



## The ELISA Interreg project

E-LEARNING FOR IMPROVING ACCESS OF  
SMEs TO THE INFORMATION SOCIETY

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Vienna, ELISA final conference, June 10<sup>th</sup>, 2008



## Project Snapshot

- Improving access to Information Society for SMEs in the SEE leveraging e-Learning and close cooperation of academic and business communities
- Sharing best practices and experiences of governmental organizations on the delivery of policy measures for improving IT skills in countries that present a lot of similarities
- Duration: **Oct 05 – June 08 (33 months)**
- GRNET, Freie Universität Berlin, University of Maribor, DANUBE S.A.
- Each of the beneficiary country: one University one SME Agency



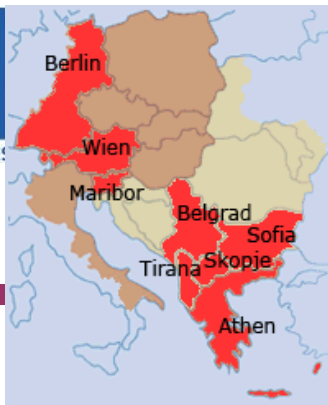
<http://www.elisa-project.net>

Vienna, June 10<sup>th</sup>, 2008

## The drivers

- Globalization- market demands
- ICT and e-business ROI (US vs EU at 90s) =>
- The Lisbon agenda 2001
- The Balkan case
  - Low IT penetration
  - High percentage of micro-enterprises
  - Trend to stay local
- Quicker effect of e-business in small enterprises

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## Internal drivers



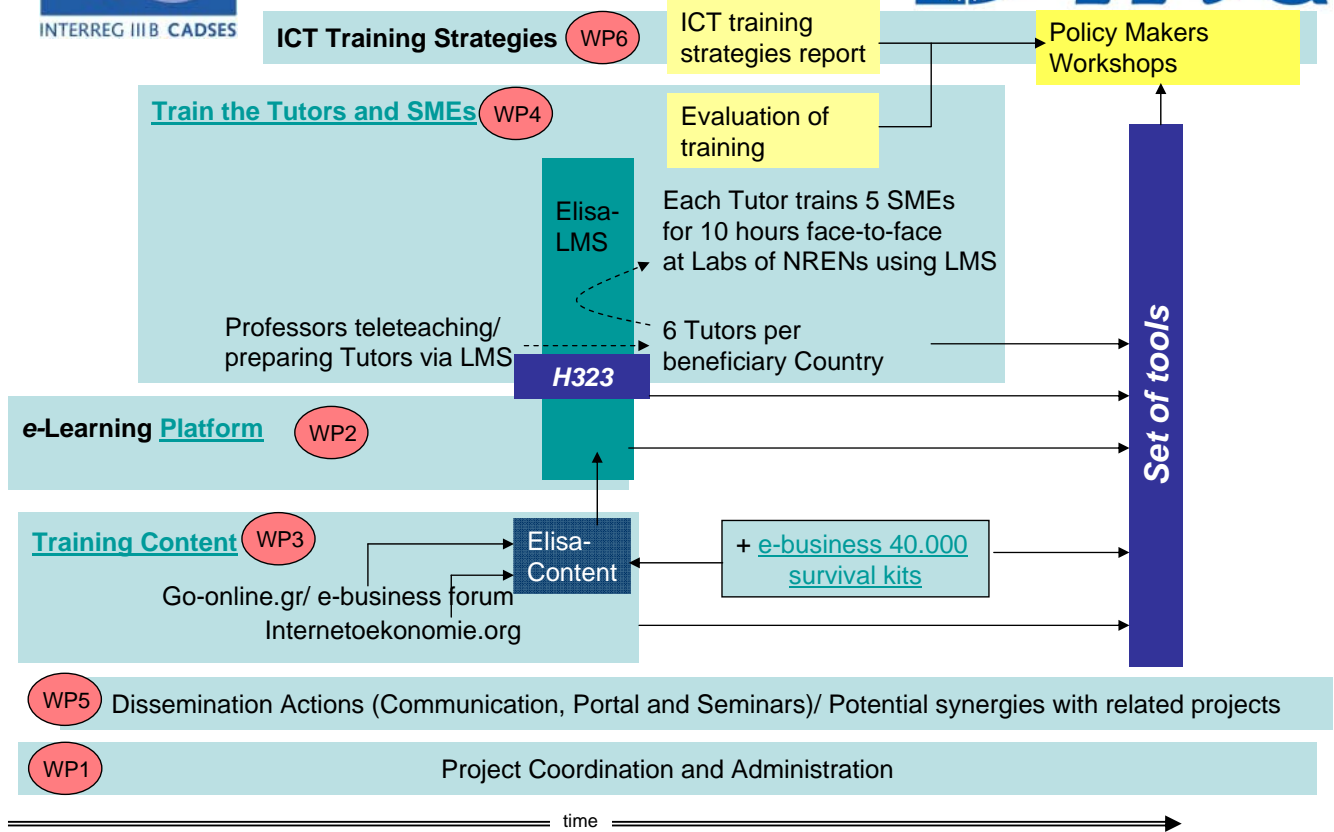
- The ongoing **collaboration between National Research and Education Networks (NRENs)** in SE Europe through infrastructural development projects like SEEREN ([www.seeren.org](http://www.seeren.org)), SEEREN2 ([www.seeren2.org](http://www.seeren2.org)) and SEE-GRID ([www.see-grid.org](http://www.see-grid.org)). Networks that require applications and usage.
- The **existing resources** at the local partners: abundant talent, high level IT skilled graduates (that usually fall to the brain drain phenomenon)
- The high **political impact** of local partners with policy makers
- The success of the **Goonline project** in Greece ([www.go-online.gr](http://www.go-online.gr)) that emerged from the collaboration between the academic and the business community
- The long experience of the partners in developing **national targeted strategies** in various fields, in implementing **SME training actions**, in building **e-learning platforms** and **methodologies**.



