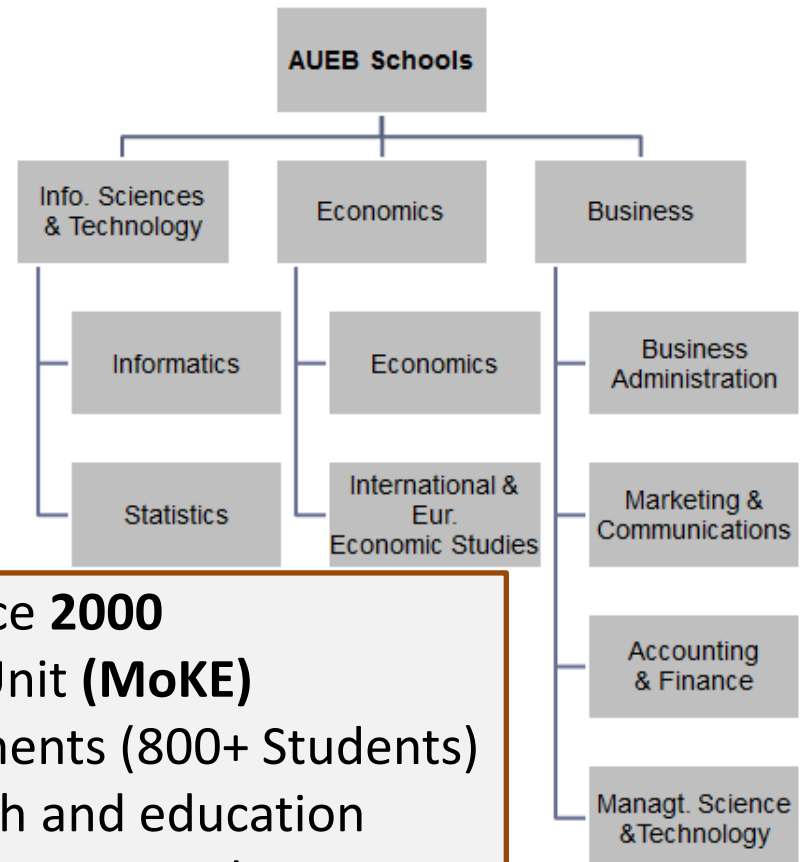


**“Digital Reskilling in Greece:
An opportunity for employment, development
and high-impact entrepreneurship”**

Professor Georgios Doukidis, Director
ELTRUN: the E-Business Research Center
Innovation and Entrepreneurship Unit (MOKE)
MSc in Management Science & Technology
Athens University of Economics & Business (AUEB)

Athens University of Economics and Business (AUEB)

- ✓ The **third oldest University** in Greece
- ✓ **3 Schools and 8 Academic Departments**
- ✓ **27 Full-time and Part-time Master's Programs**
- ✓ **11.000 students:** 8.000 undergraduates, 3.000 postgraduate students
- ✓ **200 Resident Faculty**



Focus on Entrepreneurship since **2000**

Innovation and Entrepreneurship Unit (**MoKE**)

