

# SOCIAL IMPACT REPORT



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As the whole world is slowly catching its breath, after two very challenging years, one thing is certain: there is no turning back from the digital. We like to think that the 35.000 people who have chosen to develop some of their digital skills with Socialinnov since 2015 have found it easier to navigate the uncharted waters of having to do everything through a screen. Our courses are still offered in online form in their majority, but for a better reason: to reach even more people, in more places throughout Greece, where learning opportunities might be limited. And even further, to connect Greek professionals around the globe, to form an e-community that can enhance the potential for national growth as well as provide opportunities for the individuals involved.

The word "innovation" in Socialinnov is often overlooked. People tend to associate this word with cutting-edge technology, but to us, innovation is something more substantial: innovation is finding ways to use technology to help people navigate the present and the future, the digital and whatever will be next, innovation is finding simple ways to help people stop fearing technology. Social innovation is a concept that integrates various innovative solutions to address the most pressing problems that society faces, issues such as poverty, unemployment, or climate change. Socialinnov brings together the latest stakeholders' social innovation practices and promotes partnerships and collaborations between different stakeholders to generate greater impact and better results.

In 2021, we run one of our most impactful programs to date. Our START School of Integration hosted 10 people who have faced far worse than the pandemic, people who have found their path with the aid of Shedia and saw in technology something more important than the interest to learn something new – they recognized a hope of following new paths in their lives.

AND SO WE LIFT OUR GAZES

NOT TO WHAT STANDS BETWEEN US,
BUT WHAT STANDS BEFORE US.
WE CLOSE THE DIVIDE BECAUSE WE KNOW,
TO PUT OUR FUTURE FIRST,
WE MUST FIRST PUT OUR DIFFERENCES ASIDE.

Amanda Gorman

If 2020 was the year that caught us by surprise, 2021 was the year that tested our strengths. Educators were one of the professional groups that faced the greatest challenges. To better address their needs, our long-standing Tech Talent School for Educators program evolved in a direction that did not have to do with technology alone. We included psychological empowerment sessions to support educators while they were struggling to learn new ways to do what they love doing: to transfer knowledge and shape the people of tomorrow.

While evolving, we do not deviate from our goals: our commitment still stays strong to empower more girls and women in ICT. We were honoured to have supported the program TechCamp Thessaloniki for one more year, putting women entrepreneurs from Greece and the Balkans in the spotlight. More activities and programs will follow in the years to come.

We are grateful to all our partners and supporters – it is only together that we can turn our efforts into an impact on the lives of underprivileged people. We need each one of you to continue offering the opportunity of tech education.

Let's innovate together for yet another year. Let's promote social change through technology.

Stella Psarrou

Program Director

## **OUR VISION**

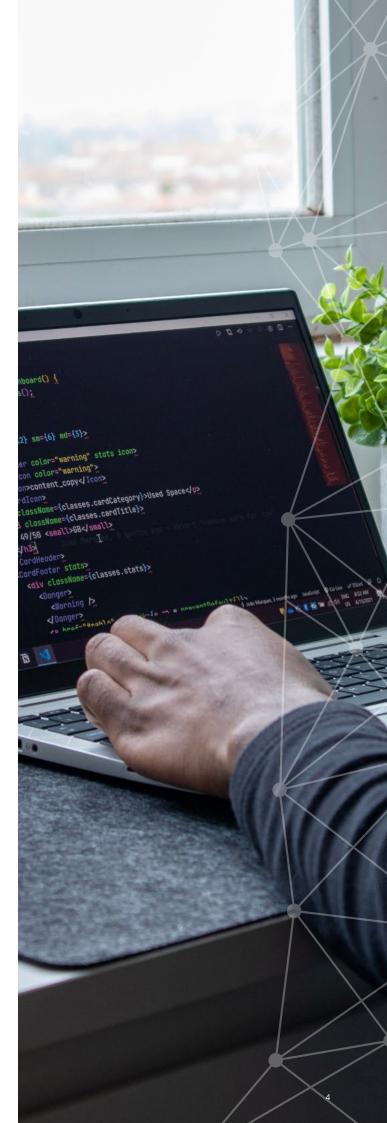
# SOCIAL CHANGE THROUGH DIGITAL UPSKILLING

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.



