

Get Online Week 2015 in Spanish Telecentres



Introduction:

The Community Telecentre Networks Association as sponsor of the Get Online Week 2015 initiative, led by Telecentre-Europe, organised in all the telecentres of the Spanish network several activities to promote and improve the employability of telecentre users. www.comunidaddetelecentros.net

The Get Online Week campaign led in Europa by Telecentre-Europe took place from **23 through 29 March** in telecentres, public internet access points, libraries, schools and non profit organisations. The main objective of this campaign is to help young users of these centres to “stay wired”, to improve their employability by learning and using Information and Communication Technologies (ICTs) and to learn how to use new digital tools required for everyday life.

The Community Telecentre Networks Association, as sponsor of the campaign in Spain, launched several activities available to all the catalyst agents of the

telecentre network, among which **training of trainers on “Employability and ICTs”**, **training workshops for catalysts and managers of the telecentre network on the social network “YouRock”** and on the **“Hola Fabiola” training path for immigrant women**, as well as **hands-on workshops on digital competence accreditation and training actions on ICT, Employment and Entrepreneurship**.

Above all the above actions was the **International Telecentre Meeting** held on 24 and 25 March **named “Fuerteventura Meeting Point”** . Within the vast agenda of lectures and round tables, agreements were reached and parallel programmes were held, such as Sparklab Fuerteventura and Fuerteventura Workshop. The meeting was organised jointly by Red Semilla de Fuerteventura and the Canarian Agency for Research, Innovation and Information Society.

The launching and development of these activities were supported by all the networks within the Community Telecentre Networks Association.

Get Online Week is also one of the main activities under the “Skills for Jobs 2015” campaign, managed by AMETIC and its Foundation.

Summary of Activities and Results



Once again, for this year's edition, the Association has set up a website for the campaign in Spain <https://gow2015.wordpress.com/> to centralise the activities organised in Spain to take place in telecentres, and the hashtag #GOW15ES was created to reach a higher number of followers in social networks and to disseminate the activities organised by the Association.

Telecentre Networks have collaborated in the planning of the National Activities, among which several events, in addition to those organised by the Association to take place at national level.

- **Training of trainers on “Employability and ICTs”**, oriented catalyst agents working in telecentres and Digital Points in Castille and Leon, experts in economic development and employment advisers in Castille and Leon.

Training actions focusing on employment have been carried out in CYL Digital Points during the 3rd Employability & ICT cycle. Additionally, in line with the

objectives of the Get Online Week, a webinar was held on CV and employment named “Tu Currículum Vitae, la venta al empleo”.

Participants: 30 participants

Further information: <http://www.cyldigital.es/formacion>



- **Fuerteventura meeting Point**, the Telecentre Network Meeting organised jointly by the Association and Red Semilla de Fuerteventura and the Canarian Agency for Research, Innovation and Information Society. Held on 24 march, the agenda included lectures (by members of international telecentre networks, such as the Egyptian Telecentre Network) and round tables on projects and best practices of telecentre networks and on new digital competences within the Spanish Local Coalition for Digital Jobs.

Attendants: 200 attendants.

Further information: www.workshopfuerteventura.com

- **Face-To-Face Training Workshops:** during the Meeting 4 face-to-face workshops were delivered for telecentre catalyst agents and managers.

- **“Ikanos” Digital Competences Workshop:** Project of the Government of the Basque Country seeking to contribute to the development of a competent, highly participative and co-responsible society that uses advanced and high-impact digital services and that increases its competitiveness and improves the quality of life of individuals and their collective wellbeing through the innovating leverage of ICTs. During the workshop participants took a practical test to assess their competence level.
- **“Hola Fabiola” Workshop:** training programme designed to learn how to use a computer and the Internet and to make the most of technology. Oriented to **foreign women residing in Spain** with poor or very basic knowledge of computers and the Internet willing to learn how to use this technology which has so much to offer to them. It is also oriented to **organisations and associations** working with these women, as supporting resource in their current activities and services. During the workshop, managers of telecentre networks learned how to use and participate in this training project.
- **“YouRock” Workshop:** Workshop designed for participants, among which young people, trainers and telecentre network managers, to become familiar with this social network, which seeks to help young people to showcase their skills, competences and knowledge.
- **Digital Competences Workshop** based on the ACTIC certification system: during this workshop participants tried the Digital Competences assessment model which has been working for over 6 years.

