

CYBERSUDOE

Best Practice Guide

**Develop VSBs/SMEs competitiveness in South-West Europe
through the use of ICT**



Project led by Cybermassif, Coordinator of the programme CyberSudoe
Partners: CCI Gijon, Cederna Garalur, CEEI Burgos, CIEBI/BIC, CCI de Bordeaux / Echangeur Bordeaux
Aquitaine, Fundacion Insula Ibarataria, LEITAT, Transferts Languedoc Roussillon

Project financed by



UE/EU - FEDER/ERDF

Presentation of the project

SUMMARY OF THE PROJECT

Very small businesses (VSB)/ small and medium size enterprises (SME) of SUDOE (South-Eastern Europe) are lacking behind when it comes to the use of new technologies, in comparison to the north of Europe or the United States. This delay results in a reduced competitiveness and a relatively weaker position of these enterprises. Therefore, it is important to identify best practices in order to raise VSBs'/SMEs' awareness and to quickly strengthen the structures supporting VSBs/SMEs by implementing a network of excellence. The objective of the programme CyberSudoe is to initiate and animate an interregional network composed of nine partners from France, Spain and Portugal.

Cybermassif, the network of 15 resource centres dedicated to increase the use of ICTs in three regions of the Massif Central, is the leadpartner and coordinator of this ambitious project. Cybermassif will execute the project together with two other French partners, five partners from Spain and one partner from Portugal.

The objective of the programme is to achieve the following results:

- Constitution of a network of excellence assembling the partners of the project in order to disseminate new technologies towards VSBs and SMEs.
- Identification of best practices on the dissemination of new technologies and analysis of 90 actions and programmes that have been already undertaken. Writing and dissemination of a charter of good practices that will be adopted by the project partners.
- 90 000 enterprises sensitized on the topic of new technologies through the dissemination of monthly newsletters during 20 months (1 800 000 sendings)
- 2 700 enterprises directly involved through a series of 20 awareness-raising-meetings that are organised by each partner with a minimum of 15 attending enterprises for each meeting.
- 750 enterprises accompanied individually by the project partners and 750 person-days of consultancy (every French partner will accompany on average 100 enterprises through technical assistance missions of approximately one day. 75 enterprises will be accompanied by the Spanish and Portuguese partners)
- A transnational Web 2.0 platform will be dedicated to the dissemination of the programme results to the area of SUDOE and also externally to other territories. This platform will allow at least 10 other supporting structures for VSBs or SMEs to benefit from the results and to indirectly raise awareness of some other 100 enterprises for the use of new technologies.

CHAPTER 1: APPROACH OF THE PROJECT

CONTEXT OF THE PROJECT

The slow pace of ICTs' adoption by enterprises is one of the major problems that is responsible for the underperformance of Europe as regards innovation. Consequently there is a need to disseminate ICTs within the economy of the European Union taking into account that it represents an aspect of highest importance for the improvement of productivity levels and the regional competitiveness. Furthermore, from the territorial point of view, the south of Europe remains globally retarded, compared to the majority of countries of the north of Europe. Therefore, if the development of new technologies would offer new opportunities for businesses, many enterprises and in particular the VSBs and SMEs of SUDOE could not benefit fully of these opportunities for different reasons (lack of knowledge, lack of awareness for existing solutions, problems linked to the age of the enterprises' responsables, problem of the enterprises' internal organisation). Monitoring of these enterprises is therefore necessary in order to facilitate their appropriation of new technologies and to help them improving their competitiveness.

The implementation of tools in this field requires at the same time a constant watch as regards the technological developments and educational and popularisation efforts. The common work among the partners from different regions and different countries allows enriching the pertinence and legitimacy of the aspects that were implemented.

THE CHALLENGE FACING THE PROJECT

The project was developed due to two circumstances:

- The delay of VSBs/SMEs regarding the implementation of new technologies (reported by all partners) when available solutions evolve very quickly and need frequent updating.
- The missing critical mass and, as a consequence, the lack of efficiency of each partner in his efforts to develop awareness raising actions. The conception costs for the tools are often important but the target groups are geographically limited.

OBJECTIVES AND RESULTS OF THE PROJECT

The major objectives are:

- Build a network consisting of the networks that work on the dissemination of new technologies within VSBs/SMEs;
- Find the most effective methodologies and combine the general and sectoral tools to raise awareness of VSBs/SMEs vis-à-vis new technologies;
- Carry out broad dissemination actions that bring new technologies closer to VSBs/SMEs of SUDOE;
- Facilitate the creation of networks of VSBs/SMEs of SUDOE on topics of common interest;
- Provide and facilitate the transfer of tools to VSBs/SMEs of SUDOE through a transnational Web2.0 platform.

CHAPTER 2: PRESENTATION OF THE PROJECT PARTNERS



1. LEADPARTNER OF THE PROJECT: CYBERMASSIF

Cybermassif is an association founded by the public and private organisms involved in the implementation of technological resource centres. The founding members are: UCCIMAC, MEDEF, CGPME, APAMAC, COPAMAC, FNSEA and UPA. Cybermassif has as an objective to deploy and animate resource centres dedicated to ICTs and spread across three regions of the Massif Central: Auvergne, Limousin and Languedoc-Roussillon. The vocation of the network is to accompany and help enterprises and project leaders, in every sector and of every size, with the implementation of their projects linked to computer sciences, the Internet and ICTs.