## **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 constituting Found.ation's powerhouse. Joining forces with devoted and experienced partners, we have created Socialinnov: a team more than just an organization, people who believe in the vision that technology can be used to change lives, social innovators united for a common

Socialinnov is a non-profit organization that focuses on eliminating the digital skills gap and the high unemployment rate in Greece. We are committed to building the best learning experiences and to enabling young and underprivileged populations to fulfill their social and professional potential. The organization began its operations in 2013, as the educational and social arm of Found.ation, a leading innovation and technology platform based in Athens. Since then, Socialinnov develops programs that support socially vulnerable groups in collaboration with a large network of partner organizations, experts and trainers.



### SUSTAINABLE DEVELOPMENT GOALS

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

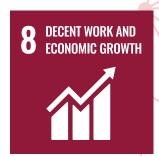




















# **2021 SOCIAL IMPACT**

In 2021, Socialinnov trained **5,023** individuals:





**3,711 WOMEN** 



1,123 STUDENTS



940 UNEMPLOYED



2,801 EDUCATORS

**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** 

**EDUCATION** 

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

### **PILLARS**

In 2021, our activities revolved mainly around the following pillars:

#### **TACKLING UNEMPLOYMENT**

Greece's unemployment rate fell to 12.8% in December 2021, marking a significant decline over December 2020's 13.4%. However, the unemployment rate among young Greek citizens aged 15-24 years remains stubbornly high at 27%, compared to the EU average of 14.9% for the same period.

### SUPPORTING ENTREPRENEURSHIP

The COVID-19 pandemic also led to a financial crisis. Supporting entrepreneurship is the key to ensuring that everyone has an opportunity to create a sustainable business. Business creation by people from under-represented and disadvantaged groups will also generate jobs, thereby dealing with social and financial exclusion while stimulating economic growth in their communities.

#### **UPSKILLING EDUCATORS**

As new tools and innovative technologies keep emerging, learning and adapting to the new educational landscape is essential for Greek educators. Upskilling educators will help them to stay relevant in the classroom and especially during remote learning. The digital tools that previously were used by some of the teachers in rare occasions, have now become the prominent tools for content creation, content delivery, collaboration and evaluation. More than 87% of educators who have participated in the Tech Talent School for Educators program, believe that their upskilling and reskilling is essential in order for them to be able to navigate the new student development era.







#### **EMPOWERING WOMEN**

The Commission's 2021 Women in Digital Scoreboard confirms that there is still a substantial gender gap in specialist digital skills. Only 19% of ICT specialists in Europe and about one third of science, technology, engineering and mathematics graduates are female. There is no progress, as these figures have been stable over the last few years. With 52.5 out of 100 points, Greece ranks 27th in the EU on the Gender Equality Index and its score is 15.5 points below the EU's average score.

#### STEM EDUCATION FOR CHILDREN

A robust STEM education is becoming increasingly important for economy, as employment in STEM occupations is projected to grow 8.8% by 2028. Mastering STEM skills will create those attributes and soft skills that students need to develop for any future career they may want to pursue. During STEM activities, students create their own research questions and follow a process that helps them learn to investigate multiple perspectives and connect ideas to solve a problem.

#### **EU FUNDED PROGRAMS**

Socialinnov intends to grow its impact across Europe by collaborating with relevant organizations and NGOs that share the same vision: to revolutionize education, bridge the digital gap, and increase employability for underprivileged groups. Socialinnov is particularly interested in establishing collaborations across the EU and beyond, to pursue the implementation of projects funded by different programs, such as Erasmus+, CERV and Horizon Europe. In the framework of the INTERNISA program, Actionaid, in collaboration with Socialinnov, provided free training for women aged 18-35 who were interested in developing their professional profile. The training sessions were conducted by Socialinnov, with the aim to enhance the digital and horizontal skills of the participants. Additionally, Socialinnov organized the 3-day online training seminar "Policies for equal integration of women in the labor market", addressed to people working in the public sector in Greece, with the aim to highlight the gender gap and the need for formulation and implementation of appropriate public policies, in order to increase the presence of women in the labor market.







