



## 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](http://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) 12<sup>th</sup> September 2008**

<b>Award Category</b>		
<b>Entrant Details</b>		
<b>First Name</b>	Paweł	<b>Title:</b> Mr
<b>Last Name</b>	Makowiecki	
<b>Job Title</b>	CEO	
<b>Contact Address</b>	--	
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	<b>Zip Code</b> --	<b>Country</b> Poland
<b>Telephone No.</b>	--	<b>Fax No.</b> --
<b>Mobile/Cellphone</b>	--	
<b>Email</b>	pawel.makowiecki@spolecznepracownie.pl	
<b>Organisation Details</b> Please complete these details as you would wish them to appear on any publicity or literature		
<b>Organisation Name</b>	Responsible Business Institute	
<b>Address (if different from above)</b>	ul. Kreta 56E/8	
	Białystok	
	<b>Zip Code</b> 15-345	<b>Country</b> Poland

<b>Website</b>	<a href="http://www.spolecznepracownie.pl/">http://www.spolecznepracownie.pl/</a>	
<b>Sector of Organisation</b>	<b>Government or Public</b> <b>Business or Private</b> <b>Non-government or Voluntary</b>	
<b>Registration No.</b>	<b>KRS</b>	
<b>Annual Turnover</b> (euro)	€ 100000	
<b>Number of Employees</b>	<b>5</b>	
<b>Number of Volunteers</b>	<b>80</b>	

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

Currently Responsible Business Institute (Instytut Odpowiedzialnego Biznesu) is involved in the project Community Computer and Education Centers (Społeczne Pracownie Edukacyjno- Komputerowe) which aim is to fight IT exclusion in the Podlaskie region in Poland and targets the unemployed and those in danger of losing a job, so that, by acquiring basic computer/Internet literacy skills, they improve their qualifications and consequently their employment possibilities. The overall idea is to provide equal opportunities to all members of local Podlasie community in access to knowledge and ICT skills.

Project was funded by Microsoft Unlimited Potential. As a part of the project seven centers were open, set up and passed to local non-governmental authorities in 7 locations in the Podlaskie region: in Augustow, Bialystok, Lapy, Rudka, Sokolka, Zambrow and in Zawady. More than 100 PC's with full Microsoft software were delivered. We also incorporate to our work libraries across the region, where in 2003 Microsoft set up 118 Public Internet Access Points "Ikonk@" (with 3PCs and WiFi in each point, they serve for more than 65000 people each year). Librarians work as ambassadors of our program in local communities, they recruit volunteer trainers, beneficiaries and do the most of administration work around trainings.

ICT courses are conducted by voluntary workers, who after being trained and getting acquainted with the teaching programme work as trainers in the centers and libraries. Everyone who wants to help others with acquiring modern technology knowledge and skills can become a voluntary worker. In 2008 project of Community Computer and Education Centers gathered approximately 80 volunteer trainers.

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

We are delivering free, very desirable trainings to the unemployed and to elderly people, who are in danger of being excluded from the modern society. We are also giving a chance to young people to develop their experience in the training field. Our project is compatible with the needs of the society. The role of older citizens, who once were the role models and the ones who treasured the knowledge, has been marginalised. Our trainees are impressed by the teaching competencies of young trainers. The process of learning has been changed, now young people are sharing knowledge with the ones who got lost in the changes of the modern world. Volunteers show the trainees how to use ICT to not to lose contact with old friends, family living abroad and get any information they find essential to know.

It is very important that Community Computer Education Centres are able to finance their own expansion and further duration of the project. This is achieved through:

- using innovative technology
- excellent local partnerships
- working with volunteer trainers and developing local talent potential
- local fundraising

- innovative business partnerships
- getting started with critical finances in the process of launching our project

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

Community Computer and Education Centers is a project that aims to fight IT exclusion in the Podlaskie region in Poland and targets seniors, unemployed and those in danger of losing a job, so that, by acquiring basic computer/Internet literacy skills, they improve their qualifications and their employment possibilities.

Project provides equal opportunities to all members of local communities in Podlaskie region in free access to computers, Internet and ICT skills. Until now more than 1500 people got free training in basic computer skills and about 80 volunteers worked as trainers. With the beginning of the new school year we are planning to conduct trainings for 6500 people, by establishing cooperation with local education institutions and using more than one computer centre in Bialystok and also establishing cooperation in other local PIAP "Ikonk@" libraries.

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

People who volunteer to work for Community Computer Education Centres not always have time for general meetings. Our organization is funded by the donors and that is also why using modern technology is so important in the process of making plans and organizing the project.

