

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: Noon (GMT) 12th September 2008

Award Category	Select Award Category	
Entrant Details		
First Name	Wilma	Title:
Last Name	Borgt	
Job Title	project manager Computerwijk	
Contact Address	Jan Tooropstraat 6	
	Amsterdam	
	Zip Code 1062 BM	Country The Netherlands
Telephone No.	+31203460670	Fax No. +31203460686
Mobile/Cellphone	+31633319686	
Email	wilma@eigenwijks.nl	
Organisation Details		
Please complete these details as you would wish them to appear on any publicity or literature		
Organisation Name	Stichting Eigenwijks/Computerwijk	
Address (if different from above)		
	Zip Code	Country
Website	www.computerwijk.nl / www.eigenwijks.nl	
Sector of Organisation	Government or Public <input type="checkbox"/> Business or Private <input type="checkbox"/> Non-government or Voluntary <input type="checkbox"/>	
Registration No.		
Annual Turnover (euro)	€	
Number of Employees	18	
Number of Volunteers	100	

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

Computerwijk helps underprivileged citizens in Amsterdam that are in need of extra help in education, work and personal development. The most important target groups are women, senior citizens, immigrants and the unemployed. These groups often have less access to IT and therefore little or no knowledge about the world of IT and the Internet. Computerwijk helps to bridge this digital divide by teaching them basic computer skills. This is done by volunteers who we select from the target group and train so that they can teach their fellow neighbours.

The target groups encounter different barriers that prevent them from knowing more about IT: social barriers, language barriers, financial barriers and technical barriers.

We help them increase their participation in society, create more interaction in the neighbourhood, higher their self-esteem, and prevent isolation and loneliness.

On the long term the goal is to increase involvement in the neighbourhood, to reduce unemployment and stimulate entrepreneurship.

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

Because our project is very succesful and originated from a request of the target group. We train neighbours so that they can help their neighbours in learning computer skills. Our trainers are all volunteers and they all come forward on their own initiative. In the five years that the project exists we have never have had to recruit volunteers. All volunteers and students come to us on a word to mouth basis.

Furthermore we constantly monitor the needs of our target groups, so that we can adequately help them in their development.

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

We have trained more than 3000 people in the past five years. We do this in small groups with lots of personal attention for the students. Our target group consists mainly of the elderly and migrant groups. They are very difficult to reach but we have created a safe environment for them. We have opened learning centers close to their homes and in places where they already visit, such as schools, community centers and even a mosque. We have grown from five to 22 centers in the past two years.

The local district councils recognise our succes and have recently renewed a three-year sponsor agreement. Also Microsoft sponsors us for the fourth year in a row.

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

We have organised courses that are close to our target group. These are people who are scared of computers or have a language barrier. Our beginners course works with visual images and is interactive. It also trains the students in speaking the Dutch language.

All our other courses have been created after consulting key figurs from the target group. We work closely together with a Dutch university and they do research for us among the target group. We wish to create courses the target groups will be able to use in daily life. For example we have created an a la carte course in which the group of students decides together with the teacher which subjects they wish to explore. They can choose from a menu with topics, close to their daily worlds, such as using photography in the neighbourhood, how to make a household expenses book, how to chat with family in Turkey etc.

Another innovative aspect is that our courses are about learning e-skills, but also about integration in Dutch society. Each course consists of students from various religious and racial backgrounds. They are obliged to drink coffee together and get to know eachother. Our teachers teach them about the neighbourhood they live in and what they can contribute to society. And they learn to understand eachother and have respect for eachothers beliefs.

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

For our target groups there was no facility to learn computer skills. The courses were too expensive, too difficult, too unsafe. We have created a safe environment, learning in small groups, a neighbour teaching them, software that is so visual that even the people who have difficulty with the language can still take the computer course. We offer very small prices and lots of personal attention for the teachers and students.

6. Partnerships: How has your project created and used partnerships with other organisations and what have the benefits been?

We work together with all kinds of migrant organisations, organisations for the elderly, the district city councils. Also Microsoft, State Street, Randstad partner in our project, as well as the largest Dutch fund, the Oranje Fonds. The Oranje Fonds is currently donating funds to expand our project to other cities. They have recognised that the unique concept of Computerwijk can be valuable to other cities in the Netherlands as well.

7. Knowledge Transfer: How do you ensure that lessons learnt and knowledge gained is shared with other organisations in your country and across Europe?

Through the Oranje Fonds we are member of an organization in which similar Dutch projects share information and knowledge. We meet on a monthly basis for this. In Amsterdam we uphold a network of local organisations that try to improve the skills of our target groups. In this network the Dutch University also takes part.

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

Our project has existed for five years now and is still growing. We have longterm commitments with Microsoft and the local district councils.

DECLARATION

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

Name: W. Borgt

Position: project manager Computerwijk

Signed: W.Borgt

Date: 12 september 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 on from 30 November to 2 December 2008 (financial support will be available subject to certain conditions).

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