SOCIALINNOV | SOCIAL IMPACT REPORT 2021

### **OUR PROGRAMS**



Modern local communities' prosperity and growth depend on active citizenship. To achieve that, there is a need to bring citizens closer to technological education and entrepreneurship, with the purpose of equipping them with the skills necessary to become an active part of the local society and economy.

**START Project** is an educational outreach program that brings together community members under the umbrella of digital education. The goal of the program is to tackle the existing digital skills gap within the Athenian society, by offering invaluable digital competencies and employability opportunities for underserved groups such as the unemployed youth, SMEs and senior citizens. To date, more than 14,300 beneficiaries have participated in START Project's seminars, with the majority of them being women or members of underserved communities.

**UN Goals:** 















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.



Towards these goals there are 4 different START Schools:

- START School
- START School of Code
- START School of Business
- · START School of Integration

**START School of Code** concluded its third cycle in 2021, focusing on training unemployed youth in the role and the necessary skills that a Full Stack Developer must have today. The 26 selected participants acquired all the skills needed (Front-End and Back-End), in order to potentially be employed as Full Stack Developers.

**UN Goals:** 















START School of Business is an intensive program aimed at business owners and those who want to start their own company. In November 2021, the new cycle of START School of Business begun, dedicated exclusively to very small, small and medium enterprises based in the Municipality of Athens, focusing on the necessary skillset for modern business management.

**UN Goals:** 















**START School of Integration** has the mission to promote economic empowerment and reduce poverty by enabling active citizenship and generating employment opportunities, helping people living in social exclusion to improve their quality of life. The program aims to empower and upskill homeless people by enhancing their digital and soft skills and by offering 1:1 career guidance and mental health counseling services, thus increasing their chances of re-entering the labor market.



























Digital literacy is considered a valuable and necessary asset not only for the modern workforce, but also for a better quality of living and everyday task management. However, there is a considerable lack of access to digital skills learning for underserved communities, or even the youth, resulting in a struggle to reach prosperity, both professionally and personally. Therefore, Tech Talent School aims to redefine education through the digital upskilling of the public, reduce education inequalities and enable untapped professional skills for the beneficiaries.

The Tech Talent School (TTS) program launched in 2016 with the purpose of providing free digital upskilling and computer science education to all. To date, Tech Talent School has offered more than 1,050 courses to 21,300 beneficiaries, with the majority of them being women or members of underserved communities. TTS aims at redefining education through the digital upskilling of the public and focuses on underserved communities, enabling them to acquire digital skills and enhance their employment prospects.

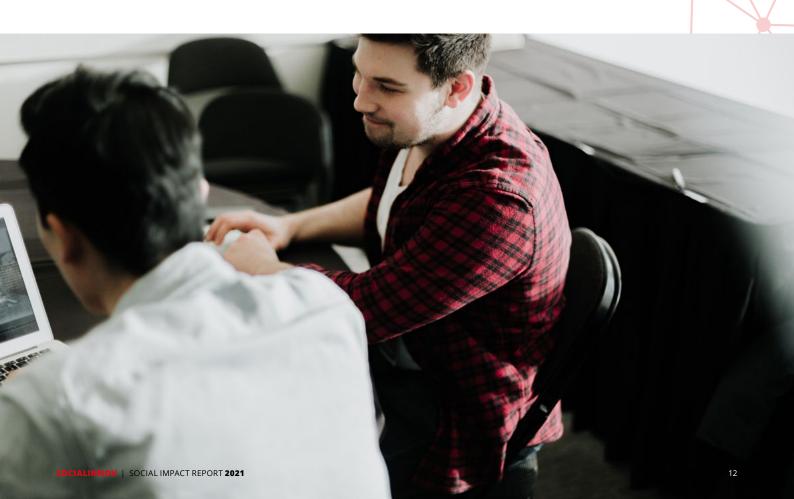














school

for Educators

Digital knowledge and skills are imperative for the modern society and labor market, but in order to disseminate this knowledge successfully, there is a need to provide quality education with adaptive and innovative learning processes that respond to the prerequisites and the volatility of the new digital era. In addition, the new way of working in combination with the storm of information and constant changes has an impact on educators' mental health, potentially causing burnout. Therefore, there is a profound need to build mental resilience in order to prevent burnout syndrome and other mental health issues.