The mission of Cybermassif focuses on three axes:

- Animation of a network of 15 Resource Centres located in the territory of the Massif Central
- Uniting local actors in a labour pool in order to deploy and animate new resource centres dedicated to ICTs in the territories of the Massif Central not covered yet.
- Building new programmes:
 - That combine the actions of the network: programs dedicated to e-Tourism (<http://www.cybermassif.org/tourismatic>), to e-Commerce (<http://www.cybermassif.org/e-commerce>), to the protection of information systems or competitive intelligence (<http://www.cybermassif.org/cybermassif2010>)
 - At regional or national scope: Tour de France of digital practices, Identity card for the digital economy (<http://www.cybermassif.org/passeport>), project Galaxie,
 - That give Cybermassif a position in the European area: creation of the CyberSudoe network (network of dissemination for SMEs in South West Europe: www.cybersudoe.eu), joining Euromontana (European association for mountain areas: www.euromontana.org)

Through these resource centers, the vocation of the network is to accompany enterprises and project leaders, in every sector and of every size, when implementing projects linked to computer sciences, the Internet and to ICTs:

- creation of a website,
- search for a business software
- security of information systems, technological tools for monitoring

The experts are also supported in every phase of the implementation of their projects (at no costs):

- support for writing specifications,
- demonstration of software and equipment solutions,
- individualised interviews with the project coordinator of the resource centres,
- establishing contact with an expert of the network of Cybermassif or a supplier,
- help with the reading of quotations.

In order to animate the network, Cybermassif implemented tools, competences and developed projects that aim at raising awareness among experts of the Massif Central for the future use of new technologies.

2. THE OTHER PARTNERS OF THE PROJECT

➤ IN FRANCE

- **The association TRANSFERTS LR**

Created in 2005 on the initiative of the region and the state, Transfert LR has as an objective to support the competitiveness of enterprises through innovation and the transfer of technology in Languedoc-Roussillon.

The first mission of Transfert LR: the support of innovative projects.

The technological consultancy of Transferts LR supports regional enterprises in the development and execution of their innovation projects.

Defining precisely the project, identifying the needs, finding the resources that are necessary for the realisation of a project, coordinate the actions... these are some of their current missions.

At the same time, advice from experts (COSTI - Council of scientific, technical and industrial orientation) can be used to validate the formalisation of the project and ensure that all technological and economic aspects were dealt with.

The support proposed by Transferts LR is individual or collective. If it is collective, the consultants ensure a real animation among all actors concerned by the project. These persons belong to professional networks, to research organisms or institutions.

Complementary tools to be more competitive

In the continuity of the support to projects, Transferts LR offers services that allow enterprises to permanently follow the evolutions of their environment and the technological innovations that are linked to it:

- Complete and precise monitoring of public research in Languedoc-Roussillon to quickly find a competence or a particular equipment
- Opening up to Europe through up-to-date information on innovation programmes and call for tenders
- A catalogue of studies on markets, technologies and competition in more than 20 activity sectors
- Marketing support to take into account the "market" dimension of the innovation's enterprise
- A service of strategic monitoring to learn how to control information and to be the first informed.

- **The Chamber of Commerce and Industry (CCI) of Bordeaux (Exchanger Bordeaux Aquitaine)**

The CCI of Bordeaux is an establishment publicly managed by the heads of enterprises. The CCI is representing more than 50.000 enterprises located in Gironde.

The CCI proposes a number of services that are adapted to the diversity of projects and to the needs of the entrepreneurs of Gironde: support to the creation, transmission, online formalities, informative meetings, training ...

In the frame of the multimedia service « Exchanger Bordeaux Aquitaine », the CCI proposes a collective support via a programme of workshops and conferences in the field of e-Marketing, of monitoring, dematerialisation of exchanges and security... as well as individual support in the form of pre-diagnostics.

As a consequence the VSBs/SMEs can better understand and faster integrate the use of ICT in order to transform their way of working, exchanging and informing.

The « Exchanger Bordeaux Aquitaine » proposes practical information tools: newsletters, programmes, blogs and feed the regional portal: “one click for my company” (*un clic pour ma boîte*)

The CCI also realises « the report of the observatory of Aquitaine and the digital economy », which provides a yearly overview of a branch that represents more than 3700 enterprises and almost 23 000 jobs in Aquitaine.

In order to improve the dematerialisation of exchanges, the CCI proposes a digital signature service in the frame of the network ChamberSign.

➤ IN SPAIN

• **FUNDACIÓN INSULA BARATARIA**

This public non-profit foundation develops activities of public interest, especially encouraging actions that are sensitizing the citizens of the region of Castilla-la Mancha for the advantages of the Information and Knowledge Society.

In order to do so, projects dealing with professional trainings and the stimulation of the use of new ICT in all regional fields were developed.

Fundación Insula Barataria manages various communication portals: a rather general page on the regional context (www.castillalamancha.es), and a second dedicated to the promotion of innovation in enterprises (www.clminnovacion.com).

The Fundación Insula Barataria promotes also e-Commerce through the following pages: www.mercamancha.com, www.pol360clm.com, www.centralreservasclm.com. It further contributes to the implementation of Molinux (www.molinux.info). Consequently, it develops an activity to valorise the presence of enterprises in the region via research projects and via development and innovation actions at national and European level.

The Fundación Insula Barataria promotes the Information Society in Castilla-la-Mancha. It also promotes and participates in research projects on ICTs. It contributes to the development of e-Commerce and e-Administration. It promotes trans-European cooperation.

The Fundación Insula Barataria participated in projects of VIPM, INTERREG III B SUDOE, INTERREG IV C, e-Participation and Life Long Learning, EQUAL and Innovative Actions.

• **CEEI BURGOS**

The European Centre for Enterprises and Innovation (CEEI) of Burgos focuses on the promotion and the development of enterprises. It enhances entrepreneurial spirit and local and rural development, and it brings support as enterprise incubator.

Since 1994 CEEI-Burgos participated in and monitored different projects in the framework of regional, national and even European programmes. Amongst them were:

- Programmes Altener, LIFE and IEE: projects Biobusiness (Coordinator of the project), RESINBUIL, PROBIO, Core Business and Hydrosolar21.
- Programmes AL-Invest, Asia-Invest and Pro-Invest: since 2000, participation in the organisation of more than 20 meetings with international enterprises of different sectors, such as computer sciences and communications, agro-food sector, industrial machines, etc.
- Programme Interreg III B: programme Duero Douro.
- Programme Interact: projet Inter-A

- PRODER and PRODERCAL: Rural Development Programme of Berges du Douro of Burgos (1998-2007). Coordination and management of funds.

