PRESS RELEASE
Amsterdam, The Netherlands – 4 March 2016:

The Netherlands Hosts an Official Launch of the Digital Empowerment Campaign Get Online Week 2016

An official kick-off event will be held in Amsterdam on 4th March to mark the seventh edition of the European Get Online Week. Guest speakers from the European Commission, and campaign supporters Liberty Global and Cisco will present how they tackle the digital skills gap in Europe. From 14th to 20th March this year the digital empowerment campaign will encourage Europeans to use the Internet and technology safely and with confidence, improving their digital skills and job opportunities.

On 4th March at 1e Klas in Amsterdam Telecentre Europe organises the campaign launch event. Mara Jakobsone, Chair of Telecentre Europe, will open the event. Alexander Riedl (Deputy Head of Unit, DG Connect) from the European Commission will emphasize how campaigns such as the Get Online Week (GOW) can contribute to the digital economy and single market by empowering Europeans with right skills. Roy Sharon (Director CSR) from Liberty Global and Piotr Pluta (Director Corporate Affairs EMEA) from Cisco will reflect on why the Get Online Week is an important initiative for the industry. The Digital Champion of the Netherlands Tineke Netelenbos will present eSkills related initiatives run in the Netherlands, including the Dutch plans for GOW 2016 run by ECP as part of the eSkills for Jobs Campaign. ECP – Platform for the information society has been a national Get Online Week campaign partner in the Netherlands since 2011.

Each year the GOW campaign is organised by Telecentre Europe, an NGO representing digital inclusion organisations across Europe. Managing Director Gabriel Rissola says: 'Telecentre Europe is excited to launch this year's GOW in Amsterdam, a smart-city known for its technology, innovation and high-quality education. A smart Europe generates new digital jobs and services, but we have to make sure no one is left behind and opportunities are equal for all. We run GOW to promote digital skills for jobs and inclusion, building people's trust and confidence on using technology and the internet.'

'Not everyone is up to speed when it comes to digital skills yet. A third of Europe's workforce has low or no digital skills,' said Grant & Campaigns Manager at Telecentre Europe Laurentiu Bunescu in his latest interview for EURES.

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getonlineweek
www.getonlineweek.eu
gow@telecentre-europe.org

This year's campaign activities will focus around two themes: trust and confidence, and digital jobs. GOW 2016 will feature more than 4 000 events run by 28 partners in 23 countries. Previous editions of the campaign have helped over 800 000 Europeans to gain relevant digital skills and improved their chances finding a job.

For the second year running the Get Online Week is also part of eSkills for Jobs campaign. GOW national partners will run special activities to target youth and unemployed to raise awareness about digital jobs and the set of skills required for these jobs. A new stakeholder platform *I-LINC* (www.i-linc.eu) will offer resources for boosting youth employability and entrepreneurship.

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For more information about this press release, please contact:

Laurentiu Bunescu, Campaign Manager: laurentiu.bunescu@telecentre-europe.org
Ilona Griniute, Communication & Campaign Officer:
ilona.griniute@telecentre-europe.org

Campaign website: www.getonlineweek.eu
TWITTER: @tc_europe #GOW16
National updates and photos will be posted on e-Inclusion network:
www.unite-it.eu

About Telecentre Europe

Telecentre-Europe AISBL (www.telecentre-europe.org) is a not-for-profit international association based in Belgium. It provides inclusive support to the vibrant network of ICT learning centres (also known as "telecentres") in NGOs, libraries, municipalities & education venues all across Europe, to increase their impact and effectiveness and foster knowledge sharing & learning amongst its members. There are over 20.000 centres within the network, all publicly accessible places where people can get help to access computers, the internet and try out other digital technologies.

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