The **Tech Talent School for Educators** program follows a holistic approach aimed at the upskilling and reskilling of educators, not only in relation to their presence in the classroom, but also as professionals. The program consists of 3 pillars: Digital skills, Professional empowerment and Mental resilience. It is addressed exclusively to primary and secondary education teachers from the private and public sector and undergraduate students of Pedagogical Science. To date, more than 5,000 educators have enriched their knowledge of new technologies and further improved their skillset in the field of education, in order to offer an exciting and engaging lesson to their students utilizing innovative digital technologies.

In the context of the program, a 4-day online conference (Education Evolution: Reimagining Human Connections) was organized under the auspices of the Greek Ministry of Education on January 27th 2022, bringing together 33 speakers and more than 350 attendants per day.





















The high level of youth unemployment remains a major problem in the modern Greek economy. On the other hand, the new digital economy has accelerated the need for competent professionals with an abundance of digital skills. **Tech Academy** reduces the gap between unemployed people and the labor market by helping participants develop digital skills and seek new professional prospects.

The main two purposes of the program are: to bring new technological talent that will strengthen the country's tech workforce, helping it to move forward in the digital age and tackle unemployment, especially among young people, which is even more acute in the current difficult conditions. During 2021, participants had the opportunity to specialize in Front End Development and acquire Microsoft's MTA HTML5 Application Development Fundamentals certification.



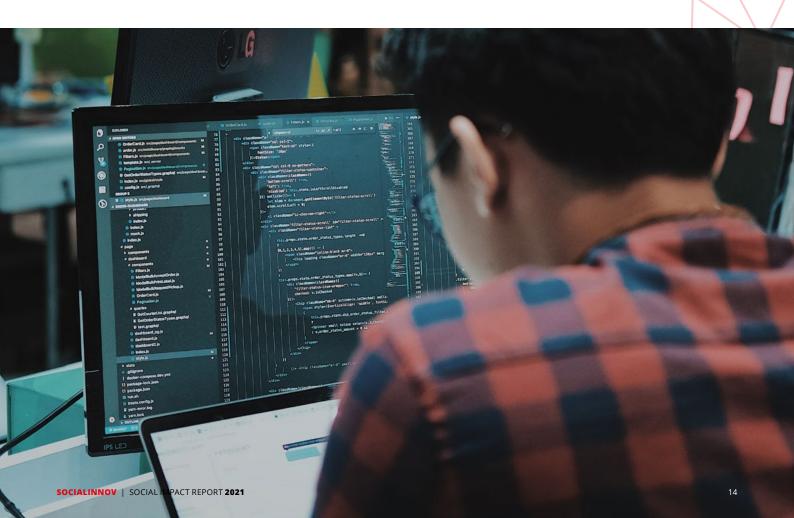












# INITIATIVES WITH OTHER ENTITIES







### EDUCATION REVOLUTION CONFERENCE

During the 85th Thessaloniki International Fair, the U.S. Mission in Greece, in partnership with Socialinnov, organized the Education Revolution Conference, in collaboration with the Ministry of Digital Governance. During this one-day conference workshops, inspirational talks and panel discussions were held, focusing on the future of education. The Education Revolution Conference aimed to engage more children, educators and innovative schools with STEAM, to motivate more students - and especially girls - to pursue careers in these fields, to inform the general public and especially teachers, students and educational organizations about innovation in education, and also to start a dialogue about the impact of the IoT in education in the coming years.

