eight Local and National Coalitions have been involved in the promotion and running of the campaign. The campaign was also highlighted as a best practice in one of the Grand Coalition for Digital Jobs workshops.

"My CV has a new and very important item now as ICT certification can make a difference for a woman in the labor market," said Agnieszka Galazka after winning the Most Active Job Seeker Runner up award in Rome.

[1] - EOS Romania, FMD Italy, IT Foundation and Fundacja Aktywizacja Poland, HEPIS Greece, Aptech Europe Slovakia, Interface3 Belgium, PH International Russia, ESPLAI and Ingeforma Spain, LIKTA Latvia, and FCT Portugal.

Uniting Europe through digital empowerment

Ongoing projects

Unite-IT is a pan-European online community of digital inclusion and digital empowerment professionals. It was initiated and developed by Telecentre Europe in 2014 together with seven of its member organisations and the European Students Union.

The online community provides a place where members can exchange good practices and share resources on how to teach digital skills to groups at risk of social exclusion. The online portal includes a discussion blog, information on events, news, projects, stories, resources and a database of good practices and policies in the field of digital inclusion. It is also the online working space for the project's four thematic working groups:

1. Youth Employability
2. Education and Training
3. Gender Equality in ICT
4. Vulnerable Groups at risk of exclusion.

Unite-IT working group discussions at TEAC 2014

2014 saw a number of key developments, strengthening and re-affirming the network as a reference point for e-Inclusion professionals in Europe:

- The online portal was fully refurbished with a new, more attractive and user-friendly interface, more options for interaction and an easily searchable database. We developed a toolkit including video tutorials and Infographics on how to make the most of the website and submit good practices
- Four webinars were organised: "Youth Employability tools (YouRock)" "ICT learning projects from gender point of view", "How to run a Microsoft test campaign" and "ICT and persons with disabilities" with approx. 25 participants per webinar
- The 1st e-Inclusion Award took place, attracting more than 70 good practices and awarding 4 winners, who were invited to present their experience at the annual conference
- The 2nd Unite-IT annual conference "Digital empowerment-all inclusive Conference" was organised in September in Zagreb and brought together 120 professionals in the field of digital inclusion.
- Unite-IT brochure and other dissemination materials were developed to raise awareness on digital inclusion and empowerment.

Period:
Nov 2012 - Oct 2015

Source of funding:
Lifelong Learning Programme, Key Activity 3 (ICT)

Coordinator:
Telecentre-Europe

www.unite-it.eu

Winners of the Digital e-Inclusion Awards in Zagreb 2014

Ongoing projects

Ageing well in the community and at home: developing digital competences of care workers to improve the quality of life of older people

Period:
Apr 2012 - Mar 2015

Source of funding:
Competitiveness and Innovation Framework Programme

Coordinator:
Institut FEPEM, IPERIA (France)

http://carerplus.eu/

The Carer+ project uses ICT-supported learning for the professionalization of care work as well as improving the quality of life for older people who require care in their homes.

The purpose of the CARER+ project is to link together and build on a range of activities aimed at improving the lives of older people using new ICT and AAL (Ambient Assisted Living) technologies. The project also promotes the key role of professional social care workers, a role that will be further aided by the development of digital competencies.

The CARER+ project tested new ICT technologies, such as Internet tablets and other Smart Networked Objects that can improve the quality of life for older people in their homes. Pilot testing was a key element of the project including the detailed assessment of ICT tools, which were tested with 500 users selected from five countries: France, Italy, Latvia, Romania and Spain.

We are responsible for the preparation and coordination of the pilot exercise, disseminating the results of the project via its international network, conducting research activities during the pilot and making an impact assessment report. At policy level, we also coordinate policy visits across piloting countries to promote peer learning and the exchange of good practices between policy-makers.

Building ICT competencies in the long-term care sector to enhance quality of life for older people and those at risk of exclusion

Completed projects

The careNet project developed a critical set of ICT competences for two identified 'at-risk' target groups: care-workers and older persons. The project was 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.

