

Erhöhen KMU Exportfähigkeiten durch E-Learning

2013-1-RO1-LEO05-28781

<http://www.adam-europe.eu/adam/project/view.htm?prj=11130>

Projektinformation

Titel: Erhöhen KMU Exportfähigkeiten durch E-Learning

Projektnummer: 2013-1-RO1-LEO05-28781

Jahr: 2013

Projekttyp: Innovationstransfer

Status: bewilligt

Land: RO-Rumänien

Marketing Text: Da das Fehlen von Export bezogenen Fähigkeiten hat als eines der Haupthindernisse, die KMU zur Ausübung einer Exportaktivität verhindert, identifiziert worden, die Entwicklung von E-Learning-Inhalten, die gehen, um zu jeder Zeit von überall für sie verfügbar sind, wird zunehmen die Ausbildungsmöglichkeiten für sie verfügbar ist, wird die Exportfähigkeiten zu erhöhen und ihre Wettbewerbsfähigkeit auf dem internationalen Markt zu erhöhen. Nach der Ausbildung wird erwartet, dass die Mitarbeiter der KMU an, mehr Vertrauen und mehr in der Lage, in die Exportaktivität zu engagieren. E-EMPORIO macht die Berufsbildung besser auf die Bedürfnisse des Arbeitsmarktes und die Förderung praxisorientiert und ergebnisorientiert nicht formale Ausbildung.

Zusammenfassung: The SMEs in Europe constitute the core of European economy but only a few of them have exporting activity. The increase of the exporting activity of the SMEs has been considered as one of the main ways for Europe to get out of the financial crisis. The E-EMPORIO project contributed to the development of the export skills of the staff that is working in SMEs by providing them with complete, qualitative, results-oriented and practice-oriented e-learning contents that are accessible through internet from any place at any time and were adapted to the specificities of each country. Some of the e-learning contents and training methodology were transferred from a previous Leonardo project called text-e. The main target group was SMEs' staff but also another target group was unemployed people who were willing to develop their skills in order to find a job or start their own business (SME). The general objectives of the project were: to contribute to an increase in SMEs competitiveness in the international scene through use of innovative technologies; to increase foreign trade capacities of SMEs' staff; to minimize identified training gaps in exportation across partner countries; to generate dialogue among the trainers from partner countries and to promote the accreditation of skills acquired through non formal and informal learning. The specific objectives of the project included: to develop practice-oriented and competence based e-learning contents, especially developed in order to increase the skills of SMEs' staff in exports, taking into consideration the specificities of each partner country; to transfer these e-learning courses also to mobile phone applications; to provide certification for the skills and competencies that are going to be obtained through the e-learning platform; to transfer best practices and expertise between the partners; to consider the needs of specific target groups such as older workers (or unemployed) wishing to update their skills. The partnership of the E-EMPORIO was constituted from organizations from the Southern Europe (GR, CY, ES) and from the Eastern Europe (RO, LV, TR). The composition of the transnational partnership was determined by the selection of key actors in the project's area (1 SMEs Association, 2 chambers, 1 SME in management consulting, 2 SMEs in innovation, development and ICT training and 1 organization in the field of e-learning and EU projects) with great experience and expertise in the field of SMEs training, thus facilitating the mainstreaming of project results and the sustainability of outputs. General Description of the Outcomes: Study on the Training Needs of the SMEs, innovative E-Learning Modules, e-learning courses, training of trainers. Impact: The e-learning contents and the certification facilitated the development and recognition of the export skills of the SMEs' workers, fact which contributed significantly to the development of the SMEs and of the European exports.

Beschreibung: The need of implementing this project came mainly from two important facts:

- The SMEs in Europe constitute the core of European economy but only a few of them have exporting activity.
- The increase of the exporting activity of SMEs is considered one of the main ways

Projektinformation

for Europe to get out of the financial crisis.

The general objectives of E-EMPORIO are:

- To contribute to an increase in SMEs competitiveness at international level by using innovative technologies;
- To increase foreign trade capacities of SMEs' staff;
- To minimize training gaps in exports identified in partner countries;
- To generate dialogue among the trainers from partner countries and promote the accreditation of skills acquired through non-formal and informal learning.

The project had also a series of specific objectives, such as:

- To develop practice-oriented and competence based e-learning contents, especially developed in order to increase the skills of SMEs' staff in exports, taking into consideration the specificities of each partner country;
- To transfer these e-learning courses also to mobile devices applications;
- To provide certification for the skills and competencies that are going to be obtained through the e-learning platform;
- To transfer best practices and expertise between partners;
- To consider the needs of specific target groups such as older workers (or unemployed) wishing to improve their skills.

