

**Thematic Network Project**

**CN 2009-2204/001-001**



**Round Table Meetings**

**Internet-related Jobs**

**“Needs of the Internet Industry  
Making Offer and Demand meet in Training and  
Education”**

**Country: Greece**

**Venue: Room P302, 11 Sachtouri str., Patras**

**Date: 16 March 2011**

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## **1. Description/General Information**

(In this section you should describe the features of your RT, - moderator, attendees, place, duration, etc- in a general way). (max ½ page).

The first roundtable in Greece was held on 16<sup>th</sup> of March 2011 at the premises of Hellenic Open University from 17:30 – 21:00. HOU defined Mr. Panagiotis Sakellaropoulos, an experienced journalist as a moderator, so as to facilitate the conversation. The roundtable was consisted of people not only from educational institutions, but also from local companies, representatives of the commercial associations, the technical chamber, the public sector, research institutes.

Eighteen people were gathered to discuss the topics the agenda included.

At first, the PIN project was presented by Konstantina Polimeropoulou and then Panagiotis Stamatis made a demo presentation about the e-jobs observatory platform functionality, its purpose and usability.

The conversation that followed the presentations, with the consent of all the participants, was recorded.

## **2. Main Topics discussed**

The key topics held during our RT were the following:

1. Internet Industry
2. Current and prospective needs and job requirements related to e-jobs
3. Certification of qualifications/requirements/educational content
4. Applying e-jobs in strategically important fields of Hellenic Economy

## **3. Definition of "Internet Industry"**

(max 30 words)

The Internet substitutes progressively the traditional social and productive processes with the new virtual online communities consisted of professionals, their collaborators, workers and consumers, altering the everyday routine of citizens, workers etc.

It is a new form of social interaction which creates new surplus values, via the use of communications and the new technology. The internet industry focuses on new forms of distribution and promotion of products and services, spurring the development of entrepreneurship and strengthening the collaboration.

The Internet Industry contributed to the modernization of a large range of paperwork and necessary procedures to enhance competitiveness, the free distribution of goods and the growth of new services beyond geographic borders.

## **4. Describe the situation regarding current/prospective needs and job requirements related to e-jobs in your country, considering the point of view of the IT sector and VET institutions. (max 1 page)**

### VET institutions

From the point of view of VET organisations the basic requirements related to the prospective needs of e-jobs are knowledge and ethics. In Greece, the necessity for better adaptation of the public sector on the new e-jobs should not be excluded.

The recording of professional outlines by specialised certification of knowledge institutions for each sector in the field of Internet is important for the growth of Internet and online transactions.

The obligation of enterprises is to continuously upgrade the faculties and the dexterities of their personnel. It is a responsibility for the State to distribute resources to the institutions for the needs of professional certification and training.

### ICT companies

It is important to distinct and certify the qualifications based on current and future e-jobs related to the Internet while it is needed as well to be

recorded and classified by the vocational and enterprising organizations, consultative companies on web developing/ administration and web commerce.

It is crucial to set up a base for education and training for e-jobs for the benefit of progress and entrepreneurship.

On the basis of a pioneering knowledge a brand new idea is required to give an impetus to new sectors to cultivate novel internet professions.

For example, in the field of journalism, the future imposes that the personnel should have not only a proper training over new technologies but also the modernization of the electronic media.

**5. What is the most important/current problem faced by the sector regarding e-jobs? (max ½ page).**

The major regression factors of new business activities in web commerce and other web services are considered to be the bureaucracy, the discrepancies and the poor function of the state.

The business world has the responsibility to fill the gap that exists today in order by developing activities to impulse the productivity via Internet.

Nowadays, the entrepreneurship by means of internet is in an early stage though in the future it will be the dynamic driving force in creating new web professionals.

One of the major problems encountered today, is the missing data needed in the recording job profiles in the Internet Industry.

Moreover, the evaluation of internet services in the Public Administration, remains problematic, on the other hand it is a common phenomenon in the private sector.

**6. What can/should be done to improve the situation on the job market for e-jobs? (max 1 page)**

The Internet and the related future technologies should contribute to specialize on new web services and products according to the needs of the society/consumers. Great support in this effort could be given by the Social Media where a plurality of viewpoints about the consumption of e-products distributed via Internet, is recorded.