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## How ELISA claims to achieve its goals:



5



## Outcomes (expected and delivered)

- A multilingual (6 languages) and highly-interactive e-learning platform.
- A multilingual (7 languages) training package.
- A multilingual (5 languages) e-business survival kit.
- A multilingual (6 languages) web portal containing the entire training package.
- 4 National level Policy Strategies on ICT training for SMEs.
- 4 Policy Maker Workshops
- 20 policy makers informed and influenced (MUCH MORE...)
- Certification of 24 tutors (coming from 8 organizations) on ICT training for SMEs.
- 4 pilot training events (6 delivered so far)
- 120 SMEs trained and certified on ICT business use. (155-160 so far)
- 8 dissemination events (9 at the end)
- 40.000 business kits
- 800 SMEs informed about project results- via the e-business survival kit
- 31 events (4 CM, 5 TM, 4 TT, 4 SMET, 9 DS, 4 PM, 1FC)

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## Target groups

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- Policy Makers in the IT field
- Small and Medium Enterprises and their managers and staff
- IT companies and professionals
- Participating and other local organizations
- Researchers

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## INFLUENCE POLICY MAKERS/ NATIONAL LEVEL REPORT

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- Lisbon agenda
- i2010 European White Paper
- OECD guidelines on competitiveness
- Economist Intelligence Unit e-readiness study (connectivity, business environment, legal framework, human factor, e-government services, consumer and business adoption)
- E-business Support Network (DG Enterprise) – best practices on IT support policy measures
- E-business watch (sectoral analysis)



## POLICY MAKERS / WORKSHOPS - THE ROLE OF GOVERNMENTS

### ENABLER

to promote the growth of the ICT sector, through national strategies and initiatives, direct funding of important knowledge sectors, such as R&D, enhancement of the SME demand

### REGULATOR

to establish and enforce the legal and regulatory framework for e-business and electronic communications, independent commercial development of technology and other knowledge-based activities, as well as provide development standards in ICT

### PROVIDER

to provide electronic government services at all levels, as a method of improving efficiency, lessening bureaucracy, increasing transparency, building trust, stimulating IT use.

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## CONCLUSIONS for Policy Makers

***“Governments and regions have to invest a lot on their economic, technological, political and social assets that affect their digital economies if they want to deliver growth and jobs. They have to constantly improve their ICT infrastructure and the ability of their citizens, consumers and businesses to use ICT to their benefit” (EIU introduction)***

### INFRASTRUCTURE (technical, legal):

- Broadband is prerequisite, ISDN and PSTN discourage people and businesses to interact and stop the snowball effect
- Favorable regulatory framework (competition policy, consumer protection, personal data protection, security)
- Security, standardization and interoperability issues

### CONTENT AND SERVICES:

e-government services, tax payment, public procurement, e-banking, e-health, electronic social security management, and GIVE content in Albanian. + Recognise the “role model” of the public sector.