All of these projects are co-financed by the European Union. Next to the above mentioned projects, CEEI-Burgos participated in diverse programmes and projects on national, regional, provincial and local level.

- **Technological Centre LEITAT**

LEITAT is a private non-profit Technology Research Centre created since 1906 and specialised in the production of technologies. It develops research and development activities in the sector of environment, renewable energy, biotechnology and materials sciences, to name only the most important. The centre comprises several laboratories where research projects are being developed. LEITAT has substantial experience in the transfer of technology to various industrial sectors.

LEITAT participates every year to several projects co-financed by different institutional organisations, at regional and national level. The centre also collaborates to several European projects co-financed by the European Union via its « Europe » department. The department is composed of 7 full-time jobs. It develops project proposals and manages the EU-financed research project. This service was created in 2007 in order to promote the participation of LEITAT in research projects at European level as point of junction between the industrial sector (especially SME) and the public sector. It encourages the creation of transnational networks that support the improvement of the competitiveness of enterprises.

- **The Chamber of Commerce and Industry of Gijón**

The main activities of the Chamber of Commerce and Industry (CCI) of Gijón (organism of public law) is the realisation of projects benefiting to enterprises and the organisation of fairs for the promotion of products and services of enterprises located in the region. The CCI of Gijón also realises the promotion of commerce and trainings to enterprises.

The CCI of Gijón has a great experience in the management of several projects in all sectors of activity: ICT, environment, training, domestic commerce, etc.

As regards the international level, the department of European projects is in charge of the elaboration of European projects. It is committed to European development projects for enterprises and to the opening of new ways to strengthen the economy of Asturias by:

- Establishing connections to other organisations
- Exploiting synergies in the development of projects
- Finding new development and promotion models for the experience

These activities have a big value when it comes to responding more efficiently to the needs of our enterprises.

The CCI of Gijón currently works on the following European programmes:

- Leonardo Da Vinci: Lifelong Learning ; Multilateral Projects Transfer of Innovation
- WIN Atlantic: Atlantic Area: Interreg IV B
- Europe Direct

- **The association CEDERNA GARALUR**

The association CEDERNA GARALUR is a non-profit organism, created in 1991 in order to encourage the economic and social development of the mountain areas of Navarra in Spain. The association has five main objectives:

- Developing innovative projects that favour the development of the mountain areas of Navarra
- Creating high quality jobs
- Attracting new technologies to the territory
- Developing the mountains of Navarra as a tourist destination
- Improving communication on the territory

The association is formed of mountain municipalities of Navarra and of several organisations (entrepreneurs' unions, workers' unions, farmers' unions, organism for culture, sport or rural tourism, financial organisations, etc.): in total, 120 members.

CEDERNA works with a team of professional experts with a background in local development and rural innovation, new technologies, management of jobs, tourism and European information, for the support of enterprises and entrepreneurs.

The association also includes a network of agencies spread on the territory of the mountain of Navarra. The network is made of an agency for rural development, eight agencies for local development, three centres of services and a telecentre.

CEDERNA participated as partner or lead partner in several projects on regional, national and European level.

➤ IN PORTUGAL

- **CIEBI Centre for innovation of enterprises of Beira Interior**

Created in 1994 by the Directorate General for Regional Policy of the European Commission the CIEBI/BIC (Business and Innovation Center) of Beira Interior is situated in the region of Central Portugal. It has a legal status and is a private non-profit organisation with its office in the University of Beira Interior (UBI). The associate partners of CIEBI/BIC are the municipalities of Beira Interior, the University, the national institute for support of SMEs, the technology centre for the textile industry and EDP (electricity of Portugal – the only private organisation). CIEBI/BIC is effective member of the European Business and Innovation Centre Network whose office is located in Brussels.

CIEBI/BIC supports the creation and development of innovative enterprises in the region of Beira Interior and therefore collaborates with the scientific system and "Technology National". It favours the liaison between enterprises and the university. In the fields of professional training and management, yearly specific trainings for entrepreneurs and business plan development (especially for women who want to develop their own job) are offered. Academic start-ups and young entrepreneurs with innovative ideas are also supported.

CIEBI/BIC participates in several regional and European projects, either as partner or as lead partner and thus contributes to the economic development of the region of Beira Interior – through helping and adapting the productive systems to ICTs, creating a favourable economic climate for innovation as an engine for economic progress and through participating in the training of dynamic, modern and creative entrepreneurs.