# "STATE-OF-THE-ART TECHNOLOGIES IN EDUCATIONAL PRACTICE" CONFERENCE

In the 11th two-day conference "State-of-the-art technologies in Educational Practice", which was held online on March 6 and 7, 2021 by Avgoulea-Linardatou School, Socialinnov participated with a talk and a workshop on the use and utilization of technology in the educational procedure. The two-day activity was addressed to teachers of Primary and Secondary Education, students of Higher Education & Colleges, as well as to all those who are directly or indirectly involved in the field of education.

#### **EMPOWERED INITIATIVE**

With the Empowered initiative, Coca-Cola Hellas and Kariera.gr created a holistic platform that offered access to tomorrow's skills for Ho.Re.Ca professionals. Socialinnov participated in this initiative with the "Digital Marketing: Content & Community Management" and "Search Engine Optimization Fundamentals" workshops.







#### **GEITONAS SCHOOL**

Socialinnov conducted a workshop, exclusively for the teachers of Geitonas School, with the aim of training them in the following tools: Microsoft Teams, One Note, Word & Forms. Participants had the opportunity to enrich their knowledge on the aforementioned digital tools, which are being used in their daily teaching, in order to deliver a more stimulating lesson to their students.

#### **SOS CHILDREN'S VILLAGES**

Socialinnov signed a MOC in 2021 with SOS Children's Villages and created a digital skills program focused on STEM activities, targeted exclusively at the refugee minors aged 6-18 old of KEMPY Athens, the SOS Children's Village's educational center in Kipseli. Additionally, in partnership with the organization Spark, Socialinnov created a 6-month program of classes, aimed for the parents of the children that participate in KEMPY's activities.

#### **EU CODE WEEK**

During EU Code Week 2021, 73,000 programming lessons were held worldwide. Socialinnov supported EU Code Week for one more year, by offering free online courses for everyone wishing to take their first steps in programming.

### DIGITAL SKILLS AND JOBS COALITION

Socialinnov is a member of the Digital Skills and Jobs Coalition, an EU initiative bringing together Member States, companies, social partners, non-profit organizations and education providers, who work to address the lack of digital skills in Europe. Socialinnov is also a member of the respective Greek National Coalition for Digital Skills and Employability, together with prominent members from the public and private sector. The Coalition's mission is the reduction of the digital divide, by strengthening digital skills in every sector of the Greek economy and society.

# PROGRAMS FOCUSED ON THE EMPOWERMENT OF WOMEN

#### TTS WOMEN IN TECH

In 2021, Socialinnov introduced the Women & Tech | Virtual Series workshops, aimed exclusively at women, focusing at improving their digital skills, their professional empowerment and the reduction of the gender gap in Greece.

#### **GIRLS IN ICT**

Socialinnov's Girls in ICT week was held under the auspice of the General Secretariat for Demographic and Family Policy and Gender Equality. On the occasion of International Girls in ICT Day 2021, Socialinnov dedicated the week of April 19-23 to organizing lectures and workshops for students, parents and teachers, exclusively for the empowerment of girls, who wish to take their first steps in ICT.

#### TECHCAMP THESSALONIKI: EMPOWERING WOMEN ENTREPRENEURS

In September 2021, the U.S. Mission in Greece, in partnership with Socialinnov, organized TechCamp Thessaloniki, under the auspices of the Ministry of Digital Governance. The activities of "TechCamp Thessaloniki: Empowering Women Entrepreneurs" were also supported by the Kingdom of the Netherlands, Amazon Web Services and ID-GC. The program supported female-led startups and provided tailored training for a diverse group of female entrepreneurs from Greece and part of the Balkans (Albania, Bulgaria, Croatia, Kosovo, Montenegro, and North Macedonia). The program was initially scheduled to take place in September 2020, but was postponed due to the COVID-19 pandemic, giving the opportunity to TechCamp Thessaloniki participants to also take part in a series of virtual workshops during a 6 months' time span, leading up to an in-person event during the 85th Thessaloniki International Fair.



#### **LADIES FIRST**

On the occasion of International Women's Day, we developed, in collaboration with L'Oréal Paris and AB Vassilopoulos stores, the complete series of seminars "Ladies First", which took place during March. The training program was offered free of charge to unemployed women, with the aim of enhancing their digital skills.

