



**Case study - transfer of the best
European initiatives in Latvia
*Interreg IVC project «EVITA»
2008 -2011***

*(**E**xchange, **V**alorisation and **T**ransfer
of regional best policy measures for
SME support on **IT** and e-business
Adoption.)*

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«EVITA» Partners (10):

Coordinator: GRNET (Greece);

DONOR countries:

1. **COPCA (Spain, Barcelona);**
2. **TILLVÄXT VERKET (Sweden);**
3. **CCIMP (France);**
4. **CESGA (Spain, Galicia);**

Technical partner:

1. **Fondazzjoni Temi Zammit (Malta)**

BENEFICIARY countries:

1. **SAR (Greece);**
2. **LTC (Latvia);**
3. **University of Kaunas (Lithuania);**
4. **RAS (Slovenia)**



Cooperation partners in Latvia

- **LR VARAM** - Ministry of Environmental Protection and Regional Development of the Republic of Latvia;
- **LIKTA** - The Latvian Information and Communications Technology Association;
- **LR EM** - The Ministry of Economics;
- **Digital marketing experts (practical seminars on e-commerce for SME's)**

EVITA objectives and outcomes in Latvia:

- To speed up the use of ICT and e-business practices in SMEs by transferring successful IT and e-Business policy practices recognized by EC: **Pilot transfer of 2 Best Practices in EU - 2BDigital Initiative, Go-Online;**
- To create a multilingual e-learning platform for SMEs on e-Business and Internet Marketing: **Self learning platform on e-Business and Internet Marketing – translated and localized into Latvian (also Handbook)** No any free available training material on digital marketing skills for SMEs: www.evita-interreg4c.eu;
- To arise awareness of policy makers on importance of regional policies of e-Business and ICT for SMEs: **For Policy Makers: Regional IT training strategy reports for SMEs and the Workshop for Policy Makers in Riga – May 11, 2011.**



Dissemination events

“E-commerce – policy and development trends in Latvia” – April 29, 2010, Riga

“E-commerce: development and opportunities for entrepreneurs” - December 2, 2010, Liepaja (together with LICTA)

Target audience: micro, small and medium companies, individual entrepreneurs, State institutions responsible for e-commerce (e-business) policy - 65 participants / 50 participants

Topics:

EVITA – self learning platform on e-business and internet marketing

E-commerce State Policy and development

E-State potentialities for entrepreneurs

E-signature development and application;

Opportunities and obstacles for e-commerce development from the point of entrepreneurs

Successful web marketing development in SME (SEO, SEM, Affiliate etc.)

Open EU Structural Fund programs for entrepreneurs

The Mortgage Bank offers for new entrepreneurs

European Digital Programme and E-tools for assessment of IT skills

EEN offers for entrepreneurs



Practical training seminar for SMEs “Web marketing” – May 27 and 28, 2010

Target audience:

micro, small and medium companies, individual entrepreneurs/merchants from different industries, who doesn't have expertise & experience in web marketing (15 participants each day)

no consultants, no representatives from Ministries and State organizations, no experienced companies in web marketing;

Speakers: e-tutors from LTC + 2 external experts in Web marketing

Topics:

Practical use of the EVITA platform - training material “E-business and Internet Marketing for SMEs” (11 Modules in Latvian)

SEO – Search Engine Optimization

Google AdWords campaign and account creation

Online social marketing strategy;

E-mail marketing



The Workshop for Policy Makers - May 11, 2011, Riga, Latvia (1)

Target audience:

Ministries, Agencies, Associations, Municipalities and NGOs – responsible bodies for e-business (e-commerce) and ICT policy – 35 participants

Topics:

The 1st part of the workshop – introduction of 3 recognized e-Business, ICT and Internet Marketing Initiatives for SMEs support in EU countries:

2BDigital Initiative – internet as international marketing tool (Catalonia, Spain)

ICT National initiatives in Sweden 2001-2010

Awareness SMEs on ICT and e-business – Marseille Provence (France)

The 2nd part of the workshop – the state of the art in e-commerce (e-business), ICT and Internet Marketing in Latvia:

E-commerce policy in Latvia – *Ministry of Economics*

Public Services empowering Businesses – *Ministry of the Environmental Protection and Regional Development*

What innovation support tools are available for ITC and e-business start-ups and SMEs? – *Investment and Development Agency of Latvia*

Public Private Partnership initiatives for e-business and information society development – *the Latvian Information and Communications Technology Association*

Private initiative on SMEs training on Internet Marketing – *Infinitem 8 (SME)*

Conclusions on «Good practice» transfer:

- EVITA => Introduction with EU successful policies & support programmes (LR EM, LR VARAM, LIKTA);
- EVITA => Practical seminars on e-commerce (SME's);
- EVITA => The Latvian Information and Communications Technology Association => training courses on promotion of competitiveness and productivity of SMEs including e-commerce (ESF project «Human resources and Employment», 2012-2015);



Thank you!

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