



The importance of public /private collaboration in the development, promotion and revitalization of ICT, in citizens and SMEs



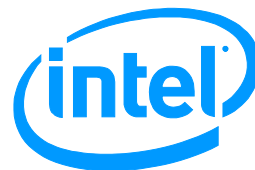
Our Objective

Promote the development of Information Society in Spain, through measures, to encourage the use of Information Technologies and Communications (ICT) by citizens, businesses and institutions

 WHO WE ARE:


Fundetec

Trustees of our foundation



 WHO WE ARE:



Collaborating Organizations



***Páginas
Amarillas***



WHO WE ARE:



Fundetec

Agreements



Confederación Española de Comercio



III Salón de las Iniciativas de Negocios



ALL CITIZENS, Specially Groups of risk in digital exclusion



Elderly, prisoners, immigrants, rural, women ...

SMEs and self-employed workers



Footwear, wine, hospitality, tourism, retail, textile ...

Families



Program "Home Connected to Internet" (HCI)





HOW WE DO IT:



Digital Alphabetization

Actions that allows direct and remotely training in basic technologies



ICT Classrooms

Prisons, hospitals, immigration and education centers, El Corte Inglés stores, fairs, Elderly Vacation Plans (IMSERSO), etc...

HOW WE DO IT:



Digital Alphabetization Specific Programs





HOW WE DO IT:



Digital Alphabetization

Agreements with other institutions to maximize the educational impact of the foundation



Fundetec Awards

Fundetec rewards public institutions, private and nonprofit organizations who fight for reducing the digital gap







Specialized Programs for SMEs

We facilitate access of SMEs to the new technologies to improve their productivity and competitiveness by :



ICT Work Breakfasts With a Sector Association

Objectives:

-  Achieve raise the awareness of business groups and professional fields through other experiences and the existence of vertical solutions
-  Identify needs and barriers
-  Pursue government and industry commitments



HOW WE DO IT:





Specialized Programs for SMEs



Sectorial Workshops of New Technologies

Meeting point between the public administration, the technology sector and the sectorial actors. Such initiatives are indicated by the European Union.



-  Identify key sectors by region
-  We develop studies of penetration and benefits of using ICT by sector
-  We propose vertical solutions
-  We encourage the development of pilot projects



HOW WE DO IT:

Sectorial Workshops of New Technologies



Footwear Sector. Ifa (Alicante)



Dependency and ICT.
(Valladolid)



Wine Sector. Peñafiel (Valladolid)



Sector Transformed Conserves Fishery Products
and the Sea. Santander (Cantabria)



Hotel Industry. Palma de Mallorca (Balears)



Retail. Oviedo (Asturias)



Automotive and auxiliary enterprises.
Pamplona (Navarra)

HOW WE DO IT:



E-Pyme Forum

-  Meeting Space for Sectorial Associations, ICT sector and Private or Public Institutions to talk, discuss and propose how ICT can help improve productivity, competitiveness, and hiring.
-  Currently compose by 42% of Spanish GDP: Footwear, handicrafts, hotel, retail, transportation, logistics, ICT, Rural Tourism, Textile & Clothing Manufacture, Food & Drink.
-  There is also an Advisory Council composed: DGPYME, , the Spanish Patent and Trademark Office (OEPM), Trustees and Associates of Fundetec, etc.

 HOW WE DO IT:


Fundetec
"Connect to the world"

