

2016

**DELIVERABLE 6.1.3**



**SEPE Exploitation Plan**



innovation &  
employability  
for Women

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### Del 6.1.3 – SEPE Exploitation Plan

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#### Document Identity

<b>Number of Pages</b>	9
<b>Recipients</b>	e-Women Consortium
<b>Confidentiality Status</b>	Confidential

#### Document Versioning

<b>Version</b>	<b>Date</b>	<b>Authors</b>
01		
02		
03		

#### Document Reviewers

<b>Version</b>	<b>Reviewers</b>
01	
02	
03	

#### Document Keywords

<b>Version</b>	<b>Keywords</b>
01	
02	
03	

## Executive Summary

The project “Innovation and Employability for Women” (ieWomen) is financed by the Financial Mechanism of the European Economic Area (EEA) Period 2009-2014, under the control of the General Secretariat for Research and Technology.

The project’s goal is to determine the status of technology in terms of participation and awareness among women, particularly young women in the Information and Communication Technologies (ICT) and the benefits arising from their use in the field of employment.

The project will focus on exploring how social networks and the Internet can fight the employment disparities and promote new opportunities for entrepreneurship and self-employment of women and especially, young women.

The project involves the detection and evaluation of the existing possibilities offered by the electronic networks, tools and markets, as well as professional, educational, social networking platforms and e-learning.

A parallel scientific research will document and analyze the current use of the Internet for employment purposes and the awareness of young women in Greece.

Finally, the project will be completed with a feasibility study that will lead to the formulation of standards for the creation of a research and innovation centre for women.

The exploitation of the results of the project is of major importance as this will be determinant for the efficiency of the project at all. In other words, this project will lose its objective if its results are not exploited in the right way. To do so, a series of tools developed and used during the project lifetime will be used like the establishment of a communication flow which will outlast the project.

The need for Exploitation is motivated by the need to create a (sustainable) exploitation plan that demonstrates the viability of the results of the project. It will address both technical/social viability as well as financial sustainability, which focus on the economic aspects of the exploitation, and provides insight into the financial viability of the defined strategy, both for the consortium as well as for the partners individually.

## 1. Description of the Project

The project “Innovation and Employability for Women” (ieWomen) is financed by the Financial Mechanism of the European Economic Area (EEA) Period 2009-2014, under the control of the General Secretariat for Research and Technology.

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Finally, the project will be completed with a feasibility study that will lead to the formulation of standards for the creation of a research and innovation centre for women.

## 2. Aims & Objectives of the Deliverable

SEPE (Federation of Hellenic ICT Enterprises), founded in 1995, is the sector's representative for the digital technology industry, aiming at the development of the Greek economy and society. SEPE's work focuses on promoting the usage of digital technology throughout the Greek Society, while it closely monitors the progress of "digital economy".

SEPE produces and publishes a broad range of reports, statistics and information and through its portal, offers a key communication tool for all its members. SEPE also monitors, analyses and responds to policies and regulatory developments that affect the digital technology industry; represents the industry to ensure the best possible regulatory and legislative environment, also dealing with issues concerning the ICT projects implemented in the Greek Public Sector.

As some of its main actions are the rise of public awareness on the importance of digital technology and the transition of our society to an information society for all, the development of a high - speed telecommunication network to address and assist the current Communication Infrastructure, the promotion of close partnerships between digital technology companies and the public sector as well as the collaboration with all relevant bodies for the development and effective implementation of a National Strategy for Digital Technology, SEPE has gained great experience in the coordination, monitoring and promotion of relevant projects.

SEPE vision is to transform the Greek digital technology sector into a leading strategic industry that will stimulate the Greek economy, encourage investment in research and technology, enhance digital literacy and at the same time, apply digital technology to address major social challenges, such as employability and entrepreneurship. As far as the ICT sector is concerned, this fact especially involves promoting women's participation. Data shows that women remain a minority in the IT sector and are excluded from participating in the full range of potential jobs and careers. Statistics clearly show that there is a huge imbalance in IT professions for female employees and IT students.

