

## Accroître les compétences des PME à l'exportation par e-learning

2013-1-RO1-LEO05-28781

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

## Information sur le projet

Titre: Accroître les compétences des PME à l'exportation par e-learning

Code Projet: 2013-1-RO1-LEO05-28781

Année: 2013

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: RO-Roumanie

Accroche marketing: Depuis le manque de compétences liées à l'exportation a été identifié comme l'un des principaux obstacles qui empêchent les PME de s'engager dans une activité d'exportation, le développement de contenus e-learning, qui vont être disponibles pour eux à tout moment à partir de partout dans le monde, va augmenter les possibilités de formation pour eux, augmenteront leurs compétences à l'exportation et augmentent leur compétitivité sur le marché international. Après la formation, il est prévu que le personnel des PME serait plus confiant et plus à même de s'engager dans des activités d'exportation. E-EMPORIO fait EFP mieux répondre aux besoins du marché du travail et la promotion axée sur la pratique et la formation axée sur les résultats non formelle.

Résumé: 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.

Description: 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

## Information sur le projet

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

Thèmes: \*\*\* Formation tout au long de la vie  
 \*\*\* Entreprise, TPE, PME  
 \*\* Formation ouverte et à distance  
 \* Développement durable

Sectors: \*\*\* Activités Extra-Territoriales  
 \*\*\* Activités des Ménages en tant qu'Employeurs; Activités Indifférenciées des Ménages en tant que Producteurs de biens et Services pour Usage Propre  
 \*\*\* Administration Publique  
 \*\*\* Activités de Services Administratifs et de Soutien  
 \*\*\* Activités Immobilières  
 \*\*\* Activités Financières et d'Assurance  
 \*\*\* Transports et Entreposage  
 \*\*\* Commerce; Réparation d'Automobiles et de Motocycles  
 \*\*\* Construction  
 \*\*\* Production et Distribution d'Eau; Assainissement, Gestion des Déchets et Dépollution  
 \*\*\* Production et Distribution d'Électricité, de Gaz, de Vapeur et d'Air Conditionné  
 \*\*\* Industrie Manufacturière  
 \*\*\* Industries Extractives  
 \*\*\* Hébergement et Restauration  
 \*\*\* Activités Spécialisées, Scientifiques Et Techniques  
 \*\*\* Santé Humaine et Action Sociale  
 \*\*\* Autres Activités de Services  
 \*\*\* Information et Communication  
 \*\*\* Enseignement  
 \*\*\* Arts, Spectacles et Activités Récréatives  
 \*\*\* Agriculture, Sylviculture et Pêche

Types de Produit: Casette audio ou vidéo-casette  
 Modules  
 Enseignement à distance  
 Film  
 Matériel pour l'enseignement  
 Autres  
 Site Internet

Information sur le produit: - National Reports with the results and conclusions of desk and field research in each partner country.

## Information sur le projet

- 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

Page Web du projet: <http://www.e-emporioexports.eu/>

## Contractant du projet

Nom: CONSILIUL NATIONAL AL INTREPRINDERILOR PRIVATE MICI SI MIJLOCII DIN ROMANIA  
Ville: Bucharest  
Pays/Région: Bucuresti  
Pays: RO-Roumanie  
Type d'organisation: Association/organisation non gouvernementale  
Site Internet: <http://www.cnipmmr.ro>

### Personne de contact

Nom: Lavinia Mirabela Jianu  
Adresse: 51 Dr. Lister Street  
Ville: Bucharest  
Pays: RO-Roumanie  
Téléphone: + 40 31 86 00 497  
Fax: + 40 21 41 08 734  
E-mail: [mirabela.borc@smeprojects.ro](mailto:mirabela.borc@smeprojects.ro)  
Site internet: <http://www.cnipmmr.ro>

## Coordinateur

Nom: CONSILIUL NATIONAL AL INTREPRINDERILOR MICI SI MIJLOCII DIN ROMANIA  
Ville: Bucharest  
Pays/Région: Bucuresti  
Pays: RO-Roumanie  
Type d'organisation: Association/organisation non gouvernementale  
Site Internet: <http://www.smeprojects.ro>

## Personne de contact

Nom: Mirabela Jianu  
Adresse: 51st Lister, district 5  
Ville: Bucharest  
Pays: RO-Roumanie  
Téléphone: +40.724.556.773  
Fax:  
E-mail: [mirabela.borcos@smeprojects.ro](mailto:mirabela.borcos@smeprojects.ro)  
Site internet:

---

## Partenaire

### Partner 1

Nom: Latvian Chamber of Commerce and Industry (LCCI)  
Ville: Riga  
Pays/Région: Latvija  
Pays: LV-Lettonie  
Type d'organisation: Autres  
Site Internet: <http://www.chamber.lv>

### Partner 2

Nom: INERCIA DIGITAL S.L.  
Ville: Huelva  
Pays/Région: Andalucia  
Pays: ES-Espagne  
Type d'organisation: Autres  
Site Internet: <http://www.inerciadigital.com>

### Partner 3

Nom: MAKRO Yönetim Gelitirme Danmanlk Limited irketi  
Ville: ANKARA  
Pays/Région: Ankara  
Pays: TR-Turquie  
Type d'organisation: Autres  
Site Internet: <http://www.makroconsult.com.tr>

### Partner 4

Nom: G. G. EUROSUCCESS CONSULTING LTD  
Ville: Nicosia  
Pays/Région: Kypros / Kibris  
Pays: CY-Chypre  
Type d'organisation: Autres  
Site Internet: <http://www.eurosc.eu>

## Partenaire

### Partner 5

Nom: ACTION SYNERGY AE  
Ville: Maroussi, Athens  
Pays/Région: Attiki  
Pays: EL-Grèce  
Type d'organisation: Autres  
Site Internet: <http://www.action.gr>

### Partner 6

Nom: CHAMBER OF COMMERCE IN EVROS  
Ville: ALEXANDROUPOLIS  
Pays/Région: Anatoliki Makedonia, Thraki  
Pays: EL-Grèce  
Type d'organisation: Autres  
Site Internet:

## Données du projet

### 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](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](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](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](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](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](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.

## Données du projet

### National Report LV\_Desk research.pdf

[http://www.adam-europe.eu/prj/11130/prj/National%20Report%20LV\\_Desk%20research.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](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](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](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](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](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](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

## Données du projet

### Piloting Report Template\_CY.pdf

[http://www.adam-europe.eu/prj/11130/prj/Piloting%20Report%20Template\\_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.

## Produits

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

## Produit 'Research National Reports'

Titre: Research National Reports

Type de Produit: Procédure pour l'analyse et le pronostic des besoins de la formation professionnelle

Texte marketing: 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)

Description: 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.

Cible: Project Partners, Experts.

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

Domaine d'application: Methodology, Export

Adresse du site Internet:

Langues de produit: anglais

## Produit 'Research Comparative Study'

Titre: Research Comparative Study

Type de Produit: Procédure pour l'analyse et le pronostic des besoins de la formation professionnelle

Texte marketing: 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

Description: 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.

Cible: Project Partners, Experts

Résultat: Information about structure of learning modules in each country

Domaine d'application: Exports

Adresse du site Internet:

Langues de produit: anglais

## Produit 'e-EMPORIO e-Learning PPlatform'

Titre: e-EMPORIO e-Learning PPlatform

Type de Produit: Site Internet

Texte marketing: 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

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

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

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

Domaine d'application: Exports

Adresse du site Internet: <http://www.actione-learn.eu/eemporio>

Langues de produit: turque  
espagnol  
roumain  
letton  
grec moderne  
anglais

## Produit 'e-Learning Modules'

Titre: e-Learning Modules

Type de Produit: Modules

Texte marketing: - 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

Description: 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)

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

Résultat: Relevant information regarding the exports in partner countries

Domaine d'application: Exports

Adresse du site Internet:

Langues de produit: anglais  
grec moderne  
roumain  
letton  
turque  
espagnol

## Événements

### Final Conference

Date	28.09.2015
Description	The final conference organized in Alexandroupolis Greece shared the results of the project.
Cible	SME employees, unemployed, self-employed interested in exports
Public	Événement non public
Informations de contact	thanos@pantazis.ch
Date et lieu	18:00, 28th of September 2015, Astir Egnatia Hotel Alexandroupolis

### Valorisation/Dissemination Seminars

Date	01.09.2015
Description	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.
Cible	SME employees, unemployed, self-employed interested in exports.
Public	Événement non public
Informations de contact	simona.colobanea@smeprojects.ro - for Romania euprograms@action.gr - for Greece george@eurosc.eu - for Cyprus merve@makroconsult.com.tr - for Turkey caridadcarrillo@inerciadigital.com - for Spain liga.abola@chamber.lv - for Latvia
Date et lieu	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