Projects Funded

asesores 

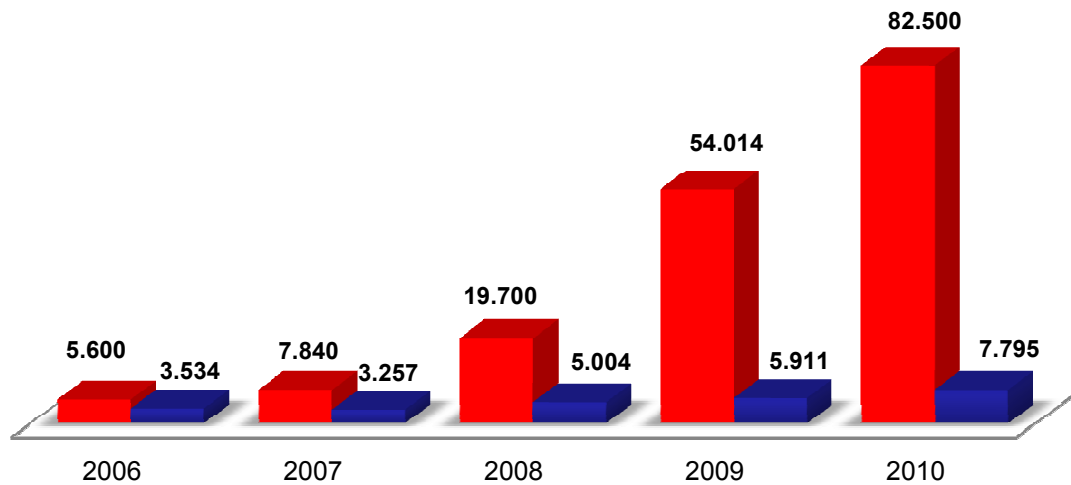

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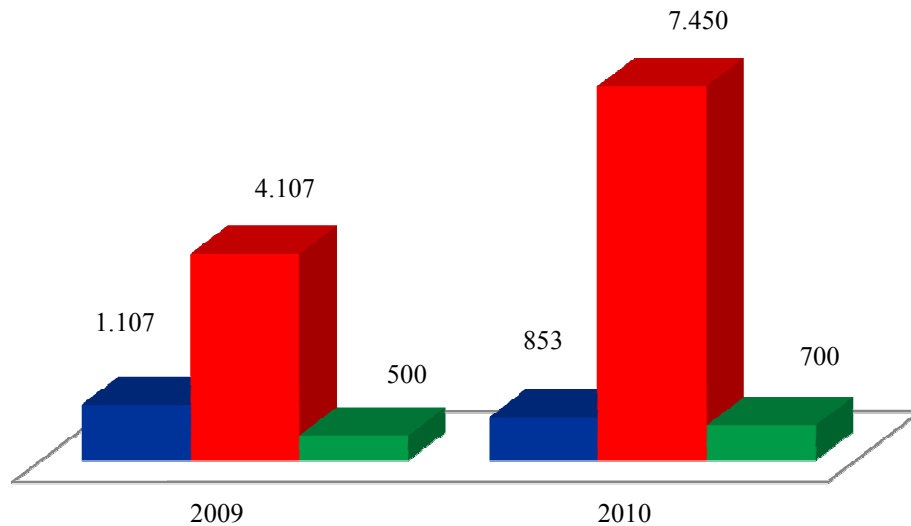

Prointur


CYL
digital

HOW WE DO IT:



Citizens
169.694 Directly Informed
25.501 Directly Trained / Included



SMEs
13.517 Directly Informed
1.200 Directly Included

Publications and Reports





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Digital Alphabetization Projects (Reducing the Digital Gap)



HOW WE DO IT: **Digital Alphabetization**

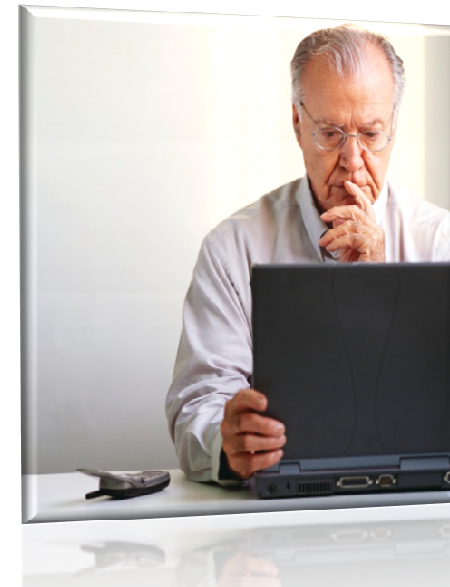
“Mayores cON Iniciativa”, spread the benefits of Information Technology and Communication among people over 50 years and develops in these people the capabilities and skills to integrate them into their daily lives, actively participating in the Information Society. This is done using a methodology of work, through the Information Technology and Communication (ICT), based on the implementation of creative initiatives that capture the interest of older people (such as recovery of historical memory of a municipality), so learning to use new tools without realizing it while you entertain, have fun and relates to others.

