

## EVITA NEWSLETTER, Issue No5

Dear Reader,

This is the 5<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 **activities during the first semester of 2011**. During these 6 months, **the focus was given to the implementation of a series of Policy Maker Workshops** (Riga, Vilnius, Bled, Ermoupolis) aiming at transferring concrete best practices to the beneficiary regions. The Policy Makers that participated in those events were introduced to the Regional IT training Strategy Reports and the Best European Practices Guide. Additionally, **a teleseminar was implemented from Kaunas to 3 towns in Lithuania**, proving that the training of SMEs can be delivered remotely. For the wider dissemination of the project, **2 more dissemination events were organized in Kaunas and Santorini**, rising the total number of such event to 8. 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)

### The 4 Policy Maker Workshops:

#### *The 1st Policy Maker Workshop in Riga, May 11<sup>th</sup> 2011.*

The Latvian Technological Center organized the Policy Makers’ Workshop “Recognized e-Business, ICT and internet marketing initiatives for SMEs support in Europe and the state of the art in Latvia” on May 11<sup>th</sup>, 2011 in Riga, Latvia. The aim of the Workshop was to present the most successful European e-business and IT Policy Initiatives on SMEs training, which could be useful to adapt and implement in Latvia with the help of Structural Funds, National Support Programs, European Programs etc. Therefore, more than 35 participants from different Ministries, Agencies, Associations, Municipalities and NGOs – responsible bodies for e-business (e-commerce) and ICT development in the country, took part in the Workshop. The workshop was divided in two parts: in the first part, the three successfully implemented Policy Initiatives on e-business and ICT in Spain, Sweden and France were introduced to the audience and the second part of the workshop was dedicated to the ongoing activities in the field of e-business (e-commerce), ICT and internet marketing in Latvia.

The Workshop was opened by LTC Project Manager – Ms. Diana Krievina by emphasizing the importance of e-business and ICT in global and digital economy and by introducing with the agenda of the Workshop.

The project “EVITA” Lead Partner – Mr. Ilias Hatzakis from Greek Research and Technology Network (Greece) introduced the audience with EVITA aims and stressed on the significance for

SMEs to obtain adequate IT skills and to utilize e-business applications for their competitiveness in international markets. He also indicated the significant role of National Government Bodies for the implementation of National Programs & Initiatives in the field of training SMEs on IT and e-business issues. He also referred to the “Best European e-business Policy Measures Guide”, where twenty of the most favourable and successful Policy Initiatives on IT and e-business to SMEs are identified and analysed.

Afterwards, Ms. 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” through 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, their conversion to clients and further to loyal customers, the inclusion of 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 website: <http://www.evita-interreg4c.eu>.

Mr. Carles Revilla, from Catalan business competitiveness support agency (Spain), introduced the participants with the first successful Policy Initiative “2BDIGITAL - the digital marketing plan: generating business opportunities internationally”, which was implemented in 2006 in the Catalan Region for the training of SMEs on how to develop an international digital marketing plan and include it in the company’s business plan. He also demonstrated several practical examples about the way advised Web 2.0 application tools, such as attractive YouTube videos uploaded at a company’s website, could lead to sales increase.

Mrs. Lisbeth Karlsson and Mr. Tony Meurke, from Swedish Agency for Economic and Regional Growth (Sweden), in their presentation „A journey from curiosity to implementation - ICT National initiatives in Sweden 2001-2010”, talked about three different National Program: ICT MICRO (2001-2003), REG-ICT (2003-2005) and From Insight to Action (2005-2010), implemented during the last ten years in Sweden. The first program was focused on training micro-enterprises on ICT, the second one was targeted on SMEs from rural areas in northern Sweden and the last one was focused on stimulating SMEs to use e-business solutions (e-invoicing).

Mrs. Marlene Korsia, from the Chamber of Commerce and Industry of Marseille Provence (France), in her presentation “Awareness SMEs on ICT and e-business” talked about different types of services available for entrepreneurs to improve their ICT skills in Marseille Region. The awareness events on ICT are available free of charge, workshops and trainings on certain themes are partly payable by SMEs and the participation at the international conferences and in projects is a payable service. This initiative clearly demonstrates that well considered combination of free of charged and charged events for training SMEs can improve their competitiveness at international level.

The second part of the Workshop started by Mr. Intars Eglitis from the Ministry of Economics by presenting the e-commerce development trends in Latvia: the proportion of internet users, the internet use on searching information on a product or service in order to purchase, the entrepreneurs web activities. Etc. He also talked about the national policy on e-commerce (e-business), national legislation and presented SWOT analysis of the e-commerce in Latvia.