### IMPROVE ABILITY OF CITIZENS and PROFESSIONALS

in all levels: basic skills, e-skills, e-business practices, access to government services and to e-banking, social networking skills and so on.

Vienna, June 10<sup>th</sup>, 2008

## PRACTICAL TOOLS

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- Training content
- E-learning platform to be used for remote areas
- Tele-learning methodologies
- Promotional material in local languages

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## For Small and Medium Enterprises

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- Training package (local languages)
- E-learning platform (local languages)
- Business kits (10.000 in each countries)
- Pilot SME seminars (6\*30 SMEs)
- Dissemination events (at the 4 capital cities + Palic, Vrncka Bana, Plovdiv, Bitola, Gyrokastra)

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# The e-business training content

## Aims at:

- Developing IT skills of professionals in local SMEs
- Giving practical advice and information on the current status of INTERNET in the country
- Guiding the innovators who wish to do business over the internet
- + (for tutors): providing didactic guidelines/ pedagogical principles

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## The e-business training content consists of:

### SECTION 1: Basic IT knowledge for business purposes

- *Using the internet- basic skills*
- *Creating websites*

### SECTION 2: Introduction to e-business

- *e-business environment*
- *e-business – business to consumer (B2C)*
- *e-business – business to business (B2B)*
- *e-business (the digital enterprise)*

### SECTION 3: Entrepreneurship on the internet

- *How to start a business on the internet*
- *Web-marketing*
- *Evaluation of your business on the internet*
- *Internationalization of activities*
- *Customer relationship management*
- *e-business in the agricultural sector*



On-line tests for all sections

A guide for SMEs to make e-business plans

Reports on the digital economy

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# The e-learning platform

- Strategic choice to focus on technology enhanced learning
- E-learning will change tomorrow's learning scenarios
- State of the art of open source LMS
- Evaluation- Selection →
- Technical and Functional Requirements
- Phase1 of development (built-in tools, content upload)
- Tests- and Phase2 of development



You are logged in as sme sme (Logout)

## Topic outline

 This course's forum

In order to test your knowledge, click [here](#) to take the quizzes on the following books.

 e - business plan

 Adobe Acrobat Reader е потребен за читање на материјалите о

 ICT Report

## SECTION 1: Основно ИТ знаење во бизнисите

### UNIT 1.1: Интернет

 1.1.1. Што е тоа Интернет и што тој нуди?

Проверете го вашето знаење- Book 1.1.1

 1.1.2. Worldwide Web Навигација - Прелистувачи: Internet Explorer

Проверете го вашето знаење- Book 1.1.2

 1.1.3. Електронска пошта (E-mail)

Проверете го вашето знаење- Book 1.1.3

 1.1.4. Како да комуницирате на Интернет

Проверете го вашето знаење- Book 1.1.4

 1.1.5. Барање информации на Интернет

Проверете го вашето знаење- Book 1.1.5

### UNIT 1.2: Креирање веб-сајтови

 1.2.1. Предностите на веб-сајто

## Latest News

8 Feb, 10:17

Anastas Misev

Активности по завршување на обуката more...

[Older topics ...](#)

## Upcoming Events

There are no upcoming events

[Go to calendar...](#)

[New Event...](#)

## Recent Activity

Activity since Sunday, 25 May 2008, 02:51 PM

[Full report of recent activity...](#)

Nothing new since your last login

## Quickmail

 [Compose Email](#)

 [Quickmail History](#)



# The e-business "survival kit"

-10.000 items per country, Booklet+ CD-ROM + Brochures



# SME seminars



- Six 10-hour pilot seminars
- 180 SME representatives
- Using e-learning platform
- Certificates (FU Berlin)
- Sofia, Belgrade, Tirana, Skopje (2), Bitola

## CERTIFICATE

We hereby certify that **Saša Arsić**  
 has participated successfully at the:  
**10-hour training seminar for Small and Medium Enterprises**  
 which was held in Beograd from the 12<sup>th</sup> to the 15<sup>th</sup> February 2007 within the  
 EU INTERREG IIB CADSES project ELISA, "e-Learning for Improving access  
 to Information Society for SMEs in the SEE area" ([www.elisa-project.net](http://www.elisa-project.net)).  
 Representing the company **Plandiste**

Key aspects of the seminar were

- Basic principles of the internet economy
- Basic IT knowledge for businesses
- Introduction to e-Business
- Entrepreneurship on the Internet
- Usage of the ELISA e-Learning system based on Moodle.