The careNet training was based on the identification of digital competences and a scaffolding of the learning architecture and resources. Project partners produced a Map of Competences with three areas of digital competences of care workers and care: common digital competences, day-to-day area of competences and a vocational area of competences with the specific competences of care workers.

A pilot programme took place in two European countries: Spain and France, involving the two main audiences of the project: care workers and care recipients. It was aimed at implementing and validating the learning architecture, pathways and resources produced by the project.

The main role of Telecentre Europe was the exploitation of results, through activities such as publishing a Call for Open Pilot, inviting other organisations dealing with home care or older people to join the project pilot and co-organising the final conference that we held in Brussels in February 2014.

Period:
Jan 2012- Feb 2014

Source of funding:
Lifelong Learning Programme,
Key Activity 3 (ICT)

Coordinator:
Institut FEPEM, IPERIA (France)

www.carenetproject.eu

Carenet conference in Brussels, Feb 2014

Completed projects

Motion-based adaptable playful learning experiences for children with motor and intellectual disabilities

The M4ALL project came to its official end this year in November after 18 months. The project gathered six organisations: most being research teams from European universities. The project partners wrote a series of papers on the topics of motion-based learning and technology and were then tasked with developing games to aid children with special needs in their learning and social interaction.

TE's role was to, on one hand, provide a dissemination plan of the project and execute it, and on the other, to find amongst our members three institutions interested in piloting the games. Telecentre Europe's local partners also organised info days in order to facilitate the adoption of the motion-based games developed by the project. The ultimate goal was to help teachers; therapists and parents understand how to offer motion-based playful learning activities to children with disabilities and how to engage them in collaborative learning tasks.

For dissemination purposes we created a series of promotional materials such as a leaflet, poster, roll-up and, later in the project, a short video summarising the project and showing the piloting in action. Three of our members benefitted from a Kinect cameras for participating and organising the piloting in their countries. We communicated throughout the project through a website and blog led by TE and also updated a project FB page that achieved more than 200 fans.

Period:
Dec 2012 - Nov 2014

Source of funding:
Lifelong Learning Programme, Key Activity 3 (ICT)

Coordinator:
Politecnico di Milano – Dipartimento di Elettronica e Informazione (Italy)

Website:
www.m4allproject.eu

Community site:
M4All.widetesting.info

Promotional video:
www.youtube.com/watch?v=ybhPAwNIpww

Telecentre Multimedia Academy

Completed projects

TMA project was aimed at designing, developing and piloting a learning programme on media literacy for adult learners. The programme equipped learners with skills such as understanding, using and producing media with the help of ICTs, audio, video and photography.

TMA partners developed a 140-hour multimedia-training programme that consisted of training materials that were later piloted in seven countries. Ninety people were trained in photo, video and audio creation in Croatia, Serbia, Hungary, Latvia, Spain, Romania, and Lithuania.

From April to September 2014 two courses were offered: a basic and an advanced course on media literacy. The basic course helped students to acquire theoretical basics of multimedia production, including digital sound, digital photography and video. The advanced course made the students familiar with the methods of project planning, creation and distribution of media content.

After the pilot trainings were over, the learning materials were revised and finalised based on pilot experiences and the feedback received from students and trainers. The final learning materials were translated and made available in eight languages (EN, HR, RS, HU, RO, LT, LV, ES) on the project website.

The TMA initiative was promoted through national information campaigns and a series of events organised within the project. The main project event was the TMA international final conference organised on the 26th of September 2014 in Zagreb, which was attended by 101 participants.

Period:
Nov 2012 - Oct 2014

Source of funding:
Lifelong Learning Programme,
Grundtvig

Coordinator:
Telecentre-Europe

http://tma.telecentre-europe.org

Featured partnerships

A core value of Telecentre Europe is to work in partnership with other organisations and thus make a bigger impact on the objectives we share with other stakeholders. Led by this notion, we worked hard in 2014 to identify common topics of interest with EU institutions, fellow European networks and the ICT industry.