Presentation of initiatives transferable to mountain areas

Name of the project	Pirineonavarro.org : Platform of teleservices for SMEs working in the field of rural tourism in the north of Navarra (« The mountains of Navarra »)
Description of the accomplished action	<p>The initiative is one of the action lines defined by the project LocalEnterNet, financed by the Interreg IIIB programme. Four Spanish partners participated in the project LocalEnterNET. The target audience of the project were micro-enterprises (enterprises with less than 10 employees, entrepreneurs) established in a rural environment with activities linked to resources of the territory (e.g. rural tourism). The object of the project was the development of a range of teleservices for these enterprises, supported by the internet, in order to facilitate the marketing of these products and to improve the management.</p> <p>In a first step, a web portal was developed by Cederna (www.pirineonavarro.org) followed by the development of several services. As regards telemanagement of enterprises, Cederna implemented the following teleservices:</p> <ul style="list-style-type: none"> - Agenda of availabilities: in order to show the availabilities of hotels in rural areas and to manage the reservations. - Online marketing of products: manages the promotion of products and services or offers without help of a webmaster, that means every entrepreneur can manage the promotion of his/her own products - Telemanagement of touristic enterprises: a range of tools available on the intranet, in order to manage the reservations of hotels, to the inventory, accounting, economic reports, reports for customers, etc. <p>The project had four phases:</p> <ol style="list-style-type: none"> 1. Diagnosis and survey of enterprises 2. Concept and development of the website and the teleservices: selection of teleservices, strategic monitoring, selection of technical solutions, feasibility study, etc. 3. Awareness raising and training actions 4. Implementation, registration of enterprises
Budget of the action (public/private)	1.064.875 Euro
Territory on which the action was accomplished	North of Navarra
Dates / Periods for the accomplishment of the action	2003 - 2006
Public beneficiary	VSBs and SMEs in the rural tourism sector
Number of enterprises with raised awareness through the project	40, in the rural tourism sector
Name of the organism that developed and implemented the project	Asociacion Cederna Garalur
Contact person	Edurne Elso
Function	Responsible of rural tourism projects. Association Cederna Garalur
Adresse	Calle Berriobide 40 Oficina 001
Postal code	31013
City	Ansoain
Country	Spain
Tel	00 34 948 20 66 97
Fax	00 34 948 21 10 51
Email	eeelso@cederna.es
Webpage	www.cederna.es
Webpage with information on the project	www.pirineonavarro.org
Strengths of the project/ Added value	<ul style="list-style-type: none"> - The development of new services supported by the internet, for defined sectors. The project allowed to share experiences of specialised enterprises in the sector of new technology with the small enterprises in the tourism sector in order to find out about

	<p>the needs and to propose innovative solutions</p> <ul style="list-style-type: none"> - Resulting from the use of these tools, the ICT sector in the rural environment developed. - The strategic monitoring and research results on the topology, needs, activities of touristic enterprises in the north of Navarra. - The development of a network for teleservices through the partners of the LocalEnterNet project.
Transferability	The project could be adapted to new sectors. Consequently, in the framework of this project LocalEnterNet could develop similar tools for the commercial sector.

Name of the project	Telecentros de Burgos
Description of the accomplished action	Project aiming at the stimulation of tele-centres in the province of Burgos, that disposes of more than 170 centres spread in the rural areas. The project wants to foster new technology in areas where the geographical dispersion complicates the work. In order to do this we count on online training via two interactive remote platforms and working in groups in order to develop the work together with the responsables of the region.
Budget of the action (public/private)	40.000 €/year (this includes 15.000 Euros of didactical materials) Public financing
Territory on which the action was accomplished	Province of Burgos
Dates / Periods for the accomplishment of the action	Since 2004
Public beneficiary	Inhabitants of the rural area
Number of enterprises with raised awareness through the project	Number not known. But we could say that the head of businesses as well as the employees have benefitted.
Name of the organism that developed and implemented the project	Diputación Provincial de Burgos
Contact person	
Function	Development of the project
Adresse	Paseo del Espolón nº 34
Postal code	09003
City	BURGOS
Country	Spain
Tel	
Fax	
Email	web@diputaciondeburgos.net
Webpage	http://telecentros.burgos.es/
Webpage with information on the project	
Strengths of the project/ Added value	We provide training in areas where it would otherwise have been impossible
Transferability	

Name of the project	Exchanger Bordeaux Aquitaine
Description of the accomplished action	The "exchanger" is a resource and dissemination centre for the use of ICTs in enterprises. It is based on a programme for collective awareness raising (workshops and conferences) and individual companionship for VSB/SME. It helps enterprises as regards the dematerialisation of exchanges by proposing an offer for electronic signatures and visio-conferences to the enterprises. Beforehand, the exchanger realises monitoring ; it also pilots the Observatory of Aquitaine of Digital Economics (snapshot of ICT supply chain ; financial analysis ; emerging trends)
Budget of the action (public/private)	600.000 Euro Private and public financing
Territory on which the action was accomplished	Aquitaine
Dates / Periods for the accomplishment of the action	Since 1999
Public beneficiary	SME and VSB
Number of enterprises with raised awareness through the project	Between 4000 and 5000 per year
Name of the organism that developed and implemented the project	Chamber of Commerce and Industry Bordeaux
Contact person	Jean TALLA
Function	Directeur adjoint Dpt Innovation Industrie Services
Adresse	17 place de la Bourse 33076 Bordeaux Cedex
Postal code	33076
City	BORDEAUX
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Tel	
Fax	
Email	jtalla@bordeaux.cci.fr
Webpage	
Webpage with information on the project	www.bordeaux.cci.fr
Strengths of the project/ Added value	Company of VSB/SME as regards their digital project
Transferability	

