



## Community Initiative INTERREG III B (2000 – 2006) CADSES

**Project title (short title or acronym)**

**beSEEN**

**Lead Partner (institution and country)**

**GRNET, GREECE**

**ERDF Lead Partner (institution and country)**

**GRNET, GREECE**

### **Summarised description of the project**

The competitiveness of South-Eastern European countries heavily depends on the productive usage of ICT and the improvement of human skills necessary to achieve it. The beSEEN proposal aims at accelerating the use of ICT within businesses in SE Europe by implementing training policy measures leveraging the cooperation of academic networks, SME representative organizations and the Public Sector. The synergy of those communities proved to have a multiplying benefit in European States applied so far (EU best practices, e.g., GoDigital/GoOnLine initiatives, e-business forum, etc).

This overall objective will be achieved through the following sub-objectives:

- Design of customised take-up training measures for helping SMEs go-digital in the 5 beneficiary countries.
- Establishment of a multilingual, highly-interactive and easy-to-use eLearning-platform for the business needs of SMEs.
- Creation of a customizable core training material for the improvement of skills within SMEs and distribute the material to the targeted groups.
- Pilot implementation of the training measures.
- Diffusion of the know-how gained through this exercise with a comprehensive know-how package to competent organization and SME Networks in each beSEEN beneficiary country
- Awareness creation on the benefits of Internet use to the wider community in the focused region.

## Structure of the project

**WP1:** Creation of **5 customized take-up ICT training measures** based on the Greek Go-Digital initiative – Diffusion of procedural Know-how to managers in competent organizations.

**WP2:** Creation of a customizable **core training material** for the improvement of skills within SMEs and distribute the material to the targeted groups.

**WP3: Training of tutors** (6 per country) coming from the academic networks (3) and the competent organisations (3).

**WP4:** Pilot **training of SMEs** (5 per tutor, 30 per country) using the training material-Feedback on WP2.

**WP5:** Establishment of the **e-learning tool**.

**WP6: Evaluation** of the training process and the impact on the trained SMEs (questionnaires). Feedback on WP1, 2 and 5.

**WP7: Dissemination** of the whole exercise in the whole CADSES area.

**WP8: Project management**

Of particular importance to the production process for the learning material is to ensure that the material can be used for different learning scenarios (distance learning, live seminars and workshops) and for different target audiences of various interests, previous knowledge and level of understanding. Furthermore it has to be considered that the material has to appeal to target audiences of different cultures.

The project will exploit and disseminate its results by distributing publicity material, delivering presentations at related conferences, setting demonstrations in events and organising workshops to present the new opportunities provided by beSEEN.. Furthermore it will probe for additional sources of support in order to achieve the sustainability of the project results in the region beyond the project lifetime.

## BASELINE PROJECTS

The project will make use a) of the physical interconnections set by other projects in the area, b) the human networks established by the UniAdrion Network, ABIC-BME, CEEUN, ALADIN, c) of the methodologies and the practical training content developed through the eBusiness forum and GoOnLine projects that have involved 10.000 SMEs so far, d) eLearning material about the principles of the New Economy and e) of existing open-source eLearning platforms.

## PARTICIPANTS

From the beneficiary countries

1. Organizations who are responsible for the improvement of business performance of SMEs in the 5 beneficiary countries (SME Networks- SMENs): Their role will be:

- to cooperate for the creation of their national training measure
- to make criteria for the selection of SMEs to be trained
- to provide a number of tutors (3 each) to be trained
- to contribute in the evaluation and dissemination process

2. National Research Networks. Their role will be:

- to provide infrastructure for the creation of the learning platform and the training material
- to provide infrastructure for the SME training process.
- to provide a number of tutors (3 each) to be trained

From other countries:

1. **GRNET**: Project management, Go-Digital know-how transfer, ....
2. **Free University of Berlin**: E-learning platform
3. ....: Training material