

## EVITA NEWSLETTER, Issue No4

Dear Reader,

This is the 4<sup>th</sup> Issue of the EVITA Newsletter, a Newsletter edited approximately every 6 months, in order to promote the results and outputs of the EVITA project. The [EVITA INTERREG IVC](#) project is a project that builds upon various good practices developed under different regional or interregional development programs, in order to improve the effectiveness of regional development policies in the area of the access of SMEs, to knowledge, information, e-business practices and the globalized digital economy in regions with low IT penetration. Led by the Greek Research and Technology Network GRNET, the project consortium brings together partners from Greece, Spain, Sweden, France, Lithuania, Slovenia, Latvia and Malta. Apart from ‘donor’ partners who have successfully adopted ICT and e-business initiatives, and ‘beneficiary’ partners from regions which lag behind in their e-business penetration strategies, the consortium includes a third set of players. These consist of organizations with expertise in both the provision of e-learning and ICT training, as well as the drawing up of plans to enhance SME competitiveness and regional development, acting as catalysts in the transfer of the good practices.

This newsletter concerns the **second semester of 2010**. During these 6 months, **the focus was given on the final development of the EVITA e-learning platform, the consolidation of the taskforces of the e-tutors, a series of dissemination events (Moravske Toplice, Litija, Ermoupolis, Liepaja, Rodos), the implementation of 2 SME practical seminars, (Moravske Toplice, Ermoupolis), and the representation of the project at an International Conference**. More details about the implementation of the project can be found at the project’s website [www.evita-interreg.net](http://www.evita-interreg.net)

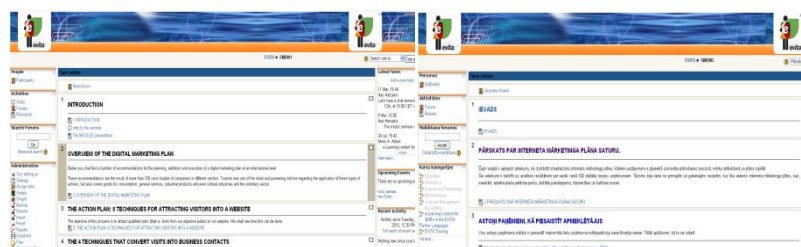
### Final development of the multilingual EVITA e-learning platform

During this 5<sup>th</sup> semester of the project, an important issue was **the population of the EVITA e-learning platform with its multilingual content and the creation of the several local versions**.

**Fondazzjoni Temi Zammit (FTZ Malta)** worked together with all partners in order to process, upload and adopt the various local training packages (Catalan, French, Galician, Swedish, Slovenian, Greek, Lithuanian and Latvian).

Indeed, the training packages are ready and the platform is freely accessible at the URL:

<http://vle.ftz.org.mt/course/view.php?id=30> ,



The platform has and will be used during the SME seminars by trainers, tutors, Policy Makers and local SMEs.

The training content includes courses (in forms of video, ppt, text) on:

- The business models the company must know.
- The digital marketing plan
- Techniques for attracting visitors into a website
- Visit to contact conversion
- Basic skills to get customer royalty
- Social Marketing Strategies: Web 2.0
- Social marketing strategy/ Tools and solutions for the SMEs
- SEO Strategies using web 2.0
- Online reputation management

### The 5 dissemination events:

Another major priority of this semester has been the dissemination of the project to the beneficiary regions. For this purpose, 5 events have been organized:

#### *The 2<sup>nd</sup> and 3<sup>rd</sup> dissemination events in Slovenia, Moravske Toplice, October 11th, and Litija, October 15th, 2010.*

On October 11 and 15, 2010 the Slovenian Development Agency Sinergija organized two informative events for micro, small and medium-sized enterprises. The first one took place in Moravske Toplice and the second one took place in Litija (32 and 30 participants respectively), with the aim of informing the entrepreneurs about goals, purpose and benefits brought by the projects.

The entrepreneurs were informed about activities that run in the frame of the EVITA project and benefits they can possibly gain from the project. They were invited to use the EVITA platform and its material- aimed to improve the efficiency of e-business of entrepreneurs (<http://vle.ftz.org.mt/login/index.php/>), and to the active cooperation in the future activities in the frame of the EVITA project, particularly to the participation at EVITA SME seminars that had their course some time later, in November 2010 in Martjanci.



