

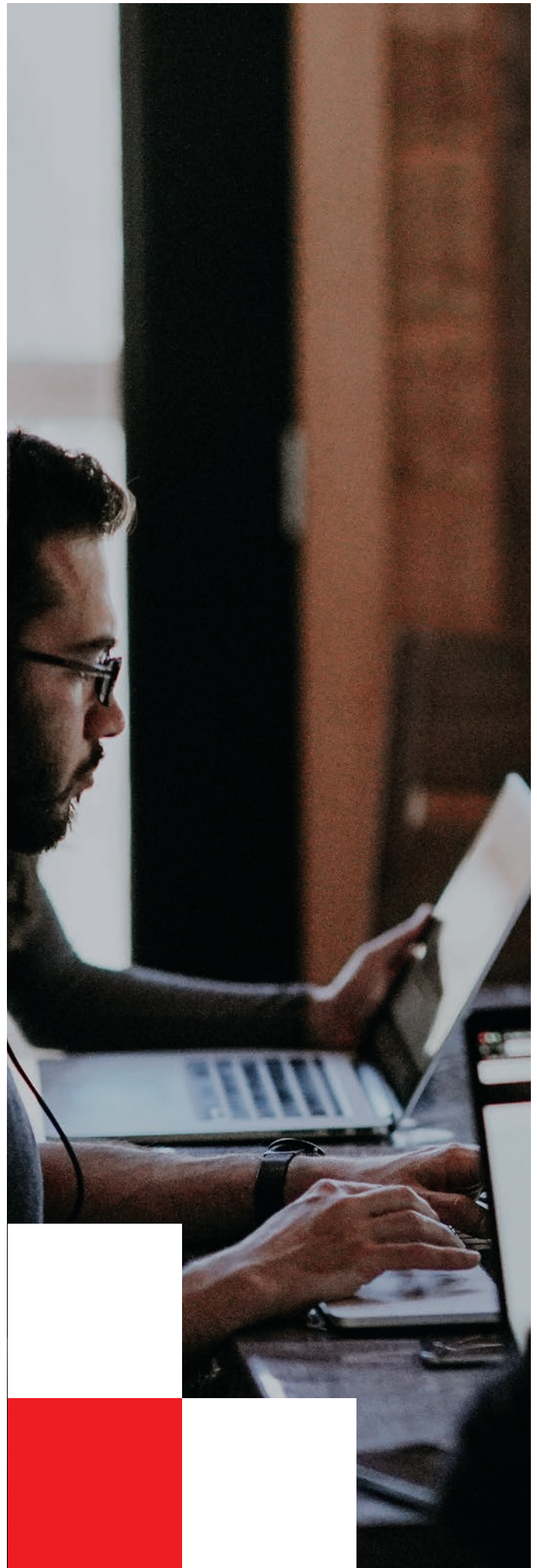


**SOCIAL
INNOV**

SOCIAL
IMPACT
REPORT
2020

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2020 was a year that tested our endurance, tolerance and human limits. But it turned our attention where it should always have been: to the person - next to us, inside us and around us.

At Socialinnov we believe that the best future comes through tech education, which is why we have been working since 2015 to eliminate digital illiteracy, reduce the digital gap and develop digital skills. Thanks to the trust of our supporters, foundations and private companies, we have been able to further deepen our work by empowering more than 11,500 people. We have trained 2,590 young and unemployed people in digital skills, helping them strengthen their professional profile and improve their employability prospects, in our effort to reduce the unemployment rates in our country.

A big thank you goes to the 2,187 educators who participated in our programs and worked with us confirming that now is the time to transform education. At a rate of 98.19%, educators who participated in our survey emphasize the need for training in e-learning platforms, to be able to respond with greater readiness in the future. The study conducted by Socialinnov entitled "The digital transformation of education in the era of COVID-19" presented very interesting conclusions about the differences between private and public education, but also between different levels.

An important step towards gender equality was the implementation of training programs for professional empowerment and improvement of digital skills to over 3,456 women, thus helping to reduce the gender gap observed in the country. In Greece, but also throughout Europe, the percentage of women active in the startup sector is still quite low and this is something we want to change. Specifically, in Greece, the percentage of women studying and graduating from STEM schools (Science, Technology, Engineering, Mathematics) reaches 14.5%, while the percentage of women employed in the field of information and communication technologies reaches 0.6%! Another big issue in our country is that many women declare themselves self-employed, but women consist also the largest percentage of the unemployed, so one of our main goals for 2021 is to contribute to the growth of women entrepreneurship, empowering women through targeted training.

Enhancing education and promoting gender equality are integral parts of the United Nations 2030 Agenda for Sustainable Development, emphasizing at all levels that science, technology and innovation play a key role in the development of societies and addressing critical global social problems.

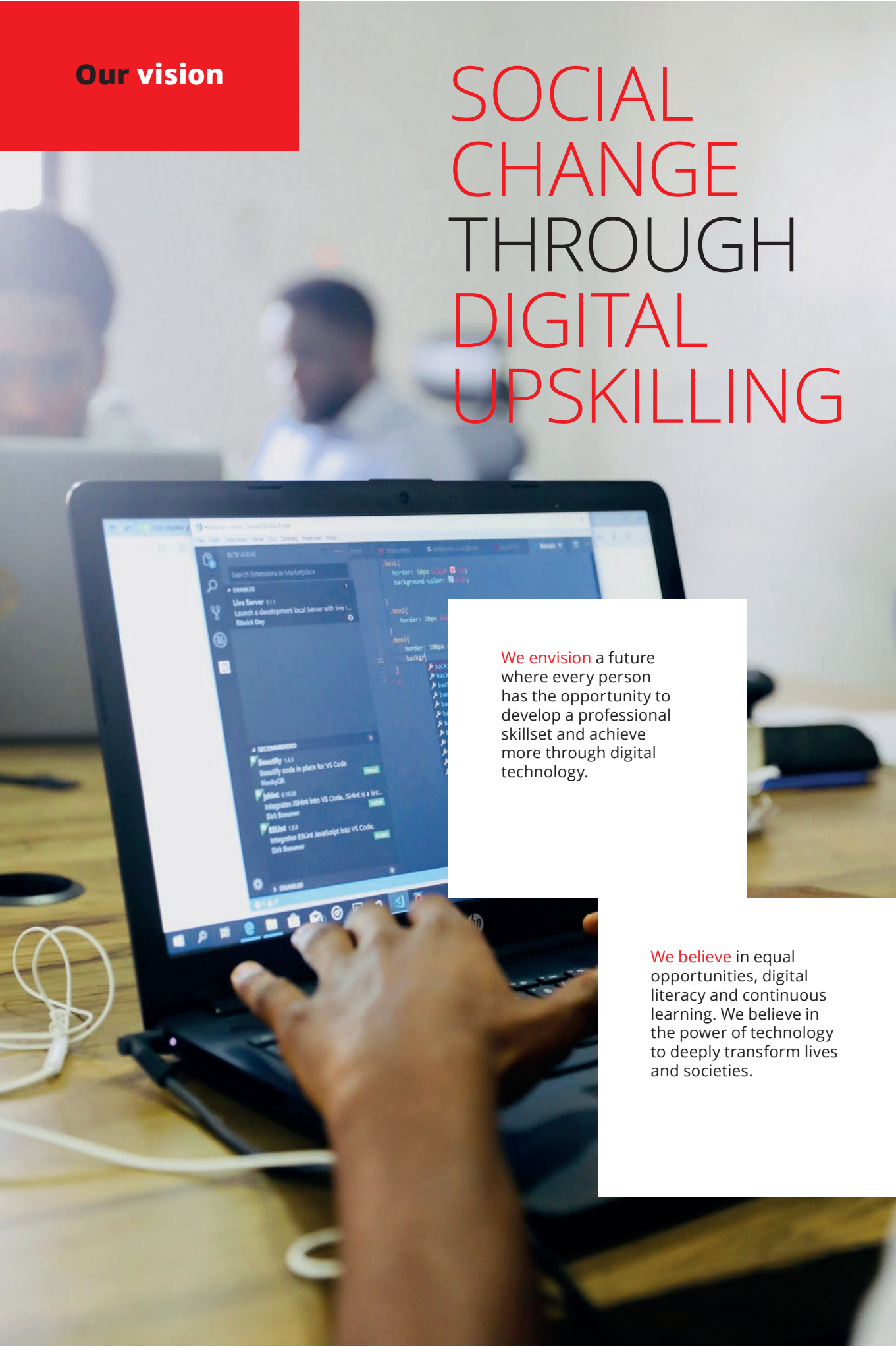
With enthusiasm and faith in new technologies, we continue for another year the effort to develop digital skills in every social group that needs it, and especially those who have limited access to training resources. Technology empowers us, and through it we focus on the epicenter of everything - the human being.