### WOMEN IN DIGITAL - THE FUTURE IS FEMALE CONFERENCE

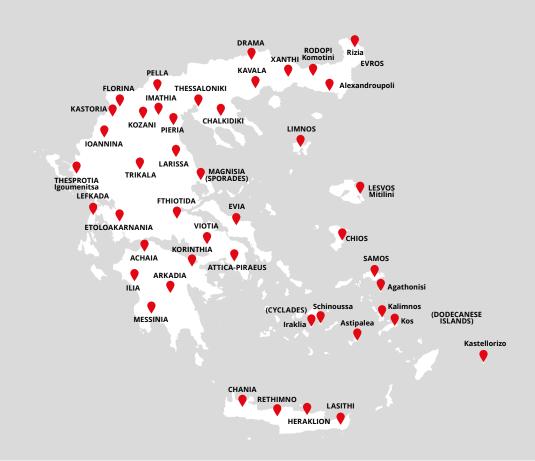
Socialinnov participated with a workshop focused on the professional empowerment of women in the conference "Women in Digital - The Future is Female" by InfoCom World, which was held online by SmartPress S.A. in honor of International Women's Day 2021.

#### **IN WOMEN WE TRUST**

The workshop "In Women We Trust" of THE LAB 2021 was held by the Plisskën Festival, in collaboration with the British Council Greece, including two very interesting panels, with successful women from the field of culture in Greece and the United Kingdom. Socialinnov participated in the second panel, as part of a dialogue with other women who seek to bring change, break boundaries, and use their voice, in order to promote an inclusive society.



# **MAP OF PARTICIPANTS' LOCATIONS**





### EXTROVERSION OF SOCIALINNOV

#### **DELPHI ECONOMIC FORUM**

During May 2021, Socialinnov took part in the dialogue started by Women On Top, discussing the future of work in the Inclusivity Lounge online, hosted for the second consecutive year by the Delphi Economic Forum online platform. Stella Psarrou, Director of Socialinnov, participated in the panel "Mastering digital literacy & (re) skilling". The event was held with the support of the US Embassy in Athens, under the auspices of the General Secretariat for Family Policy and Gender Equality.

#### **IVCO THESSALONIKI**

In October 2021, Socialinnov participated in the IVCO 2021 World Congress of International Volunteering and presented the live session "New ways of working with your team of volunteers." The conference was organized by ActionAid Hellas and the International Forum for Volunteering in Development, under the auspices of the General Secretariat for Vocational Education, Lifelong Learning and Youth Training.

### COOLEST PROJECTS OF RASPBERRY PI

Socialinnov is the Growth Leader for Raspberry Pi in Greece and had the honor to participate, as a judge, in the Coolest Projects Online 2021 competition. This free online initiative was a big "celebration", open to all children around the world up to 18 years old, who were given the opportunity to upload their projects to the dedicated platform and express their love to create through technology.

### REPORT LABOR-INT 2 PROJECT

Socialinnov and its programs START Project and Tech Talent School were extensively mentioned in the report of the Labor-INT 2 project, as one of the organizations that contribute to the reintegration and training of refugees and asylum seekers, in the context of mapping organizations with this goal in Europe.

#### **MICROSOFT SYNTHESIS**

Socialinnov participated in the online series "Synthesis", co-produced by SKAI TV and Microsoft Hellas, presenting the educational program START School of Integration, in the 2nd episode titled "Empowering People".





### **OUR SPACES**

Since 2020, following the pandemic, Socialinnov's classes adopted a hybrid model, offering physical or online training sessions, depending on the needs of each program. Classes requiring physical presence were hosted at the following locations:

#### A. SERAFIO CITY OF ATHENS

Since March 2020, the START Project by Socialinnov has been based at the Serafio City of Athens, an 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 every day 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 (KOLYMBHTHRIO Stop, Buses 049, 815, 914).

Serafio City of Athens 160 Peiraios str. and Petrou Ralli

#### **B. FOUND.ATION**

A 30-person classroom equipped with computers, a 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 backyard.