The implementation of the project has 4 main phases, namely:

- Phase 1: Research and Analysis
- Phase 2: Development of E-Learning platform and E-Learning Contents
- Phase 3: Testing and Finalization of the Materials
- Phase 4: Training Sessions

Themen: *** Lebenslanges Lernen
 *** Unternehmen, KMU
 ** Fernlehre
 * Nachhaltigkeit

Sektoren: *** Exterritoriale Organisationen und Körperschaften
 *** Private Haushalte mit Hauspersonal; Herstellung von Waren und Erbringung von Dienstleistungen durch Private Haushalte für den Eigenbedarf ohne Ausgeprägten Schwerpunkt
 *** Öffentliche Verwaltung, Verteidigung; Sozialversicherung
 *** Erbringung von Sonstigen Wirtschaftlichen Dienstleistungen
 *** Grundstücks- und Wohnungswesen
 *** Erbringung von Finanz- und Versicherungsdienstleistungen
 *** Verkehr und Lagerei
 *** Handel; Instandhaltung Und Reparatur Von Kraftfahrzeugen
 *** Baugewerbe/Bau
 *** Wasserversorgung; Abwasser- und Abfallentsorgung und Beseitigung von Umweltverschmutzungen
 *** Energieversorgung
 *** Verarbeitendes Gewerbe/Herstellung von Waren
 *** Bergbau und Gewinnung von Steinen und Erden
 *** Gastgewerbe/Beherbergung und Gastronomie
 *** Erbringung von Freiberuflichen, Wissenschaftlichen und Technischen Dienstleistungen
 *** Gesundheits- und Sozialwesen
 *** Erbringung von Sonstigen Dienstleistungen
 *** Information und Kommunikation
 *** Erziehung und Unterricht
 *** Kunst, Unterhaltung und Erholung
 *** Land- und Forstwirtschaft, Fischerei

Produkt Typen: Audiokassetten/Videokassetten
 Module
 Fernlehre
 Film
 Unterlagen für offenen Unterricht
 andere
 Homepage

Projektinformation

- Produktinformation:
- National Reports with the results and conclusions of desk and field research in each partner country.
 - Comparative Study, which is the synthesis of the information collected from the national reports. It also include the conclusions that provided necessary input for the development and adaptation of the elearning modules.
 - E-Learning Platform
 - Manual for trainers and trainees - a handbook with information about students/ learners and tutors on how to use the platform, how to navigate, how to communicate with the tutor, how to solve the technical aspects of the platform etc.
 - E-Learning Modules
 - National and Comparative Testing Reports
 - Piloting Courses in all partners countries
 - Piloting National and Final reports
 - e-Emporio Web Portal
 - Project's Leaflet
 - Project's Poster
 - Stakeholders Network
 - Newsletters
 - Dissemination Seminars
 - Final Conference and Final Dissemination report

Projektwebseite: <http://www.e-emporioexports.eu/>

Vertragnehmer

Name: CONSILIUL NATIONAL AL INTREPRINDERILOR PRIVATE MICI SI MIJLOCII DIN ROMANIA
Stadt: Bucharest
Land/Region: Bucuresti
Land: RO-Rumänien
Organisationstyp: Verband/nicht regierungsgebundene Organisation
Homepage: <http://www.cnipmmr.ro>

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Homepage: <http://www.cnipmmr.ro>

Koordinator

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Stadt: Bucharest
Land/Region: Bucuresti
Land: RO-Rumänien
Organisationstyp: Verband/nicht regierungsgebundene Organisation
Homepage: <http://www.smeprojects.ro>

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Telefon: +40.724.556.773
Fax:
E-Mail: mirabela.borcos@smeprojects.ro
Homepage:

Partner

Partner 1

Name: Latvian Chamber of Commerce and Industry (LCCI)
Stadt: Riga
Land/Region: Latvija
Land: LV-Lettland
Organisationstyp: andere
Homepage: <http://www.chamber.lv>

Partner 2

Name: INERCIA DIGITAL S.L.
Stadt: Huelva
Land/Region: Andalucia
Land: ES-Spanien
Organisationstyp: andere
Homepage: <http://www.inerciadigital.com>

Partner 3

Name: MAKRO Yönetim Gelitirme Danmanlk Limited irketi
Stadt: ANKARA
Land/Region: Ankara
Land: TR-Türkei
Organisationstyp: andere
Homepage: <http://www.makroconsult.com.tr>

Partner 4

Name: G. G. EUROSUCCESS CONSULTING LTD
Stadt: Nicosia
Land/Region: Kypros / Kibris
Land: CY-Zypern
Organisationstyp: andere
Homepage: <http://www.eurosc.eu>