We wish 2021 to be a year with more equal opportunities for all! Having you by our side to share the same concerns and values, we will be able to do it. Thank you!

Stella Psarrou
Program Director

Our vision

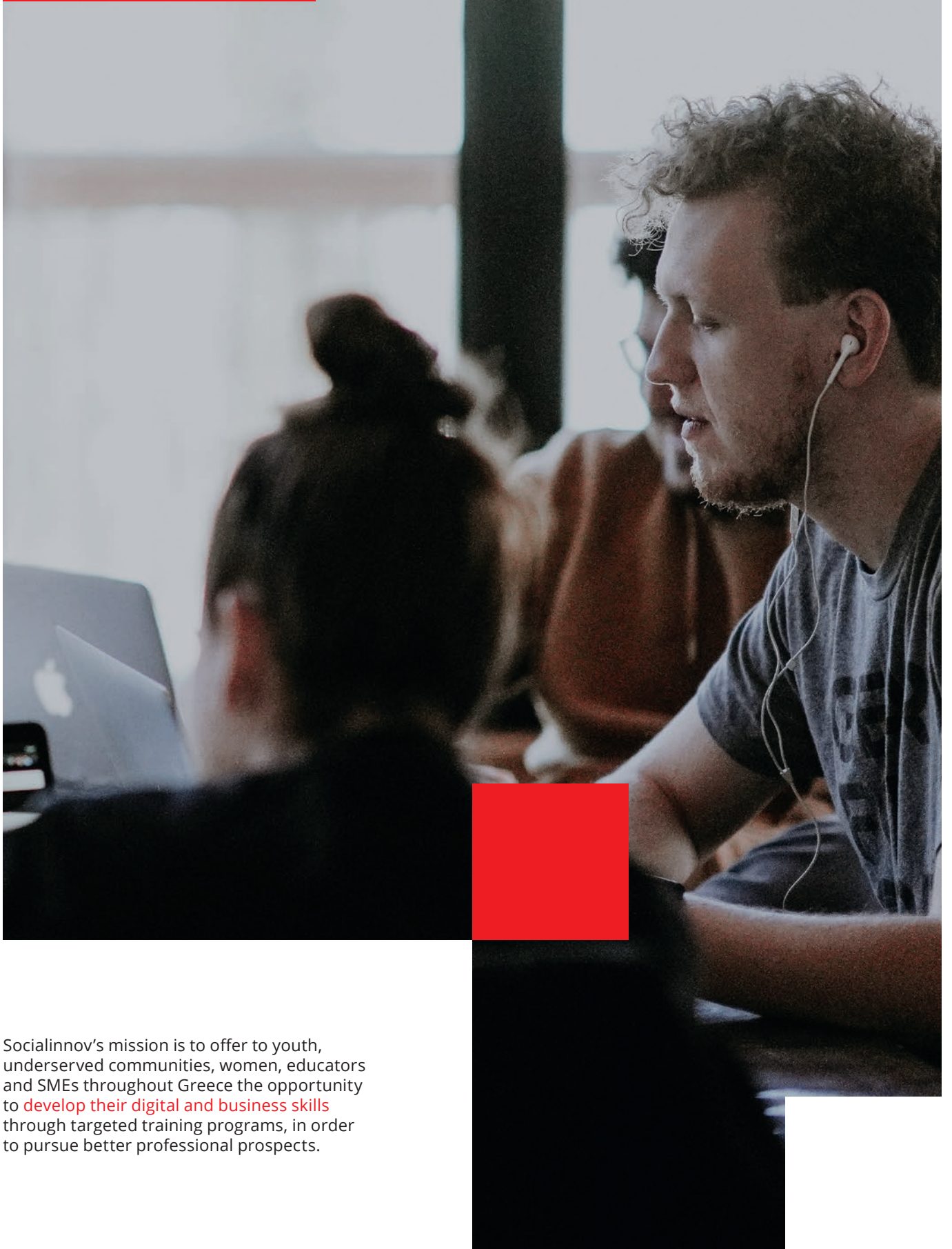
SOCIAL CHANGE THROUGH DIGITAL UPSKILLING



We envision a future where every person has the opportunity to develop a professional skillset and achieve more through digital technology.

We believe in equal opportunities, digital literacy and continuous learning. We believe in the power of technology to deeply transform lives and societies.

