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://getonlineweek.eu

24-30\_march\_2014

*get empowered,  
get employed*

hai pe net

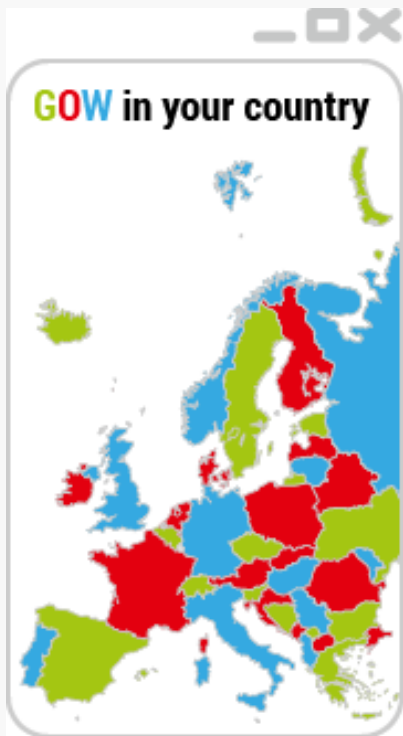


EOS

## GET ONLINE WEEK 2014 IN ROMANIA

In Romania the national Get online week campaign is called “**Hai pe net**” and this year it was organized for the fourth time by [EOS Romania](#) as national coordinator. From 2010 when the first edition of GOW was organized in Romania the interest to develop the event raised a lot among the telecentres communities and from year to year more and more centres joined and developed activities during the campaign. “**Hai pe net**” was organised in partnership with telecentres, public libraries, schools, Public Access Point to Information (PAPI) and other organizations and institutions dedicated to digital literacy in Romania and was developed during **24 – 30 March** with the support of strategic partners such as **ecentre national network, ANBPR - National Association of Libraries and Librarians in Romania, Certipro Education and Microsoft.**





We managed to create at national level a successful event thanks to the efforts undertaken by our partners and national organisations involved. The success was defined through the activities and results that were achieved during the campaign.

## MAIN RESULTS

- ✓ **126** telecentres involved that developed events and activities during the period **24 – 30 March**;
- ✓ **4.388** people participating in ICT basic trainings and employment workshops that were organized for a wide range of beneficiaries but especially for young people and those that are looking for a job in order to assess and certify their ICT skills. They received support from telecentre staff in order to create a CV and to search for a job according to the skills they possess and the job targeted.
- ✓ **1.231** young people used Skillage application ([www.skylage.eu](http://www.skylage.eu)) to test their ICT competences and this number qualified Romania on the first place regarding the use of this application during GOW 2014 at European level.
- ✓ **111.841** people were reached through different online and offline media channels and also by organizing various media events. Social media channels as Facebook, Twitter, Google+, Youtube and LinkedIn have been widely used to promote the Hai pe net! campaign, the activities developed and results obtained.

## Which were the main target groups reached by the GOW campaign in Romania?



In Romania the main target groups that participated to the events and activities organized in telecentres where

- + **Young people** including high schools students;
- + **Unemployed people** and those who are looking for a job;
- + **Seniors** and people with the age 65+
- + **First time users**;

## Overview of events (trainings/seminars/workshops) during Get online week in Romania

During GOW 2014 in Romania **126 ICT trainings and seminars/workshops** had been organized in all telecentres that carried out activities on different topics as: evaluation and certification of the ICT competences for young people, support to look for a job on specialized websites and creating a CV/intention letter, security and privacy on the internet – activity dedicated to children, young people but also to their parents in order to make them aware about the existing risks when young people are online, first click for seniors and intergenerational activities, social media workshops, first click for those who have never been online/offline users and educational online games on the Internet for children to develop their creativity.

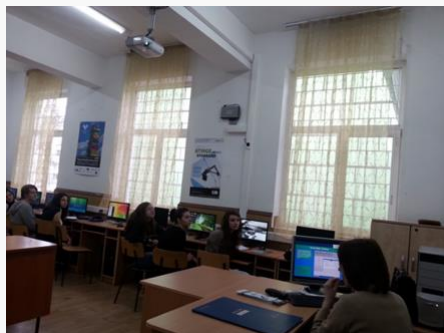
*„Internet is very important today, especially for young people. It is a long time ago since I wanted to learn to work with a computer, especially when I was looking at my grandchildren searching for information on the Internet trying to satisfy their curiosity. I gladly accepted the challenge launched by students from the young generation and I came to review my colleagues and together to reach with the hands trembling by our age, but especially with excitement, the keyboard keys of the computer that carried us into the virtual reality. I looked on the internet for treatment tickets at resorts and I was helped to create a Facebook account. **D. Pavel – Telecentre “Horea, Clocsa and Crişan” Alba Iulia, 70 years old - retired***

*„100% results of the Skillage test!!! You convinced me, I will be an IT engineer. What college do you think could I register? I like the computer a lot, I’m very good at programming, but until recently I fluctuated between choosing a career in medicine (I have 10 chemistry and biology) and a career in IT. Skillage test convinced me what I want to be in life!” **A. Florin – telecentre “Pietrari”, 17 years old - student***

*„I have the hope that with the helped received from the staff of the telecentre from our village that taught me how to create a good CV and to send it to a company from R. Valcea that hires people in this moment; I will really find the job that I want”. **M. Nicolae – telecentre Pausesti Maglasi, 36 years old - unemployed***

Regarding the **eSkills training for employability, certification and evaluation of the ICT competences** to boost employment and to fill the gaps about digital jobs existing in the IT sector across Romania, during the Get Online Week 2014 campaign in Romania EOS implemented

partly a certification campaign for youth on MOS (Microsoft Office Specialist) and MTA (Microsoft Technology Associate) certifications. These certifications are addressed to young people from last years of high school, similar to the existing Skillage application.