Name of the project	Lozère Wireless: Wireless community network of tourism professionals
Description of the accomplished action	<p>The digital technology does not stop influencing the development of the tourism sector when it comes to the promotion and marketing of the territorial offer on the Internet or to the proposal of new services to the clients.</p> <p>In order to support the tourism professionals in the process of enriching their services, POLeN developed the architecture for a network of access points to wireless broadband Internet. The implementation of Lozère – Wireless responds to the need that was widely expressed by tourism professionals on the occasion of information meetings on the topic of e-Tourism organised since 2006 by POLeN in the framework of the TourismaTIC programme. The department scheme of ICTs in Lozère insists also on the need to develop this type of uses for the tourism chain.</p> <p>The business clients and the touristic clients possess and use more and more tools equipped with a wireless connection to the internet (laptop, mobile telephone, digital photcamera, playstation, ...) The provision of Wi-Fi access is therefore a part of new services that need to be proposed. Simultaneously to the offer of telecom operators and the computer contractors, the community hot spot projects appeared mainly in big French cities. Based on this “open source” architecture on a double level the network of Wi-Fi hotspots “Lozère wireless” was established.</p> <p>How does this work?</p> <p>Every professional member of the network Lozère-Wireless is provided with a good access to Wi-Fi linked back to his own broadband internet connection. Once the client wants to connect to the internet, he is provided with an authentication card with username and password to access the network. In order to comply with applicable legislation as regards the provision of internet by professionals to the public, a unique server proceeds the identification and registration of data of the connection for all internet access points. This solution, economically advantageous for the professionals, allows proposing internet access at no cost for all users of the network. This courtesy access is attracting customers and fosters customer loyalty and gratification.</p> <p>Lozère-Wireless uses most recent technologies for the safety of their data. The users can indistinctly use their authentication codes which validity period is limited in all access points of the network.</p> <p>Does Lozère-Wireless respond to legal constraints imposed to professions that wish to provide Wi-Fi access in their establishment?</p> <p>The law adopted on 23 January 2006, aiming to fight against terrorism, foresees “for the needs of research, of report and of pursuit of penal offense”, that the supplier of internet access, the telephone operators, the internet cafes and more largely, all organisations allowing a connection at no cost or at cost for the public, are expected to keep the data as regards the communication of their users for one year.</p> <p>Professionals who wish to provide Wi-Fi connection to their clients are obliged to implement a system that collects and registers data connections. This is usually the most expensive investment in a Wi-Fi solution.</p> <p>It is by pooling the registration service of data connection, and by using architecture based on “open source” that Wireless-Lozère can significantly reduce the investment and operating costs.</p> <p>The Lozère-Wireless solution provides recording and storage of connection data and limits Internet access to authorized users.</p> <p>What materiel is necessary? Is it necessary to register to a new offer for broadband?</p> <p>For every site the total installation costs depend on the zone that should be covered. The basic solution is composed of a router that operates as a Wi-Fi terminal. The maximum emission of the signal is about 100 meters depending on the obstacles that hinder the wave propagation. The power of the Wi-Fi signal emission of the router was an important criterion for the choice of the material. For camping sites in particular the implementation of several terminals could be envisaged.</p> <p>The supplier that was selected by the branch to provide the material should be able to propose an adapted solution for each case. The Wi-Fi router including the logistics of Lozère-Wireless must be directly connected to the broadband connexion already available at the professional.</p> <p>What are the costs of the solution?</p> <p>The supply of the router and its parameterization, the configuration and installation of the</p>

	<p>material on site, as well as the maintenance of the service for a period of one year must be given to a supplier working in the IT domain. This service, including the access to the mutualised authentication server and hosted at POLeN, costs 450 Euros (TVA excluded). For the following years, 170 Euro (TVA-excluded) is invoiced for the access to the bundled authentication server and the maintenance of the Lozère-Wireless terminal.</p> <p>By joining the Lozère-Wireless solution, professionals benefit also from communication supports (posters, stickers, authentication for customers).</p> <p>The financial support as regards communication is guaranteed by POLeN. The internet page www.lozere-wireless.com ensures the promotion of the operation. The participating branches are geo-referenced there and are declared in online directory of Wifi Internet access locations. For comparison purpose, the installation costs of a Wi-Fi solution that includes the installation of relay terminal and the possibility to use a management system (pre-paid cards) ranges from 2000€ to more than 12000€ TVA excluded.</p> <p>Today more than 40 professionals of the tourism department in Lozère propose the Lozère-Wireless solution.</p>
Budget of the action (public/private)	Development of the technical solution: 5000 Euro Communication tools: 500 euro tools offline + 500 Euro website
Territory on which the action was accomplished	The department of Lozère
Dates / Periods for the accomplishment of the action	2007 – ongoing
Public beneficiary	All professionals working in tourism
Number of enterprises with raised awareness through the project	500 enterprises with raised awareness 60 members that chose the Lozère-Wireless solution
Name of the organism that developed and implemented the project	LOZERE DEVELOPEMENT /POLEN (Resource centre that is member of the network Cybermassif)
Contact person	Ludovic Toussaint
Function	Chef de projet TIC
Adresse	Parc de Valcroze
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Country	France
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Fax	
Email	l.toussaint@polen-mende.com
Webpage	http://www.polen-mende.com/
Webpage with information on the project	www.lozere-wireless.com
Strengths of the project/ Added value	<p>Bundling of informatics development costs</p> <p>Economic solution, thus economy of scale</p> <p>Use of local competences as regards IT knowledge</p> <p>For the clients:</p> <p>Increase of clients satisfaction</p> <p>Prolongation of vacations in those sites that offer WiFi</p>
Transferability	Yes

