



Leonardo da Vinci

eBCM VET

## eNEWSLETTER



Issue: January – February 2007



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

Project website: [www.ebcm-vet.net](http://www.ebcm-vet.net)

#### Request for more knowledge on eBusiness

**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.**

This is apparent in the need analysis recently carried out in the eBCM-VET project. The study was conducted in the four partner countries: Estonia, Finland, Romania and Iceland. The objective was to better comprehend the needs of office workers and managers in the Business to Business supply chain in all participating countries. The target group is people that in one way or another need to use electronic communication and information processing technology in their work or work related activity. The framework of the analysis was defined on the basis of the nature of jobs and projects of personnel working in the value chain of trading and distribution of products and services.

The analysis and reporting was organized in line with the core layers and key elements of the e-Business Community Model, eBCM<sup>1</sup>

The method used in the need analysis was by execution of eight focus groups, two in each of the four partner countries. A total of twenty eight people participated. As with all research, the findings are not absolute for the target group. However they do give a clear indication of the level of knowledge, status and the use of e-Business in the respective countries.

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<sup>1</sup><http://www.ebcm-vet.net/Uploads/document/eBCM-RAP.Summary1.pdf>



The complete Need Analysis Report can be found on the project's website<sup>2</sup>. Some examples of findings from the focus groups are:

- 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.
- 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.

The next assignment is to develop training material for the target group that will be tested in pilot projects.

### Upcoming events – 2007

#### eBCM-VET Conference in Romania:

The eBCM-VET partners are organizing a conference on Vocational Education and Training in the field of eBusiness and utilization of information and communication technology in business operations. The conference will be held in Romania on October 18th 2007. Information will be published in this newsletter and posted on the project's website.

### Events and achievements in partners' countries

**Estonia:** The conference "Lost in Information" will be on February 1st, organised by the Estonian Ministry of Culture and the U.S. Embassy in Estonia. Key-speaker is Stephen E. Arnold from U.S. (a famous technology expert). He will talk about "Rethinking Relevance: Tactics to Fix Search and Retrieval".

On 24th of January the IT Security Conference 2007 took place in Estonia, organised by FocusIT and "Äripäev". Most significant performance was about Bluetooth's exploits; it is better to have the Bluetooth turned off all the time. Also, the conference provided a very good overview about CERT (Community Emergency Response Team) in Estonia and in Europe.

On November 30, 2006 the Government of Estonia approved the "Estonian Information Society Strategy 2013". This is a sectoral development plan,

<sup>2</sup> <http://ebcm-vet.net/index.aspx?GroupId=8>



setting out the general framework, objectives and respective action fields for the broad employment of ICT in the development of knowledge-based economy and society in Estonia in 2007-2013. English version in pdf<sup>3</sup> ([http://www.riso.ee/en/files/IYA\\_ENGLISH\\_v1.pdf](http://www.riso.ee/en/files/IYA_ENGLISH_v1.pdf))

March this year will be the first time the citizens of Estonia can use electronic voting in Parliamentary election. A first successful attempt was on elections to the local government councils in 2005. This opportunity will bring more young people back to voting and allows people to participate in democratic processes in a comfortable and secure way.

Estonian professional qualification system is based on professional standards. An obligatory part of these is IT skills and knowledge descriptions of the professionals in all branches of economy. Almost 600 professional standards make effective use of modern technologies for e-business possible.

**Finland:** The aim of the Government Information Society Programme has been to improve competitiveness and productivity, to promote social and regional equality and to improve citizens' well-being and quality of life through effective use of information and communications technologies. The programme will have its closing seminar in the 6th February, when its achievements and challenges will be surveyed and implementation plans for the national information society strategy will be presented.

The Association of Finnish eLearning Centre is a newly established, independent national association that promotes sharing of knowledge, best practices and quality in eLearning. The Association is organizing in January annual eLearning competition called eEemeli. The ultimate goal is to support and promote the domestic eLearning branch: its stakeholders, products and services and thus, to improve the quality of eLearning operations and activities.

**Iceland:** February 1st the new EU Education Programme will be introduced in a conference held in Reykjavik City Theater. Now the European VET programmes Leonardo, Comenius, Erasmus and Grundtvig have been consolidated under the same "umbrella". This event will be celebrated especially. At this point in time, previous VET projects will also be introduced.

The "IT Day 2007" in Iceland will be on March 8th. It is organized by the Office of the Prime Minister and the Ministry of Finance. The aim is to draw attention to the various possibilities and opportunities of IT in Iceland. The main theme of the IT Day conference will be e-services, electronic identification and e-transactions. In conjunction with the IT Day the exposition Tech-Know North 2007 will be on March 8th to 11th, showcasing the hi-tech and IT industries in Iceland.

<sup>3</sup> [http://www.riso.ee/en/files/IYA\\_ENGLISH\\_v1.pdf](http://www.riso.ee/en/files/IYA_ENGLISH_v1.pdf)



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Romania:



1 January 2007 – Romania joined EU



504 communities sent application files to MCTI in order to take part at the last selection phase of the project Knowledge-Based Economy, financed by the World Bank and the Government of Romania. These are towns and villages disadvantaged with regards to access to information and with a population fewer than 30.000 inhabitants ([www.mcti.ro](http://www.mcti.ro))

GS1 Romania opened the first EPC/RFID Laboratory in Eastern Europe. The lab is located in Bucharest and focuses on supply chain activities that should switch the present identification technologies to RFID. The available demonstration stands are basically used to prove to the audience the reliability of EPC/RFID

- radio-tags testing in different ways of scanning, simulating real environment;
- readers testing in several simulated situations (conveyor, shelf, portal, pallet, etc.).

The EPC/RFID lab is intended to create the right place of meeting between supply and demand partners on the supply chain allowing their collaborative effort that leads to efficiency improvement in their activities ([www.gs1.ro](http://www.gs1.ro)).

► **If you have** questions, comments or suggestions, please send a message to [webmaster@ebcm-vet.net](mailto:webmaster@ebcm-vet.net);

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The eBCM-VET project is a vocational education and training project, responding to the multiple challenges office workers and managers are facing when utilizing ICT in business operations and communication. Introductory leaflet for the eBCM-VET project can be found on the project website<sup>4</sup>.

**The project is carried out with support from the European Community under the framework of the Leonardo da Vinci Programme<sup>5</sup>.**

**Newsletter editor:** CCIR, The Chamber of Commerce and Industry of Romania

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<sup>4</sup> <http://ebcm-vet.net/index.aspx?GroupId=8>

<sup>5</sup> <http://www.leonardo.org/>