25 Entrepreneurship Courses in ALL Departments (800+ Students)

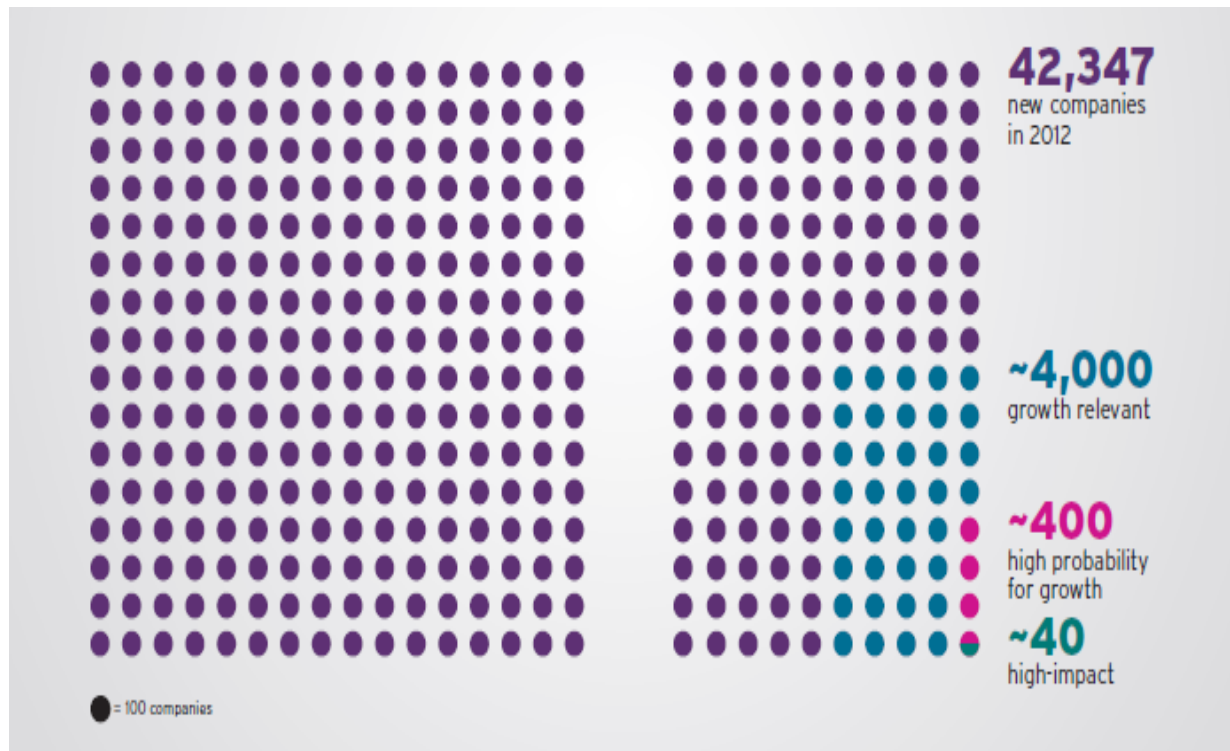
20 Faculty members involved in research and education

ThinkBiz: Student Association of Entrepreneurship

Specialized Programmes on Innovation and Entrepreneurship

ACEin- Athens Centre for Entrepreneurship and Innovation

Only 1 out of 1000 start-ups in Greece are High Impact



Source: Endeavor

ICT is the main sector for Start-ups in Greece

ICT is King

Split of **companies** by sector



Split of **investment** by sector



1/4  **high growth**
startups with
potential

30 **raised funds**
startups **in 2013**

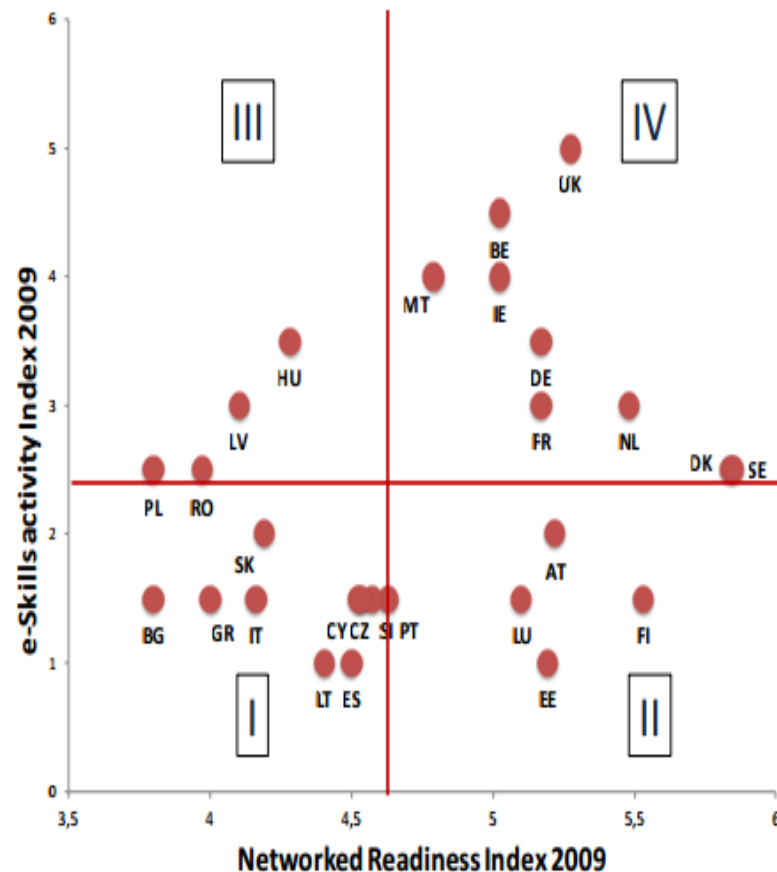
one for every **five**
institution startups

