

Aim

Enable the transfer and improvement of best eBusiness policy practice in the EU among SME support networks, to create a better understanding of eBusiness processes, improve eBusiness skills levels and increase participation in eBusiness networks of European SMEs and to promote policy exchange and improvement among the partner regions in the field of ICT utilisation by small businesses.

Funding

Enterprise & Entrepreneurship	€ 134,000
Project Partners	€ 134,000
Total Budget	€ 268,000

Timescale
February 2007-September 2007

One4All eBusiness
Transferring eBusiness
Best Practice Across Europe

Contact Us

Donegal

Rocío Rubio
Project Coordinator
rocio.rubio@ernact.net

Cantabria

Roberto Rico
Regional Coordinator
rrico@sodercan.com

Kainuu

Sinikka Pollari
Regional Coordinator
sinikka.pollari@kajaani.net
Eero Vihu
eero.vilhu@kainuu.fi

Brandenburg

Hatmut Siemon
Regional Coordinator
hsiemon@gmx.net



This Project is funded by the EC (Enterprise & Entrepreneurship Programme) and supports the objectives of the eBSN initiative.
http://ec.europa.eu/enterprise/e-bsn/index_en.html



Project Partners

DONEGAL



ERNACT EEIG

Unit 2, Floor 2, Park House
Ballyraine, Letterkenny, Co. Donegal
Ireland
+353.7491.68212
<http://www.ernact.net>

KAINUU



Kajaani Technology Centre

Teknologiapuisto PB 101,
87400 Kajaani
FINLAND
+358 8 6149 300
<http://www.measurepolis.fi/teknologiakeskus/>

Joint Authority of Kainuu Region

PB 400
87070 Kainuu
FINLAND
+358 8 6155 41
<http://www.kainuu.fi>

CANTABRIA



SODERCAN, S.A

Sociedad para el Desarrollo
Regional de Cantabria
Hernán Cortés 39
39003 Santander, Cantabria
Spain.
+34 942 29 0003
<http://www.sodercan.com>

BRANDENBURG



BRIDGES GMBH – c/o:

Politik- und Unternehmensberatung
Kreuzstr. 1c
D-04103 Leipzig
Tel: +49 - (0) 341-8615961
Mobil: +49 - (0) 172-3463436
Fax: +49 - (0) 341 4206678

Associated Partners

DONEGAL



Donegal County Enterprise Board

Ballyraine
Letterkenny
Co. Donegal, Ireland
+353 (074) 60735
<http://www.donegalenterprise.ie/>

KAINUU



Kainuu TE centre

Kalliokatu 4
87100 KAJAANI
+358 010 19 1450
<http://www.te-keskus.fi/Public/?area=7643>

CANTABRIA

Cantabria Craft Association

C/ Enseñanza nº 12, 2º.
39001 Santander
Apartado 587, 39080 Santander
Cantabria
Tel.: 942 77 87 31 & 942 52 44 33

BRANDENBURG



PRO ARBEIT LEIPZIG

KOSCH Personalentwicklungs- und
Vermittlungsservice GmbH
Angerstr. 17b
D - 04177 Leipzig
Tel: +49 - (0) 341 - 4206677
Fax: +49 (0) 341 4206678
Info@pro-arbeit-leipzig.de
<http://www.pro-arbeit-leipzig.de>



Chamber of commerce and industry Potsdam:



eCOMM Brandenburg:

Matthias Gehrman
Industrie- und Handelskammer
Potsdam
eCOMM Brandenburg, Projektleiter
Breite Str. 2 a-c, 14467 Potsdam
Tel.: +49 (0) 331 2786-290,
Fax: -288
<http://www.ecomm-brandenburg.de>

What will the project do?