In the case that a company is well oriented towards the web services and products demanded by their customers, it is easy for the training sectors to focus on more specialized training programs required for the internet professionals.

Apart from that, the internet related jobs may, through the appropriate specialisation, help effectively to deal with the unemployment (which is created because of major structural problems, faced mostly by the regional economies of the Eurozone), giving impetus to areas currently considered stagnant (or "dead") in terms of development.

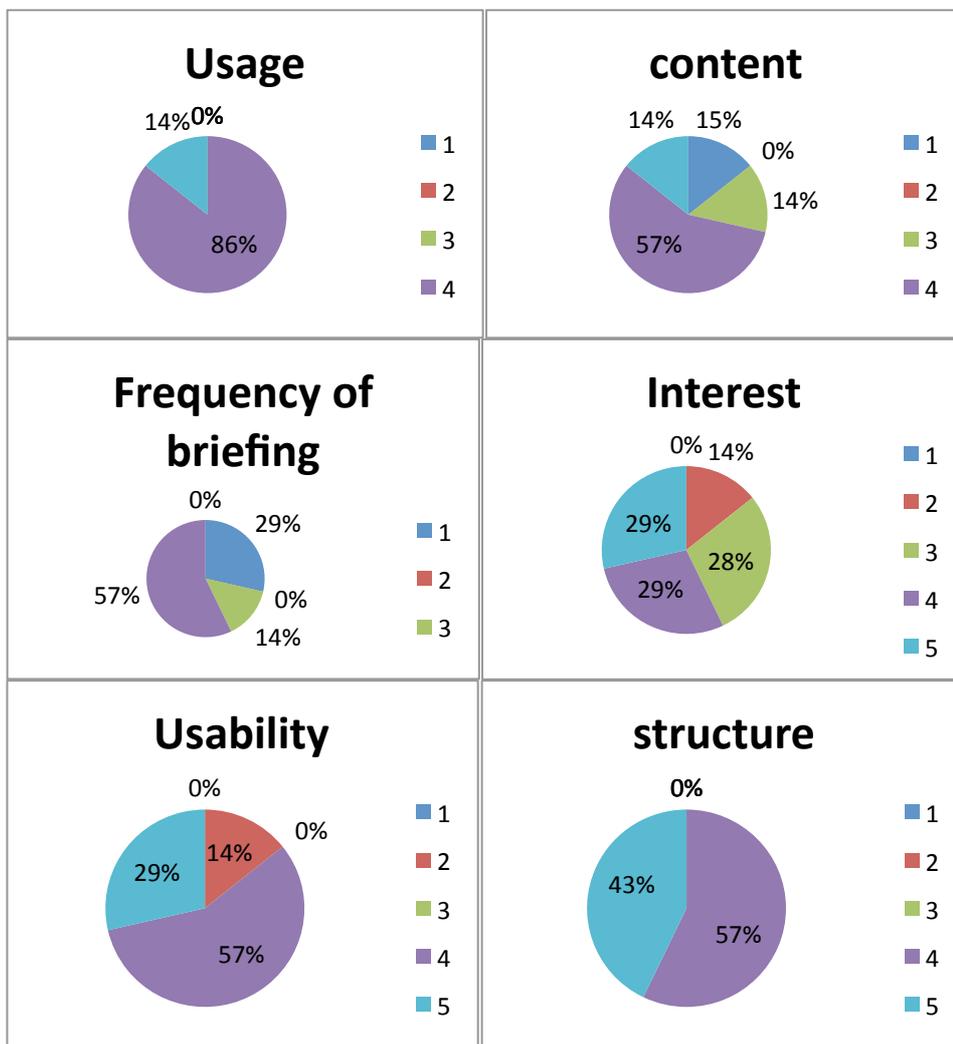
**7. Who of the target groups should do what to improve the situation?** (max 1 page).

The high education system should provide basic knowledge about the internet related jobs. Additionally, the vocational training, in private companies, is an essential complement, concerning the specialization and the development in the internet services for distant sales.