Our mission



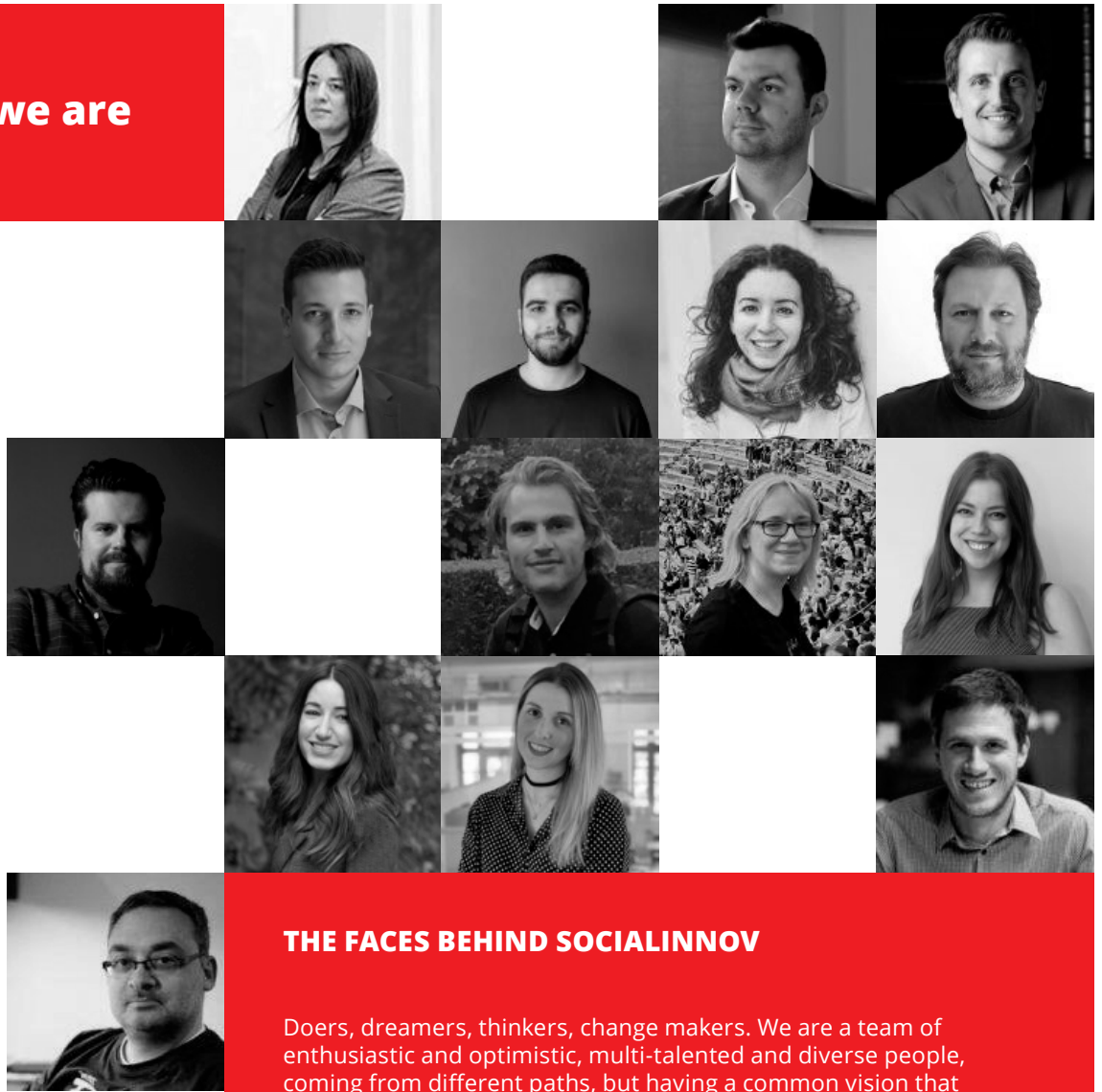
Socialinnov's mission is to offer to youth, underserved communities, women, educators and SMEs throughout Greece the opportunity to **develop their digital and business skills** through targeted training programs, in order to pursue better professional prospects.

Sustainable Development goals

Socialinnov's programs are aligned with the following UN Sustainable Development goals:



Who we are



THE FACES BEHIND SOCIALINNOV

Doers, dreamers, thinkers, change makers. We are a team of enthusiastic and optimistic, multi-talented and diverse people, coming from different paths, but having a common vision that leads our path. Socialinnov's core team was born out of -and is still being heavily supported by- the people consisting Found.ation's powerhouse. Joining forces with devoted and experienced partners, we have created Socialinnov: a team more than an organization, a vision that unites people who believe that technology can be used to change lives, a common goal for social innovators.

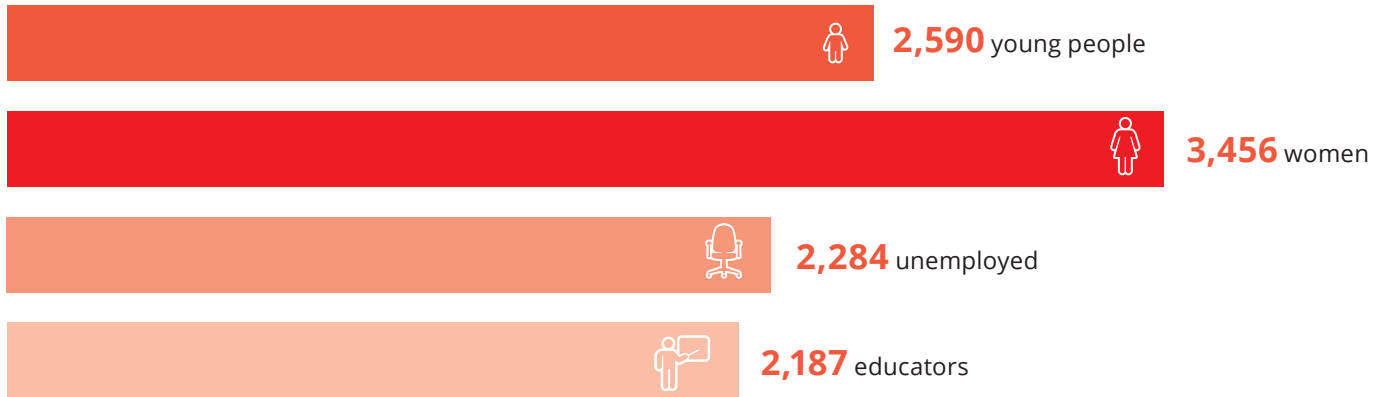
Socialinnov began its operations in 2013 as the NGO arm of Found.ation, a leading innovation-enabling platform and accelerator for tech-oriented products and services in South-Eastern Europe, which operates mainly in the technology and innovation sector. Since then, Socialinnov has developed into an organization that plays a leading role in the field of CS and ICT upskilling and reskilling in Greece.

Our purpose is to promote targeted initiatives in order to facilitate the support and consequential improvement of infrastructure in the fields of education, technological and applied sciences innovation, corporate social responsibility and social economy.

Socialinnov has successfully leveraged a diverse international and local network (partner organizations, industry experts, facilitators and trainers). Through our network of collaborations, we are forging synergies among the public and private sector, universities, research institutions, and other entities.

2020 Social impact

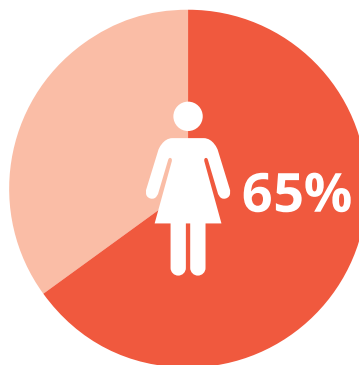
In 2020, Socialinnov trained:



Participation of unemployed in Socialinnov's programs ranges from 35% to 100%



Participation of women in Socialinnov's programs (on average)



100%

of Socialinnov's classes immediately moved to digital at the beginning of the pandemic. Classes demanding physical presence were offered again alongside online classes, when it was possible due to the COVID-19 restrictions.

Socialinnov's partners with companies from sectors such as:



Technology



Pharmaceuticals



Consulting

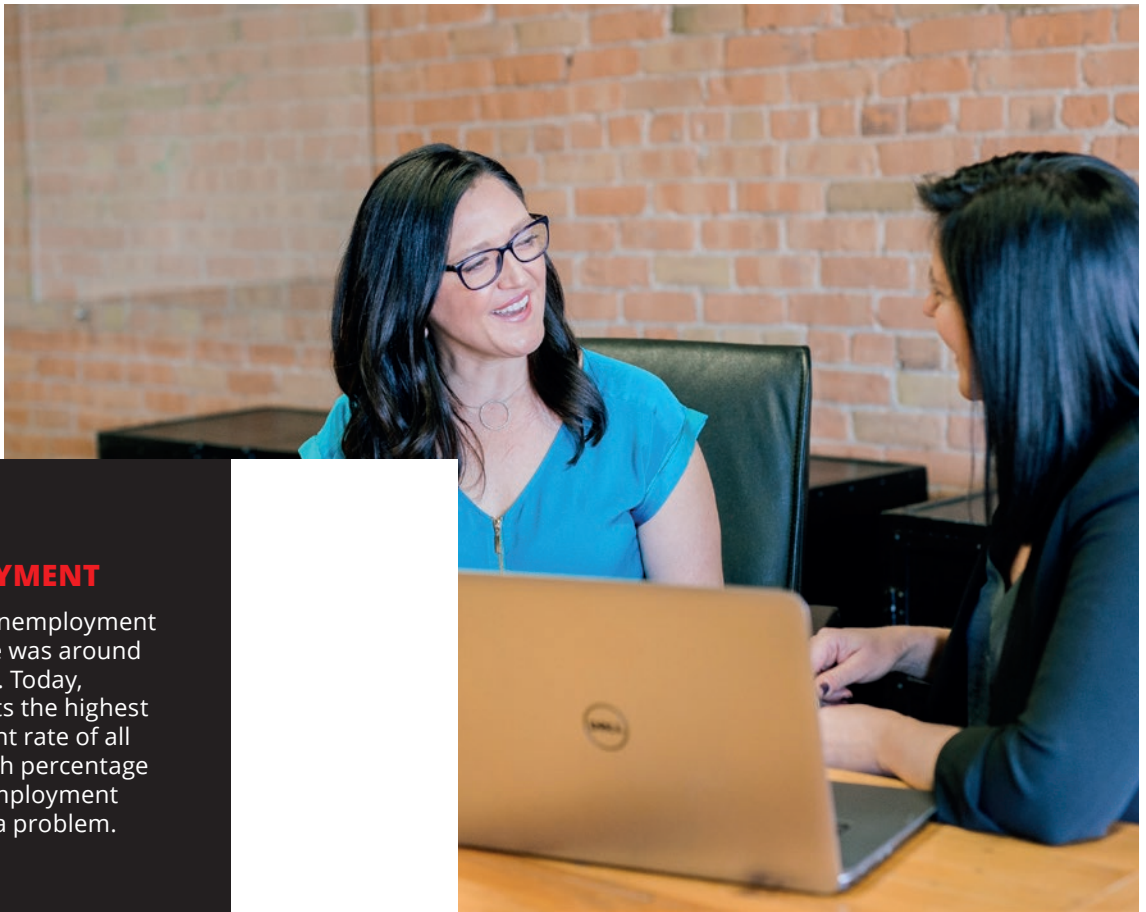


FMCG

And also organizations such as embassies and municipalities and other NGOs.

Pillars

In 2020, our activities revolved mainly around the following pillars:

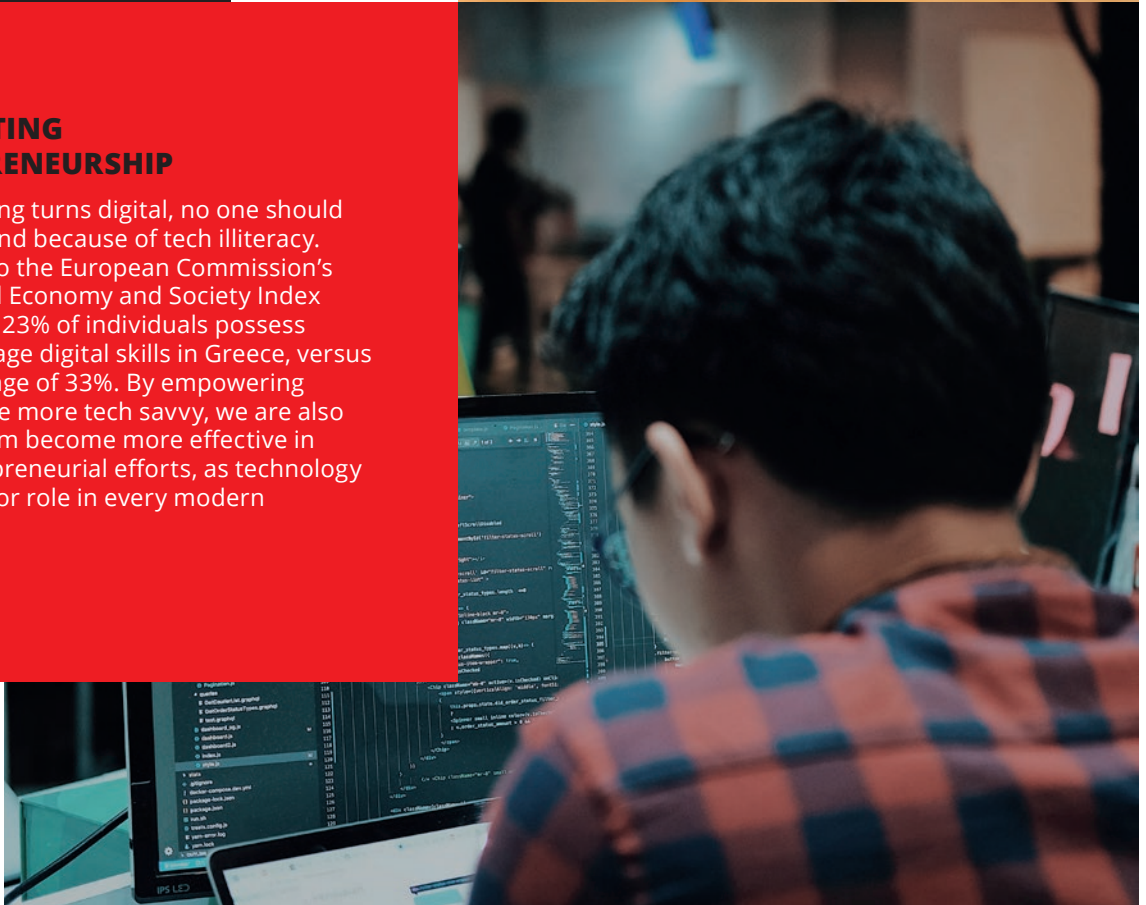


TACKLING UNEMPLOYMENT

In 2020, the unemployment rate in Greece was around 15.47 percent. Today, Greece reports the highest unemployment rate of all EU states. High percentage of youth unemployment remains also a problem.

SUPPORTING ENTREPRENEURSHIP

As everything turns digital, no one should be left behind because of tech illiteracy. According to the European Commission's 2020 Digital Economy and Society Index (DESI), only 23% of individuals possess above average digital skills in Greece, versus an EU average of 33%. By empowering people to be more tech savvy, we are also helping them become more effective in their entrepreneurial efforts, as technology plays a major role in every modern business.





UPSKILLING EDUCATORS

According to the Ministry of Education data, the months after COVID-19 outbreak, participation in distance learning in Greece was significant. More than 112,000 teachers have managed hundreds of thousands of hours of live broadcasting in digital classes with over 1,096,311 learner views. Also, almost 1,200,000 students and 200,000 teachers have registered at the Panhellenic school network and are using asynchronous distance learning platforms. However, Greek teachers have not received in-service training, so many struggled to find ways to be familiar with new tools and methods suitable for distance learning. Even before the pandemic, Socialinnov had in place “Train the trainers” classes for educators who were willing to upgrade the learning experience of the students utilizing the latest tech tools and services available to them.



EMPOWERING WOMEN

Women are still facing underrepresentation in the tech sector. According to the European Commission's 2020 Women in Digital (WiD) Scoreboard, Greece ranks 26th among all 28 EU Member States. Women in Bulgaria, Romania, Greece and Italy are the least likely to be taking part in the digital economy, either through employment, use of internet, or skills. Across all sectors, women entrepreneurs represent about 27% of all self-employed people with at least one employee (source: Gender Equality Index 2020, Digitalisation and the future of work).

Our programs

TECH TALENT SCHOOL



tech talent
school

The **Tech Talent School (TTS)** program, supported by Microsoft, among others, launched in 2016 with the purpose to offer free digital upskilling and computer science education to all. To date, Tech Talent School has offered more than 1,000 courses to 20,000 beneficiaries, with the majority of them being women or considered underserved communities.