*The 4<sup>th</sup> dissemination event in Ermoupolis, October 26<sup>th</sup>, 2010.*



«Ανταλλαγή, μεταφορά και αξιοποίηση βέλτιστων πολιτικών, πρακτικών και μέτρων για την ενίσχυση των Μικρομεσαίων Επιχειρήσεων στο τομέα του ηλεκτρονικού εμπορίου»

ΤΠΕ και Οικονομική Ανάπτυξη

26 Οκτωβρίου 2010, Σύρος



On October 26, 2010 the Southern Aegean Region of Greece organized an informative seminar for medium-sized entrepreneurs and local/regional policy makers aiming to inform them about ICT and Financial Growth.

The event, which was attended by 26 entrepreneurs, was opened by Mr. Aristotelis Markantonis (Southern Region Executive) who presented the EVITA project and made a short description of ICT as a means of entrepreneurship support.

Mr. Leonardos Roussos (vice-President of the Chamber of Cyclades) referred to projects implemented by the Chamber of Cyclades, giving emphasis to ICT use for strengthening Insular Entrepreneurship.

Mr. Kontakos (Information Society Executive) presented the role of ICT in Region Development.

Dr. Zeimpekis (Department of Financial and Management Engineering, University of the Aegean) made a presentation about the role of ICT in island and border regions. He also referred to mobile and wireless technology and the way enterprises benefit from them.

Mr Papanikolaou (KINNO, EVITA project) made a thorough presentation of the EVITA project and its aims.



*The 5<sup>th</sup> dissemination event in Liepaja, Latvia, December 2<sup>nd</sup>, 2010.*

The **Latvian Technological Center** in co-operation with **The Latvian Information and Communications Technology Association (LIKTA)** organized an informative event on "**E-commerce: development and opportunities for entrepreneurs**" in December 2, 2010 in the city of western part of Latvia – Liepaja. Overall, more than **50 participants** attended the seminar, mostly micro and small enterprises from Liepaja, as well as representatives of the Liepaja Municipality and other local authorities.



The E-commerce event was opened by the **Managing Director of LTC - Dr. Janis Stabulnieks** by talking about the significance of the e-commerce and Innovation Union in entrepreneurship.

**Mr. Intars Eglitis** from the **Ministry of Economics** took the floor with a particularly useful presentation, considering the e-commerce development trends in Latvia: the proportion of internet users, the Web use for the information searches on a product or service in order to purchase, the merchant activities over Web, as well as the national policy on e-commerce and SWOT analysis of the e-commerce.

Afterwards, **Diana Krievina - LTC Project Manager** introduced the audience with the practical use of EVITA's e-learning platform by emphasizing that everyone has an opportunity to acquire an e-training material "E-commerce strategies in small and medium-sized enterprises" at EVITA's e-learning platform: <http://www.evita-interreg4c.eu>. The training material consists of 11 modules - starting with an overview of digital marketing plan, techniques, how to attract visitors to the company's website, the conversion of them to the clients and further to loyal customers, eventually to inclusion of



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online social media into the company's digital marketing plan, SEO strategies using Web 2.0 and online company's reputation management. In order to use the "EVITA" platform, the user must register on the web site: <http://www.evita-interreg4c.eu>. She stressed on the fact, that the materials from the practical training seminars for SMEs, organized this year in May 27 and 28, are also available at the platform.

**The representative from the Latvian Information and Communications Technology Association – Ms. Andra Jakobsonsone** spoke about 2 topics: "European Digital Programme", that is design for Europe to become the driving force of sustainable growth worldwide, and "Use of e-tools for the assessment of IT skills ", such as online testing tool "IT Barometer" for determination the level of IT skills, and ECDL and e-Citizen tests – approved IT knowledge examination tests in Europe.

**Mr. Zigmunds Firers from Association "Apmacibu projekti"** introduced to the audience the developed training modules on computer user's skills for different target audiences in Liepaja: employees, the unemployed people, pensioners and the disabled people.

By contrast, **www.webmarketing.lv blog's author Mr. Aigars Armanovs** introduced the audience with main principles of the Internet marketing: *Google* marketing, that includes choosing right keywords, *SEO*, *PageRank*, *Google AdWords* campaigns, e-mail marketing and social networking and its importance in entrepreneurship. In other words - with information that every entrepreneur must know in order to be found at global web sites. A wide audience praise gained Aigars's attractive visualization of social networks with the toy fisher kit.

**LTC Manager Director - Dr. Janis Stabulnieks** gave a presentation on the importance of innovation for European citizens work agenda and the Europe 2020 Flagship Initiative "Innovation Union".