Partner

Partner 5

Name: ACTION SYNERGY AE
Stadt: Maroussi, Athens
Land/Region: Attiki
Land: EL-Griechenland
Organisationstyp: andere
Homepage: <http://www.action.gr>

Partner 6

Name: CHAMBER OF COMMERCE IN EVROS
Stadt: ALEXANDROUPOLIS
Land/Region: Anatoliki Makedonia, Thraki
Land: EL-Griechenland
Organisationstyp: andere
Homepage:

Projektdateien

E-EMPORIO Adapted e-Learning Platform.pdf

<http://www.adam-europe.eu/prj/11130/prj/E-EMPORIO%20Adapted%20e-Learning%20Platform.pdf>

The Adapted e-learning platform is the user interface of the platform and the application where the courses were uploaded.

E-EMPORIO Comparative Study.pdf

<http://www.adam-europe.eu/prj/11130/prj/E-EMPORIO%20Comparative%20Study.pdf>

The comparative study synthesizes the information collected from the national reports. It also includes the conclusions that provided necessary input for the development and adaptation of the e-learning modules.

E-Learning Platform_ Explanations.pdf

http://www.adam-europe.eu/prj/11130/prj/E-Learning%20Platform_ Explanations.pdf

The users' manual is a handbook with information about students/ learners and tutors on how to use the platform, how to navigate, how to communicate with the tutor, how to resolve the technical aspects of the platform etc.

Final Piloting Report.pdf

<http://www.adam-europe.eu/prj/11130/prj/Final%20Piloting%20Report.pdf>

The final report includes results from all participating countries and it measures the effectiveness of the learning material and the platform in a large scale.

Game.pdf

<http://www.adam-europe.eu/prj/11130/prj/Game.pdf>

Project consortium developed a simple serious game for the sector.

National Report CY_Desk Research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20CY_Desk%20Research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of desk research in Cyprus.

National Report CY_Field research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20CY_Field%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of field research in Cyprus.

National Report ES_Desk research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20ES_Desk%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of desk research in Spain.

National Report ES_Field research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20ES_Field%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of field research in Spain.

National Report_GR.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report_GR.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of desk and field research in Greece.

Projektdateien

National Report LV_Desk research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20LV_Desk%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of desk research in Latvia

National Report LV_Field research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20LV_Field%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of field research in Latvia

National Report RO_Desk research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20RO_Desk%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of desk research in Romania

National Report RO_Field research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20RO_Field%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of field research in Romania

National Report TR_Desk research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20TR_Desk%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of desk research in Turkey

National Report TR_Field research.pdf

http://www.adam-europe.eu/prj/11130/prj/National%20Report%20TR_Field%20research.pdf

The National Reports were elaborated in each partner country (on the basis of the report structure which was specified in the guidelines document) and present the results and conclusions of both desk and field research at national level. This document presents results and conclusions of field research in Turkey

Piloting_Report_Greece.pdf

http://www.adam-europe.eu/prj/11130/prj/Piloting_Report_Greece.pdf

Each pilot course ended with a report developed by the organizing partner. This document represents the Piloting National Report in Greece.

Piloting Report Latvia.pdf

<http://www.adam-europe.eu/prj/11130/prj/Piloting%20Report%20Latvia.pdf>

Each pilot course ended with a report developed by the organizing partner. This document represents the Piloting National Report in Latvia.

Piloting Report Romania.pdf

<http://www.adam-europe.eu/prj/11130/prj/Piloting%20Report%20Romania.pdf>

Each pilot course ended with a report developed by the organizing partner. This document represents the Piloting National Report in Romania.

Piloting Report Spain.pdf

<http://www.adam-europe.eu/prj/11130/prj/Piloting%20Report%20%20Spain.pdf>

Each pilot course ended with a report developed by the organizing partner. This document represents the Piloting National Report in Spain

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Piloting Report Template_CY.pdf

http://www.adam-europe.eu/prj/11130/prj/Piloting%20Report%20Template_CY.pdf

Each pilot course ended with a report developed by the organizing partner. This document represents the Piloting National Report in Cyprus.

Piloting Report Turkey.pdf

<http://www.adam-europe.eu/prj/11130/prj/Piloting%20Report%20Turkey.pdf>

Each pilot course ended with a report developed by the organizing partner. This document represents the Piloting National Report in Turkey.

Produkte

- 1 Research National Reports
- 2 Research Comparative Study
- 3 e-EMPORIO e-Learning PLatform
- 4 e-Learning Modules

Produkt 'Research National Reports'

Titel: Research National Reports

Produkttyp: Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes

Marketing Text: National Research Reports assess mismatches, shortages, gaps in skills and competencies in the target sector (gaps between the skills that the SMEs workers have and the needs of the labour market)

Beschreibung: The National Reports were elaborated in each partner country (on the basis of the report structure which is specified in the guidelines document) and presented the results and conclusions of both desk and field research at national level.

