



Education and Culture

Leonardo da Vinci



<Place>

<date>

**ETeB Project**

**eBCM VET**

**eBusiness Community Model –  
Vocational Education and Training Project**

<presented by>



eBCM-VET Presentation  
May 2007

# ETeB Partner Countries



## **ESTONIA**

Estonian Informatics Centre

## **FINLAND**

Ministry of Trade and Industry  
& Finnish Information Society  
Development Centre

## **ICELAND**

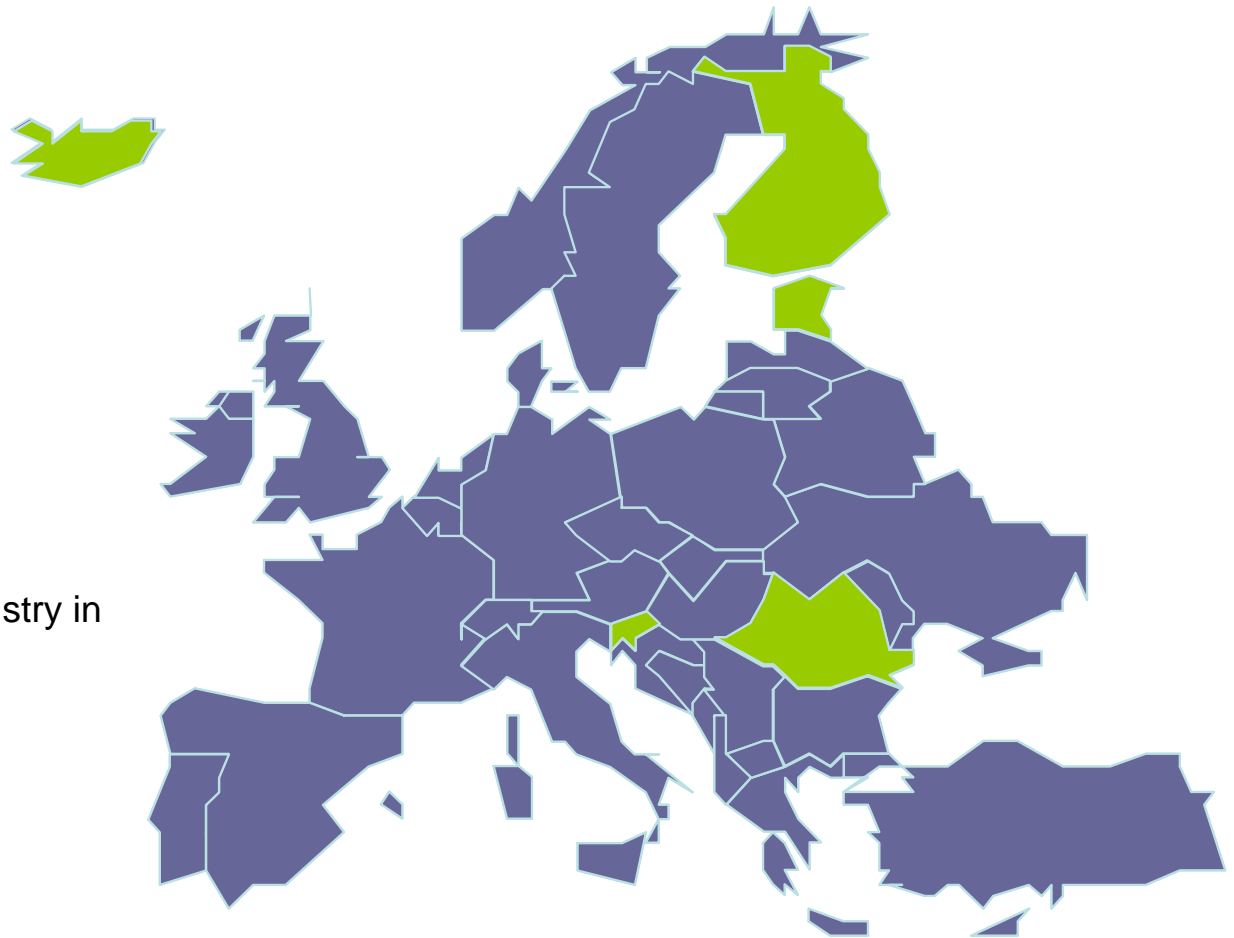
Icelandic Test-bed Consortium

## **ROMANIA**

Chamber of Commerce and Industry in  
Romania

## **SLOVENIA**

University of Maribor



**To create a fully operational e-business community, a test-bed, serving as a model to facilitate e-business in Europe**



A national test-bed for eBusiness is a venue for developing ideas and concepts, facilitating cross-border e-transactions, as well as utilizing solutions and standards in eBusiness.