As one of the main educational programs of Socialinnov, TTS aims at redefining education through the digital upskilling of the public. TTS is focusing on underserved communities, enabling them to acquire digital skills and enhance their employment prospects. High school and university students, recent graduates, unemployed people, members of underserved communities, immigrants and refugees are all beneficiaries.

During December 2020, Socialinnov hosted **“TTS: Women & Tech | Virtual Series”**, a series of online seminars exclusively for women, aiming at improving their digital skills, their professional empowerment, helping reducing of the gender gap in Greece.

In 2020:



66% of the participants were female



30% of the beneficiaries were unemployed



30% of the beneficiaries were young people



Our programs

TECH TALENT SCHOOL FOR EDUCATORS

The **Tech Talent School for Educators** program, launched in 2019 and supported by Microsoft until March 2020, is designed to enhance teaching and learning experiences through the tools provided by Information and Communication Technologies and is aimed exclusively at educators and undergraduate students of Pedagogy. The program is about learning modern, innovative and easy-to-use tools for designing, organizing and presenting educational materials, to make classroom lessons more effective and interesting for the students. Through the seminars, the participating Public and Private Education teachers, representing both Primary and Secondary Education, become accustomed to new interactive and dynamic learning methodologies. To date, Tech Talent School for Educators has offered more than 350 courses to 3,500 educators.

Tech Talent School for Educators aims at addressing the need for the digital upskill and reskill of the Greek educators. The target audience is primarily organizations, private and public educational institutions, teachers and trainers.

In 2020, TTS for Educators participants were:



Primary education teachers **39%**
Secondary education professors **49%**
Tertiary education professors **12%**



Educators in Public Education **41%**
Educators in Private Education **19%**
Unemployed Educators **40%**



Our programs

TECH ACADEMY

The **Tech Academy** program aims at the development of digital skills in Greece and the interconnection of participants in order to find new professional prospects. The main two purposes of the program are: to bring new technological talent, that will strengthen the country, helping it to move forward in the digital age and to help tackle the great problem of unemployment, especially among young people, which is even more acute in the current difficult conditions.

Participants attend classes at their own pace and have the support of a mentor throughout the program. Participants who complete a training path of the program and pass the relevant exams, receive the corresponding official certifications from Microsoft (MTA).

The Tech Academy Program has the support of Microsoft, U.S. Embassy in Athens, People For Business and Kathimerini.



Our programs

START PROJECT

START Project is an educational outreach program that was formed with the aid of Microsoft Hellas and the City of Athens, and is currently supported by the Athens Development and Destination Management Agency (EATA) that aims to bring together community members under the umbrella of digital education. In its continuous effort to tackle the existing digital skills gap within the Greek society, Socialinnov is continuing to support this important initiative with the goal of creating invaluable digital competencies and employability for underserved groups such as the unemployed youth, immigrants and refugees. To date, more than 11,000 beneficiaries have participated in START Project's seminars, with the majority of them being women or belonging to underserved communities.



START Project has 3 main directions:

Education

Courses on computer science, digital skills, internet security, coding and more, for children, teenagers and adults.

Participation

Consultation seminars for entrepreneurial development, micro-financing programs, business development etc.

Innovation

Introduction to innovative technologies such as 3D printing, automation and robotics.

In 2020:

5,000+ beneficiaries

64% women



35% unemployed



Our programs

Towards these goals there are 3 different START Schools:

- START School
- START School of Code (focusing on web development skills)
- START School of Business (targeting SMEs)

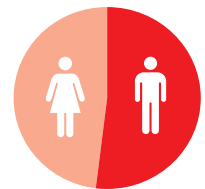
START School of Code started its third cycle in 2020, with the support of the Costas M. Lemos Foundation, Develop Athens (EATA) and iTechScope. The program targets unemployed youth and focuses on the role and the necessary skills that a Full Stack Developer must have today. The 26 selected participants acquire all the skills needed (Front-End and Back-End), in order to then be employed as Full Stack Developers.

Beneficiaries:

100% unemployed

52% male

48% female



START School of Business, an initiative first supported by PwC, is an intensive ten-course program targeting business owners and those who want to start their own company. The aim of the program is to provide in a simple and practical way the necessary knowledge about the digital tools that a small business can use in order to have the maximum benefit, to teach the participants methods of solving business problems and to familiarize them with the basic principles of finance and branding, as well as the use and security of data. Special emphasis is also given to the training of social media as a tool of work, as well as to digital marketing.



Initiatives with other entities



TEHCAMP THESSALONIKI: EMPOWERING WOMEN ENTREPRENEURS *in collaboration with the U.S. Mission to Greece*

TechCamp Thessaloniki aimed to support female-led startups and create equal opportunities for women in the entrepreneurship ecosystem by providing a tailored training to the 40 selected female entrepreneurs, from Greece and the Balkan region. Initially it would take place during the Thessaloniki International Fair (TIF) 2020, but due to COVID-19 restrictions the program was transformed to a fully virtual series of seminars (the physical event is rescheduled to take place during TIF 2021).

OPEN WINGS *in collaboration with Novartis*

The “Open Wings” program offered to young people the opportunity to develop their digital skills through a free innovative training program. The program run from September 2019 through March of 2020 and was addressed to young graduates of higher education, aged 18-35, who were at the time unemployed.



EU CODE WEEK

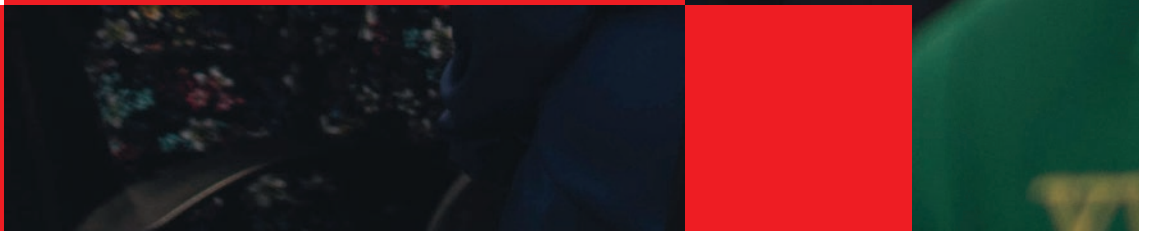
During EU Code week, Socialinnov hosted a series of free courses that brought students from all over Greece closer to computer science, aiming at inspiring them to get to know and explore the world of programming.





LADIES FIRST
*in collaboration with L'Oréal Paris
and AB VASSILOPOULOS*

The program "Ladies First" was created, in support of the modern woman and the different roles she is called to take on every day. Wanting to send a positive message of self-esteem to women, the program offered them during October 2020 a Digital Skills training, aiming to empower them.



LOVE ON
in collaboration with Lenovo

"Love on" was a free training program during November 2020 that aimed to improve the digital skills of the country's workforce and reduce the gender gap observed in Greece. The program was addressed exclusively to women.



