

European e-Inclusion Awards 2008

ENTRY CRITERIA

The judges will present the Awards to the organisations that can best demonstrate a proven ability to deliver and impact upon the communities they serve through the innovative and effective use of digital technology.

The Awards are open to organisations from the following sectors: government or public, business or private, non-government or voluntary. An organisation can enter as many award categories as it wishes, however an individual project can only be entered once into a single selected category. Please refer to www.e-inclusionawards.eu for more information.

GUIDELINES FOR SUBMISSION

Please complete the entry form and return to us by email, fax or post. Supporting evidence such as a brochure or press cuttings etc may also be submitted. Please ensure that your final word count is between **1,300 – 1,500 words** (Questions 1-8).

DEADLINE: 12.00 Midday (GMT) 12th September 2008

| | | |
|--|---|------------------------------------|
| Award Category | Geographic Inclusion Award | |
| Entrant Details | | |
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| Organisation Details Please complete these details as you would wish them to appear on any publicity or literature | | |
| Organisation Name | YOUTH ASSOCIATION FOR HABITAT | |
| Address (if different from above) | | |
| | | |
| | Zip Code | Country |
| Website | www.habitaticingenclik.org.tr | |
| Sector of Organisation | Government or Public <input type="checkbox"/> Business or Private <input type="checkbox"/> Non-government or Voluntary <input checked="" type="checkbox"/> | |
| Registration No. | 34-203072 (09.04.1997) | |
| Annual Turnover (euro) | € 287.163,50 | |
| Number of Employees | 9 | |
| Number of Volunteers | Thousands | |

1. Please describe your organisation, the field in which it operates and the communities it serves.

Youth Association for Habitat (YfH), the facilitator of the network of 73 local youth councils in Turkey, the National Youth Parliament, aims to increase youth participation in decision making processes for sustainable development. Access to information is an essential requisite for participation in social life and decision making mechanisms. Hence, YfH has been implementing a number of ICT literacy and expertise projects since 2005 targeting to increase the capacities of young people who will benefit from e-transformation of Turkey and participate in the process as equal partners.

Youth Association for Habitat (YFH) is a non-governmental organization which aims at developing capacities and empowering youth in order to make young people active, participative, proposing solutions and implementing their own projects.

With this purpose, YfH ensures participation of youth in the national and international youth related events of the United Nations, the European Union and the Council of Europe. Focusing on problems and the needs of youth, YfH ensures the development and implementation of concrete projects with active participation of young people.

On one hand, our association attaches importance to information sharing and active participation; on the other hand it's indispensable for us to carry out our projects in a complimentary way for sustainable effects. With this point of view, all of our projects support each other, lean on international documents and the national legislation. Furthermore, we try to share experiences gained at both levels, and provide propositions for the development of national and international youth policy.

To be able to achieve this difficult target, Youth Association for Habitat looks forward to developing partnerships with related institutions at local, national and international level. For this end, YfH establishes partnerships with international organizations, governments, local authorities and local governments, NGOs and the private sector.

All of the projects carried out by YfH take its power from young people. It is impossible to change the local environment and the world we live in without creating opportunities for young people to realize their demands, dreams and ideals and without their volunteer contribution. For this reason, we succeed in our projects with the support of hundreds of thousands of young volunteers at local and national level.

2. Why do you feel this project deserves an Award?

Half of Turkey's population is in the 0-24 age bracket. Eighteen percent of Turkey's present 71.7 million people are in the 15 to 24 age group. This demographic profile combined with information on low level of employability and income suggests that Turkey's youth, especially those in the country's less developed regions, do not enjoy cultural and intellectual opportunities available to their peers in other countries.

Despite Turkey's young population, computer and internet usage is still not as prevalent as in the developed world. Turkey has few cases where the internet and advanced communication technologies have been effectively utilized for advocacy and public action.

The main reason for this is the lack of access to technology and more importantly, the skills necessary to participate in the new information-based global economy. This fact results in limited opportunities for young people to participate in decision making, to network with other youth associations and to build skills for better access to job opportunities.

Youth Association for Habitat implements projects in Information and Communication Technologies to support coaching qualified and skilled young experts by enhancing opportunities to them for their access to information. The Association undersigned numerous international and national projects in order to empower young people as active partners in social processes and e-transformation of Turkey.