In addition, ICT play an important role in society since the number of services that can be accessed through them are increasing and in some cases replacing the way transactions are conducted. Regarding employability, having ICT skills can be a necessary quality that gives people a better chance to enter the labour market. Today, ICT skills is crucial and the lack of it could even prevent someone to find employment. Also, ICT skills could enhance a person's employability profile, particularly when combined with other skills and knowledge.

SEPE strongly supports that women must play a key role in the rising Digital Society. ICT related jobs represent a great opportunity to create a more gender balanced society and women can bring a lot of expertise and capacity to this sector. Within this framework, puts its efforts to motivate all involved stakeholders and parties to inspire girls to pursue IT studies, skills and careers. This will be mainly achieved by the development of an exploitation plan which will guarantee maximum impact of the ieWomen project activities and results.

### 3. SEPE's role in Exploitation

SEPE's exploitation plan is mainly based on the efficient use of the dissemination activities executed for promoting the project's results and messages. Efficient dissemination is a key activity in any research process, since it contributes decisively to the success of a research project, in terms of spreading the messages and the results of a project, the findings of which mainly based on the research undertaken in the framework of the ieWomen project, to define the role and usage of ICT in terms of developing women's employability and innovation.

In addition to the ieWomen project, SEPE has supported and participated in the European initiatives for e-Skills, as the National Contact Point, since 2009: e-Skills Week 2010, e-Skills Week 2012, e-Skills for Jobs 2014 and e-Skills for Jobs 2015-2016. In this context, SEPE has coordinated all relevant activities nationally and regionally, including preparatory workshops, events, publicity and awareness activities in cooperation with many stakeholders, such as ministries, social and professional bodies, ICT sector representatives and educational institutions the promotion of digital skills.

SEPE's member - companies represent 95% of the domestic ICT market turnover with 100,000 employees all over Greece. SEPE's work focuses on information dissemination, public affairs and lobbying and international presence. SEPE's vision is to transform the Greek digital technology sector into a leading strategic industry that will: Stimulate Greek economy, encourage investment in research and technology, enhance digital literacy and at the same time, apply digital technology to address major social challenges.

SEPE also represents its members at the global digital technology scene, actively participating in leading international associations; DIGITALEUROPE (European Digital Technology Industry Association), WITSA (World Information Technology and Services Alliance) and other bodies of influence and is the official EITO Partner for Greece.

## 4. Communication Channels

SEPE successfully uses all available communication channels to achieve high visibility and awareness for the initiatives/projects it is involved in; Messages, findings and results are being communicated to the audience of interest through press releases, announcements, articles, etc., circulated through the following communication channels:

- Channel Type: Website (Sepe.gr)
- Periodicity: Ongoing activity
- Expected reach: 55,000 views per month.
  
- Channel Type: Website (iewomen.eu)
- Periodicity: Ongoing activity
- Expected reach: 5,000 views per month.
  
- Channel Type: Newsletter (SEPE Newsletter \* ICT Sector News)
- Periodicity: 2 per week
- Expected reach: 75,000 per issue.
  
- Channel Type: Magazine (SEPEnews Magazine)
- Periodicity: 1 per 3 months
- Expected reach: 43,000/quarterly.
  
- Channel Type: Social Network (Facebook/SEPEgr & ieWOMEN)
- Periodicity: Ongoing activity
- Expected reach: 1,000 per frequency.
  
- Channel Type: Local and National Newspapers & Magazines
- Periodicity: Ongoing activity.

Through the EEA Grants and Norway Grants, Iceland, Liechtenstein and Norway contribute to reducing social and economic disparities and to strengthening bilateral relations with the beneficiary countries in Europe. The three countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA).

For the period 2009-14, the EEA Grants and Norway Grants amount to €1.79 billion. Norway contributes around 97% of the total funding. Grants are available for NGOs, research and academic institutions, and the public and private sectors in the 12 newest EU member states, Greece, Portugal and Spain. There is broad cooperation with donor state entities, and activities may be implemented until 2016.

Key areas of support are environmental protection and climate change, research and scholarships, civil society, health and children, gender equality, justice and cultural heritage.

[www.eeagrants.org](http://www.eeagrants.org)