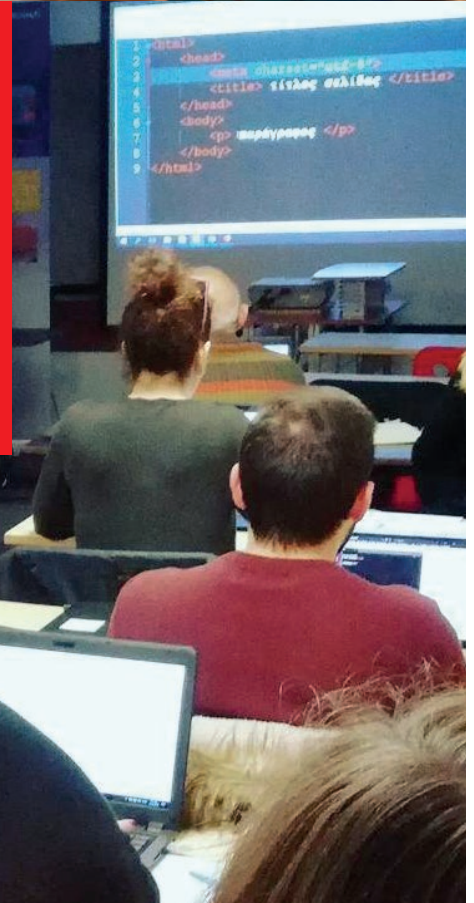


YOUTH EMPOWERED
in collaboration with
Coca-Cola Tria Epsilon

Coca-Cola Tria Epsilon partnered with Socialinnov for a new round of Youth Empowered free seminars and mentoring, aiming to empower 18-30 year old people, during September & December 2020. Thousands of young people attended the online upskilling and reskilling sessions.

TTS FOR EDUCATORS
in collaboration with the
Regional Directorate of Education
of North Aegean

Socialinnov hosted two tailor-made seminars during December 2020 exclusively for the educators of the North Aegean region aiming to support them and improve their digital literacy. The seminars were selected and adjusted to the needs of educators of this specific region.



Testimonials



SAMMY GIAN KIGUMBA, PARTICIPANT OF START SCHOOL OF CODE

I am happy to be participating in START School of Code. The method of teaching has made it simple for me to understand the different roles that programming languages play regarding website design and development. After completing the program, I will continue to practice, in order to improve my skills even more and become proficient.



PARASKEUI IATROU, INSTRUCTOR SOCIALINNOV

The large and active participation of teachers in Socialinnov's seminars shows the eminent need for their training in digital technologies. There is particular interest in learning digital tools that enrich teaching, but also in digital media that enable the design and implementation of STEM activities.



CHRISTINA RAPTI, GRADUATE OF TECH ACADEMY

My participation in Socialinnov's program Tech Academy offered me the opportunity to immerse myself in the field of technology and specifically that of educational technology. In fact, after graduating from the Postgraduate Program in Technology and Language Education, I attended the online programs of Tech Talent School, trying to develop my technological background and create something innovative that unfortunately is missing from my city. I consider the Tech Academy program to be the starting point for the implementation of my innovative ideas in the field of education. The Tech Academy program not only provided me with fundamental technological skills, but also with the necessary marketing skills that will help me advance professionally.



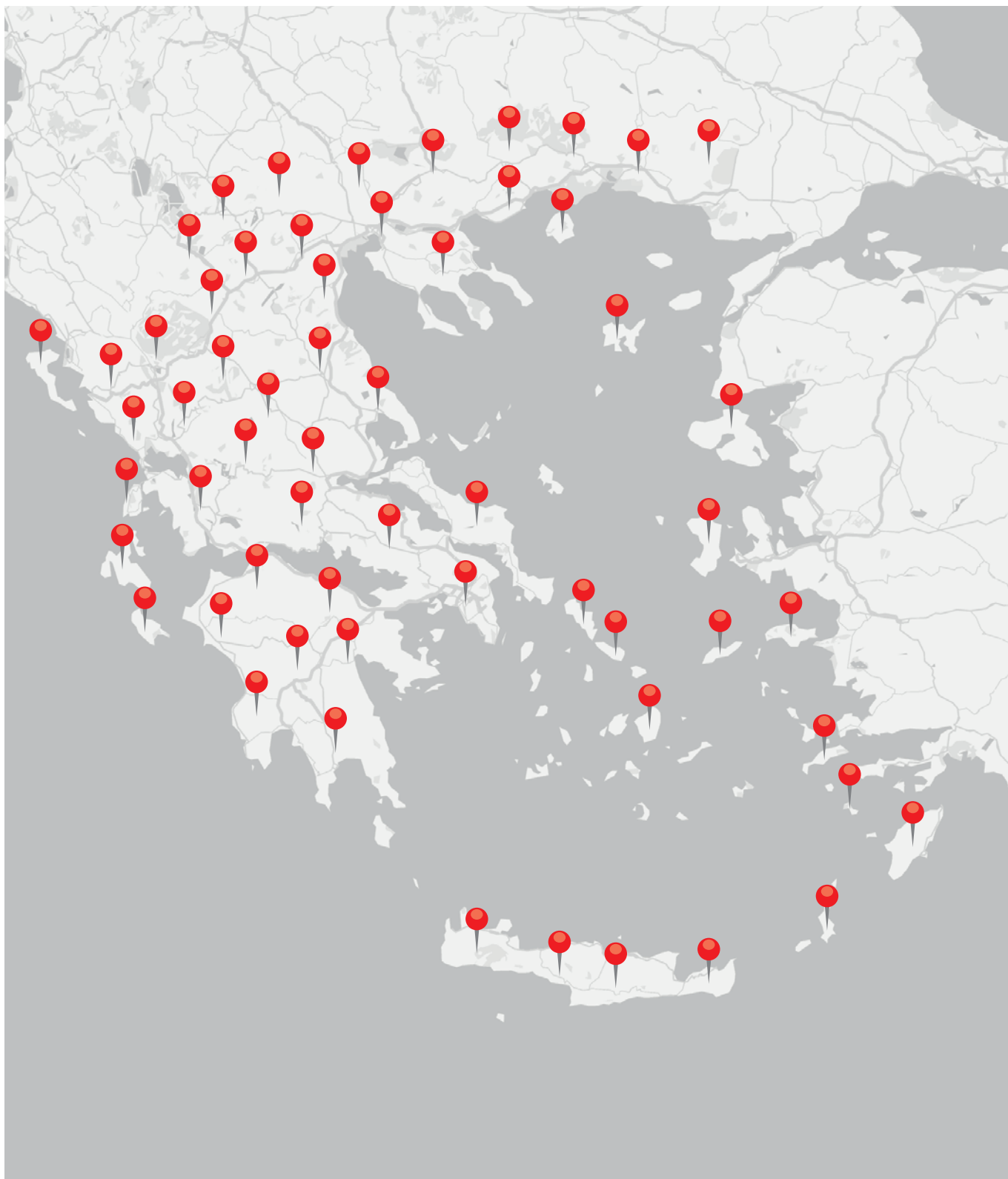
DIONISIS KATSIGIANNIS, PARTICIPANT OF START SCHOOL OF CODE

I feel very fortunate to have been given the opportunity, through START School of Code: Full Stack Developer Bootcamp, to learn programming languages that are directly applicable in the job market. In such difficult times, we have the support of a team of professionals from the beginning of the program until the process of finding a job. The volume of knowledge I gained is very large and I am sure that I will be able to enter the labor market with confidence.

Map of participants' locations

Our beneficiaries come from all prefectures of the country, the mainland as well as the islands.

Most remote location: Tilos island, Dodecanese prefecture.



Our spaces

Since June 2020, following the pandemic, all of Socialinnov's classes moved online. Before that, classes that were addressed to beneficiaries from different locations (such as educators) were also offered online. Classes requiring physical presence were hosted at the following locations:

A. SERAFIO CITY OF ATHENS

Since March 2020, the START Project by Socialinnov is based at the Serafio City of Athens, at the 160 Piraeus str. and Petrou Ralli junction.

This is a new urban destination, easily accessible not only to the residents of Petralona, Kerameikos and the rest of the 3rd municipal department, but also to all those residing in Athens.