Zielgruppe: Project Partners, Experts.

Resultat: Learning needs on exports field in each partner country.

Anwendungsbereich: Methodology, Export

Homepage:

Produktsprachen: Englisch

Produkt 'Research Comparative Study'

Titel: Research Comparative Study

Produkttyp: Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes

Marketing Text: Research Comparative Report

- Assess mismatches, shortages, gaps in skills and competencies in the target sector (gaps between the skills that the SMEs workers have and the needs of the labour market)
- Identify the training needs in the sector
- Identification of the limitations of the existing material
- Identify the pedagogies and learning cultures needed to support e-learning in the sector
- Identify particular skills gaps and training needs for older workers in the sector

Beschreibung: The comparative study is the synthesis of the information collected from the national reports. It also include the conclusions that provided necessary input for the development and adaptation of the elearning modules.

Zielgruppe: Project Partners, Experts

Resultat: Information about structure of learning modules in each country

Anwendungsbereich: Exports

Homepage:

Produktsprachen: Englisch

Produkt 'e-EMPORIO e-Learning PLaform'

Titel: e-EMPORIO e-Learning PLaform

Produkttyp: Homepage

Marketing Text: Adaptation of the E- Learning Platform "E-Learning Toolkit" (owned by P1) to the specific needs of the SMEs staff and addition of web 2.0 elements (social networking, chat, wikis) in order to enable the interaction between the different stakeholders from the different partner countries

Beschreibung: The platform is the user interface of the platform and the application where the courses were uploaded.

Zielgruppe: SME employees, unemployed, self-employed interested in exports

Resultat: An adapted e-Learning platform which provides informations regarding exports in Romania, Greece, Cyprus, Latvia, Spain, Turkey

Anwendungsbereich: Exports

Homepage: <http://www.actione-learn.eu/eemporio>

Produktsprachen: Türkisch
Spanisch
Rumänisch
Lettisch
Griechisch
Englisch

Produkt 'e-Learning Modules'

Titel: e-Learning Modules

Produkttyp: Module

Marketing Text: - Update and adaptation of the e-learning contents transferred from the text-e project regarding E-Trade, Payment Methods, Negotiations and Contracts and Export Market Research in the specificities of each country and the specificities of the target group
- Development of new e-learning contents on modules that were identified after the initial research in each country. A preliminary research performed before the submission of the proposal has identified as possible new modules the following: Preparing for an exhibition, Communication, International business cultures, Business planning, Export finance, Packing. However these were confirmed after the initial research
- Preparation of an e-learning module where each partner presented the specific market conditions of its own country in order to facilitate the exports of its partner countries

Beschreibung: The course has two parts:
1. One common part which was developed under the activity 4.4
2. One "national part" which was developed under the activity 4.6 according to the specificities of the situation in each country (as identified in the research)

Zielgruppe: SME employees, unemployed, self-employed interested in exports

Resultat: Relevant information regarding the exports in partner countries

Anwendungsbereich: Exports

Homepage:

Produktsprachen: Englisch
Griechisch
Rumänisch
Lettisch
Türkisch
Spanisch

Veranstaltungen

Final Conference

Datum 28.09.2015

Beschreibung The final conference organized in Alexandroupolis Greece shared the results of the project.

Zielgruppe SME employees, unemployed, self-employed interested in exports

Öffentlich Geschlossene Veranstaltung

Kontaktinformation thanos@pantazis.ch

Zeitpunkt und Ort 18:00, 28th of September 2015, Astir Egnatia Hotel Alexandroupolis

Valorisation/Dissemination Seminars

Datum 01.09.2015

Beschreibung Each partner organized a dissemination seminar, to ensure that the project has a high profile, that the community learns from its achievements, and that the outputs are embedded and taken up.

Zielgruppe SME employees, unemployed, self-employed interested in exports.

Öffentlich Geschlossene Veranstaltung

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liga.abola@chamber.lv - for Latvia

Zeitpunkt und Ort 31.03.2015, 10:00, 51 Lister Street, Bucharest - Romania
28.04.2015. time: 13:00 – 18:00 LCCI, Kr. Valdemara Street 35, Riga, Latvia
24th in the Technological and Science Park in Huelva PCTH PI La Raya- C/Caicho 1 2110-
Aljaraque (Huelva) SPAIN
North Point Hotel, Samsun, 19th September 2015, 10:00 Tutkey