Approach

The One4All eBusiness project focuses on the transfer of a good practice eBusiness model for micro-enterprises & policy exchange. Partner regions share the problem that even though overall ICT uptake by the business community has improved dramatically during the last 3 years, micro enterprises are still lagging behind. The project transfers the Nature Craft Kainuu ("NCK"-Finland) best practice eBusiness model to 3 other EU regions, Cantabria (Spain), Donegal (Ireland), and Brandenburg (Germany). The project involves three levels of stakeholders: eBusiness policy level, SME Support Networks, and SMEs. The stakeholders will be engaged through the project's joint actions, which include local and interregional eBusiness policy exchange, best practice transfer workshops, regional adaptation and testing of the model, mainstreaming and extensive dissemination. The project builds on SME feedback and on going and ex post evaluation to ensure the transfer effectiveness. The thorough implementation process being adopted here and the multi-level interaction will effectively reinforce synergies between public policies in support of eBusiness for SMEs in the EU.

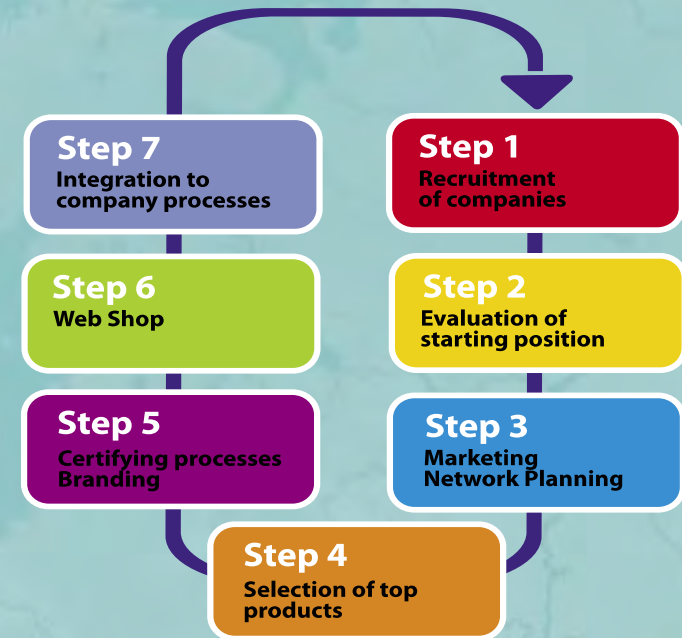
The NCK Model

Nature Craft Kainuu (NCK) NCK has been conceived to help small companies adopt ICT, modernise their product development strategy and market understanding, and take a step towards joint marketing activities. To encourage ICT utilisation by small businesses, it is necessary that businesses have the equipment, the skills, and also see the advantages of using ICT, i.e. to have better sales. However, better sales, relate as much to the products themselves as to the marketing approaches and the facilitation of e-tools. It is therefore necessary, while providing ICT and helping small businesses to acquire e-equipment, to also ensure that a process for product improvement is in place. Thus, the NCK methodology is based on the realisation that between business & product skills and uptake of ICT there is a positive feedback cycle.

As the SMEs progress through the various stages of the NCK model, so too does their eBusiness capability increase. However, to reach the stage of full integration, the SMEs would have their Web-shop linked with their all their business management systems, e.g. accounting and storage systems and the SMEs in NCK and in this project will not be addressing that level.

Business coaching on ICT skills is very important at the beginning to make the companies present on the net. Also test marketing events and product development take place throughout the entire process.

The NCK model



Main Outputs

- This project will actively assist SMEs in Donegal (8), Cantabria (90+), Kainuu (15-30) and Brandenburg (6-8) to advance their eBusiness and online marketing skills, thus enabling them to be more competitive in the global economy.
- The NCK best practice model will be mainstreamed in Donegal, Cantabria and Brandenburg, thereby addressing eBusiness policy enhancement in those regions.
- The project will create eBusiness networking opportunities for SMEs in Donegal, Kainuu, Cantabria and Brandenburg, which would otherwise be unachievable, were it not for the assistance from this project.
- The results of the interregional exchange among business support practitioners and policy makers in the four regions, will lead to improved and better understanding of the micro businesses context and will be linked to more suitable criteria for project financing.