Serafio is a multidimensional center, where sports services, cultural acts and open labs, tech and social innovation initiatives are being hosted in a secure and contemporary block. This is a place accessible to all ages and open all days of the week. With a variety of activities around innovation and modern technologies, this is the ideal place to host the START Project training programs.

Serafio can be easily accessed by Metro (Line 3, Kerameikos Station), ISAP (Line 1, Petralona Station) or bus (KOLYMBHATHRIO Stop, Buses 049, 815, 914).

Serafio City of Athens
160 Piraeus str. and Petrou Ralli

B. FOUND.ATION

A 30-person classroom equipped with computers, fast Internet connection and a projector. The classroom is hosted at Found.ation, a vibrant space where the heart of startup entrepreneurship beats. Ideally located at Peiraios str., close to Kerameikos metro station, it is easily accessible and provides a modern and pleasant environment with all the necessary facilities and a beautiful back yard.

Found.ation
Evrystheos 2 & Peiraios 123



Research & Publications

In 2020, Socialinnov produced two unique reports based on surveys, related to its programs.

DIGITAL TRANSFORMATION IN EDUCATION REPORT

The COVID-19 pandemic has transformed our daily life, while a significant part of it has now moved online. Education is one of the areas that has been notably affected by the above change. This new era creates challenges and opportunities for Education, while teachers are called to rapidly adapt to these unprecedented circumstances, in order to serve their role, having as an ally the tools offered by Information & Communication Technology.

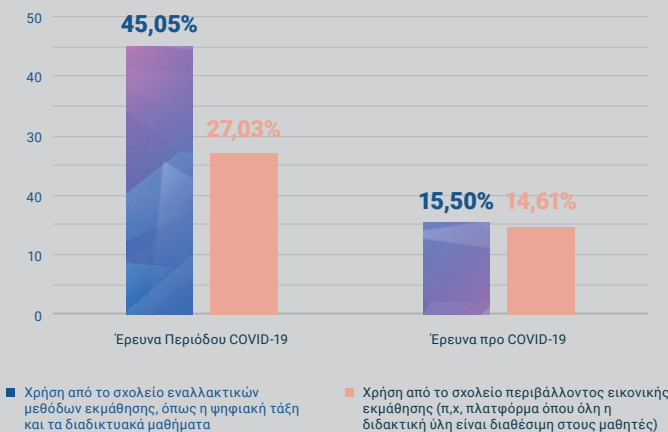
Socialinnov conducted a survey to map the changes the pandemic brought in the educational landscape and draw useful and important conclusions about the Digital Transformation of schools in the COVID-19 era.

The most important findings were:

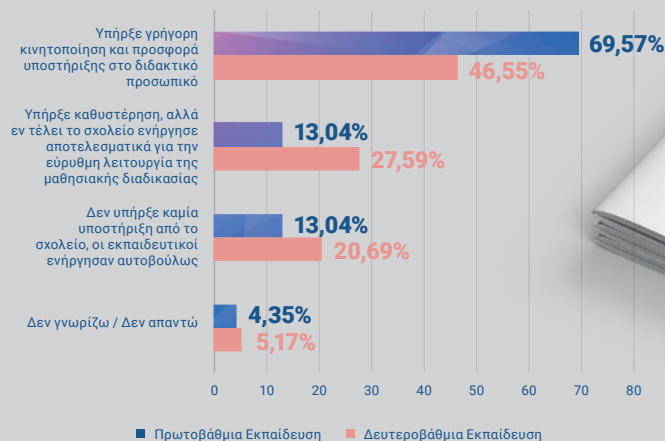
- Private Education continues to lead the Digital Transformation of schools.
- Primary Education acted more rapidly and efficiently than Secondary Education during the pandemic.
- The entities that promote the most the Digital Transformation of Greek schools are the Ministry of Education, the directorate of schools and the educators themselves. The above finding shows a significant change in comparison with the findings of the pre-COVID-19 survey, as then, the Ministry of Education had not emerged as a decisive factor in the Digital Transformation of schools.
- Exceptionally encouraging for the future of distance learning is the very positive response of educators, regarding whether they believe that practices of synchronous/ asynchronous distance learning should be permanently adopted by schools, in cases where physical training cannot be implemented.
- There is an urgent need for training educators in synchronous/ asynchronous teaching online platforms. Almost in absolute majority, educators recognized the need for their upskilling, aiming to become in the future more efficient in their roles, by becoming accustomed with the tools offered by Technology for distance learning.

www.socialinnov.gr/digital-transformation-in-education

Για καθένα από τα παρακάτω, ποια πρόταση περιγράφει καλύτερα την χρήση της τεχνολογίας από το σχολείο σας;



Ποια από τις παρακάτω προτάσεις περιγράφει καλύτερα τις πρωτοβουλίες του σχολείου σας σχετικά με την αντιμετώπιση των αλλαγών που έφερε ο COVID-19 στην εκπαιδευτική καθημερινότητα;



GREEK MARKET NEEDS IN TECH TALENT

As humanity enters the fourth industrial era – the one where digital technology prevails and leads the evolution of the business world – the ICT market is a growing sector worldwide and so is the demand for new talent to meet available jobs in the coming decades.

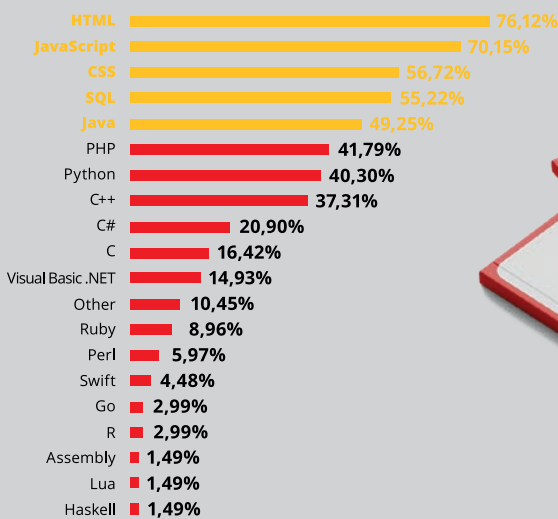
Socialinnov, conducted a survey on this specific topic and mapped the particular characteristics of the skills of the most sought-after developers by companies. The purpose of the report is to help readers get an overview of the needs of the ICT market in Greece in relation to global industry trends – both those that are hiring and those seeking to be hired.

The most important findings were:

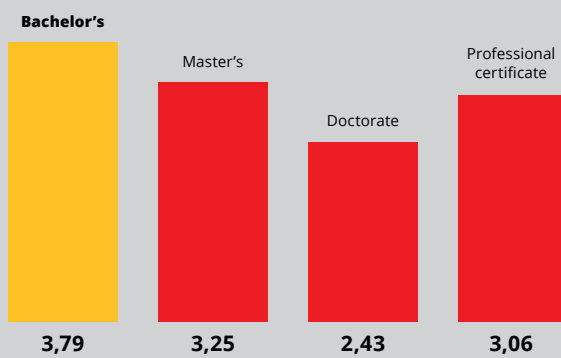
- More than 6 out of 10 small and medium enterprises in Greece state that there is a serious inability to find staff with the digital skills they need, despite their intention to hire IT staff within the next 12 months.
- The most popular technical skills in the Greek market are software development and database management, while companies are also looking for trained staff in programming languages (HTML, JavaScript and CSS mainly), project management and use of digital productivity tools.
- The value of a professional qualification certification is considered more important than a doctoral degree by the candidate employers, while great value is given to the continuous training of employees in the most modern technologies.

www.socialinnov.gr/greek-market-needs-in-tech-talent-report

What programming languages do you use in your company?