Also, to encourage participation and increase the visibility of the initiatives, the project envisages the holding of a national competition designed to recognize the efforts of the social agents that drive them and the willingness of older people who participate in them.



Fundetec

“Connect to the world”





HOW WE DO IT: **Digital Alphabetization**

Give a specific action plan with the group of seniors, through:



An Innovative Methodology:

- Based on the use of ICT and cognitive and motor stimulation.
- Promotes autonomy by delaying the dependence.



Visibility of the Collective

- Rewarding social agents and major players in the project, both at a regional and national level.



HOW WE DO IT: Digital Alphabetization

Results

INITIATIVES DEVELOPED AND PARTICIPANTS



WEB PLATFORM

<http://www.mayoresconiniciativa.es>

- 27.000 visits to the web site.
- More than 18.000 users visit the platform

Entities adhered to the PROJECT

- 
- UDP
 - Xunta de Galicia
 - Principado de Asturias
 - CTL Cantabria
 - Gobierno Vasco- KzGunea
 - Junta de Castilla y León
 - Fundación Dédalo- Navarra
 - Consorcio Identie- Extremadura
 - Comunidad Valenciana
 - Agencia del Conocimiento- La Rioja
 - Fundación Ínsula Barataria- Castilla La-Mancha
 - Madrid Tecnología
 - Consorcio Fernando de los Riós- Andalucía
 - Gobierno Vasco.



HOW WE DO IT: **Digital Alphabetization**



INTEGRATIC is a Project oriented to the initial incorporation and habitual use of technology, for the development of entrepreneurship women on risk in digital divide - housewives, long-term unemployed or immigrants, by developing skills that can be transformed into micro-enterprise projects.

The projects will be supervised by mentors who accompany the project and allow to receive micro-credits for its launch.

Lines of action.

- Development of a Web 2.0 technology, enabling a collaborative environment for sharing resources, supporting the members who composed.
- Workshops led by Mentors. Be provided through the Community Seniors SECOT. Development of content and services that contribute to the development and viability of business proposals.
- Assistance in obtaining micro-credit



HOW WE DO IT: Digital Alphabetization

Results

Number of PARTICIPANTS and PROJECTS



More than 300
women



50 Launched
Business Projects.

WEB PLATFORM

<http://www.emprededoras.integratic.es>

- 1.700 visits to the web site.
- More than 1.236 users visit the platform

Multimedia Specialized Contents

- **Multimedia:**
 - Creating a SME step by step
 - ¿How much can you sell?
 - How to sell your product or service
 - Learn to monetize your project
 - Finance your project
 - Other issues to consider:
 - Hiring
 - The Company's web page
 - ecommerce
 - Visibility of the website
 - Patent, Trademarks and Trade names
 - Legal form of the company
 - Paperwork to follow
- **Mini Games of Skills:**
 - Delegarmy: knowing how to delegate.
 - Ninja Sheep Warriors: Managing teams
 - Chronos: Time Management.



HOW WE DO IT: Digital Alphabetization

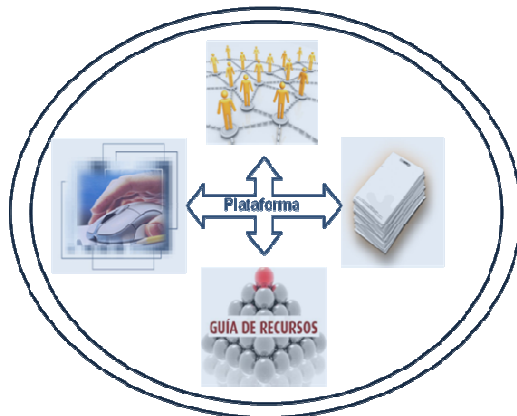


EMPRENDEDIFERENTE: Retrieve the knowledge and experience of people over 55 years and provide the implementation of projects with social, cultural or business, using the services of digital networks as a vehicle to develop initiatives and share experiences

www.emprenderdiferente.es

Social Network

Microsite



Bank of Initiatives

Contents and Services

OBJETIVES

1

• 400 users older than 55.

2

• 20 Reference Promoters.

3

• 25 Thematic Initiatives Working.

4

• 5 Collaboration agreements.

CONNECT TO THE WORLD



www.fundetec.es