



PROJECT BASICS

Title: SME 2.0 – Proactive Networking in Business Management of European SMEs

Acronym: SME 2.0

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Participating countries: Hungary, Italy, Ireland, United Kingdom

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PARTNERSHIP

PROMPT	Prompt Education (HU)
DEIS	Cork Institute Of Technology in Ireland, Department of Education Development (IE)
NYME	University of West Hungary, Faculty of Economics (HU)
CAPDM	CAPDM Ltd. (UK)
AICA	Association of Italian Information Technology (IT)
SZIGSZ	Széchenyi István Secondary Grammar and Comprehensive School (HU)
TREBAG	TREBAG Ltd. (HU)
LIBETRA	Libetra Service Ltd. (HU)
VART	VisionArt Europe Trade and Service Ltd. (HU)
WIRESPIDER	WireSpider Ltd. (HU)

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PROACTIVE NETWORKING in Business Management of European SMEs

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Using free Web 2.0 applications for SMEs business daily practice



Aims and Objectives

AIMS

Small and Medium Enterprises are acknowledged all over the world as the drivers of economic growth. The “Small Business Act” for Europe reflects the Commission’s political objective to recognize the role of SMEs in the European economy.

During the last years the new networking technology (based on Open Source web 2.0 applications) offers effective tools for SMEs, to gear up their professional and business activities from the productive teamwork up to effective online marketing. However the delivery of this knowledge should be more effective by using the networking tools the content is talking about, by establishing an environment for “learning by doing”.

SME 2.0 consortium will establish online training for European Small and Medium Enterprises based on the transferred methodology from SME Learning LdV project (www.smelearning.eu), with strong focus on the special characteristics and needs of the SMEs. The training will be delivered through a successful collaborative e-learning solution, developed in the TENEGEN LdV project (<http://tenegen.eu>), to support heavy collaboration and knowledge sharing among the managers and employees of European SMEs, and to recognize the business potential of the newest open source web based tools, and establish a space for a business oriented community of practice.

OBJECTIVES

- establishing proactive networking platform (SME 2.0 PNP) with four modules (Information and knowledge management, Project management, Online marketing, Human resource management) with special focus on the needs of the target group, in practice oriented approach,
- formulating the recommendation towards the EU level recognition of SME 2.0 certificate,
- prepare SME 2.0 course for accreditation in the Hungarian Adult Accreditation System.

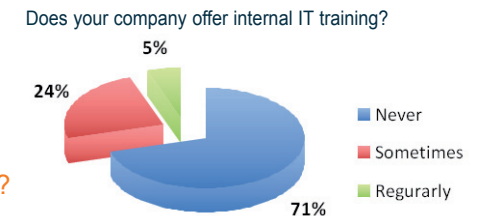
TARGET GROUPS

- managers, employees, owners of European SMEs.,
- teachers and trainers of vocational education;
- policy makers, European e-learning providers.

Needs-analysis

Do you use a PC or Internet in your enterprise?

Probably only a few small businesses responding to this question “No”.



The real question is, how much does a computer cost, how much is the software, how much is that the company have an own website.

In the last few years there has been a huge change in terms of cost:

the internet offers a variety of free software for website creating, advertising products and services, economic planning, or for example working together online.

- But how to get these applications?
- How difficult to use them?
- Are they really free?

We designed a survey in order to accurately determine the needs of small enterprises in their daily practice, whether it is true that few people know the above mentioned free tools and services. Based on the needs-analysis free training course will start through the Internet about using Web 2.0 tools for business in first quarter of 2013.

Are you interested in participating?

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FREE, ONLINE TRAINING MODULES IN ENGLISH AND IN HUNGARIAN
available from April 2013

- Information and knowledge management
- Project management
- Online marketing
- Human resource management