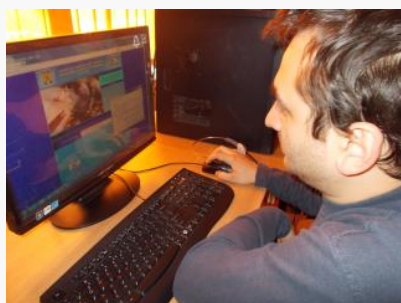


Workshops about importance of the ICT certification and presentations of IC3 global certifications were realized in various telecentres, especially in high schools and National Colleges. Most of the students that sustained these exams also tested their ICT competences using Skillage application. The campaign was entitled **TEST FEST 2014** and her main purpose is to raise the awareness among students regarding the need to improve the digital literacy to cope well with social inclusion and also with digital jobs.

**Test Fest 2014** is one of the key actions of Local Coalition for Digital Jobs. Obtaining the MOS and the MTA certification gives young people a major differentiator in their personal CV and gives them confidence to grow

professionally. More information about this event can be found on the website: [www.certipro.ro](http://www.certipro.ro).

Besides the certification activities, most of the telecentres encouraged youngsters to use also Skillage to test ICT competences and after testing their abilities to improve those parts they need working with the online Toolkit available and in Romanian at the website: [www.keycompetence.eu](http://www.keycompetence.eu). Using these two tools young people had the opportunity to improve their employment chances and to better respond to the employer's requirements from the labour market. Interpersonal and social skills were also developed and improved. The most active telecentres in using this tools were: National College "Horea, Closca and Crisan" Alba Iulia, National College Deva, National College "Gheorghe Sincai" Baia Mare, Energetic Technical College Deva, Municipal Library Craiova, Technical College "Edmond Nicolau Cluj", Technical High School Caransebes and National College "Ion Minulescu" Slatina.



But, employability workshops had been organized not only for students during the GOW campaigns in Romania. Unemployed people were also an important target group that was not left out. **11 workshops targeting unemployed** people were developed. Most of the telecentres that had worked in this topic have already partnerships with local agency for employment and receive the vacancies monthly. The trainees learned basic ICT notions to be able to complete a document, were helped to create their own CV, some tips and tricks that they must to know when they are presenting to an interview but the most important how to start to look for a job: which are websites dedicated, how to contact local agency for employment, how to test your skills to know if you have the proper competences for the job you are looking. More than **108 unemployed** were helped to apply for a job and almost half have the chance to obtain the job for which they applied.



**Inter-generational activities** and eInclusion activities for seniors were developed in more than **10 telecentres**.



Children and young people invited their grandparents to the telecentre in order to teach them how to use computer and internet. Trainings regarding basic computer use, creating accounts of Facebook, Skype or Yahoo mail were the most dedicated activities to older people during this GOW edition in Romania. The purpose of this activity initiated by students and youngsters was to develop the ICT competences of the offline users and familiarize seniors with modern technology – initiate them to search useful information on the internet (description of hardware components, Web browsing notions, simple and refined searches to find tickets for treatments in health resorts, read the press online, hobby's, etc.).

### **Internet safety activities for children and youth**



Seminars and workshops regarding the online safety for children and young people were organized in 21 telecentres. The main objective of these workshops was to make the kids and youngsters aware about the benefits and risks that the use of the internet involves. Were made free debates on different topics proposed and implemented a range of interactive activities that stimulated the students interactivity. Materials and ideas were taken from the following websites:

<http://www.copiidisparuti.ro/lectii/html/etusivu.htm>

<http://www.sigur.info/>

[www.desprecopii.com/info.asp?ID=1400](http://www.desprecopii.com/info.asp?ID=1400)

<http://referate.educativ.ro/invatamant-gimnaziu.html>. Parents were also involved in some telecentres in these activities to better understand the risk to which their children are exposed when there are online and what they must to know about online safety.

**Social media workshops** were organized for a number of **251 students**. These workshops focused on **social networks** - presenting the advantages and disadvantages of these systems, the importance and security of personal data and creation of Twitter, Facebook and LinkedIn accounts.

**First click activities** took place in all telecentres locations for all type of categories reminded above but also for housewives, farmers or people with physical disabilities.

**Get online week/Hai pe net! 2014** in Romania was promoted by EOS and on the organization's [Facebook page](#) but also on the Facebook page of the national campaign - [HAI PE NET!](#)