European Commission

In 2014 we reinforced and initiated cooperation with a number of units in the European Commission, discussing the overall topics of lifelong-learning, up-skilling & re-skilling and employability, with a special focus on digital competences and e-Inclusion. Within the European Commission Telecentre Europe established contacts with:

• *Unit C.4 Skills and qualifications* (Directorate General Employment, Social Affairs and Inclusion). This Unit was previously part of Directorate General Education and Culture. We initiated discussion in order to exploit the full potential of the European Digital Competence Framework for employability purposes, and to establish it as an easy-to-apply framework for recognising digital competences. As non-formal learning providers, telecentres are interested in aligning their training and certification programmes to standards that enable validation and formal recognition of competences acquired by their users. This was explicitly pointed out by TE's Managing Director Gabriel Rissola who participated in a meeting with external stakeholders on the EU reference framework for digital competences (organised by this Unit on 12th September in DG EAC premises). A position paper on this issue followed and is available on the TE website. TE has also been very active in engaging another Unit of this DG, *Unit C.5 Vocational training and adult education*, on the topic of e-Inclusion and digital literacy. The Commission official in charge of adult learning (European Platform for Adult Learning) was approached and accepted the invitation to speak at TE's Annual Conference and join the UNITE-IT platform.

• *Unit A.1 Europe 2020, ET 2020, contributions to education, investment package* (Directorate General Education and Culture). We advocated on the importance of digital competences to achieve Europe 2020 and ET2020 objectives.

•We also strengthened our links to the Directorate General Communication Networks, Content and Technology through the national and local implementations of the Grand Coalition for Digital Jobs. Together with this DG we co-organised a workshop devoted to National and Local Coalitions in Rome on October 29, 2014. Additionally, our strategic partnerships with key European networks such as DIGITALEUROPE and European SchoolNet resulted reinforced thanks to our involvement in the *e-Skills for Jobs Campaign* and the Secretariat of the Grand Coalition of Digital Jobs. TE was also granted a project for creating a platform for ICT for learning and inclusion under the coordination of *Unit G.4 Inclusion, skills and youth*. This 3-year project developed in partnership with European Schoolnet, Telefonica and the University of Dortmund will allow us to build stronger links between digital literacy and technology-enhanced learning, among other objectives. TE Managing Director presented the project during the *Digital Learning Round Table* organised by this Directorate General on December 16, 2014 in Luxembourg.

European NGO Networks

In 2014 TE made important steps towards building new partnerships with like-minded pan-European networks working in the field of ICT skills, lifelong learning, entrepreneurship and social inclusion. We initiated discussions with six organisations to explore synergies and talk about how to mainstream efforts to achieve our shared objectives. In terms of associations and European NGOs Telecentre Europe established contacts with:

Council of European Professional Informatics Societies (CEPIS)

CEPIS, the network representing IT professionals around Europe agrees together with TE that it is essential to align the various existing e-skills reference frameworks (the Digital Competence Framework; the e-Competence Framework for users and for professionals) so that they can easily be adopted and used by digital training and certification providers. TE also supports CEPIS in its efforts to 'dismantle' the myth of the 'digital native' and ensure that young people's digital skills are not taken for granted.

Reading and Writing Foundation

The MIREIA survey conducted by TE in 2013 revealed that public libraries are one of the main actors in the field of e-Inclusion, the sector that TE represents through it members. Clearly there are differences and complementarity of classical telecentres and public libraries as providers of online access and digital training. With this in mind TE and the Reading and Writing Foundation, an organisation that advocates for the recognition of public libraries in Europe, have taken the first steps to join forces to advocate together in favour of e-Inclusion actors in general.

Media and Learning Association (MEDEA)

Media and Learning Association is a pan-European network promoting media literacy and the use of media in all educational sectors. In 2014 we agreed to exchange membership with the association and attended their annual conference, while the association representative spoke at our annual conference. TE became the first supporting network member of the Media and Learning Association.

European Association for the Education of Adults (EAEA)

TE and EAEA crossed paths during conferences and events on lifelong learning and digital skills throughout 2014. The two organisations have clear common objectives, as they both work in the field of non-formal adult education and training. EAEA covers a wider range of topics and has a broader view on adult learning, while TE has a closer focus on digital literacy. The two organisations met at the end of 2014 and agreed to decide during 2015 how to best to combine their strengths in joints projects on increasing the digital literacy of adult learners outside the formal education system.