Empowerment of Youth for E-transformation of Turkey is an umbrella programme which covers a number of projects implemented by YfH throughout Turkey, which lean on and support each other with a purpose of enabling youth participation in sustainable development of the country through ICTs.

www.habitatingenclik.org.tr

The process is initiated in 2005 within the framework of a partnership established between Youth Association for Habitat, United Nations Development Programme and Microsoft. Programme partners developed the project titled Empowerment of Youth for E-Governance in Turkey (Project 1). This Project has aimed to increase the number of ICT literates mainly among young people for them to get actively involved in e-governance mechanisms in the country. The project has a special emphasis on the digital inclusion of disadvantaged young people including young women.

The implementation methodology of project 1 has focused on youth voluntarism; more than 440 young people from 53 cities and their provinces covering every geographical region in the country volunteered to provide basic computer and internet skills for their peers. The number of volunteer trainers multiply as at least 2 trainers' trainings are organized each month by voluntary master trainers of the project. The project targets to increase the number of young voluntary trainers to 750 and cover every 81 city in Turkey.

The project has provided reported trainings to more than 18.500 young people as well as school drop outs, children, women, civil servants, local decision makers, community leaders, small enterprise entrepreneurs, religious leaders, military servants and imprisoned persons, including physically and mentally disabled persons. 58% of the participants of the project 1 are women.

www.bilenlerbilmeyenlerebilgisayarogretiyor.net

Project (1) partners aimed to increase the number and capacities of ICT literates using e-learning mechanisms. With this purpose, a new partner, Vodafone Foundation in Turkey joined to develop Bridging Digital Divide: Empowerment of Youth for E-transformation of Turkey Project (Project 2) in 2007. This Project has set off with the motto "the Target: 1.000.000."

Project 2 has targeted to increase the information technologies' utilization capabilities of 1.000.000 young people through European Computer Driving License (ECDL) e-learning modules accessible at www.bilgitoplumu.net. ECDL is a world widely known and accepted certificate that ensures an information society through ICT literates with standardized computer knowledge. Project 2 serves for 10.300 users in 77 cities; % 32 of the users are women.

The curriculum provided is also enriched to cover different training modules on a number of IT and youth related subject areas for the site to become a widely used e-library for Turkish youth. MS modules on Internet Safety and Security and Digital Life within the Digital Literacy curriculum that is localized through project 1 is already inserted into the system.

With the Learning Management System (LMS) of the Project, trainings of the participants are closely followed. The reports of the system provide a good amount of statistical data on the ICT literacy and internet usage of people in Turkey; the data will meet an important need for analysis in the country at the end of the project 2 period in 2010.

The visibility of the Project will be enhanced through the use of sms and mms. The online training curriculum will be accessible through mobile phones in time.

www.bilgitoplumu.net

With an aim to increase participation of young people in socio-economic life through ICTs and the new information based global economy, and with the involvement of Cisco [Systems] Turkey, Istanbul Technical University and Turkish Informatics Foundation as partners in the programme, a new project (3) titled Spark is developed in 2006.

The project (3) has aimed to support the capacities of youth to realize their full potential through a peer education model on advanced IT and networking to improve the level of IT expertise among youth in Turkey.

32 young volunteer from 16 different cities that are geographically distributed to every region in Turkey are selected to be trained as Cisco's Networking Academy Program (NetAcad) trainers. The volunteer trainers provided NetAcad trainings to their 124 disadvantaged peers, all of whom have been employed afterwards.

Second phase of the trainings will be provided to a larger group thanks to the localization of NetAcad curriculum.

Empowerment of Youth for E-transformation of Turkey Program attaches importance to youth employment as participation in decision making processes is closely linked to participation in socio-economic life.

www.bilisimdegenchareket.com

Success of Spark Project (3) brought a new partnership with Cisco [Systems] Global. Spark is multiplied as the Mediterranean Youth Technology Club (MYTecC - Project 4) covering young participants from Turkey, Portugal, Cyprus, Israel, Egypt, Morocco, Yemen, Jordan and Palestine in partnership with Cisco and UNICTDAR. 50 high school students from disadvantaged neighbourhoods are provided with IT, language and soft skills by voluntary trainers of the Project 4.

MYTecC is a crossroad where youngsters meet to delve from Web 2.0 technologies related knowledge and skills that would help them succeed in their lifelong professional journey, it's a human network across borders bringing youngsters together to interact, share ideas and know about other cultures, and it's a fertile platform where young minds can grow in harmony and open up to a globalizing world.