The key assumptions are:

- eBusiness is a key driver for national economies.
- It is possible, and is desirable from the perspective of nation states, to develop a generic model for eBusiness.
- National economies do not function in isolation but are interlinked.



“A national test-bed or, even better, a network of national test-beds for e-business, preferably based on open source software solutions, would provide for a practical venue for SMEs to develop their e-business processes. The aim should be to create communities with fully operational e-business networks of public and private business, resulting in a model for other communities.”

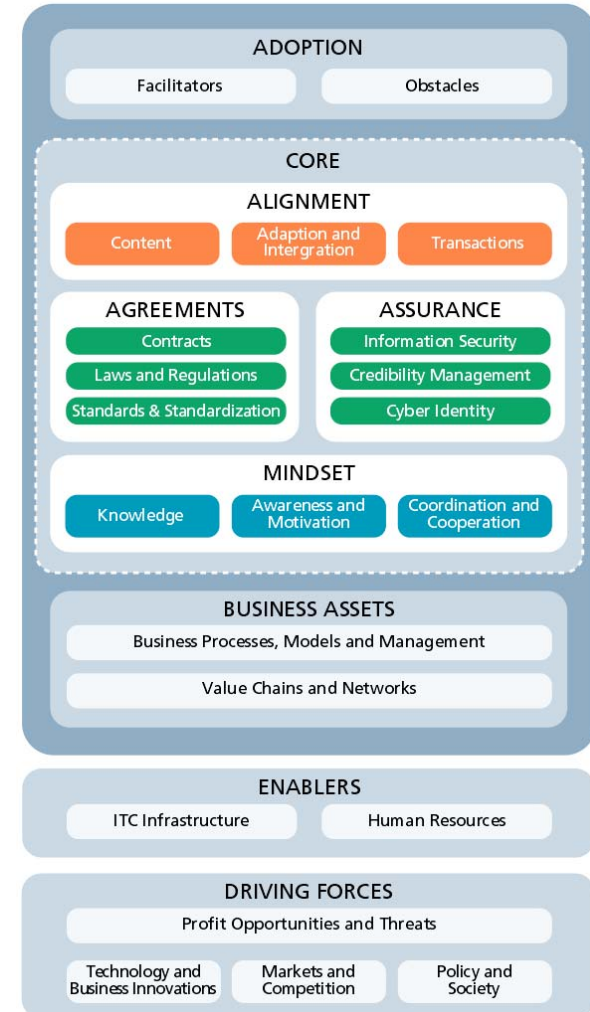
EU Commission and Council – “Adapting e-business policies in a changing environment” - 2003

# The eBusiness Community Model - eBCM



To ensure a holistic approach in the execution of the overall ETeB project, the eBusiness Community Model (eBCM) is being developed. The model is comprised of what has been called the "Key Elements of eBusiness", organized in the model's Core and Adjacent Elements

The eBCM is to be used to benchmark and assess eBusiness developments and provide a tool for eBusiness holistic development



# eBCM VET



## The eBusiness Community Model – Vocational Education and Training Project



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# The eBCM – VET Project



## The eBusiness Community Model – Vocational Education & Training Project, eBCM-VET

Subproject of the ETeB Work Programme

Funded by EU Leonardo da Vinci Community Vocational  
Education and Training Action Programme

Project period: 2 years, starting in November 2005

Overall budget : 432.449 €

# Project Partners



**Estonian Information Technical Society, EITS** - a non-for profit organization standing for interests of IT practitioners and promoting IT literacy in society at large



**TIEKE - The Finnish Information Society Development Centre** - a non-profit organization for accelerating information society development process



**Chamber of Commerce and Industry in Romania, CCIR** - a non-governmental, public-interest, self-sufficient organisation aiming to promote Romanian trade and industries



**The Commercial Union of Reykjavik, VR** – a union for shop and office workers in Reykjavik

**Icelandic Standards, IST** - the national standards body of Iceland.

**HK** - a Danish workers union (a silent partner)

# Responding to Challenges

Enterprises and organizations are increasingly taking ICT into use in their operations, streamlining their business processes and communication, i.e. becoming eBusinesses or eOrganizations.