An official networking site has been created and also translated into Polish, to make it available for all our volunteers to gather, share and discuss new ideas. The internet platform <http://spolecznepracownie.ning.com/> facilitates the communication between volunteers from different centres such as Bialystok and Lapy. Each new idea is discussed on the open forum where volunteers share their opinions and plan new events.

Coordinators of the project have special e-mail accounts at [spolecznepracownie.pl](mailto:spolecznepracownie.pl) where they are able not only to send the essential information via e-mail. It enables us to create and share the documents, chat with others, keep the register of all our meetings and other events and also register and gather automatically applications from new volunteers and trainees as well.

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

Our centers are set up in 7 locations in the Podlaskie region. More than 100PC's with full Microsoft software were delivered. We also incorporate to our work libraries across the region.

Our project of making ITC technologies more accesible to people in Podlaskie region involves not only providing the libraries and computer centres with the essential equipment. We have also found people who could train the ones that were eager to learn how to benefit from the new technologies. Our volunteers, except for providing trainings, prepare the promotion, logistics, translations and work with establishing new training programmes.

To enhance the development od Community Computer Education Centres we are sending three of our qualified volunteer trainers to attend a one year project of workshops " Together for the Region" about building effective local partnerships, directed to non-governmental organisations in Podlaskie region.

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

Responsible Business Institute after receiving the grant from Microsoft Unlimited Potential started cooperation with the Public Internet Access Points that were established in the libraries in the previous years. The training materials that were translated thanks to RBI were readily available to be used by other organisations and the "Ikonk@" points in the libraries free of charge.

Second-Hand Bank (Bank Drugiej Ręki) is an organisation which gives technical support to non-governmental organisations in Poland. We received one hundred computer monitors to our computer centres to help us start the project.

Many of our trainees come to us from different organisations, especially the ones for elderly people. We have established a good cooperation with the University of the Third Age. It is an association for people 50+, which organizes open seminars and lectures for everyone who finished studying but still is craving for knowledge.

On the international level Responsible Business Institute is involved in the telecentre.org and telecentre-europe networks and takes part in projects and conferences to ensure knowledge sharing process.

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

In December 2007 Pawel Makowiecki - the president of RBI - took part in a conference in Malaysia where he met our current partners from India, Nepal and South Pacific Islands countries. The idea of cooperation was established after Pawel's presentation on ICT trainings in Poland. He proposed starting a new volunteer exchange programme "European Volunteer Trainers and Experts for Telecentre Projects in Developing Countries". That idea was also discussed at the Telecentre Leaders Forum in Riga.

The aim of this activity is to exchange views, experience and helping charity organisations, which are training people who have limited access to new information and communication technologies or completely lack such access in their local areas.

In July 2008 the first volunteer trainer flew to Nyamata, Rwanda to help "Rwanda Telecentre Network" with conducting trainings and organising the whole projects of ICT trainings so that it is more efficient and organised. We can read about his experience on his blog <http://konradjestwrwandzie.wordpress.com>.

Our organisation is also interested in different kinds of trainings. We have already found a partner for internet enterprise trainings involving teaching how to use ICT to establish your own business on the basis of internet auctions. Internet auction portal [www.allegro.pl](http://www.allegro.pl) is interested in our support to launch their programme Internet Business Academy. We are the only organisation that has so many points of Internet access available for public use in the north-east Poland.

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

The cost of delivering training from a similar course for one person in Podlaskie region (30h ECDL e-Citizen) incorporated in EU projects is estimated for 330 Euro/person.

By giving trainings for 1500 people we have delivered a added value of 500.000Euro with real general cost of 70.000Euro.

By giving trainings to 6500 people this value will raise up to 2.200.000 Euro.

In our project we have minimized the cost by:

1. Digital information technology. All the information essential to run trainings and this project did not have to be printed, the advertisements were given using free websites and local media. We have managed to minimize the level bureaucracy that is usually involved in organising such projects.
2. Free access to computers. The number of free Internet access points is growing every year, and the computers are becoming more and more mobile. What we have noticed during the last 8 months was that many people from small town own laptops but they do not know how to use them. This is where our volunteers came in to offer their help with no additional costs.
3. Voluntary work. It has been noticed that there is more and more young people willing to learn and work with no financial remuneration. Their motivation to work comes from their own personal need to work and help others, that is why the cooperation and their engagement gives such amazing results.

#### **DECLARATION**

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

Name: Paweł	Position: Makowiecki
Signed:	Date:

## 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 12<sup>th</sup> 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](mailto: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).

### Printing this Form

Please check your computer settings first:

Tools, Options, Print:

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