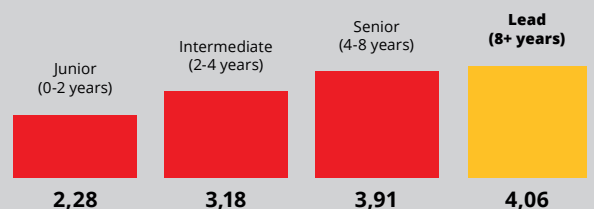


How important are these certifications for your company?



Score on a scale of 1 (Not at all important) to 5 (Extremely important)

How difficult is it for your company to find IT professionals with the following levels of experience?



Score in a scale of 1 (Very easy) to 5 (Very difficult)

Socialinnov's online presence

Socialinnov has managed to create an online community of people looking for learning opportunities. The latest news about Socialinnov, as well as information about our events and programs are shared on social media like Facebook, Instagram, LinkedIn and YouTube, as well as through frequent newsletters.

FACEBOOK

- Socialinnov (1,100+ Followers)
www.facebook.com/socialinnovgr
- START Project (7,500+ Followers)
www.facebook.com/startprojectgr
- Tech Talent School (13,200+ Followers)
www.facebook.com/techtalentschoolgr

INSTAGRAM

@socialinnovgr (550+ followers)

LINKEDIN

www.linkedin.com/company/socialinnovgr
(450+ Followers)

YOUTUBE

- Socialinnov
- START Project
- Tech Talent School

NEWSLETTERS

- Tech Talent School (10,200+ recipients)
- Tech Talent School for Educators (1,900+ recipients)
- START Project (5,000 recipients)



Call for support

Socialinnov is a non-profit organization, member of the civil society, committed to building the best learning experiences and to enabling underprivileged populations to fulfill their social and professional potential through digital upskilling and reskilling educational programs. Since 2016, Socialinnov has supported more than 35,000 vulnerable people who live in Greece.

Would you like to make a difference?

You can change a life today!

WAYS YOU CAN BE INVOLVED WITH SOCIALINNOV:

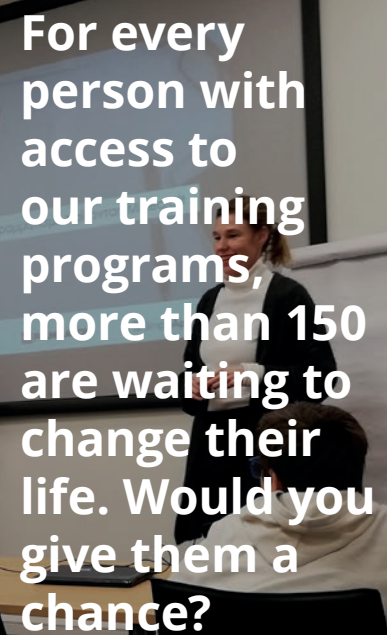
Corporate Responsibility

Thanks to the independent support and generosity of companies like yours, our teams can provide digital upskilling and reskilling educational programs to those who need it the most.

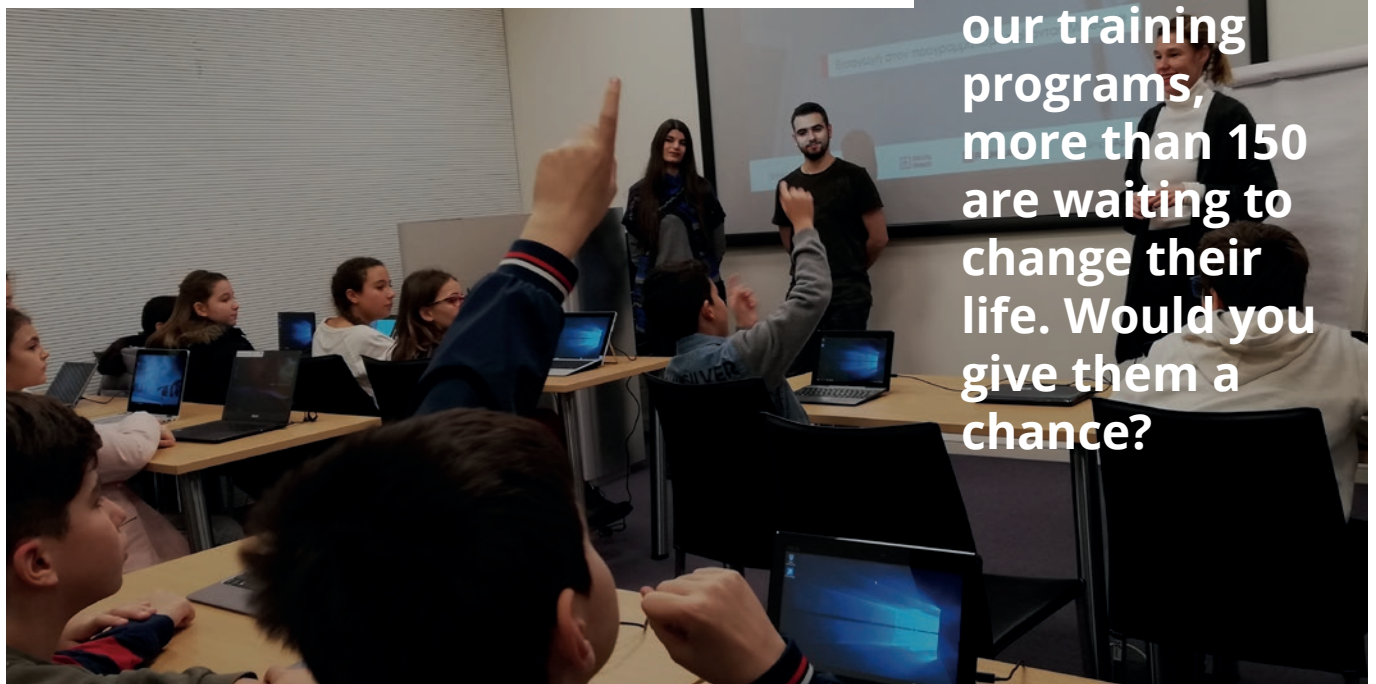
We offer many ways for your company to join us through strategic partnerships, corporate grants, consumer activation and employee engagement. Socialinnov's team will work closely with you to create a custom package or campaign aligned with your company's individual marketing, promotional, corporate responsibility or philanthropic goals.

Individual Donations

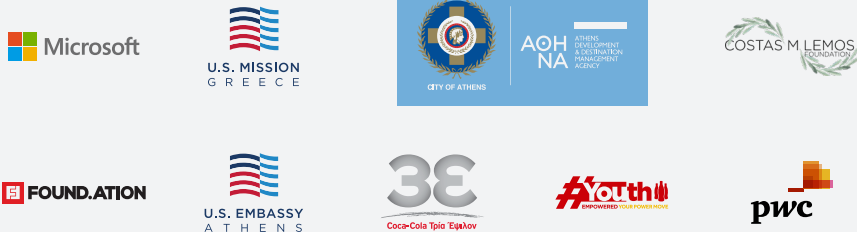
Help us make a difference! Each and every one of you can take the chance to support us, so that we can offer to as many people as possible the opportunity to make their dreams come true.



For every person with access to our training programs, more than 150 are waiting to change their life. Would you give them a chance?



- MAJOR SUPPORTERS -



- SUPPORTERS -



- PARTNERSHIPS -



- SYNERGIES -



- MEMBERSHIPS -



- AUSPICES -





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