



ELISA Newsletter



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SMEs of South East Europe gain access to the ELISA e-learning platform

The SMEs of Albania, Bulgaria, FYR of Macedonia and Serbia have gained access to the ELISA e-learning platform, which has been established and operates since July 2006.

The purpose of this multilingual, highly interactive

e-learning platform is to provide a long-term common cooperative learning tool for the permanent training of the SMEs in the above countries, and it can be accessed via the ELISA website: www.elisa-project.net/moodle

The ELISA platform is easy to use and the training material is available in 8 languages. A report which provides detailed analysis on the technical and functional requirements of the platform so as to serve its purpose in the project had been conducted prior to the establishment of the platform.

The ultimate goal is to ensure the adoption of e-learning as sustainable training practice in the region. The ELISA e-learning platform constitutes one of the most important training tools for the SMEs of the region.



The ELISA training content

The ELISA training content has been finalized since May in English and since August in the 4 languages of the ELISA beneficiary countries (Albania, Bulgaria, FYR of Macedonia and Serbia). This piece of content is addressed to local SMEs and includes sections on basic IT knowledge, introduction to e-business, entrepreneur-

ship on the internet, online tests, a guide for SMEs to develop an e-business plan and a report on the local digital economy.

This training content has been selected from the Greek GOONLINE program and from the academic content of the Free University of Berlin.

The ELISA training content is available on the project portal, at: <http://www.elisa-project.net/deliverables.php?language=en>



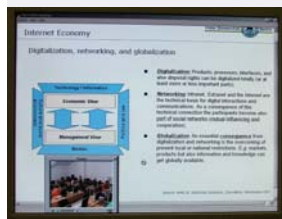
The first training tele-seminar for Serbian tutors was successfully materialized in Athens & Belgrade

The first training tele-seminar for the Serbian tutors of SMEs was materialized with great success on 11-14 July 2006.

This has been the first distant seminar which was materialized in the framework of the ELISA project; by using video-conference facilities provided by the SEEREN (South East European Research & Education Network) network, as well as the ELISA e-learning platform, Athens and Belgrade were connected, proving that distant learning is possible.

The tele-seminar is also one more example on how projects create synergy. The seminar was

streamed live and provided the opportunity to other potentially interested tutors to follow the event, by accessing the relative links on the ELISA website. The streaming archive is available in CD-ROM.



The tele-seminar is part of the ELISA taskforce of tutors' activities: a taskforce of 6 trained and certified tutors per country has been formed. With the potential implementation

of training policies (i.e. based on the best practice of the Greek Go-online experience), this taskforce that will deliver pilot training seminars, or it will train other trainers to do so.

The event's program, presentations, CVs and videos are available on the ELISA website:

<http://www.elisa-project.net/deliverables.php?new-page=198&language=en>



"These 10-hours seminars address 30 SMEs in each beneficiary country to adopt e-business tools for promoting their products and services and gaining access in new markets."

The ELISA training seminars for the SMEs are planned for next February

The first ELISA training seminars to the small-medium sized enterprises (SMEs) of Albania, Bulgaria, FYR of Macedonia and Serbia will be materialized in February 2007. These 10-hours seminars address 30 SMEs in each beneficiary country to adopt e-business tools for promoting their products and services and gaining access in new markets. The participating SMEs will get acquainted to the utilization of Information and Communication Technologies and the Internet,

in their daily operations.

Participation in the seminars is for free. Upon completion of participating in the seminar, each SME will receive a certification of attendance and the related training material.

The topics that will be covered will be basically:

- Basic IT knowledge for businesses (use internet, e-mail, create web sites)

- Introduction to e-business (Applying e-commerce, perform online sales, e-procurement, etc.)
- Entrepreneurship on the internet (set up an e-enterprise, learn web-marketing, e-CRM etc.)

If you are an interested SME, please find the contact person in your country through the ELISA website: <http://www.elisa-project.net> and contact him/her for additional details.

ELISA participates in the annual INTERREG III B CADSES Project Exhibition 2006 in Leipzig

The ELISA project will participate in the annual INTERREG III B CADSES Project Exhibition 2006 in Leipzig from 23-25 October 2006.

The ELISA stand is placed in the priority zone "Traffic,

transport and information technology", together with other projects of the INTERREG III B CADSES Neighbourhood Programmed. Visitors will have the opportunity to learn about the ELISA activities and get informed about the participation

requirements for SMEs in South East Europe. They will also get acquainted with the project's e-learning tools and training content, and they will receive the ELISA brochure with the projects' aims and expected achieved results.

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About ELISA: www.elisa-project.net

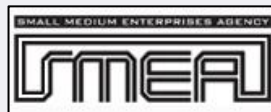
ELISA aims at improving the access to knowledge and the Information Society, of SMEs in South East Europe, namely the beneficiary countries of Albania, Bulgaria, FYR of Macedonia, and Serbia, through close cooperation of academic and business communities at a transnational level.

ELISA targets the development of the South East European SMEs competitiveness & e-business practices in the information society era and the global digital economy, which heavily depends on the productive usage of Information & Communication Technologies (ICT). The penetration of ICT in this region is currently very limited, comparing to the EU average.

Forthcoming events

- INTERREG III B CADSES Project Exhibition 2006, October 23-25, 2006, Leipzig-Germany
- ELISA PSC meeting, November 28, Berlin-Germany

ELISA Partners



The ELISA project falls under the INTERREG IIIB/ CADSES program and is co-financed by 75% from the European Regional Development Fund (ERDF) and by 25% from national funds