Mr. Gatis Ozols, from the Ministry of the Environmental Protection and Regional Development, introduced the audience with the e-government services: e-documents, e-services’ portal [www.latvija.lv](http://www.latvija.lv), company registration procedure online, public e-procurement. He also spoke about the National “e-Skills development plan for 2010-2013” (approved in the end of May), which is focused on systematic and targeted e-skills improvement and information dissemination activities and includes 3 activities: ICT user Basic skills, ICT Practicioners skills and e-Business skills.

Mrs. Ilze Skrebele-Stikāne from Investment and Development Agency of Latvia presented “What innovation support tools are available for ITC and e-business start-ups and SMEs?” and talked about the Entrepreneurship competitiveness and Innovation Promotion program for 2007-2013, which contains different innovative entrepreneurship motivating activities, such as: Businessman in 5 days, “Ideju kauss”, technology transfer service, creation of Competence Centres, Business Incubators’ activities, ALTUM program.

The Vice-president, Mrs. Mara Jakobsons, from the Latvian Information and Communications Technology Association, in her presentation “Public Private Partnership initiatives for e-business and information society development in Latvia” introduced the participants with the main e-business and Information Society development stakeholders in Latvia, PPP initiatives in e-business and INFSO fields, with future plans to establish e-commerce (e-business) cluster in and To-Do-List in the nearest future.

The Workshop was closed by Mr. Egils Boitmanis – owner of SME “Infinitum 8” who presented “Private initiative on SMEs training on Internet Marketing”. He talked about ongoing activities on internet marketing (IM) industry in Latvia, problems and solutions, by stressing the need of entrepreneurs’ education on internet marketing. He also mentioned the first iLive 2011 conference, which was organized in March, upcoming plans for experts on IM and entrepreneurs’ training.



### *The 2nd Policy Maker Workshop in Vilnius, May 12<sup>th</sup> 2011.*

The 2<sup>nd</sup> Policy Makers Workshop took place in Vilnius on May 12<sup>th</sup>, 2011. The workshop was divided into two parts. The first part was dedicated to the presentation of the project and some good practices. The workshop was opened by prof. R.Gatautis (KTU), who welcomed the participants and talked about the aim of the event. Mr. I.Hatzakis presented the EVITA project and partners' presentations followed, sharing some good practices: C. Revilla presented e-business support experience from Barcelona (Spain), L. Karlsson and T. Meurke shared their experience from different e-business support programs implemented in Sweden and M. Korsia shared their experience from France.

The second part of the workshop was dedicated to local issues related to e-business and knowledge transfer to SMEs. A. Viktoraviciute (Exporting Lithuania) shared their experience about the training of SMEs. G. Romeika (Kaunas Region SMEs association) discussed SMEs needs in ICT and e-business. S. Starolis (Ministry of transport and communication) presented Lithuania Information Society development strategy and pointed out the possibilities of knowledge transfer within the strategy. I. Petraviciute (Ministry of economy) presented e-business development in Lithuania and the planning for e-business support measures for SMEs. Prof. R. Gatautis (KTU) presented ICT strategy and e-business knowledge transfer for lithuanian SMEs.

A discussion between participants took place at the end of workshop.



### *The 3rd Policy Maker Workshop in Bled, June 13<sup>th</sup> 2011*

The Workshop for policy makers in the field of ICT and e-Business was held on 13th of June, 2011 in Bled, at Golf Hotel. The workshop, organized by the Slovenian Development Agency Synergija, was opened by Mr. Stanislav Sraka (Development Agency Synergija) who presented the slovenian approach to promoting and fostering the use of e-business in small and medium-sized enterprises. Different initiatives and good practices were then presented from abroad, in the field of ICT and e-business, namely: the presentation of experiences / good practices from Spain (Mr. Carles Revilla from the Catalan Business Competitiveness Support Agency), Sweden (Mrs. Lisbeth-O Karlsson from Swedish Agency for Economic and Regional Growth), Greece (Mrs. Sofia Mavrogianni from the Greek Research and Technology Network) and Lithuania (Prof. Rimantas Gatautis from the Kaunas University of Technology). The workshop was attended by 20 representatives of various Slovenian and foreign governmental, scientific and other institutions, as well as some representatives of small and medium enterprises. The workshop was also attended by representatives of Policy Makers from abroad: GRNET – Greak Research and Technology Network (Greece), ACCIO (Spain), TILLVÄXT VERKET – Swedish Agency for Economic and Regional Growth (Sweden), Kaunas University of Technology (Lithuania), Kozminski University (Poland), Civil Engineering Faculty – SS Cyril & Methodius University (Macedonia), EIIR – European Institute of Interdisciplinary Research.



