



EUROPEAN GET ONLINE WEEK

28th February - 5th March 2011

About Telecentre-Europe

Telecentre-Europe is an inclusive and vibrant network that increases the impact and effectiveness of telecentres throughout Europe by providing advocacy, knowledge sharing and capacity building amongst its members.

Our vision is to provide millions of Europeans with the information skills, motivation and access they need to benefit from and contribute to the knowledge economy.

Background - Get Online Day 2010



Telecentre-Europe organized Get Online Day on 4 March 2010, a pan-European event that was part of the eSkills Week 2010. The campaign was supported by national partners, NGOs, telecentres, libraries, schools, information access points and aimed to bring people online, targeting mainly the offline Europeans.

More than 50,000 people were reached by the campaign on the day itself, in 42 European countries, and the online counter recorded a total number of 68,253 people during the whole of EC eSkills Week 2010.



Aims

- To bring people online (focus on the offline Europeans, those who have never accessed internet before)
- To raise awareness with the press and the stakeholders of digital inclusion benefits
- To promote and increase usage of telecentres across Europe
- To demonstrate telecentres eInclusion impact at the European level



Themes / audience

Each country can support any number of themes

- *first click* – offline citizens
- *jobs online* – unemployed, at risk of unemployment
- *eCitizenship* (supporting online Govt services) – minorities/migrants
- *senior surfers* – older people and intergenerational
- *women online* – women, work returners
- *online services* (e.g. banking services) – all audiences above

Approach

- Use existing Telecentre learners to “bring a friend (or two)” to the centre for the day.
- Encourage them to think of someone who they know is offline, and who could benefit like they have.
- Provide the existing learners with simple advance collateral in their language on the benefits of being online

Delivery structure

- Central coordinator: providing clear instructions for national coordinators
- National coordinators: identify one national contact per network (support commitment from telecentre networks in 20 European countries, by now)
- Work groups - for developing different activities

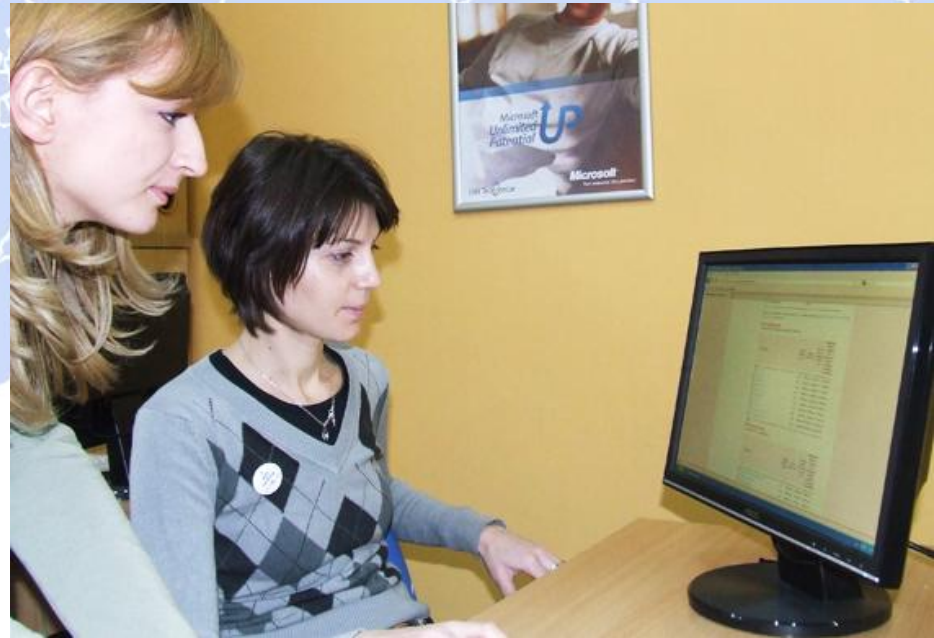
Visibility

Online portal with

- Links to national learning resources
- Interactive map, with live national and overall counters
- Customisable supporting collateral (e.g. pdf posters available in multiple languages)

Outcomes

- Over 100.000 beneficiaries from at least 20 nations
- Over 1000 telecentres involved
- High PR and visibility across Europe and in each individual participating nation



Partners

- European institutions and organizations
- International organizations active in e-skills and eInclusion field
- Multinational ICT companies
- National governments and agencies
- National networks of NGOs, telecentres
- IT and other companies at national level

More details



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