Name of the project	ExperTIC: Training of young experts as regards new technologies
Description of the accomplished action	<p>The objective of the project Expertic was the professional training of young experts in the field of new information and communication technologies (NICT), in order to provide them with the skills needed to be able to offer integral consultancy and development services as regards solutions linked to the use of NICT for enterprises of the region.</p> <p>4 associations and private foundations participated in the project that was financed by a European Programme.</p> <p>During the development of the project, every partner discovered that there is a lack of NICT experts who could answer the needs of the enterprises in their region. Thus, this deficit was taken as an opportunity to create new specialised jobs, in particular in rural areas (like the region where Cederna Garlur works), where a scholarship for young unemployed that left university is available. The project therefore defined a training programme that allows young people to focus their work on services based on new technologies.</p> <p>The project had three phases:</p> <ol style="list-style-type: none"> 1. Identification of the ICT content to be produced 2. Training of experts 3. Development of practical projects related to advance NICT services: diagnosis of opportunities and development of technologies <ol style="list-style-type: none"> 1. Creation of multidisciplinary teams with NICT experts <p>Every partner defined a multidisciplinary team in his region that is composed of:</p> <ul style="list-style-type: none"> - internal experts, that selected pupils, monitored the activities, defined the content for the training programme and that reached agreements with enterprises and organisation in order to implement the practical projects. - Pupils, young people that left university with different degrees (new technologies, journalism, marketing, etc.) - Professors, professionals in the sector of new technologies <ol style="list-style-type: none"> 2. Training of experts <p>To successfully achieve the objectives, it was necessary to prepare in advance a training program in order to work on a homogeneous level of knowledge with the pupils. Only after this, the training programme was specialised for every pupil, after having agreed on the needs detected for each partner. Thus the pupils could study divers subjects: telework, infographic, webdesign, databases, telenetworks, ASP, Dreamweaver, Flash, etc.</p> <ol style="list-style-type: none"> 3. Development of practical project <p>Thanks to the agreements with several enterprises and organisations in the sector of new technologies, the pupils could develop practical projects. For example, Cederna signed an agreement with ANIMSA (public enterprise) in order to develop webpages for the municipalities, digital newspapers, other SMEs, etc.</p>
Budget of the action (public/private)	<p>Partnership of private organisations:</p> <ul style="list-style-type: none"> - In Spain: Asociación Cederna-Garlur, and Goierriko Fundazioa, Telémaco, Información y Sistemas - In Portugal: Associação Nacional das Empresaria <p>The project was financed by Interreg IIC</p>
Territory on which the action was accomplished	<p>Two European countries: Spain and Portugal</p> <p>In Spain:</p> <ul style="list-style-type: none"> - North of Navarra - Region of Goierri (Basque Country) <p>In Portugal:</p> <ul style="list-style-type: none"> - Oporto
Dates / Periods for the accomplishment of the action	
Public beneficiary	Young people that were successful in completing their university studies and that are unemployed and without professional experience
Number of enterprises with raised awareness through the project	<p>Training: 19 students (scholars)</p> <p>Diagnosis to enterprises : 49 (11 were done by Cederna-Garlur in Navarra)</p> <p>Development of solutions: 32 (15 out of these were done by Cederna-Garlur in Navarra)</p>
Name of the organism that developed and implemented the project	Partners of the project: Asociación Cederna-Garlur, Goierriko Fundazioa, Telémaco, Información y Sistemas, Associação Nacional das Empresaria

Contact person	Irene Gastaminza
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Webpage with information on the project	http://www.cederna.es/expertic
Strengths of the project/ Added value	<p>Methodology: Training</p> <p>In order to develop the training of experts, we applied a method that links theory with the work on the ground (that means, the implementation of the real projects for the enterprises). Thus, the professionalization of experts was done quicker and better. These practices have been possible thanks to agreements with enterprises and organisation of the sector of new technologies in every region. For example, Cederna-Garalur signed an agreement with ANIMSA, a public body.</p> <p>In addition, the professionals in the sector of new technologies have participated in a training program, in order to give a realistic perspective of the needs of enterprises as regards new technologies.</p> <p>This methodology (the participation of experts in the training session, the combination of training theory and practice) facilitates the direct contact of the pupils with the sector and the market of new technologies. This allows evaluating the viability of generation of jobs.</p> <p>Methodology: work in a network and telework</p> <p>Thanks to the project, the partners developed a standard model of competences for the teleworkers, a standard model of training, lots of didactical multimedia resources adapted to different contexts of eLearning, a tele-learning platform that supports the training, an environment to simulate telework with tools for different profiles of teams, a document "Quality Standards for Training and Competences in telework" and a validation system for competences in telework.</p> <p>Thus, the methodology of the project is homogeneous through the system of life-long training in the partner countries. (Spain, Greece, France and Ireland).</p>
Transferability	The project is transferable to other countries.

Name of the project	Interactive Guide of Training for SMEs on equal opportunities and monitoring of participants
Description of the accomplished action	<p>The interactive guide for training to SMEs has as a target group SMEs irrespective of sectors, any person being trained or any person whose activity could have an impact and fostering the consolidation of the equality of men and women within of SMEs or VSB by using ICTs.</p> <p>The general objective of this product consists of: Conceptualizing and developing a help instrument for strategic public training in the field of equality of opportunities, contributing to the change of mentality as regards the social roles of men and women, promoting the acquisition of new fundamental competences for the development of a change of culture, facilitating the development of working processes in conformity with the adaptations to the two types and to the needs and practices of the world today, allowing people to find a balance between professional and private life. Objectively, the tools allow the acquisition of technical competences needed for:</p> <p>The identification of factors associated to the inequality of men and women in the labour market in Portugal and the EU, their causes and constraints; Find out about the legal frameworks and future trends; Identify those strategies that promote equal participation of men and women in professional activities in family life and during the procedure of decision-making.</p> <p>More specifically, it is assumed that the receiver of this guide should be familiarised with the following aspects of equality of opportunities: Knowing the current situation of men and women in Portugal and the EU; Reflection on the observed reality; Strategies that promote the change; And Methodologies of training in equality.</p> <p>This guide is a product universal enough, given the fact that it aims at providing to the main actors of the training process with information and reflection tool that can support actions in the area of equal opportunities. This tool is composed of a guide for the user, a guide for the trainer, a guide for the participant, a planning model for training and several slides as well as a CD-ROM that integrated the several documents in digital formats which again stimulates the use of new ICTs in the sector of SMEs and VSBs.</p>
Budget of the action (public/private)	42.231,00 Euro Public
Territory on which the action was accomplished	Portugal
Dates / Periods for the accomplishment of the action	2005-2006
Public beneficiary	SME and VSB
Number of enterprises with raised awareness through the project	500
Name of the organism that developed and implemented the project	CIEBI – BIC
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Webpage	www.ciebi-bic.com
Webpage with information on the project	www.ciebi-bic.com

Strengths of the project/ Added value	The product is positive, looking at the following characteristics/potentials: -Interest and timeliness of the topic -facility of having access to the resources -utility of resources for the strategic public training in the context of the topic. -Stimulation of the use of new information and communication technologies -Facilitation of the integrated understanding of the theme “equality of opportunities” Induced a change of attitudes in the daily life of potential users.
Transferability	Yes