 **1/2** startups
mobile apps

Shortage of E-skills

- ✓ **By 2020 there will be more than 800,000 vacant jobs in Europe in the wide ICT sector (e-skills). Examples**
 - software, web and mobile application developers
 - data analysts, IoT developers
 - digital marketing analysts
- ✓ **A problem and opportunity for Greece**
 - a large pool of unemployed (25+%)
 - 650,000 are under 35 years old (50+% youth unemployment)
 - 20,000+ STEM and Management graduates unemployed every year
 - highly ranked engineers/scientists (competencies, productivity, adaptability, loyalty)
 - 60+ world ranked ICT research centers of excellence
 - 40+ University Departments in ICT with 5000+ graduates every year
- ✓ **A Study by AUEB/ALBA/HEPIS initiated by Mr Nicolaides (President of CEPIS)**

European country landscape on 'e-skills policy activity' versus 'ICT innovation capability'



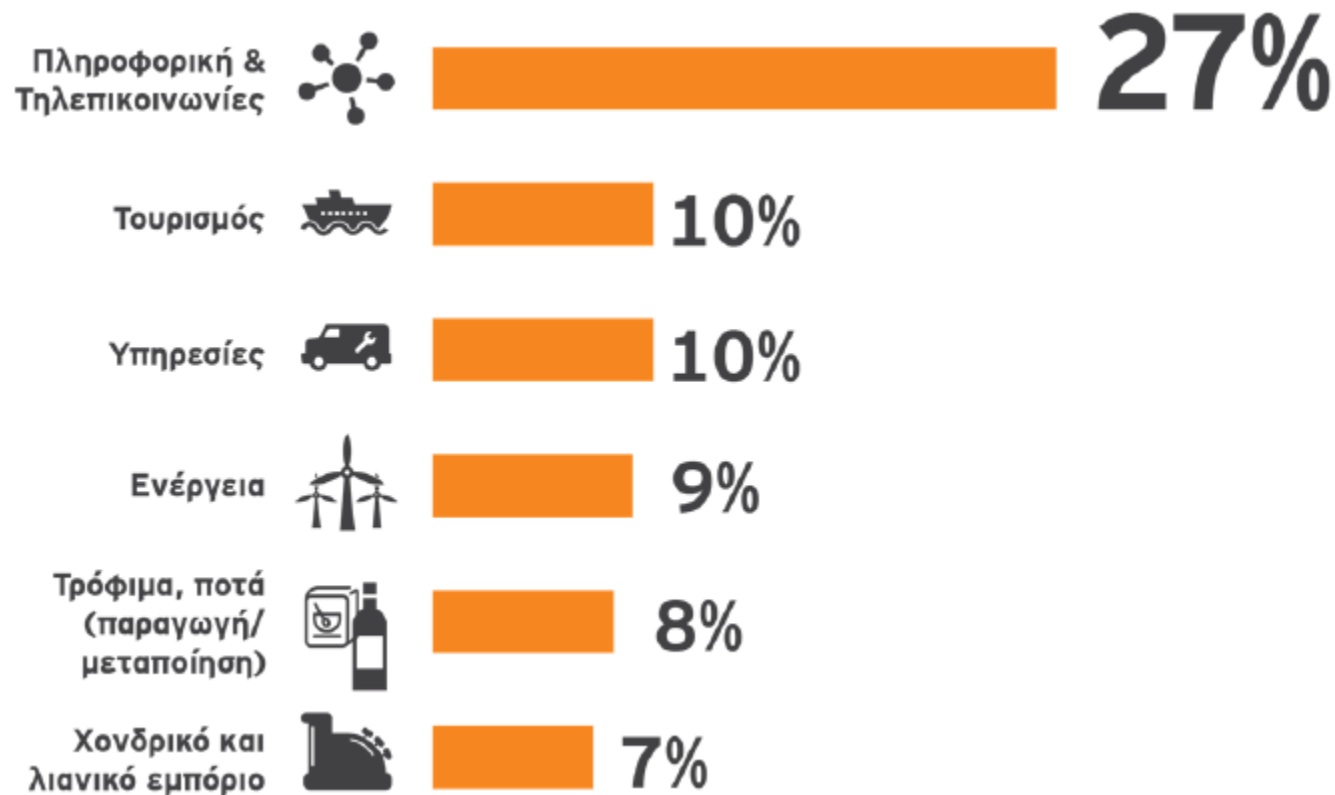
An Integrated Policy with Ten Actions (1/2)