Young participants of MYTecC develop a common virtual environment for partnerships and dialogue to participate in the process of peace and tolerance in the Mediterranean region.

www.mytecc.com

Finally, Strengthening Networks in Turkey: Young Human Network Project (5) is developed to localize MYTecC's technology in Turkey.

With an aim to encourage and enable youth organizations and local youth councils in Turkey to actively participate in socio-economic life and decision making processes through Web 2.0 technologies, Project 5 has intended to develop a virtual platform where local, regional and national youth organizations in the country can get opportunities to share their activities, deliver online trainings, build new partnerships, discuss and develop programs and policies.

www.youthforhabitat.ning.com

3. Impact: What impact has your project made on the community it serves and how has that impact been measured?

Empowerment of Youth for E-Transformation of Turkey Programme is implemented through local action plans. Young voluntary trainers and members of local youth councils partner with a number of local institutions to increase IT literacy and expertise. Therefore, the programme spreads as a nationwide bringing a variety of differences in the implementation of the sub-projects. Consequently, the sub-projects reach out to different segments of the society ending up with success stories.

The success stories include employment of people, literacy of girls, socio-economic empowerment of women, increase in self-confidence of young people and their visibility in the society, changes in the status of young people and women in society, increased dialogue and understanding among people from different backgrounds and stronger participation of young people in socio-economic life and decision making processes.

The success stories of the Programme are collected through a web-site addresses www.buseninhikayen.com. A participant of a sub-project may upload his/her story as a success story on this site. Stories are ranked and most successful stories are filmed and documented. Some of these stories will also be screened by TRT, the national TV channel.

Besides, a social impact study of the Programme is realized by a sociology professor, Mrs. Nilufer Narli. Mrs. Narli conducted an evaluation study covering three case studies in different cities and applied research.

Conceptual and methodological considerations of the study included:

- Social impact is observed and measured by the change in the human and economic development of a respondent.
- The change is assumed to be created by receiving computer education and computer teaching training.

- The change in the human and economic development was operationalized in terms of the following indicators:
- a change in economic well being of person, including finding a job and increased income (the change can be measurable in concrete terms or at perception level, meaning one's perception of herself/himself as more equipped for the job market);
- increased level of self confidence;
- motivation to learn new things;
- urge to teach others;
- start using Internet for various purposes other than communication and entertainment (utilitarian purposes: Internet for knowledge and research; e-business; e-learning; establishing blog and web page etc)
- start using Internet for self employed economic activities.

Conclusions of the social impact study and findings of Prof. Nilufer Narli are provided below:

"Learning computer and Internet use have become integral part of education strategy and development in Turkey. The number of the computer and Internet user has progressively increased since the year 2000. Despite such a positive development, the macro data shows that the proportion of young males has higher level of access to computer and Internet education, compared to their female peers. The female respondents in our evaluation research outnumbered their male peers in the sample, on the contrary to the small proportion of the female computer and Internet users according to nationwide survey data.

The knowledge of computer and Internet is a key for employment prospects. Teaching computer to larger number of people and particularly targeting the socio-economically disadvantaged groups is very significant for employment and development in Turkey. This is why it is significant to evaluate to what extent the BBBO project [Empowerment of Youth for E-Transformation of Turkey Programme] has reached its objectives, to what degree its quality and quantity has matched the education objectives, and, to what extent and in which direction it has created social impact on the students.

The programme targets to reach the disadvantaged in Turkey. It realized this goal in terms of reaching the economically disadvantaged and the disadvantaged gender group, the females. The questionnaire data showed that the computer training reached a disadvantaged group of respondents who's almost half the members were from household living under poverty line. [The case study conducted in Diyarbakir a province in the Southeast region with a lower level of human and economic development level, and lower level of schooling that needs computer training courses for its huge disadvantaged young population, showed that "the majority of the students in the courses come from economically disadvantaged families whose level of formal education often did not go beyond elementary school diploma. The majority of the mothers are illiterate while fathers are literate, yet a few of them had secondary school degree."]

The programme also largely realized its objectives of teaching computer and enabling the students to use computer programs effectively.

Moving from Cooley's Looking Glass theory, which assumes that the building the self and developing social behavior depend on our perception of how we look to others, the research investigated the changes in respondents' perceptions of how they looked to others after the training. The research data revealed that there were changes in the respondents' perception of how their peers and families responded to their level of knowledge and social standing after the respondents received computer teaching training and took part in the programme. Yet the data reveals that the social impact was visible in the direction of enhanced status in the eyes of the peers and families, compared to the social impact of the training on the respondents' self confidence and perceiving herself/himself more equipped for the job market. Despite this, enhanced self confidence (reported by the majority of the respondents) feeds self growth. There were also positive changes in the perceived professional prospects and in building social network. They enjoyed exchanges with new people, making new friends. They developed an urge to strengthen their social network for their own intellectual and professional growth.

