



Final Conference

"SME's: Innovation and Knowledge"

**Small City Commerce, an example of
training for businesses**

24.09.2010



Index

- > Introduction
 - > Most important results
 - > External Evaluation
-



Key data > Programme: Lifelong learning, Leonardo da Vinci
Action: Transfer of innovation
Kind of operation: training
Total budget: 277.936€
Community contribution: 70%
Duration: 24 months (October 2008 – October 2010)

Partners > Vila-real Town Council (Spain) Leader
Landesinitiative Neue Kommunikations Meklenburg-Vorpommern (Germany)
IDEC (Greece)
Federación de Comercio de Vila-real (Spain)
FUNDECYT (Spain)
INIMM (Romania)
BCD (Turkey)
Fundación Comunidad Valenciana – Región Europea (FCVRE) (Spain)



Introduction



Introduction

- Global Economic Changes
- Training Needs Answers.
- Training materials addressed to the managers, directors and employees of the small and medium sized companies
- Transnational Project



Most important results



Most important Results

- Material Adaptation Strategy
 - Final Training Material
 - Inclusion of a group into a Profesional Social Net.
 - Pilot Courses
 - Project Website
-



Material Adaptation Strategy.



Material Adaptation Strategy

- **1.- Stakeholder mapping**

-Identification of interested groups in:

Vila-real

Piraeus

Istambul

Occidental Mecklenburgh-Pomerania

Bucharest

Badajoz



Material Adaptation Strategy

- **2.-Training needs analysis**

- Questionnaire Distribution to the Target Group.
- Elaboration of a report with the obtained results in each country.
- Report Conclusions.



Material Adaptation Strategy

• **3.- Transferability Process**

With the obtained results, we point out the common characteristics to the right adaptation of the material:

- Concise
- Easy to understand language
- Easy to absorb content
- Topics well structured by modules
- Containing as complementary information (Case studies, Modules, FAQs, Tools, Why How What)



Final Training Material



Final Training Material

- Three modules, one for each field of Knowledge
 - Quality Management
 - Knowledge Management
 - Business Cooperation
- Material available in 6 languages
- Additional Content
- Contents on a CD or downloadable from the website



Material in 6 languages



The screenshot shows the homepage of the Small City Commerce website. At the top, there are logos for Small City Commerce, the European Union, DG Educación y Cultura, and the Leonardo da Vinci Programme. Below these logos, the text reads: "A Leonardo da Vinci (Transfer of Innovation) Project within the framework of the Lifelong Learning Programme". The central part of the page features a large, stylized logo of a city skyline with the text "SMALL CITY COMMERCE" underneath. Below the logo, there are six buttons representing different languages: ES (Spanish), GR (Greek), DE (German), EN (English), TR (Turkish), and RO (Romanian). Each button includes the language code and a small flag. At the bottom of the page, there is a text box that says: "The CD contains Adobe Acrobat (PDF) files. You need Adobe Reader to open these files. If you want [click here to download](#)". The background of the website is a photograph of a market stall with various fruits and vegetables.

SMALL CITY COMMERCE



A Leonardo da Vinci (Transfer of Innovation) Project within the framework of the Lifelong Learning Programme

ES GR DE EN TR RO

The CD contains Adobe Acrobat (PDF) files. You need Adobe Reader to open these files. If you want [click here to download](#)


Stories

Macromedia Flash Player 8
Archivo Ver Control Ayuda

John owns a mini market named GO-GO on the main street of down-town which he inherited from his father.