Junior Achievement – Young Enterprise Europe (JA-YE Europe)

Telecentres are evolving from providers of access to computers and basic digital skills trainings to hubs for social innovation, career guidance and entrepreneurship, especially for unemployed young people. With JA-YE Europe TE aims to cooperate in the framework of our new exciting project I-LINC, aiming to create an active stakeholder platform working in ICT for learning and inclusion, with a special focus on youth employability and entrepreneurship.

European Civil Society Platform for Lifelong Learning (EUCIS-LLL)

In September 2014 TE Managing Director Gabriel Rissola met with Audrey Frith, Director of EUCIS-LLL to discuss common objectives. Digital skills and competences will be in platform's focus for the upcoming year and TE is eager to cooperate with them. In addition, TE is considering whether to become a member of the established EUCIS-LLL family of European networks.

TE Annual Conference

The annual conference (previously called Annual summit) had its 7th edition in 2014 and was held in Zagreb, hosted by our Croatian member Telecentar Zagreb. For the first time in its history the event took place over three days and was each day hosted by a different European project: UNITE-IT, Trans e-facilitator and the Telecentre Multimedia Academy (TMA).

The conference featured a number of speakers most of them invited from the pool of stakeholders with whom TE has regular contact. A local TV station *Televizija Student* covered the conference and from their footage TE produced a promotional video. Communication Manager Masha Tarle acted as the Event Organiser for the Annual Conference and coordinated communication and logistics of the 3-day event in Zagreb.

Around half of conference attendees were our members (non-governmental organisations active in the fields of digital inclusion) while the other half were representatives from other organisations like European associations and NGOs, the European Commission, private companies such as Cisco, some members of the academia and adult education providers. Altogether there were 120 participants coming from 28 countries.

The theme that united all three days was 'eSkills for the 21st century'. On the first day, dedicated to the topic of digital inclusion and led by UNITE IT project, the good practice database was discussed and the participants met each other through the working groups. The second day with 3 panel sessions was dedicated to set up the scene relating to the European skills gap and how it can be addressed.

Two Croatian speakers were invited, one to present the digital sector and skills in Croatia and the other, a university professor and keynote speaker, to provoke the audience to think out of the box on the issues involved. The afternoon session was led by the project Trans e-facilitator and mainly discussed the newly developed curriculum for e-facilitators.

On the third day media literacy had the full attention and featured invited guest speakers form Belgium, Ireland and Croatia. The results of the evaluation sent to participants were quite satisfactory with most participants expressing the need for these type of events where networking and

knowledge sharing were possible. Working groups and panel discussions were the most popular event form and the fact that local experts were invited to the conference was also seen as an added value of the conference.

For more information about the conference, the following tools have been created:
- A full conference report
- Conference website
- Storify (digital story about the conference with tweets)
- Promotional video

Communications

Telecentre Europe's communication efforts in 2014 focused on developing new communication tools and rebranding and updating existing tools. It is important to mention that since the end of March 2014 the first communication team was formed when Ilona Griniute joined the team to help Communication Manager Masha Tarle.

Rebranding identity

In terms of rebranding Telecentre Europe, the logo was given a 'face-lift' with a more specific tagline 'Digital community networking' to describe the reliance on on-line networking and TE's work in the area of digital inclusion. Visual guidelines were also created to support all future communication production.

In early March 2014 we started rethinking our website www.telecentre-europe.org. TE's Spanish member TEB Youth was briefed to develop a new website which was up and running in June. The statistics of 2014 show that the bounce rate has since then improved by 4% and it stands now at 61.85%. This is encouraging as it means that more people find information they are looking for on the website.

Next steps for 2015 are to look into Google analytics to see where traffic is coming from, what search terms are relevant for us (Search Engine Optimization) and determine who is visiting our site, what they are looking for and how they are engaging with our content.