### *The 4th Policy Maker Workshop in Ermoupolis, June 27<sup>th</sup> 2011*

The 4<sup>th</sup> Policy Maker Workshop, organized by the Decentralized Administration Authority of the Aegean, took place in Ermoupolis of Syros, Greece. The aim of the event was the presentation of best practices implemented by donor partners and other successful policies from France, Spain and Sweden, as well as recommendations about regional strategies concerning SMEs' training in the use of ICT. During the first part, Mr. Aristotelis Markantonis, from Decentralized Administration Authority of the Aegean, made an introduction and welcomed everyone. Mr. Ilias Hatzakis, from GRNET, made a presentation of the project EVITA and then representatives from France (Chambre of Commerce and Industrie of Marseille), Spain (Catalan Business Competitiveness Support Agency) and Sweden (Swedish Agency for Economic and Regional Growth) presented certain successful initiatives implemented in their countries.

During the second part, Dr. Vassilis Zeimpekis (Department of Financial and Management Engineering, University of the Aegean) presented certain greek ICT initiatives, Mr. Vassilis Papanikolaou (KINNO, EVITA project) introduced different strategies, which he presented as recommendations for SMEs' training in ICT use and the event was closed by Mr. Aristotelis Markantonis.



## The 2 dissemination events:

For the dissemination of the project to the beneficiary regions, 2 events have been organized during this semester:

### *The 7<sup>th</sup> dissemination event in Kaunas, Lithuania, January 14<sup>th</sup>, 2011.*

The seminar, organized by Kaunas University of Technology, was held in cooperation with Kaunas regions Small and Medium enterprises association at association premises on January 14<sup>th</sup>. The seminar aimed to introduce the EVITA project to SMEs and have a discussion regarding SMEs' knowledge in e-business needs.

Prof. R.Gatautis opened the seminar by presenting the EVITA project. He then shortly introduced the project's training platform and invited SMEs to join upcoming training teleseminars.

G.Romeika (Kaunas region SMEs association) shortly shared experiences from previous projects and presented SMEs perspectives towards IT and ebusiness knowledge. A. Kavaliauskas (CID Baltic) discussed e-business solutions developed by CID Baltic for SMEs. The seminar was closed with round table discussion between presenters and SMEs.

### *The 8<sup>th</sup> dissemination event in Santorini, April 28<sup>th</sup>, 2011.*

On April 28, 2011 the Decentralized Administration Authority of the Aegean organized an informative seminar for medium-sized enterprises entitled: “EVITA project: internet as an entrepreneurship strengthening tool”.

The event was opened by Mr. Vasilis Papanikolaou (KINNO, EVITA project) who presented the EVITA project and talked about mass media and the use of internet.

He then made a presentation of the EVITA e-learning platform and talked about digital marketing and the way enterprises can benefit from it.



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

«Ευρωπαϊκό Έργο EVITA: το Διαδίκτυο ως εργαλείο ενίσχυσης της επιχειρηματικότητας»

28 Απριλίου 2011, Σαντορίνη



## The SME tele-seminar

One practical training (tele)seminar was implemented in Kaunas, Lithuania.

### *5<sup>th</sup> SME (tele)seminar in Kaunas, Marijampole and Alytus, February 17<sup>th</sup>, 2011*

The Kaunas University of Technology organized the teleseminar “*ICT possibilities for small and medium enterprises*” which took place on February 17<sup>th</sup> in Kaunas University of Technology, using the Distance Learning Center infrastructure and in cooperation with three cities – Panevezys, Marijampole and Alytus. Educational institutions and business information centers from the cities mentioned, as well as students from Kaunas university of technology participated in the teleseminar.

The seminar was opened by prof. R.Gatautis who introduced the EVITA project and presented the aims of the event. The second presentation was dedicated to SMEs’ training material and the EVITA training portal. Representatives from local companies also shared their experience in e-business. J.Vitkauskaite from AMEA solutions demonstrated cloud based e-business solutions and explained the benefits SMEs can gain by using these solutions. Z.Freigofas and K.Ziuraitis from MVP Sprendimai shared their experience on how SMEs can deploy Internet for marketing activities.



## IRT atnešami iššūkiai mažoms ir vidutinėms įmonėms

Prof. Rimantas Gatautis  
Kauno technologijos universitetas



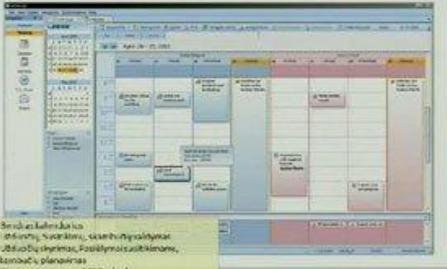





Recording



Veiklų planavimas/ Organizacijos kalendorius

- Bendras kalendorius
- Darbuotojų, klientų, sąsėbinių sąlygų planavimas
- Užduočių, projektų, Pasirūpinimo užtikrinimo, ataskaitų planavimas
- Veiklos koordinavimas su kitais šalininkais

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### Forthcoming events:

A series of events is scheduled for the next semester:

- 1 dissemination event in A Coruna
- 1 Policy Maker event in A Coruna
- 10 additional SME seminars due to the increased demand at the various beneficiary regions
- International Conference in Marseilles

*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.*