Total Participants: 80 participants.

Further information: <http://gow2015.wordpress.com>



- **“Fuerteventura” Workshop:** held on Wednesday 25, this activity was broadcast in live streaming to reach a wider audience and participation. The workshop was organised within the framework of the SPANISH LOCAL COALITION FOR DIGITAL JOBS, whose purpose is to bring together professionals from Telecentre Networks and companies, organisations and

individuals who have shown their interest in being a part of the Local Coalition. During the workshop the objectives, challenges and forthcoming activities of the Spanish Local Coalition were established.

Participants: 120 participants.

Further information: www.workshopfuerteventura.com



- **Webinar on Entrepreneurship and ICTs: Women & Youth:**
Held on Friday 25 March, this webinar focused on training programmes oriented to women and young people willing to start their business project through ICTs.



Participants: 90 participants.

Further information: <http://gow2015.wordpress.com>



- **ICTs, Employability and Entrepreneurship:** Providing training, information and guidance, three concepts that sum up a working method whose bonding agent are Information and Communication Technologies, and whose aim is to continue improving when helping the unemployed, workers, business people and entrepreneurs to choose the best tools the Network makes available to them.

A total of 90 workshops were held, with a hands-on, active, customized or group-based approach, as a way to improve the efficiency of the active job search process, whilst bearing in mind training, previous knowledge, availability as well as personal and professional specific needs.

This training action was planned under the Technological Literacy Plan of Extremadura and delivered through its “Espacios para el Empleo” Employment Centres.

Training Actions: 90 workshops

Participants: 540 participants

Further information: <http://gow2015.wordpress.com>

e espacio para el **empleo**
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://getonlineweek.eu

23-29_march_2015



*get empowered,
get employed*

“ TIC, empleo, emprendimiento. Tres palabras. Tres conceptos.

Todo un mundo de posibilidades a tu alcance.

<p>Gestión del curriculum 2.0</p>	<p>Tendencias actuales en los modelos de curriculum</p>	<p>Tu CV en Prezi y otras tendencias multimedia</p>	<p>Sesión de información sobre herramientas y recursos tecnológicos para la búsqueda de empleo</p>
<p>Asesoramiento personalizado en herramientas TIC para la búsqueda de empleo</p>	<p>Competencias digitales básicas</p>	<p>Seguridad para la búsqueda de empleo en la red</p>	<p>Herramientas ofimáticas bajo licencia libre</p>
<p>E-administración para la gestión de la empleabilidad</p>	<p>Twitter como recurso para el empleo</p>	<p>Facebook como recurso para el empleo</p>	<p>Redes sociales profesionales: LinkedIn</p>
<p>Aplicaciones de Google y otras herramientas del Cloud</p>	<p>Herramientas tecnológicas para entrevistas online</p>	<p>Uso de dispositivos móviles en la gestión de la empleabilidad</p>	<p>Acciones de sensibilización y capacitación para el emprendimiento y el pequeño empresario</p>
<p>Formación online</p>	<p>Acciones formativas dirigidas a participantes del programa de formación dual Aprendizex</p>	<p>Competencias digitales: Una oportunidad para jóvenes inscritos en el sistema de Garantía juvenil</p>	<p>Servicio de apoyo y orientación al ciudadano en materia TIC</p>

GOW 2015 Highlights:

First of all, it should be noted that it has been the first time that an International Meeting of Telecentre Networks has been held since the Association participates in the Get Online Week campaign. Looking for synergies with African networks, the event has allowed to extend our collaboration networks and to get a wider number of institutions, organisations and bodies involved in the campaign.

Additionally, the format of the meeting (lectures, round tables and training workshops) has proved much more dynamic, allowing to hold several actions simultaneously, in line with the objectives of the campaign. The closing workshop has allowed for the first time to lay the foundations of the forthcoming Spanish Local Coalition for Digital Jobs.

The international nature of the meeting has also allowed the disseminate campaign to reach a wider audience, both in national and international media, and a wider implication of participating organisations, resulting in a better information package, a bigger number of recipients of the press releases and a comprehensive video of the activities, not to mention a larger impact in social networks.

It should finally be noted that the training actions organised and conducted in parallel by the telecentre networks have revealed the excellent coordination strategy of the networks within the association and their deep involvement in the development of the Get Online Week campaign.