Dr. Nicolas Apostolopoulos  
 Managing Director

## basic questions

- How to increase the website visits?
- How to transform web visitors into customers?
- How to gain loyalty of the online customers?

Simple language  
based on examples  
Highlight key  
parameters: cost,  
usability, security,  
content

Bitola, ELISA Dissemination event , June 4<sup>th</sup> , 2008

## Increase the website visitors

- 80% of Internet users use search engine machines to search what they are looking for  
- 90% of them look only at the first 3 pages,  
- most of the customers have already stable consumption patterns and look for better information

⇒ *Search engine optimization*

### HIGH RANKING IN SEARCH ENGINES =

- Greater visibility and brand awareness
- Worldwide reach – consider your market
- Direct sells from search
- Competitive advantage
- Web marketers?



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## Transform a visitor into a client

INTERNET IS AN EXTREMELY QUICK CHANNEL!!!

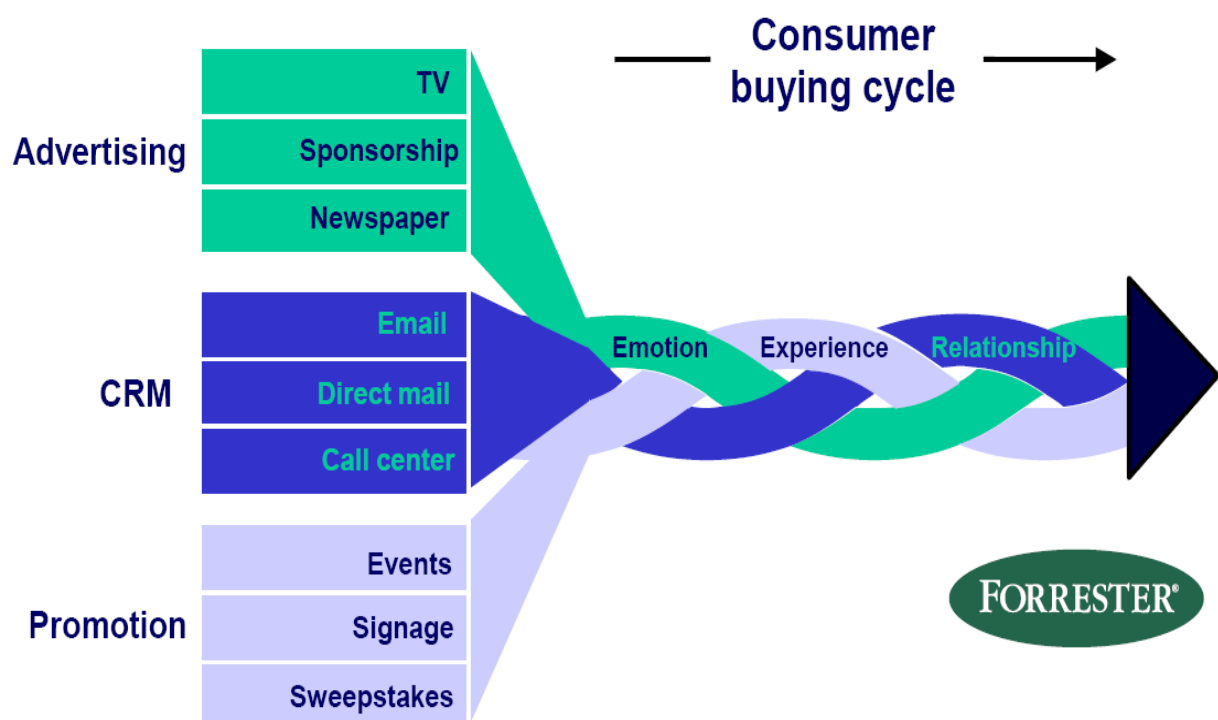
### KEY SUCCESS FACTORS

- Attractive content (multilingual)
- Ease of use!
- Discrete guidance
- Well targeted messages
- Personalization of content + services
- 2-way interaction with visitors (web 2.0 features: wikis, blogs, groups of common interest, etc.)
- Focus on the competitive advantages
- Imagine and answer the questions...and do it **QUICKLY!!!**

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# Integrated Multichannel Marketing

