

# eHungary Program 2.0.

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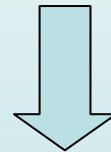
# What is the eHungary Program?



EU accession →



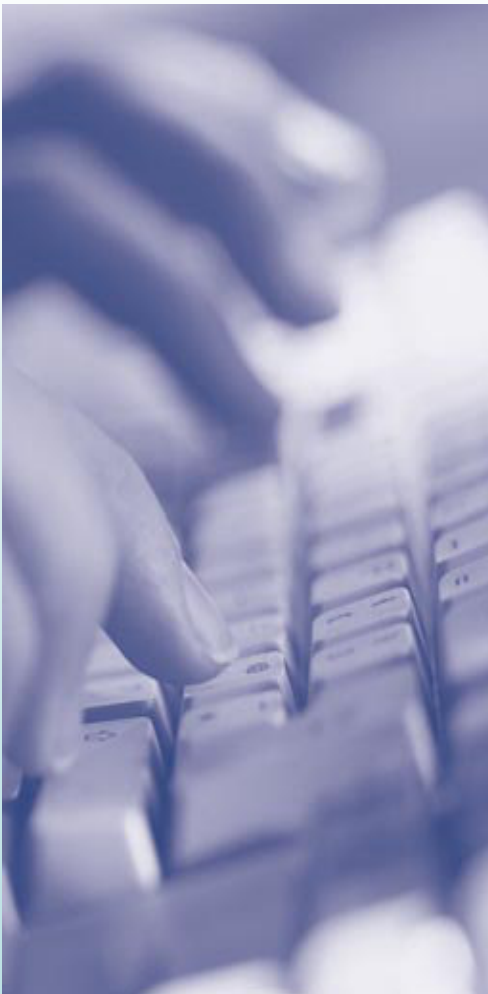
## Hungarian Information Society Strategy (**HISS**)



**Equal digital opportunities  
for all layers of society**



# What is the eHungary Program?



**Project 1st stage:**  
**eHungary Program 1.0.**  
**(2004-2006)**



Establishment of **1500**  
**Community Internet**  
**access points**



# eHungary Program 1.0.



## Where?

### Public spaces:

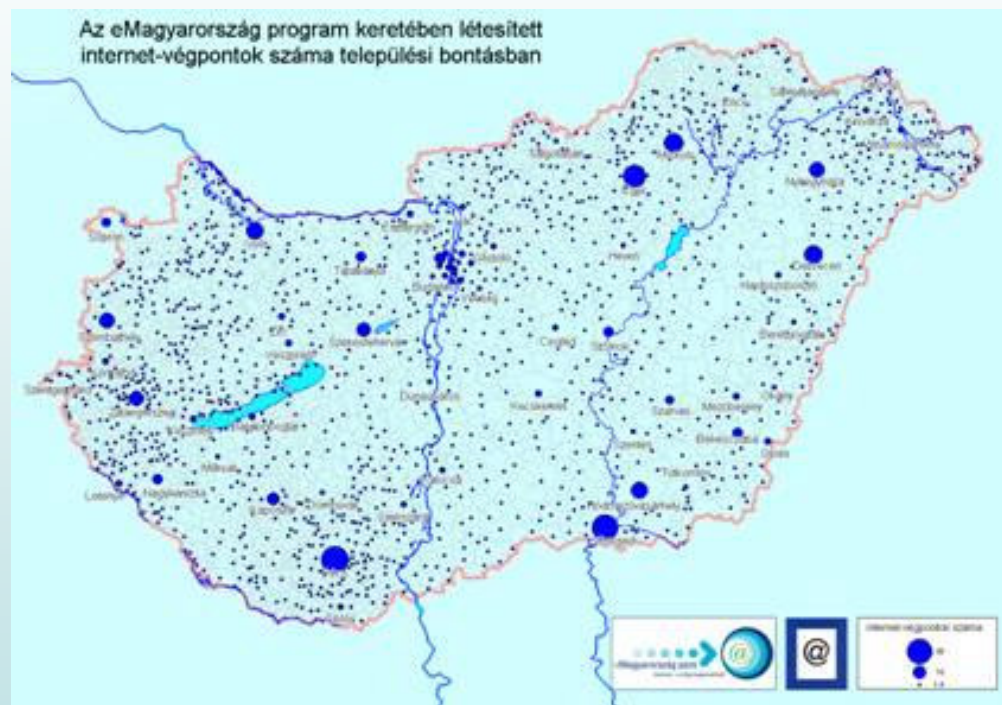
- libraries,
- schools,
- telecentres
- cultural centres