Name of the project	Club e-Commerce
Description of the accomplished action	The Club e-Commerce aims at helping enterprises working in the domain of e-Commerce to progress, be it their only activity or have they also a shop. Once every two months, the club favours the exchange of experiences through the presentation of the strategy of one enterprise, of the internet page of an enterprise or of possible difficulties that were encountered. Two hosts from the chambers of commerce and industry (CCI) working on ICT and two representatives of enterprises that provide services are available during the sessions and are able to bring input through their competences on the strategy and the technical aspects linked to e-Commerce. In addition to the presentations and debates on the e-Commerce websites of members of the club, technical training sessions are regularly organised with support of local suppliers.
Budget of the action (public/private)	20K Euro / including staff cost of CCI Funding by CCI. Voluntary input by the association PEBA.
Territory on which the action was accomplished	Béarn – basin of Adour
Dates / Periods for the accomplishment of the action	Since June 2006
Public beneficiary	e-retailers
Number of enterprises with raised awareness through the project	
Name of the organism that developed and implemented the project	CCI Pau Béarn with support of the association PEBA and the enterprises SIMTIC and CYNETIC in particular
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Webpage with information on the project	http://www.pau.cci.fr/simplanter/adherer-a-un-club-une-association/item/324-club-e-commerce
Strengths of the project/ Added value	Loose structure, pragmatic pedagogy
Transferability	In principle yes (terms and conditions to be negotiated in advance)

Name of the project	NexoPME
Description of the accomplished action	NexoPME is a programme that allows improving the competitiveness of small and medium sized enterprises (as well as of individual professionals) by the provision of professional online services. This programme is composed of four parts: 1. Support for the acquisition of data systems for enterprises, 2. Creation of a website, e-Commerce, 3. Access to a group of online services like commercial and financial SMS, data protection, electronic invoicing, digital certification, Tax manager, online magazine of economy, competition with the warning system of public authorities, 4. Access to consulting specialised in data security, management tools and e-Commerce.
Budget of the action (public/private)	65.000 Euro 70% EFRD, 30% Asturias
Territory on which the action was accomplished	Gijón, Langreo and Carreño
Dates / Periods for the accomplishment of the action	126
Public beneficiary	Enterprises, SMEs and individuals
Number of enterprises with raised awareness through the project	
Name of the organism that developed and implemented the project	Council of Chambers (promoter), Chamber of Commerce (application)
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Webpage with information on the project	
Strengths of the project/ Added value	Training and consultancy at the same time as a management and e-Commerce tool
Transferability	Yes

Name of the project	IT tools to strengthen SMEs: ERP Eempleate
Description of the accomplished action	<p>The objective of the development of this tool is to help SMEs in rural areas that are just in the start-up phase and to contribute to the strengthening of the enterprise. Furthermore, the aim is to provide the small employer with an easy to use accountancy tool.</p> <p>Helping the employer of a newly created enterprise with the management of his accountancy without the necessity of having deep knowledge in informatics or accountancy.</p> <p>Providing all necessary information needed in order to fill the tax declarations for employers of newly created businesses.</p> <p>Physical characteristics: dissemination on digital medium and via the internet.</p> <p>Technological characteristics: Microsoft Excel or compatible programme.</p> <p>Contents: Gains, spendings, investments, financial management (control), balance, calculation of losses and gains, warning in case of deviation or if some ratios threaten some aspects of the business, in a simple and understandable language for the user, transposition of data on paper to simulate tax declarations.</p>
Budget of the action (public/private)	Programme Eempleate Community Initiative Equal: 2.005 – 2.007
Territory on which the action was accomplished	
Dates / Periods for the accomplishment of the action	Since 2007
Public beneficiary	Micro-enterprises and self-employed persons of the mountains of Navarra (enterprises with less than 10 employees)
Number of enterprises with raised awareness through the project	40 SMEs recently created
Name of the organism that developed and implemented the project	CEDERNA-GARALUR
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Webpage	
Webpage with information on the project	
Strengths of the project/ Added value	
Transferability	Yes

Name of the project	Digital observatory of work / office for internships
Description of the accomplished action	In the perspective of promoting the employability of graduated students and of an effective interconnexion with local/regional enterprises, the office of internships of UBI (<i>Universidade da Beira Interior</i>) has as a concern to develop links with regional enterprises and other public or private institutions, either by disseminating offers for internships and jobs or through the implementation of programmes and measures to insert unemployed people into active life. At this day, the office's database contains more than 8000 enterprises, and disseminates every year more than 8000 offers of internships, jobs, scholarship for studies or for research, summer jobs, international mobility programmes. More than 1500 students or former students are registered in the database that is in contact and establishes partnerships in European Union and with associated organisations such as National Foundations linked to research and technology. The observatory of work and internship office has a privileged position to dialogue with institutions and enterprises at local, regional, national level and to promote and disseminate job/internship/research offers from several sectors for worldwide and European mobility.
Budget of the action (public/private)	100% public
Territory on which the action was accomplished	Beira Interior, Centre of the region
Dates / Periods for the accomplishment of the action	Since 2000
Public beneficiary	Businesses (SMEs and VSB) and pupils of the UBI
Number of enterprises with raised awareness through the project	More than 8000 enterprises and internships for more than 8000 pupils found
Name of the organism that developed and implemented the project	UBI – University of Beira Interior
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Webpage	www.ubi.pt/.GEOE.aspx
Webpage with information on the project	www.ubi.pt
Strengths of the project/ Added value	<ul style="list-style-type: none"> - guiding pupils and diploma holders to better find their ways in the job market - Disseminate open vacancies in the enterprises and in other organisations; - Organising activities that aim at promoting employment and enterprises looking for qualified and specialised staff; - Being in charge of the management and administration of the employment observatory.
Transferability	yes

Quality - Charter to raise
enterprises' awareness for new
technologies

We, actors working to raise awareness of enterprises for new technologies,

Considering the fast evolutions of information and communication technologies that have a strong impact on the economic and technical context in which enterprises develop,