E-mail newsletter

Our e-mail newsletter was improved in terms of design and Ilona Griniute conducted an extensive analysis of TE newsletter performance (Newsletter as an Email Marketing Tool in NGOs: The Case of Telecentre-Europe). The number of newsletter subscribers grew from 726 beginning of 2014 to the current 930. Open rate in 2014 reached an average of 21.95% compared to 19.14% in 2013.

Brochure

Towards the end of 2014, we conceived our new and much needed brochure. The 12-page color publication promotes the work of Telecentre Europe to potential new members but also other stakeholders such as Brussels-based organisations and EU officials, MEPs and potentially private companies or sponsors. It is foreseen to function both as an off and online tool. The brochure is available as a navigable PDF document on our website and will be printed in 800 copies.

Social Media

In terms of social media we have seen a steady growth of fans and engagement on all platforms. Beginning of 2014 we had 709 fans on Facebook and now this number is 952. 719 tweets were sent out in 2014 communicating on #eskills, #ICT, #telecentres, #digitalinclusion and #coding being the most popular keywords. With 681 mentions by 255 other Twitter users and 224 retweets all in one year, TE worked on its mission to spread the word about telecentres and digital empowerment through social media. On LinkedIn TE page attracted 51 new followers in 2014 alone. In this year we have revived the YouTube channel by adding 8 new videos, out of which 4 were directly conceived and produced by Telecentre Europe.

We have opened new accounts on other social media platforms such as Pinterest and Storify. We aim to share with our members and followers on social media important bits of information live from stakeholder events, by enhancing relevant content using as many images and other visuals (such as infographics, research findings, graphs, videos, snackable content) as possible.

Advisory Board

For the first time in our history, we established a Strategic Advisory Board to respond to the request of our Board. This is a voluntary group formed by representatives of the companies and associations that supports, aimed at providing non-binding guidance to Telecentre Europe on strategic directions, policy common positions, EC relations, and corporate marketing capacities.

The appointed members in 2014 are: Sylvie Laffarge (Director Citizenship Europe, Microsoft), Roy Sharon (Director Corporate Responsibility, Liberty Global), Fiona Fanning (Secretary General, Council of European Professional Informatics Societies-CEPIS) and Andrea Parola (General Manager, European e-Skills Association- EeSA).

As preliminary outcomes of the Advisory Board's first contributions, Get Online Week has been identified as TE's most recognizable 'marketing' asset, together with our unique capacity to reach the local level (through our Members). The AB believes that with a new European Commission in place, TE has the opportunity to occupy new policy spaces by, for example, recommending what works at local level in terms of challenges Europe is facing in skills, education and employment.

The AB also stated that the biggest challenge for TE comes from the diversity of its members, resulting in difficulties to identify a focus that corresponds to all of them. They recommended TE to concentrate on fewer topics that would clearly identify the organization towards its audiences in Brussels and that are simultaneously of high relevance to members. These topics should be the same that get the private sector excited, and have a spill-over effect on all our advocacy and communication efforts.

The AB will meet again, once the new TE Board is elected in February 2015.

In 2014, our efforts to engage new members and to create more added value for them, brought 20 new member organizations and 80 new members registered on the online community www.unite-it.eu.

Membership in 2014

Telecentre Europe constantly improved its membership strategy, and in 2014, a welcome package was developed for new members. This is a valuable source of information about membership conditions, opportunities to participate in the governance of the organization, a list of tools available and online channels to connect and stay in touch with the latest developments.

To gain a better understanding about the training impact TE members make, a survey was developed and distributed among all member organisations in November 2014. The survey aimed at collecting the data on the impact of training and services provided at telecentres, their interaction with local communities and authorities, and the profile of users at telecentres. The mentioned survey is a follow up on a JRC-IPTS study conducted in 2013 mapping eInclusion organisations in Europe.

Getting Started: Membership

WHAT'S INSIDE?

