

e-MINDER results, in numbers

Updated January 2003

	CYPRUS	GALICIA	POMERANIA
SMEs in the region			
Self employed	42.000	99.477	165.000
2-9 employees	10.000	58.843	4.800
10-49 employees	2.500	6.870	2.400
50-250 employees	500	791	800
Total	55.000	165.981	(1) 173.000
Survey			
SMEs	300	557	300
SMEs, next survey	600	600	300
Citizens	1.500	925	
Citizens, next survey	3.000	925	
Trainings			
Participating SMEs	125	(2) 327	247
Participating SMEs, target	400	700	1.000
Trained Employees	470	327	360
Citizens / Internet users			1.850
Demonstration & Support			
Requests to the helpdesk	20	(3) 103	100
Requests to helpdesk, target	100	200	200
Selected as best practice	10	15	14
Communication & Dissemination			
SMEs reached	2.000	(4) 10.000	500
SMEs reached, target	2.000	20.000	1.500

(1) Registered, but it is difficult to distinguish those which are still operating.
 (2) 88 SMEs are in a waiting list.
 (3) Including 19 associations representing 3.550 SMEs all together.
 (4) Generating 71.000 useful hits.



Partners

SchlumbergerSema (Spain).
www.schlumbergersema.es

Centro de Supercomputación de Galicia (Spain).
www.cesga.es

Universidade de Santiago de Compostela (Spain).
www.usc.es

Universidade da Coruña (Spain).
www.dc.fi.udc.es/

Virtual IT Ltd (Cyprus).
www.virtual-it.com.cy

CYTA (Cyprus Telecommunications Authority).
www.cyta.com.cy

University of Cyprus (Cyprus).
www.cs.ucy.ac.cy

Pomeranian Region and President Office (Poland).
www.eminder.pl

Computer Centre - Regional Data Bank at Pomeranian Governor's Office (Poland).
www.eminder.pl

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e-MINDER Project

Electronic Commerce Leveraging Network for Developing European Regions



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e-MINDER: Electronic Commerce Leveraging Network for Developing European Regions

1. What is e-MINDER?

e-MINDER is a network of Leveraging Centres deployed in less developed regions of Europe, and aimed to foster e-Commerce adoption by local SMEs. The 3 regions currently participating in e-MINDER are: Galicia (Spain), Cyprus and Pomerania (Poland).

e-MINDER is an RTD project funded by the European Commission, Information Society DG, within the framework of the Information Society Technology program (IST).

2. What is a Leveraging Centre for?

A Leveraging Centre is a place where SMEs can obtain information, Internet and e-commerce training, as well as getting assistance in implementing an e-Commerce strategy and even setting up their own site.

A Leveraging Centre is equally an observatory which explore the regional economy and the regional industrial structure to discover specific opportunities or specific difficulties at the regional level.

A Leveraging Centre is also a node of a network which exchanges information and experiences with the other nodes.

3. Why e-MINDER?

e-Economy is an opportunity for less developed regions: through the global electronic media they are not far from decisions centres anymore. Still, things are not so simple: the necessary infrastructures are not always available; the lack of skills or of available investments can impede SMEs transformation; regional SMEs have to face the competition of very large entities acting at the global level. Furthermore, even when they are convinced of the benefits of transforming their business, local SMEs are often unable to implement new methods and new technologies.

So, e-Economy remains as an opportunity for local SMEs under the condition of a proactive and efficient regional support to help local enterprises to successfully implement their transformation.

4. What are the e-MINDER targets ?

e-MINDER Leveraging Centres are targeted to every kind of SMEs from all representative sectors in the participating regions. Though, depending on regional situation, some

specifics measures can be tailored for specific industry sectors or specific type of SMEs.

Implemented actions are equally addressed to all kinds of SME employees.

Necessary specific actions can be addressed to colleges and universities and to regional administration policy makers.

5. How are Leveraging Centres operating?

Each Leveraging Centre is made of four modules.

An **Observatory module** assesses the current regional economy and e-economy in order to discover local specificities, strong and weak points, and local priorities with special attention to SMEs. In the reverse way, the Observatory makes the latest information about ICT and e-Commerce available for the regional community. An **Education and Training module** offers knowledge to SMEs staff and general information to Citizens. Courses begin with basic Internet concepts such simple as for instance: "What B2B is?" and continues with more sophisticated questions such "e-Procurement legal framework". Basic and Advanced courses are tailored to take into account a very large variety of SMEs. A **Demonstration module** provides consultancy and advices on the technologies available for e-Commerce, and demonstration of its services (i.e. platform services) for SMEs facing concrete reorganisation problems and looking for practical solutions. An on-line helpdesk answers the most current questions and identifies the most appropriate actions. Already successful experiences are analysed and presented for the benefit of the regional community. A **Communication module** ensures the visibility of the Leveraging Centre in the region and drives all necessary actions to reach as many local enterprises as possible. It also makes the e-MINDER experience available for the European enterprises and policy maker communities.

6. What are the current achievements of e-MINDER?

e-MINDER has firstly assessed and evaluated ICT penetration and e-Commerce development within the three participating regions. In the three cases, the low development of e-Commerce and the need for initiatives such as e-MINDER was confirmed.

Currently, the three Leveraging Centres are operational: e-Commerce courses are running in the regions and more than 1000 SMEs staff representing 437 enterprises

have already attended. The feedback received from SME staff is extremely encouraging.

The three Helpdesks are open. All together they have received 220 requests for a deeper analysis of their needs and Virtual Mall solutions, different from one region to another, are also available.

7. What 's next with the e-MINDER network?

The aim of e-MINDER is not to remain confined to the three actually participating regions. The normal evolution of the network is to launch and aggregate other Leveraging Centres in other European regions belonging to Member States or future Member States.

The activities of each node of the network will be enriched by the experience acquired by the other nodes. The knowledge already gained will be formalised as an e-MINDER methodology designed to facilitate the fast and easy replication of the experience in the new emerging Leveraging Centres.

The e-MINDER team is currently tuning its development strategy and procedures.

8. Who can participate?

All public and private sectors involved in regional policy and e-Commerce development are potentially interested by the e-MINDER approach.

It is of interest to all less developed regions to carefully consider the future of their SMEs and the problems faced towards the development of e-Commerce. This development will be an opportunity for the region if local enterprises are able to find proper advice and support.

Latest news: e-MINDER Galicia awarded!

The Galicia e-Commerce Leveraging Centre was awarded for its technological development at the 7th Edition of ETI Awards (Information Technologies Group), organized by PricewaterhouseCoopers, SUN Microsystems and *Computing*, the prestigious Spanish magazine specialised in Information Technologies. The Galician Leveraging Centre won the award in the public institutions category.