Found.ation
Evrystheos 2 & Peiraios 123





## **SOCIALINNOV'S ONLINE PRESENCE**

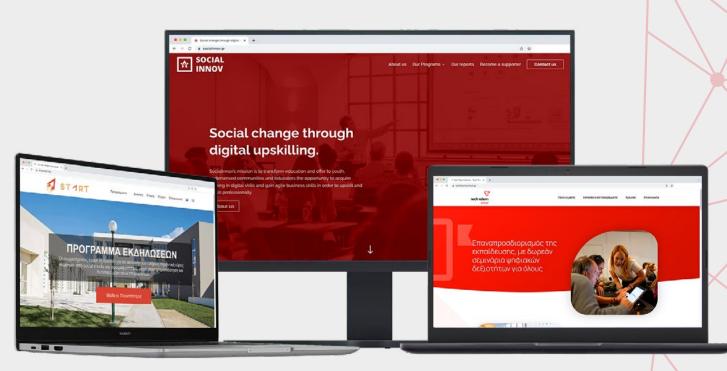
3,593+ Followers Socialinnov (www.facebook.com/socialinnovgr)
13,505+ Followers Tech Talent School (www.facebook.com/techtalentschoolgr)
7,645+ Followers START Project (www.facebook.com/startprojectgr)

795+ followers @socialinnovgr

994+ Followers www.linkedin.com/company/socialinnovgr

https://www.youtube.com/channel/UCNE0zE2OF-fMeTx1yo2lNzg

1,150 recipients Socialinnov
11,595+ recipients Tech Talent School
5,156 recipients START Project
5,121 recipients Tech Talent School for Educators



www.startproject.gr

**4,353 views** 

www.socialinnov.gr

**16,511 views** 

www.techtalentschool.gr

10,704 views

# CALL FOR SUPPORT / DONATION

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.

Would you like to make a difference? You can change a life today!

### WAYS YOU CAN BE INVOLVED WITH SOCIALINNOV:

#### **Corporate Responsibility**

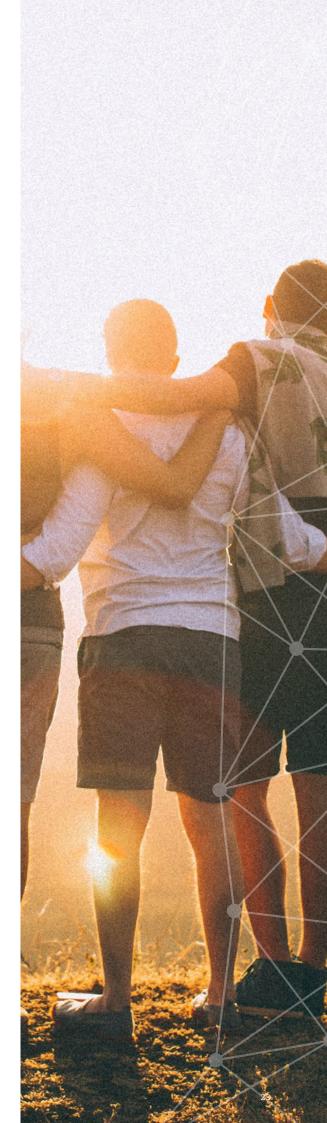
Thanks to the independent support and generosity of companies like yours, our teams can provide digital upskilling and reskilling educational programs to those who need it most. We offer several ways for your company to join us through strategic partnerships, corporate grants, consumer activation and 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.

#### YouBeHero

How would you like to be able to make your own donation for free and become a hero every time you shop online? Register on Youbehero.gr, choose Socialinnov from the organizations and support our initiatives, at no extra cost, other than your purchases! By simply making your online purchases, the platform automatically undertakes the donation on your behalf, which will help towards the goals of Socialinnov.

#### **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.



#### **MAJOR SUPPORTERS**





















#### **SUPPORTERS**







#### **PARTNERSHIPS**











#### **SYNERGIES**







































#### **MEMBERSHIPS**

















#### **AUSPICES**











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