Welcome Message 2
General Assembly 3
Get Involved: Core Actions, Services & Projects 4
Connect With Us 5
Reach Out For Support 6

TELECENTRE EUROPE 2014

"Today more than ever, collaboration is recognized as the most effective way to achieve excellence. Based on this approach, Telecentre Europe's main objective since the beginning has been to create a community where our members do not feel alone in their mission to spread the benefits of the digital society to all citizens.

Seven years after its establishment as a European network, Telecentre Europe reunites 51 member organizations in 30 European countries and hundreds of individuals working together under common values and the shared ambition of promoting digital inclusion and digital empowerment for full participation of all Europeans in the 21st century society.

With every new member organization we are capable of increasing our impact and profile of all European telecentres."

Gabriel Rissola, Managing Director and Mara Jakobsone, Chair of Telecentre Europe

Financial overview

	INCOMES 2014	
1.	Membership fee	
1.1	Membership fee	13,800
1.2	Membership fee not paid	-600
	Subtotal Membership fee	13,200
2.	Corporate and private donors	
2.1	Microsoft	88,123
2.2	Liberty Global	30,000
	Subtotal Corporate donors	118,123
3.	EU Grants	
3.1	Operating Grant 2014	125,000
3.2	CareNet	2,780
3.3	Carer+	37,274
3.4	TMA	34,661
3.5	Unite-IT	23,047
3.6	M4ALL	26,986
3.7	DigitalJobs	45,074
3.8	FIT 4 JOBS	2,464
	Subtotal EU Grants	297,285
4.	EU Contracts	
4.1	MIREIA	4,800
4.2	E-Skills for Jobs	100,000
	Subtotal EU Contracts	104,800
5.	Other Incomes	
5.1	Conference organisation fee	2,500
5.2	Tax exemption	163
5.3	Financial income	434
	Subtotal Other Incomes	3,097
	TOTAL INCOMES	**536,505**

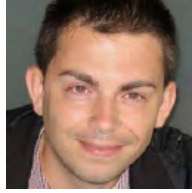|	EXPENDITURES 2014	
1.	Staff costs	
1.1	Salaries	242,786
1.2	Tax return	-7,175
	Subtotal Staff costs	235,610
2.	Travel and subsistances	
2.1	Board / Staff travel	12,284
2.2	Board / Advisory Board meetings	3,680
2.3	General Assembly (Riga, Feb 2014)	6,923
2.4	Annual conference (Zagreb, Sep 2014)	28,085
	Subtotal Travel and subsistances	50,973
3.	Equipment	
3.1	Computer equipment, software, depreciation	9,243
	Subtotal Equipment	9,243
4.	Institutional activities and expenses	
4.1	Office and administration	32,595
4.2	Communication tools, services	6,860
4.3	Web development services	7,834
	Subtotal Office and Administration	47,290
5.	T-E programmes and campaigns	
5.1	GOW 2014	41,000
5.2	Skillage	12,948
5.3	MOS/MTA vouchers campaign	10,000
	Subtotal T-E programmes and campaigns	63,948
6.	Direct costs of EU projects	
6.1	Carer+	16,933
6.2	CareNet (incl. Financial penalty)	9,325
6.3	TMA	4,856
6.4	Unite-IT	2,089
6.5	M4ALL	9,072
6.6	Digital Jobs	2,691
6.7	e-Skills for Jobs	1,536
6.8	MIREIA	4,800
	Subtotal Direct costs of EU projects	51,303
7.	Other costs	
7.1	Training fee	411
7.2	Policy papers	4,800
7.3	Financial charges	1,128
7.4	Other miscellaneous expenses	1,904
	Subtotal Other costs	8,243
	TOTAL EXPENDITURES	**466,610**

Accumulated profit from previous years	9,281
Operating profit in 2014	69,895
Accumulated profit at the end of 2014	79,176