**The director of Liepaja Business Advisory Service Centre (UAC) – Mr. Dzintars Vjakse** shared with the participants of the seminar UAC's services to entrepreneurs and local authorities: business consultations on development of the business plan and setting up the business, preparation of EU project, attraction of investments, etc., and also introduced the best practices.

The dissemination event was closed by LTC **Project Manager Ints Viksna's** presentation about Enterprise Europe Network offered service- technology transfer, that means, the search mechanisms of the required technologies by Latvian enterprises in Europe and the Latvian developed technologies' commercialisation in Europe, as well as with success stories of EEN Latvia.

*The 6<sup>th</sup> dissemination event in Rodos, December 3<sup>rd</sup>, 2010.*

On December 3, 2010 the Southern Aegean Region of Greece organized an informative seminar, in Rhodes, for medium-sized entrepreneurs and local/regional policy makers aiming to inform them about ICT as a tool for Financial Growth and the objective of EVITA project. The event's, which was attended by 23 entrepreneurs, key speaker was Mr Vasilis Papanikolaou (KINNO, EVITA project) who has great experience on ICT and Entrepreneurship and he also is an active member of the EVITA consortium. In the first section. Mr Papanikolaou gave an extensive presentation on the role of ICT as a tool for enhancing entrepreneurship and business development and their role in island and border regions. The next section was dedicated to the EVITA project, where Mr Papanikolaou thoroughly presented the project to the attendees. The last section was dedicated to EVITA platform, which was presented to the participants of the seminar through practical methods-namely going "live" through the sections of the online platforms and the ways which the users may be benefited by it. Last but not least Mr Papanikolaou gave presentation on "ICT and SMEs" and 'Digital Marketing Plan' in order to rise the interest of the attendees towards the EVITA platform.



## SME seminars

The other major priority for this semester was the implementation of 2 practical training seminars at the beneficiary regions of Southern Aegean Region in Greece and Pomurska in Slovenia.

## The 3<sup>rd</sup> EVITA's practical training seminar for SMEs on October 27<sup>th</sup>, in Ermoupolis



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Επιχειρηματικό Σεμινάριο «Ψηφιακό Marketing και τα Ηλεκτρονικά Μέσα Κοινωνικής Δικτύωσης ως εργαλείο Marketing», 27 Οκτωβρίου 2010, Σύρος



On October 27, 2010 the Southern Aegean Region of Greece organized a practical training seminar for SMEs, on “Digital Marketing and Online Social Media Marketing”. 20 SME representatives attended the seminar.

After **Mr. Aristotelis Markantonis, Southern Aegean Region**, had opened the seminar by making a brief introduction about its content and goals, **Mr. Kontakos, Information Society Executive**, referred to the role of the Information Society and **Mr. Zeimpekis, Department of Financial and Management Engineering, University of the Aegean**, spoke about RFID (Radio Frequency Identification) in CRM (Customer Relationship Management).

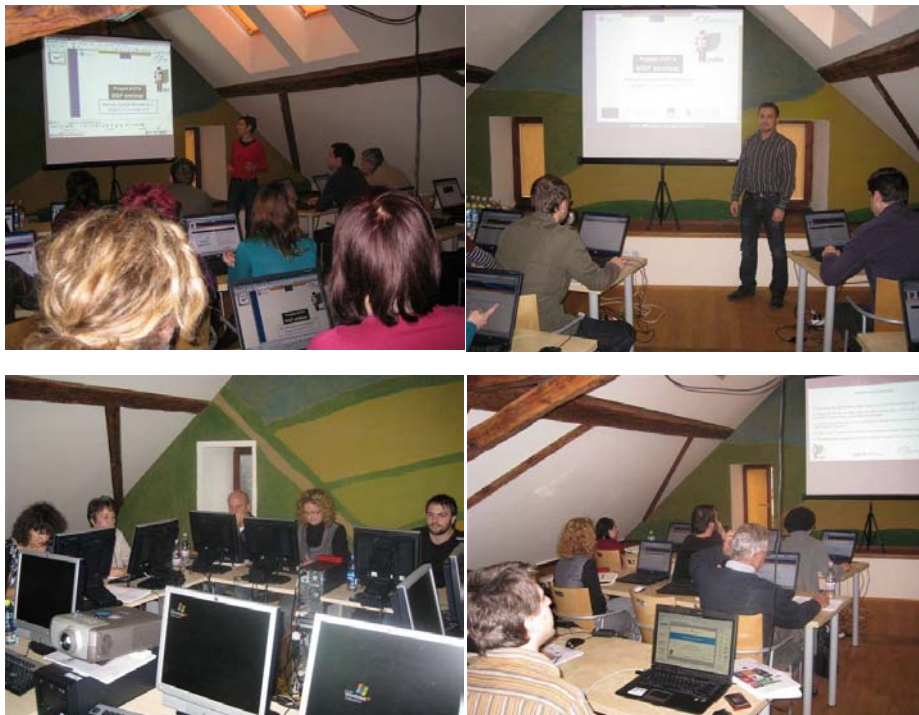
**Mr. Vasilis Papanikolaou, KINNO, EVITA project**, made a presentation about “ICT and SMEs” and

‘Digital Marketing Plan’.