**8. [www.e-Jobs-observatory.eu](http://www.e-Jobs-observatory.eu)**  
**Please describe the general opinion of the audience about the platform.** (Do they like it?, will they join it?, do they feel it useful? Ways of improvement? Etc, max 1 page)

*In order to gather all the opinions of the attendees we have distributed a questionnaire to grade the platform for its usability, usage, structure, content (news, frequent questions etc), the frequency of briefing and the interest that caused to the attendees according to the presented demo.*

The answers ranged from one (1) as a completely negative answer to five (5) as a strongly positive answer.



According to the attendees the platform is an interesting tool for exchanging information, collaboration, active participation in identifying e-jobs and exploring relevant issues.

In order to be more attractive the attendees pin-pointed the following:

- Increase productivity through information that the platform provides
- Provide more link to certification bodies
- Support services and virtual interactive collaborative workspaces
- Online collaboration and interconnection between organisations
- Dynamic content
- Multilingualism (eg google translator integration)
- More information of the general public about the new trends / Continuous updates of the content

**9. What is the opinion of the participant towards labelisation, certification and normalization in the field of e-jobs in general? (1/2 page)**

Some of the participants pointed out that the “heavy” software industry should be responsible to promote the certification of e-jobs.

This process is preferable to the - time consuming - method of creating vocational profiles of the e-jobs which require tight courses and control over the certification process. The risk is that the certification process may correspond to e-job profiles that will substantially depreciate.

At national level the certification process for training professionals has to comply with the National Organization of Certificated Qualifications (E.O.P.P.) through more flexible assessment procedures. The State should encourage ICT businesses to use the Employment and Vocational training fund for the vocational training of their employees.

Greater emphasis should be given on the Greek economy and the competitiveness of organisations that provide internet services through proper training and educational programs which will meet European standards.

**10. Attendees:**

More specifically the attendees were the following:

1. Achilles Kameas, HOU
2. Konstantina Polimeropoulou, HOU
3. Panagiotis Stamatis, HOU
4. Spyridoula Kouna, HOU
5. Irene Marinou, Manpower Employment Organization (O.A.E.D)
6. Chrysa Geraga, Municipal Enterprise for Planning & Development of Patras S.A. (ADEP S.A.)
7. Giannis Kostopoulos, ICT councillor of Patras Municipality
8. Sotirios Galanis, Commercial and Introductive Association of Patras

9. Nena Karagianni, research academic Computer Technology Institute
10. Giorgos Vorvulas, VET Mentor
11. Mimika Pahnna, Printup
12. Giannia Karydas, VET Olumpiaki Ekpaideutiki
13. Christos Pierrakeas, Technological Educational Institute
14. Katerina Apostolou, Multilab SA
15. Kostas Raftopoulos, Technical Chamber of Achaia
16. Panagiotis Sakellaropoulos, moderator
17. Nektaria Sereti, journalist
18. Sotiris Papandreou, financial newspaper of Patras – ejournal  
“Sumvoulos Epichiriseon”

**11. Pictures:**



## **12. Comments:**

To see the first example of the tremendous growth of the hotel sector and the increase in turnover, in a time of crisis, can be observed through the on line booking.

Also, a great opportunity to increase worker mobility at EU level is given to all scientific and research sectors/circles through biographical data from professional experience in social media and the Internet.

The government and the local authorities that are able to activate a wide range of new activities in cooperation with the private sector, remain areas of strategic growth regarding the services and professions of internet.

Various new innovative measures like electronic voting and consultation of civil society that the reform "kallikratis" has incorporated in local authorities have additionally offered great opportunities of development and growth. There are important opportunities regarding the development of new innovative products via the Internet in the digital printing, digital photography and digital photo-album and video.

At a time of crisis in the sector of newspapers, advertising and electronic media, the Internet and new technologies have streamlined various processes and reduced production costs, by giving the opportunity in many media to maintain and grow in conditions of fair competition.

Trade and services give the opportunity to all productive sectors to increase their activities and to open in foreign markets. Also it was mentioned that nowadays more training and education about the web sales and marketing is necessary because there is not sufficient knowledge to new techniques of sales promotion through the Internet.