

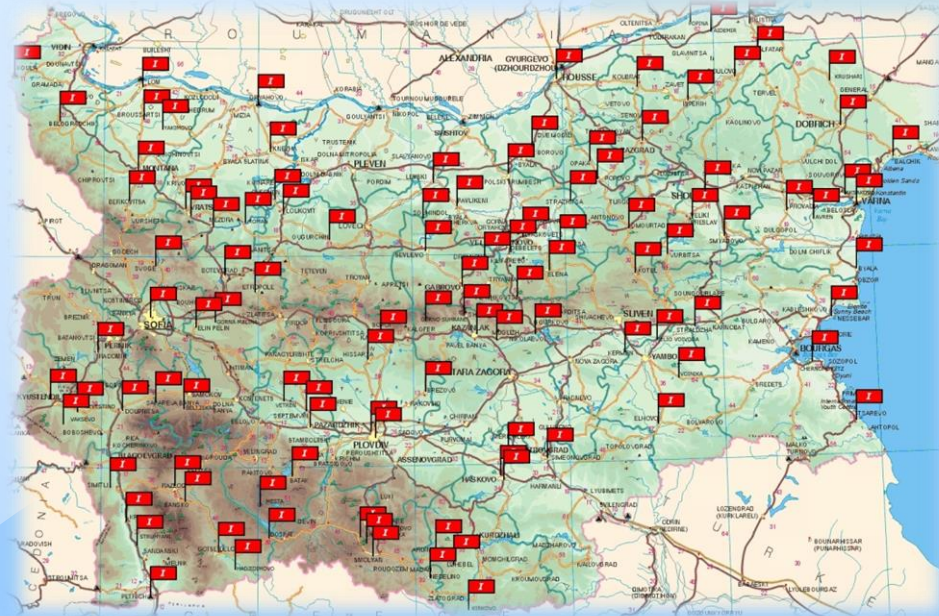
A light blue map of Bulgaria is centered on the page. The map has a slightly irregular, torn-paper-like edge. The background of the slide is a gradient from light blue on the left to light yellow on the right.

iCentres Association

BULGARIA

Background Information

- i2010 strategy –Part of the *iBulgaria Initiative*, including iCentre, iClass, iNet, iUniversity, ESI, etc.
- Committed to the objective of inclusive and accessible e-Government: all citizens, including the marginalized groups become major beneficiaries of e-Services



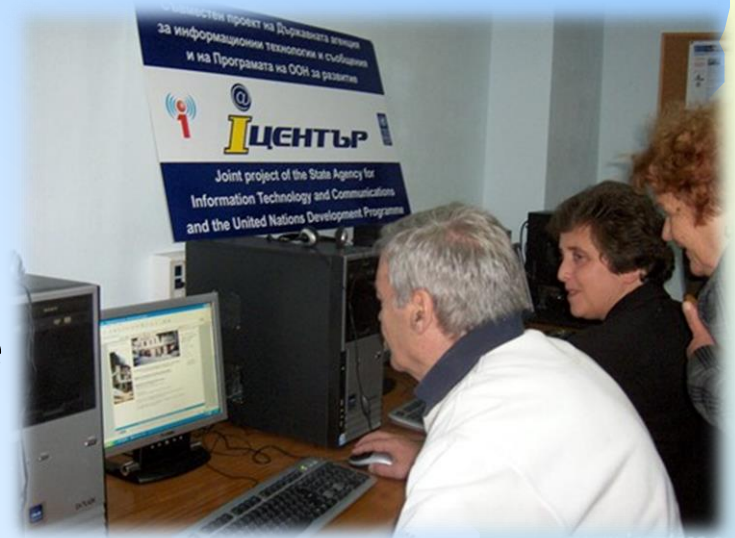
What is an iCentre?

- For 5 years: a network of 120 iCentres (45 % of Bulgaria's territory) established in locations of various size, economic conditions, geographical location, etc.
- Regional structure: 5 regional branches; 150 employees; a pool of over 450 ICT instructors locally
- An iCentre is equipped with:
 - 8-10 computers with modern multi-media and office configurations; Multimedia equipment – web cameras, headphones, multimedia projector
 - High Internet speed – 2 to 8 Mbps
 - Office equipment – printers, scanner, fax machine
 - A server for managing the hall
- Internet club but not computer games club:
 - Large variety of training courses
 - Competent managers, Regional managers, central team
 - IT and business consultations, e-Guidance



Services

- Access to computers and Internet
- Basic office services (printing, fax, scanning, Xerox, web development, consultancy services, etc.)
- Face-to-face and on-line consultations
- Increase information awareness of e-guidance
 - eGOS project
- Education, training and certification
- IT Trainings: all age groups, ethnic minorities, disadvantaged social groups, all activity groups
- E-Government value added services – tax references, court declarations
- Internet value added services (e-Services) – chat, e-business, paying bills



iCentres Approach

- Customer-oriented approach:
 - IT trainings: e-learning solution for training, testing and feedback; Braille software; Using the help of psychologists, where necessary; Customizing trainings for each target group (localized curriculum, instructors locally)
 - Consultations/E-Guidance: both face-to-face and online. Multi-channel: web chat, e-mail, on-line discussion forums
- Mobile iCentre – a bus equipped with modern ITs travelling around Bulgaria and demonstrating/promoting the Information Society
- An integral part of the local life: iCentres are of help in crisis situations



iCentres Added Value

- Network effect: Content Aggregation and Distribution Network
- Flexibility of structured partnership: Government support; PPP-model
- Synergy with other government initiatives – NREN, iClass
- Member of Telecentres.Europe, of the European Telecentres Alliance (EUTA), and of the Global Telecentre Alliance
- Partner in one of EU's pilot projects in the area of E-guidance: the eGOS project



THANKS FOR YOUR ATTENTION!

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