Considering the possible improvements in efficiency and productivity these new technologies can bring,

Acknowledging that some enterprises, and in particular the small and medium sized enterprises, often have difficulties in identifying and implementing the best solutions as regards new technologies, which results in certain cases in a technological delay, a loss of productivity or competitiveness and finally has a sensitive impact on the continuity/ survival of these enterprises and their jobs,

Acknowledging the particular role that public interventions of local authorities, regions, countries and Europe could have in order to raise awareness and accompany the enterprises to better use new technologies, and the role that public and associated actors play to organise and implement these awareness raising and monitoring actions,

Decide to adopt a European charter for raising enterprises' awareness for new technologies,

This charter capitalises the knowledge from more than 100 European actions and programmes that aim at sensitising enterprises to ICTs and that have been undertaken between 2000 and 2010 by the first signatories of this charter. This charter identifies **9 principles that need to be respected in order to implement efficient actions that raise the awareness of enterprises for ICTs**. The charter further identifies 5 groups of awareness raising actions whose efficiency has been demonstrated several times in previous programmes.

This charter has as an objective to create a framework to promote the implementation of actions concerning the better use of new technologies by enterprises. This charter is composed of the following articles:

ARTICLE 1: GENERAL OBLIGATIONS OF THE SIGNATORIES

In order to guarantee the highest possible efficiency of programmes and actions aiming to sensitize enterprises to the use of new technologies, the actors of such awareness raising actions will respect the following principles when conceptualizing the implementation of their actions:

1.1 Principle of confidentiality

The actors sensitizing enterprises to new technologies guarantee to the enterprises participating in their actions that all information and data provided in the framework of these actions will be treated confidentially.

This information will not be communicated to any third party, except if the enterprise concerned gives authorisation to do so.

1.2 Principle of independency and transparency

The actors that are raising the awareness of enterprises to the use of new technologies guarantee full independency *vis-à-vis* the solutions provided by the market.

If certain actions are implemented with the support of service suppliers, software developers or providers of digital solutions, actors involved in the implementation of these actions guarantee:

- to inform the participating enterprises about main functionalities and the price of these solutions or about the presented support, putting focus on their pedagogic characteristics;
- to present in a transparent way the strengths and weaknesses of service suppliers that are partners of the action;
- to present whenever it is possible in the same time and with the same objective a selection of alternative services and solutions other than those offered by the market.

1.3 Principle of competencies

The actors that raise enterprises' awareness for new technologies guarantee that the actions proposed will be implemented by agents who have adequate education and experience in the relative fields in which the actions will take place.

These actors are further committed to ensure a dynamic management of competencies of their agents through regularly training programmes.

1.4 Principle of consultation

The actors sensitizing enterprises to new technologies acknowledge the particular role played by associations of enterprises (networks of enterprises, unions, consular networks, federation of enterprises ...) whatever the type of these associations (grouping of enterprises by profession, by geographic sector, by theme).

Wishing to develop actions of highest possible efficiency, the actors sensitizing enterprises to new technologies are committed to work in collaboration with associations of enterprises per sector of activity or per geographic area. This partnership will be materialised for every action through consultations prior to the action, and through exchanges and regular coordination meetings on the actions undertaken, with all enterprises' associations who wish to do so.

1.5 Principle of proximity

The efficiency of awareness raising actions is also dependent on the capacity to adapt to the geographic and cultural environment of the enterprises. The actors sensitizing enterprises to new technologies are engaged to

propose sensitization actions as close as possible to the ground with declinations for the level of every employment sector, every city and every village centre.

1.6 Principle of communication and publicity

The manager of an enterprise is in the centre of several information fluxes: information directly received by the enterprise (letters, brochures, email, telephone), information disseminated by general and specialised media (press, radio, TV, web), information disseminated by networks and groups of enterprises, ... The actors sensitizing enterprises to new technologies commit to implement the necessary measures in order to direct to each target enterprise information about established programmes and actions through at least three different channels.

1.7 Principle of economy

Being aware of the need for efficiency as regards the use of public funds that support programmes for the sensitization of enterprises for new technologies, the actors of this sensitization commit to design and implement actions that guarantee the best cost-efficiency ratio. This efficiency will be looked for by the sharing of experiences on European level that avoids all redundancies in the development of tools and through the establishment of thresholds to be respected per type of operation. New technologies will also be used in order to favour collaborative work and the dissemination of knowledge (Visio conference, web platforms, etc...)

1.8 Principle of performance

The actors sensitizing enterprises for new technologies commit to measure the impact of their actions and to establish performance indicators for every action.

1.9 Principle of transferability and of free access

Being aware that the issue of raising awareness of enterprises for the use of new technologies is a European or even worldwide challenge, being aware of the particular role of public financing in this sensitization and being aware of the necessary efficiency in the use of public funds, the signatories of this charter commit to share freely the tools established in the framework of awareness raising programmes with all actors distributing new technologies and interested in the actions, this being subject to the payment by the demanding actor of all costs related to his demand (training, technical assistance, association membership fees...) and to a simple identification of the demanding actor (through a registration form) .

ARTICLE 2: ACCESSION TO THE CHARTER

The present charter has been composed and adopted by the nine partners of the European Interreg project Cybersudoe.

This charter is open for signatories from all organisations that work in the field of sensitization of enterprises for new technologies.

ARTICLE 3: OBLIGATIONS OF THE SIGNATORIES

The signatories commit to respect this charter. In return, they can subscribe to the webpage of Cybersudoe and use “Signatory of the charter of Cybersudoe for the dissemination of new technologies in enterprises” on all their documents and communications.

The signatories commit to present on demand the technical and financial details of their actions that carry on with the Cybersudoe network for evaluation of the respect of their commitment to the present charter.

The signatories guarantee the Cyberdusoe network against any complain linked to the non-respect of any of their commitment made on behalf of this Charter.



**Project coordinated by Cybermassif,
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