- ✓ **Expansion and further utilization of ICT educational** infrastructure (especially at **secondary level**) aiming at motivating young people to learn **Programming** and New Technologies
- ✓ Promoting best practices (getcoding.gr, bootcamps) and **role models** aiming at **motivating and inspiring** young people to get in touch with programming and acquisition of digital skills
- ✓ Upgrade existing **ICT University courses** to focus on current and future digital jobs and skills (mobile software development, data sciences etc)
- ✓ Promote **complementary soft skills**: communication, presentation, collaboration, design, innovative thinking, sustainability, etc
- ✓ Encourage ICT related **vocational training and lifelong learning** with emphasis on **unemployed** STEM, Business and Liberal Arts graduates

An Integrated Policy with Ten Actions (2/2)

- ✓ Support initiatives that **match the labor market with ICT candidates** (internships, certified programs, matching intermediaries etc)
- ✓ Encourage **employers to invest in the upskilling** of their existing personnel
- ✓ Develop a **flexible working environment** (labor legislation, co-working spaces) **for freelancing and distance working** in application development
- ✓ Encourage the development of **domestic IT outsourcing vendor** industry, targeting **international clients** (High Impact and Low Risk)
- ✓ Create the necessary conditions **to attract foreign investments** from multinationals to establish local development or R&D Centers (Accenture, Nokia)

Potential Sectors for start-ups by Greek University students



Source: AUEB, EY, Endeavor

Some Best practices at the Athens University of Economics and Business



**YOUTH
ENTREPRENEURSHIP
SUMMER PROGRAM**
ATHENS UNIVERSITY OF
ECONOMICS AND BUSINESS
DEPARTMENT OF MANAGEMENT SCIENCE
& TECHNOLOGY

1° Coding Bootcamp

στο πλαίσιο του Europe CodeWeek. 
#codeEU

ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS



Με την ευγενική υποστήριξη της:



ΕΚΠΑΙΔΕΥΤΙΚΟ ΠΡΟΓΡΑΜΜΑ

**Innovation & Design Thinking in
Mobile Applications & Services**

ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ

Σε συνεργασία με:



Diploma in Business Analytics

MSc in Business Analytics

MSc in Data Sciences

SAS joint Certificate on Business
Intelligence and Data Mining

Expected Results in 10 Years

- ✓ **5000 highly skillful core ICT graduates from Greek Universities /year**
- ✓ **15000 reskilled unemployed graduates in ICT and related skills /year**
- ✓ **20 top-quality reskilling intensive and certified training programmers**
- ✓ **100+ modern training and development centers (private and public)**
- ✓ **25+ software development co-working centers/parks**
- ✓ **500+ new ICT services/ outsourcing vendors companies with international orientation and clients**
- ✓ **20 local research and development centers by multinationals**
- ✓ **200,000 + new ICT jobs based in Greece**