Team

Gabriel Rissola
Managing Director

Laurentiu Bunescu
Grants & Campaigns
Manager

Peter Palvolgyi
EU Projects Manager
& Financial Officer

Masha Tarle
Communication &
Event Manager

Gabriela Ruseva
Policy & Projects
Officer

Ilona Griniute
Communication &
Campaign Assistant

Board

Mara Jakobsone
Chair of the Board
LIKTA

Ivan Stojilovic
Deputy chair of the Board
International Aid Network

Gabriela Barna
Member
**EOS Romania
Foundation**

Žarko Čižmar
Member
Telecentar

Sven Weber
Member
**Chariteam/ Stiftung
Digitale Chancen**

Gitte E. Olsen
Member
Telecentre-danmark

Juan Francisco Delgado
Member
**Asociación Comunidad
De Redes De Telecentros**

Members

Albania
Albanian Institute of Science
http://ais.al/

Belgium
Digipolis Ghent www.digipolis.be

Interface3 www.interface3.be

Media Action Kureghem City
www.maksvzw.be

Bulgaria
ICT Development Bulgaria Association
www.ictdbg.eu

Croatia
Telecentar www.telecentar.com

Czech Republic
National Safer Internet Centre
www.saferinternet.cz

Denmark
Agency for Digitisation
www.digst.dk

ICT Telecentre-Denmark
www.tc-danmark.dk

Estonia
Smart Work Association of Estonia
www.smartwork.ee

France
Association Creatif
www.creatif-public.net

Emmaus Connect
www.connexions-solidaires.fr

Germany
Chariteam UG
https://chariteam.de

Digital Opportunities Foundation
www.digitale-chancen.de

Greece
Directorate of Telematics and Applications for
Regional Development of Computer Technology
Institute and Press Diophantus
www.westgate.gr

Hellenic Professionals Informatics Society
www.hepis.gr

Hungary
Foundation for Community Network
http://kozhalo.uw.hu

Foundation for Development of Democratic Rights
www.demnet.hu

Migrants Help Association www.mighelp.hu

Ireland
Fast Track to IT Ltd www.fit.ie

Italy
ERVET adding value to Emilia-Romagna region SpA
www.ervet.it

Digital World Foundation
www.mondodigitale.org

Latvia
Culture Information Systems Centre
www.kis.gov.lv

Latvian Information and Communication Technology
Association
www.likta.lv

Lithuania
Association 'Langas į ateitį' (Window to the Future)
www.langasiateiti.lt

Macedonia
Open the Windows
www.openthewindows.org

Malta
Malta Communications Authority
www.mca.org.mt

Moldova
The Alliance of Access to Information and Training
Community Centres
www.infonet.md

Netherlands
ECP-EPN www.epn.nl

Poland
Activation Foundation
www.aktywizacja.org.pl

Cities on Internet Association
www.mwi.pl

Information Society Development Foundation
www.frsi.org.pl

Portugal
Animar - Portuguese Association for Local
Development
www.animar-dl.pt

Foundation for Science and Technology
www.fct.pt

Romania
EOS Foundation - Educating for an Open Society
Romania
www.eos.ro

Russia
Project Harmony, Inc.
www.ph-int.org

Serbia
International Aid Network
www.ian.org.rs

Slovakia
Aptech Europe, non-profit organization
www.aptech-europe.com

Slovenia
Ministry of Education, Science and Sport
www.mizs.gov.si/en

Simbioza Genesis social entrepreneurship
www.simbioza.eu

Zavod NEFIKS - Institute for promoting and recording
non formaly aquired knowledge
www.talentiran.si

Spain
Basque Country`s network of free public Telecenters
- KZgunea
www.kzgunea.net

Dedalo Foundation for the Information Society
www.fundaciondedalo.org

Consorcio Fernando de los Ríos
www.consorciofernandodelosrios.es

Social Action, Education and Free Time Foundation
ESPLAI
www.fundesplai.org

Teb Association http://elteb.org/

Telecentre Networking Community Association
www.comunidaddetelecentros.net

Sweden
Association of Swedish Municipalities for Joint
Development of eServices - SAMBRUK
www.sambruk.se

Enter Sweden it-guide
www.it-guide.se

Swedish National Pensioners' Organisation (PRO)
www.pro.se

Switzerland
Ynternet.org Foundation
www.ynternet.org

UK
Tinder Foundation UK
www.tinderfoundation.org

Zagreb, Croatia September 2014

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