INT



Source: Shar Van Boskirk, Forrester 2006

## The mushrooming effect of the web 2.0

- 50 million **blogs** (Technorati)
- 1 blog every half second
- 25 million videos on **youtube**/ 100 million members on **MySpace**/ 5.5 million pics on **Flickr**
- Over 1 million user-written articles on **Wikipedia**
- 10 million **Skype** users online each moment
- 5 million residents of **Second Life**
- **Del.icio.us** social bookmarking meta-search
- 70% of 15-34 are on social networks
- Social momentum; Pass-along power of consumer-consumer communication
- 40% use social networks to learn about a brand/ product
- 28% have had products recommended by friends



The SOCIAL WEB shifts MEDIA POWER from institutions to communities (Terry Semem, CEO Yahoo)



**THE WEB IS LINKING PEOPLE!!!!**



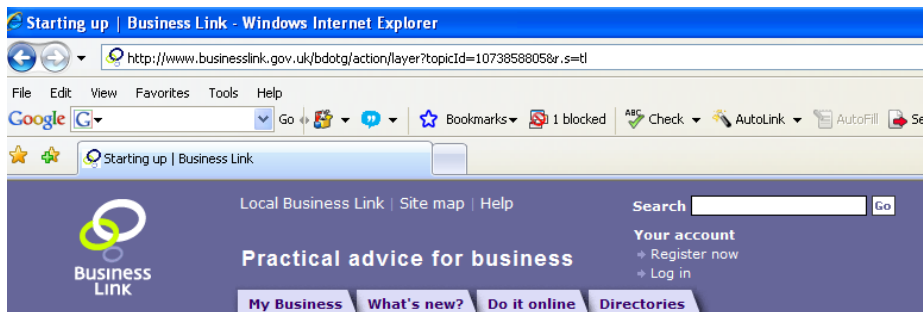
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| WEB 1.0                            | WEB 2.0                           |
|------------------------------------|-----------------------------------|
| Product/ organization - centric    | Consumer/ audience - centric      |
| Centralized control                | Shared control                    |
| Passive audiences                  | Active audiences                  |
| Display a message                  | Nurture a conversation            |
| Read-only web                      | Read/write web                    |
| Get visitors to do what you want   | Help visitors achieve their goals |
| Linear path to transaction         | Multiple paths to transaction     |
| Channel conflict (or indifference) | Channel transparency              |



## Technical factors of success

- Seamless content management (and content delivery)
- Delivery to multiple channels
- Easy content personalization (by business people)
- Easy creation of web 2.0 features
- Interoperability with back-end systems
- Extreme scalability
- Technology independence (any OS, app server, DB)



Home > Starting up

**Starting up**

**Before you start**

- Considering starting up?
- Finding and managing the money

**Forming and naming your business**

- Business names & structures
- Buying a business

**Your workplace**

- Choosing and setting up premises
- Keeping the workplace safe and your employees healthy

**Taxes, payroll & returns**

- Taxes, records and returns - getting started
- VAT
- Income, Corporation and other business taxes
- PAYE and National Insurance

**Employing people**

- Becoming an employer for the first time

**Managing your business**

- Sales and marketing
- Financial control, operations and transport
- Contracts and suppliers
- IT and e-commerce for start ups
- Importing and exporting
- Protecting your business & ideas
- Choosing advisers and services

■ **Starting up - site map**

**Tools**

- Manage your personal list of starting-up tasks with our Business start-up organiser
- Search for an available company name
- Create a personalised list of licences and permits needed by your business
- Use our interactive tool to find and secure the right finance for your business needs
- Check whether you need to register for VAT
- Get a list of your key tax deadlines
- Sign up for email alerts about new and changing regulations in this theme
- Create your own personal development plan

**Find**

- Grants and support schemes
- Your tax and reporting obligations
- Starting Up Guide (PDF)
- Training courses
- Contacts
- Starting up glossary terms
- Starting up events near you
- Starting up case studies

**Top guides for this theme**

Get straight to the point with our dropdown menu of the most popular business needs for startups.

Business Links

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## For organizations at the beneficiary countries

- Establishment of stable human networks between academic and business institutions
- Leading training role/ 25 trained tutors
- Tele-learning methodologies and tools
- Training material/ Promotional material
- Communication Portal



[www.elisa-project.net](http://www.elisa-project.net)

## Functions as:

- A 5-language transparent image of the sum of activities and achievements
- A space for collaboration between partners
- A tool for dynamic project management
- A news feeder for all interested parts
- An access to the e-learning area for SMEs

