



EgoPrise

“E-Government solutions as instruments to qualify the public sector for the specific needs of small and medium sized enterPRISEs (SMEs) in the rural BSR”

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EGOPRISE – BASIC FACTS

- Interreg project => approved application is our bible
- Duration: 3 years (17.09.2009 -16.12.2012)
- 22 partners from 8 countries
- LP from Germany “E-government association Mecklenburg-Vorpommern” – Bernd Anders
- Total Budget 2,5 Million EURO (ERDF/ENPI 2 Mio)
- External project, financial & information management
- PLANCO Consulting
- 5 Work Packages

About PLANCO:

- Founded in 1971, (Offices in Essen, Schwerin, London)
- has successfully assisted in the preparation of various Interreg funding applications in the Baltic Sea and in North West Europe
- has prepared basic documents on spatial visions and spatial development action plans for Interreg: (VASAB, Norvsvion)
- acts as coordinator & financial manager of several Interreg projects since 15 years
- is involved as technical consultant for various other Interreg projects

Projects managed by PLANCO:

- BSR: COMMUN, MariTour, SuPortNet I & II, Baltic Climate
- SBR: INTERFACE
- NWE: InterPorts, ARTery, MANAGE+
- EMR: Industrielle Folgelandschaft

Project Coordination:

- Gunnar Platz
- Björn Gabler



Financial Management:

- Björn Gabler
- Constanze Benzel



Information Management:

- Constanze Benzel



1. FRAGMENTED APPROACH TO SMEs DEMANDS FROM E-GOVERNMENT

- E-government potentials are not exploited so far
- Development is technology driven and not targeted at the business sector
- SMEs have no one-stop & must consider multiple administrative procedures & lingual barriers

2. WEAK INTERNAL WORKFLOWS

- To make use of the potentials of e-government efficient workflows are needed
- Workflow of public bodies is adjusted to internal requirements & not to customers' benefit

3. EMPLOYMENT BARRIERS

- Skilled labour is often not available in regions where it is needed
- Employing foreigners is connected with red tape especially SMEs often dare not to tackle
- E-government can make processes more transparent - for both employers and employees

4. BSR URBAN RURAL DISPARITIES

- Limited access of rural SMEs & the public administrations to information, communication & human resources
- E-government can improve networking & help in self-promotion as attractive places to work for & invest in

WORK PACKAGES:

WP 1: Project Management (obligatory)

WP 2: Communication & Information (obligatory)

WP 3: Interoperable Business-Oriented Public Services

WP 4: Transparent Employment Processes Through E-Government – Improved Access of SMEs to BSR Labour Markets

WP 5: Digital Greenhouses – virtual meeting points for enhanced business cooperation

GENERAL STRUCTURE WP 3-5:

1. Analysis Phase
2. Implementation Phase (in pilot regions)
3. Preparation of Transfer
4. Start of Transfer

WORK PACKAGE LEADER:

WP 1 / 2: E-government Association MV (supported by PLANCO Consulting GmbH)

WP 3: University of Technology, Business and Design Wismar

WP 4: Seinäjoki University of Applied Sciences, Business School

WP 5: CV2, Djursland Business and Technical Colleges

Output of WP 3: Interoperable Business-Oriented Public Services

- Overview of procedures that need to be improved in each country (focus: cross-border processes)
- Guidelines how to improve identified procedures: Workflow reorganisation, legal adoptions, ICT development, investment plan (min.3 procedures in EE, DE, DK, FI, LV):
- 3 improved procedures (business registration + 2 other) in pilot regions in EE, DE, DK, FI, LV
- Training courses / programmes for the improved procedures
- Transfer to other regions

Output of WP 4: Transparent Employment Processes

- Overview of foreign employment procedures (health insurance, pension, work permit, residence permit, etc.) that are needed in each country => identify problems
- Guidelines how to ease identified procedures: Workflow reorganisation, legal adoptions, ICT development, investment plan (EE, DE, DK, FI, LV)
- Employment Service Center (in 3 Countries)
- Training courses / programmes for the improved procedures
- Transfer to other regions

Output of WP 5: Digital Greenhouses – virtual meeting points

- List of services (country wise) to be offered (digital form center, expert information, business event calendar, tender, internship exchange portal)
- Guidelines for development and management of Digital Greenhouses
- Digital Greenhouses installed in 4 pilot regions (EE, DE, DK, FI, LV)
- Training courses / programs for end-users
- Transfer to other regions

Set-up of a (final) Working Plan for WP 3-5:

- Lists all activities in accordance with the application
- Allocates partner responsibilities
- Sets Time Frame

Clarify involvement of Russia

EgoPrise is a Project for Businesses

Major outputs and results can only be achieved **through active involvement of the target groups**

Please use your connections / networks!

EgoPrise is an INTERREG Project

Major activities and outputs can only be carried out and achieved **through cooperation.**

Please work together!

EgoPrise is an EU Project

- Formalities are part of the game!
- The project will be **measured regarding the fulfilment of outputs and results promised in the application!**
- Application is our “bible” we have to stick to.



Thank you for your attention!

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