In addition to improving self confidence and empowering the respondents, the training had impact on the respondents' horizon of the use of Internet in the direction of widening it."

Whereas the results of the impact study of the project reflects the success of the ICT literacy trainings provided, sub-projects of the Empowerment of Youth for E-transformation of Turkey Programme have been awarded by UNDP,

Microsoft and Cisco as good practices.

4. Innovation: How has your project used digital technology innovatively? What has been the direct benefit of this?

Increasing ICT capacities of young people in the country empowered youth participation in decision and policy making mechanisms.

Voluntary trainers of the programme have become advocates of IT and youth rights in their localities. They have become among the most active members of local youth councils and the National Youth Parliament. Besides, they have advocated ICT for different areas of sustainable development.

National Youth Parliament initiated a national campaign titled "I Want to Be Elected" with an aim to decrease the eligibility age from 30 to 25 to become a deputy in Turkish National Assembly. The National Youth Parliament decided to initiate the campaign after organizing a number of meetings with representatives of political parties and state authorities.

The campaign is initiated on the same day at the same time in 73 cities by ICT voluntary trainers and local youth councils. Local youth councils organized awareness raising meetings among the public and with decision makers. They have collected signatures for support. The campaign was highly supported by local governments, ministers and the public.

All the local information and photographs/video clips were uploaded on the campaign web-site that was established by a voluntary master trainer of the Empowerment of Youth for E-transformation of Turkey Programme. Support signatures were sent to Youth Association for Habitat by fax, scanned and provided online. The campaign was on the newspapers, live shows and digital news sites; it was one of the most broadcasted news of the week in October 2006.

Successfully, for the first time in Turkish Republic's history, young people gained their right to represent the nation at the Turkish Great National Assembly in 2006 thanks to "I Want to Be Elected Campaign" of the National Youth Parliament.

"I Want to Be Elected" Campaign has been one of the rare down to up social movements in Turkey. The Campaign succeeded in a short period (the Constitution is changed in 10 days) thanks to the use of digital technologies.

www.habitaticingenclik.org.tr/secim

New technologies have also been utilized as a tool for advocating sexual and reproductive health rights of young people. Youth Association for Habitat, partnering with UNFPA developed "A Youth Story" Advocacy Campaign.

150 members of local youth councils from 51 cities are qualified as advocates of the campaign. Advocators of the campaign have actively promoted awareness raising on the issue, directed their peers to the web site of the campaign where they could access to right information on sexual and reproductive health and ask their questions to an expert. Advocators of the campaign focused on World AIDS Day, all the information collected from different advocacy events organized within the framework of the campaign are also provided online.

The campaign, which will last for 2 more years aims to include sexual and reproductive health trainings in the curriculum of formal education.

www.birgenclikhikayesi.com

Youth Association for Habitat implements Strengthening Networks in Turkey: Young Human Network Project (5) to facilitate youth advocacy in sustainable development strategies and young people's participation in decision making processes. The platform designed active youth participation using Web 2.0 tools is implemented to increase active youth citizenship in the country.

Youth Association for Habitat aims to develop partnerships with organizations that have expertise on areas of sustainable development to increase utilization of ICTs for advocating youth rights on these subject matters. (ie. a partnership to be developed with an NGO that has focus on sustainable environment / a partnership is already developed with a programme that focuses on youth/women's entrepreneurship).

5. Usability: How has your project facilitated greater accessibility or improved the user friendliness of digital technology for the communities it serves?

Empowerment of Youth for E-Transformation of Turkey aimed to increase the benefit gained from existing computer laboratories and internet access points. Therefore, instead of establishing new laboratories with the budgets of the sub-projects, the programme has partnered with a number of institutions which had the infrastructure but no human capacity to provide ICT literacy and expertise trainings.

Besides, a campaign is initiated for the refurbishment and distribution of used PCs. Accordingly, 6000 used computers are refurbished and distributed as grants to institutions for the benefit of young people. This campaign is implemented within the framework of the partnership developed with Ayhan Şayenk Association, Microsoft-Turkey, Youth Association for Habitat, Turkish State Railways and Ministry of Education.