Vienna, June 10<sup>th</sup>, 2008

## The tutor's TELE-SEMINARs



- Athens → Belgrade (11-14 July)
- Athens/Berlin → Sofia (13-16 November)
- Athens/Berlin → Skopje/Tirana (11-14 December 2006)
- 6 professors, 6 tutors, 2-3 coordinators
- Tele-education rooms
- Tele-conferencing technologies (via H.323, VCON-VPOINT, VRVS, Skype/Festoon, application sharing)
- Certification of tutors by FUB
- Webcasting
- Video recording – The whole Serbian teleseminar is now available on the web portal

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NGC NTUA's desktop  
Control View Help

Freie Universität Berlin

# Internet Economy

## Digitalization, networking, and globalization

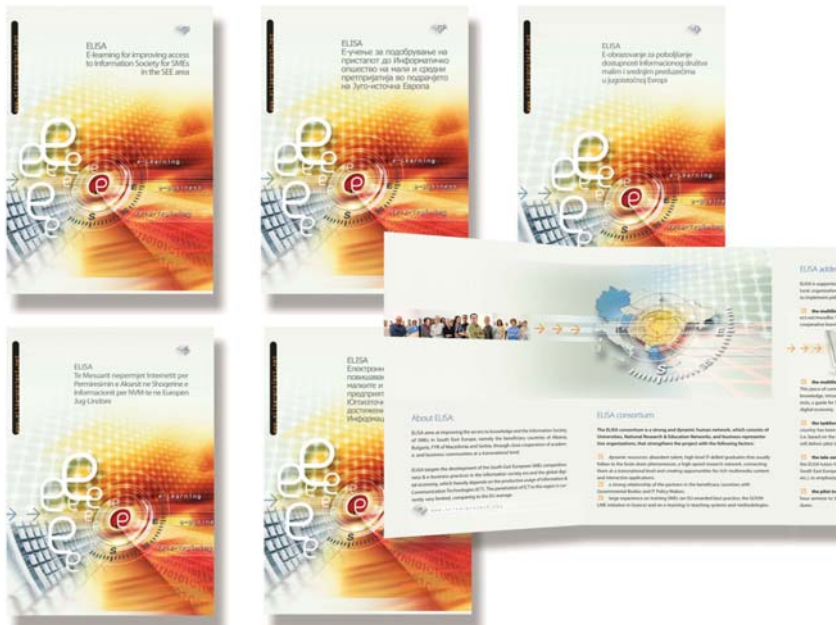
- **Digitalization:** Products, processes, interfaces, and also disposal rights can be digitalized totally (or at least more or less important parts).
- **Networking:** Intranet, Extranet and the Internet are the technical basis for digital interactions and communications. As a consequence of this technical connection the participants become also part of social networks (mutual influencing and cooperation).
- **Globalization:** An essential consequence from digitalization and networking is the overcoming of present local or national restrictions. E.g. markets, products but also information and knowledge can get globally available.

Source: Wirtz, B.: Electronic Business, 2nd edition, Wiesbaden 2001



## The brochures

- Chambers of commerce
- SMEs
- Policy Makers







## NEWSLETTERS

- Leverage synergies between related projects
- Trying to involve all possible stakeholders (public administration, academy, business)
- Maximize externalities

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## What did we fail to achieve?

- **Transnationality**

Reduced exchange of experience between the beneficiary countries, the know how transfer happened mostly between the content providers and the beneficiaries one by one, on a “bilateral” basis

- **Systematic wide externalities**

But still this happened ad hoc, during some of the events that were organized on an international environment, with experts from Romania, Montenegro, Croatia, Bosnia, Ukraine, Moldava, + with the newsletters.

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## What we are proud of:

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- Level of professionalism, motivation, commitment
- Capacity of local partners of attracting SMEs and high level Policy Makers (Ministries, PM office), relative organizations, Universities, SME Agencies, Regional Development orgs, IT representative orgs, NGOs etc., and level of influence to them.
- Quality of the content created (1<sup>st</sup> year), despite the complexity and the difficulties (training content, e-learning platform, tele-learning methodologies, seminar's curricula, promotional material)
- Shift on the mentality on the trends, the evolutions, the international guidelines, as e-business becomes more and more a critical factor for the competitiveness and the productivity of each country
- Stable human network between academic and business organizations

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## The Future

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- Sustainability of the results
  - Leverage of the legacy in BC
  - Update of the content
  - Spread the results
  - Continue lobbying with policy makers
- Enhance the network relations
- Extend the network to other countries
- Spread the results to the wider South-east area

Vienna, June 10<sup>th</sup>, 2008



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***Thank you!!!***



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