For the individual employee this calls for acquiring new skills and knowledge, the change being seen either as an opportunity for advancement or a threat to job security.



For eBusiness and the human capital to develop effectively, people and organizations need to be aware of and understand the new work methods, the technical platform and to believe in the potential benefits.



The eBCM-VET project will address these challenges by developing an eBusiness vocational education and training Programme in a holistic way by referring to the eBusiness Community Model, eBCM.



# eBCM – VET Specific Objectives



Analyze and respond to the need for education and training in the field of eBusiness within target public and private communities



Design relevant education and training methods and respective materials



Select and utilize in a pilot project the technique and venue for delivering the knowledge and experience to the target group



# Target Group & Final and Potential Users



Individuals working in the value chain of trading and distribution of products and services for business use



These are office workers and managers that in one way or another need to use electronic communication and information processing technology in their work or work related activity



The results of the project will be transferable to office workers and managers that are faced with a working environment calling for skills beyond their present knowledge and capabilities, perceived or real



# Target Sectors & Final and Potential Sectors

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Companies operating business to business (B2B) and business to government (B2G), i.e. import, export, manufacturing, warehousing, sourcing and distribution companies



The results of the project will be transferable to office workers and managers in other commercial and governmental sectors, being insurance, banking, travel and tourism, business and governmental service



# Impact – Short Term & Long Term



Short term impact is raised awareness for what kind of eBusiness vocational training and education is needed for the target group and sectors



The available methods, knowledge and materials for fulfilling that need



Recognized methodology for assessing status of the current and final target group and sectors, with respect to eBusiness knowledge and readiness



Guidance for how to advance the knowledge and skills level of the target group to reach the benchmarks raised within the respective sectors

The long term impact is the social and economical benefits from the increased capabilities of target group in the area of eBusiness, with improved efficiency of business processes and increased net output of the sectors

# Project Status

7th Nov 2005

6th Nov 2007



WP01  
Need Analysis

WP02  
Education and  
Training Programme

WP03  
Pilot Education  
and Training

Presentation  
of results in  
BUCHAREST  
18. October

# Need Analysis – Overall



“There is both interest and demand for training in eBusiness among office workers and managers in the Business – to – Business supply chain.



Their interest is directed at gaining a better understanding of the whole eBusiness picture; the complications and payback, both for them as individuals and their organizations, of utilizing information and communication technology at all different levels of operations and business.”



(Jan – Feb 2007 Newsletter)



# Need Analysis – Overall



- Most participants were positive towards eBusiness and seemed to realize the potentials in the use of ICT in business
- In general it seems like eBusiness can be improved in the participating countries
- Both managers and employees welcome a comprehensive training on the subject
- Training material must cover all basic facts of what eBusiness consists of, what kind of work processes eBusiness incorporates in different situation, how the eBusiness chain works in practice and the roles and importance of each link in the chain (different jobs/employees)
- Training within companies was preferred by almost all participants

# Need Analysis – Overall

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- Schools within the public system might have a role in basic training and in facilitating better understanding of the importance and impacts of e-Business



- Web-based training is possible and in some countries a preferred method



- Many agree on that it is best to use written material along with web-based training



# Need Analysis – Learning Objectives



LO1 General introduction of eBusiness, benefits and opportunities, challenges and hindrances



LO2 Infrastructure

LO3 Timing to enter eBusiness (sector, technology, people)

LO4 Change management, employee's motivation, human relation management performance management



LO5 The necessity to coordinate and synchronize

LO6 eBusiness / ICT implementation process



LO7 ICT adoption in particular functions and corresponding systems

LO8 The impact of errors

# Need Analysis – Learning Objectives (cont.)



LO9 Security as a basis for trust and confidence in eBusiness



LO10 The value and management of good data

LO11 ICT "survival" knowledge, how to manage own systems



LO12 Laws and regulations

LO13 Standards

LO14 Contracts



LO15 Continuous learning, methods and information access

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# Thank You!

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