1125 local computer laboratories in 60 cities are established at elementary and secondary schools as well as at local youth councils. These laboratories serve as facilities of Empowerment of Youth for E-transformation of Turkey Programme.

The campaign is recently multiplied in August 2008, with a titled "Involve Me to Your Digital Life" in partnership with INTEL. Web 2.0 tools will soon be used within the framework of Involve Me to Your Digital Life for the participation of youth in the development of digital life.

As local youth councils' human capacities on ICTs increased and they have provided voluntary trainings to the community, support from local stakeholders, mainly from local governments has increased. Local governments have provided support for the visibility of the programme in their communities and facilitated the spread of the sub-projects to rural areas using various communication tools including the digital media.

Mobile technologies have been used to access the disadvantaged youth.

Media support and the web-sites of the Association and sub-projects increased the visibility and the demand. There has been individual and institutional demand. To answer institutional demands, Youth

The developments and implementation mechanisms of the sub-projects of the programme are reported once in every three months and they are published on the web sites of the sub-projects and the Association.

National coordination meetings of the Empowerment of Youth for E-transformation of Turkey Programme are organized once in six months, bringing young volunteer trainers, programme partners, representatives of other partnering organizations and experts on ICTs and development. These meetings serve for knowledge and experience sharing and facilitate the establishment of an ICT and development network in Turkey. Reports of the coordination meetings are also provided online.

Empowerment of Youth for E-Transformation of Turkey Programme has been a strategy model for the management of 4000 Internet Community Access Points that are being established by the Turkish government. Youth Association for Habitat has been the only NGO representative in the management model development working-group of the internet community access points.

Besides, the experience and knowledge gained is shared on the web-sites (all have English sites) of the sub-projects, among global ICT centers' network: telecenter.org members, Telecentre Europe network members and at various international summits on ICT for development.

Partnering with UN organizations contributes to sharing the programme as a good implementation model. Besides, UN summits facilitate sharing experiences and knowledge with other organisations.

8. Sustainability: What is the duration of your project and how does the funding model meet those commitments and obligations?

Empowerment of Youth for E-Transformation of Turkey is initiated in 2005, and it has developed as a number of sub-projects and a number of partnerships. Sub-projects that are listed above have implementation periods, yet most of which are frequently extended by the programme partners.

Project budgets are mainly used for the establishment of necessary digital mechanisms, developing human capacities of the projects and for enabling networking among them.

However, the main budget line for the implementation of the programme and its sub-projects is provided by the in-kind contribution of young volunteer trainers of the programme, advocacy role of local youth councils as well as technical support of partnering stakeholders.

DECLARATION

I hereby certify that the information given in this entry form is correct.

| | |
|-------------------|-----------------------------|
| Name: Basak Saral | Position: Secretary General |
| Signed: BS | Date: 27.08.2008 |

RULES OF ENTRY

1. Each entry must be submitted on a fully completed application form in English. (Please note: additional pages and supporting documents may also be attached, but the organisers take no responsibility for their safe-keeping and cannot return submissions).
2. The judges' decision will be final and no correspondence will be entered into before or after the judging unless information has been requested by the organisers.
3. The entry must be received at the offices of Key20 Media in England by the closing date of Noon (GMT) on 12th September 2008
4. Key20 Media is not liable for any costs incurred by applicants during their judging process.
5. Once an organisation is announced as a finalist, it cannot withdraw from the competition.

All entries should be sent to:

European e-Inclusion Awards 2008
Key20 Media Limited
9 The Leathermarket
Weston Street
London SE1 3ER
United Kingdom

Fax: 44 (0) 20 7234 3536

Email: entries@e-inclusionawards.eu

The Awards ceremony will be held in:

Vienna on 1 December 2008

For further details of this event, please call the Entries Team on +44 (0) 207 234 3535

Your details will not be passed to any third party and will only be used to keep you informed of the European e-Inclusion Awards.

ENTRY & JUDGING PROCEDURE

The completed entry form with any supporting evidence should be sent to the organisers as set out above. Each entry will be read and evaluated by a panel of judges and collective scores combined. Two senior representatives from the five finalists in each category will be invited to the Awards Ceremony in Vienna, December 2008. Finalists have to commit to be present with their project at the exhibition of the Vienna Ministerial Conference from 30 November to 2 December 2008 (financial support will be available subject to certain conditions).

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Please check your computer settings first:

Tools, Options, Print:

'Print data only for forms' should **not** be selected