## Why?

### To provide the tools:

- technical equipment
- Internet connection

→ opening the gates of the digital horizon



# eHungary Program 2.0.



**2007**

➔ **Development**

➔ **Innovation**

➔ **Services**

➔ Provide the **KNOW-HOW**



# eHungary Program 2.0.



## Priorities

- Narrowing the digital divide
- Equal opportunities in the information society
- Assist underdeveloped communities and marginalised / socially disadvantaged groups
- Strengthen the economic competitiveness of underdeveloped regions



# eHungary Program 2.0.



## 3 pillars

- Promotion of the usage of **eGovernance (assisting the governance reform)**
- Personalised assistance = **eCounsellor Network**
- Quality-ensured **services country-wide - coordinated by eHungary Centre**

Éljünk az információkkal!



# eHungary Program 2.0. eGovernance



Direct cooperation with different relevant ministries  
→ show all possibilities to the digitally illiterate



- ⇒ Quick
- ⇒ Easy
- ⇒ Within reach





# eHungary Program 2.0. eCounsellor Network



Professionals provide **personalized assistance** through:

- **Informing**
- **Teaching**
- **Assisting**



Prerequisites:

- **Commitment**
- **Openness**
- **Social receptivity**



# eHungary Program 2.0.

## eCounsellor Network



**eCounsellors = Certified experts**  
(minimum college degree)

### **Roles:**

- **Promote** the importance of digital knowledge
- **Introduce** citizens to eGovernance, eKnowledge, eServices
- **Train** citizens in basic ICT usage
- **Ensure** equal opportunity access at eHungary points



# eHungary Program 2.0.

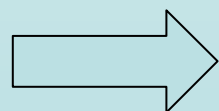
## eCounsellor Network



### *The path to becoming an eCounsellor:*

- **Basic requirements : degree and experience**
- **60-hours training**
- **Practical module – teaching, field-work**
- **Exam**

1000 people are being trained now, the 200 people who graduated last year are now completing their practice



**Optimum: 1500 eHungary points - 3000 eCounsellors**



# eHungary Program 2.0.

## eCounsellor Network



6 modules at the moment (dynamic curriculum):

- **Information Society basics**
- **Online knowledge – motivating the population**
- **Internet as a tool for communication**
- **eGovernance**
- **eBanking**
- **Practice and field-work**



# eHungary Program 2.0.

## Roma Pilot Project



- Goals:
  - Establish eHungary Points for especially Roma population (in collaboration with minority agencies)
  - training of Roma eWorkers
  - Special trainings and services provided by Roma colleagues for the Roma community



# eHungary Program 2.0.

## eServices: the eHungary Centre



### **eHungary Centre** tasks:

- Project coordination – organizational issues
- Continuous networking with @Points
- The coordination of the eCounsellor Network
- Advertising and promotion
- Help-desk and customer service
- Quality control – brand insurance



# eHungary Program 2.0. 2007 – Achievements



1. **Agreement** between different ministries
2. The 1st eHu 2.0. **call for tenders** has been advertised
3. The **eHu Centre** - coordinating institute – has been functioning since the beginning of March 2007
4. The development of an active **network** has been initiated:
  - The monitoring system is ready
  - The eHu Portal is available
  - The eHu Centre is already offering: customer service, problem-solving, marketing campaign
5. The **eCounsellor** training has already started



# eHungary Program 2.0.

## Expected Results



1. The narrowing of the **Digital Divide**
2. Broad social solution: **access & training** for the population
3. Country-wide reaching **network**
4. **Equal opportunities** for marginalised groups
5. Decreasing urban migration through an **increased life quality** in remote, urban areas
6. Introducing the possibilities of the **eWorld**







eMagyarország Centrum



**Thank you for your attention!**

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GAZDASÁGI ÉS KÖZLEKEDÉSI MINISZTERIUM



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