## The 4<sup>th</sup> SME seminar in Moravske Toplice, on November 5<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup> in Moravske Toplice

On November 5, 8 and 12, 2010 the Slovenian Development Agency Sinergija organized three SME seminars that were actually trainings, where the entrepreneurs (35 in all), with their computers and under the expert guidance of trained personnel, got familiar with new tools and learned how to improve daily e-business, how to change online contacts into business contacts, how to optimize their web sites, how to make your business or company more visible on the world wide web and many other useful things that would help them to be more successful, effective and nevertheless more competitive in the areas of the use of e-business. The participants of SME seminars were very satisfied with the content, implementation and organization of seminars. This satisfaction was demonstrated by the implemented evaluation at the end of seminars.



## The IT Training Strategy Reports

On June 2010, **partner 4 CCIMP (Chamber of Commerce and Industry in Marseille Provence)** delivered the “Corpus on the IT training regional reports”. The purpose of this Corpus, was to be the basis for the beneficiary partners to create the “regional IT training Strategy Reports for SMEs” with policy recommendations and proposed action plans for the 5 targeted regions. These strategies would take into consideration the local needs and the local Operational Programs concerning SME competitiveness funded by Structural Funds. The Corpus was based on the i2010 annual reports, the OECD and the eBSN policy guidelines reports for e-business.

The Corpus Report was presented during the Steering Committee meeting on June 7<sup>th</sup>, to the beneficiary partners who made comments in the direction of better adoption to their needs and included 3 phases:



1. Benchmark and Study of SME Support Policy Initiatives on IT training
2. Analysis of the initiatives of the Phase 1
3. Recommendations to the partners for an IT training Strategy

Indeed, in the next period, **the 5 beneficiary partners proceeded with the actual implementation and composition of their local IT training strategy reports**, that will be presented during the local Policy Maker Workshops. The main generalized contents of these reports fall under the following issues:

- General facts about the Region
- Regional IT environment
- Existing Policy Measures
- Regional IT recommendations and guidelines
- SWOT analysis
- Regional IT training strategy
- Action plan

### Presentation of EVITA during the 15th Annual International Conference on Innovation “Baltic Dynamics” in Riga, on September 15<sup>th</sup>-17<sup>th</sup>, 2010.

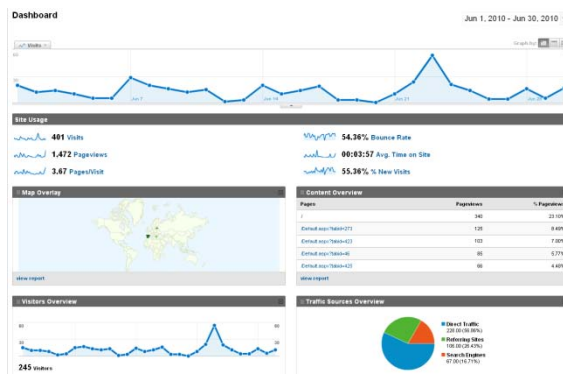
The project was presented at the the 15th Annual International Conference on Innovation “Baltic Dynamics” in Riga, on September 15th-17th, 2010.



The presentation was held by Diana Krevina and Ilias Hatzakis, at the framework of the Parallel Session 2, on September 16<sup>th</sup>, as you can see at the Conference’s program website:

<http://www.balticdynamics.com/programme.htm>

### Website visitability: (400 visits during June 2010)





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### Forthcoming events:

A long series of events is scheduled for the next semester:

- 1 SME seminar in Kaunas.
- 3 dissemination events: in Kaunas, Santiago de Compostela and Santorini.
- 5 Policy Maker events: in Kaunas, Riga, Santiago de Compostela, Bled and Ermoupolis
- Creation of the best European Policy Measures Guide
- International Conference in Athens

*The EVITA project falls under the INTERREG IVC program and is co-financed by 81,5% by the European Regional Development Funds and by 18,5% by National Funds.*

