

EUROPEAN GET ONLINE WEEK 2017

A digital empowerment campaign

The European Get Online Week (GOW) is an annual campaign to engage people to use technology and the Internet with confidence and skills that allow them to benefit of the world of online opportunities. Supported by corporations, NGOs & public authorities, the campaign is organized each year in March by Telecentre Europe, a leading association for digital skills that represents member organisations in 32 European countries.

In 2017, Get Online Week challenges Europeans to learn, participate, share and create through thousands of events and activities tackling the digital transformation and its effects.

People and skills, not technology, are the most important pieces in the digital transformation puzzle. The digital disrupt produces anxiety, uncertainty and insecurity regarding the future. Rather than resisting the digital transformation, people and organizations must prepare immediately and strategically for a skillset that will perpetually change and evolve.



The campaign activities, trainings, and events will address the following themes:

1. Cybersecurity: use technology and the internet safely, manage your (digital) identity
2. eServices: learn to keep up with eServices (eGovernment, eBanking, eHealth, eCommerce)
3. Employment and entrepreneurship: learn new skills for jobs and for starting businesses

PARTNERS

The campaign takes place in 20+ European countries. A variety of non-formal education providers such as telecentres, libraries, community centres and non-for profits organise thousands of activities and local events in their communities throughout the campaign week.

HOW TO GET INVOLVED

- As [national partner](#) (registration will be open by 20th of November 2016)
- As a [sponsor](#) (supporting national partners to reach more impact)
- As participant (attending events, joining activities at your local partners)

I-LINC

In 2017, all campaign partners and stakeholders will use the [I-LINC platform](#) to share, connect and learn from each other. I-LINC is a stakeholder platform on digital skills towards employability and entrepreneurship, that will host Get Online Week updates and interactions.

GOW SINCE 2010

Since 2010, at least 60 organizations have been involved as national partners in 34 European countries. These organizations included between themselves over 15,000 community telecentres, reaching out to over 900,000 Europeans. [GOW 2016 report here](#).

For more details on how to join or support, contact us at gow@telecentre-europe.org.



WHY WE NEED GET ONLINE WEEK?

45% of the European population has an insufficient level of digital skills.

37% of the European workforce has an insufficient level of digital skills

16% of Europeans have never used the internet

Get Online Week supports



Digital Skills and
Jobs Coalition