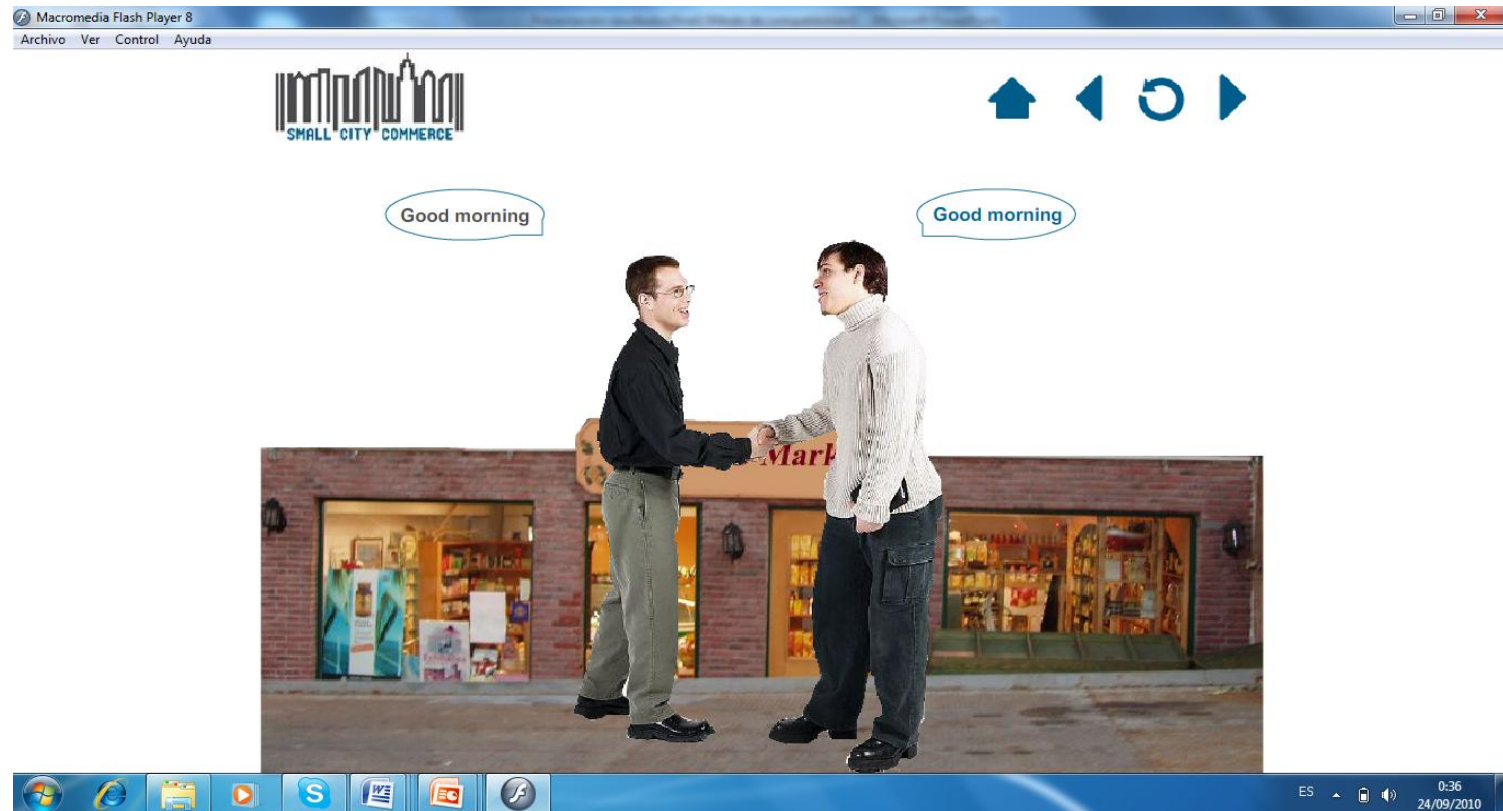




ES
0:34
24/09/2010





Stories



Stories

Macromedia Flash Player 8
Archivo Ver Control Ayuda





How could John avoid customer losses?

Here are his options:

1. Do a mini research on customer habits before making a decision on product portfolio
2. Search for collaboration

(Click on 1 or 2 to see details of each option)





ES 0:37 24/09/2010



Stories

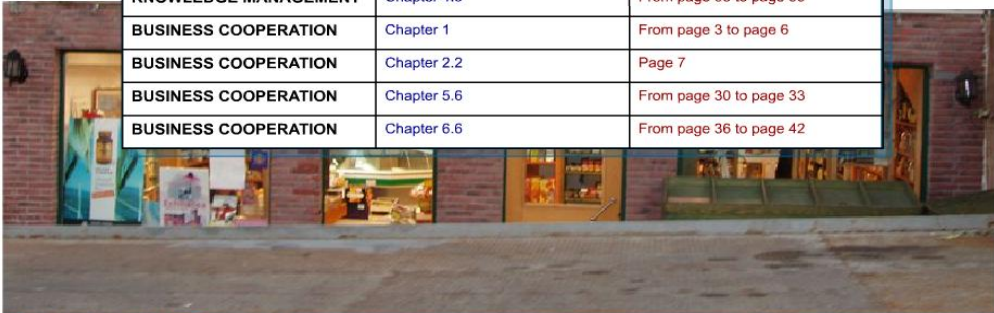
Macromedia Flash Player 8

Archivo Ver Control Ayuda

If you want to explore in these areas please refer to the following modules:

MODULE	CHAPTER	PAGE (from – to)
KNOWLEDGE MANAGEMENT	Chapter 1	From page 3 to page 6
KNOWLEDGE MANAGEMENT	Chapter 4.2	From page 47 to page 53
KNOWLEDGE MANAGEMENT	Chapter 4.3	From page 53 to page 55
BUSINESS COOPERATION	Chapter 1	From page 3 to page 6
BUSINESS COOPERATION	Chapter 2.2	Page 7
BUSINESS COOPERATION	Chapter 5.6	From page 30 to page 33
BUSINESS COOPERATION	Chapter 6.6	From page 36 to page 42



ES 0:38 24/09/2010



Final Training material

- Quality Management contains:

Introduction

Case Study

Tools and Exercises

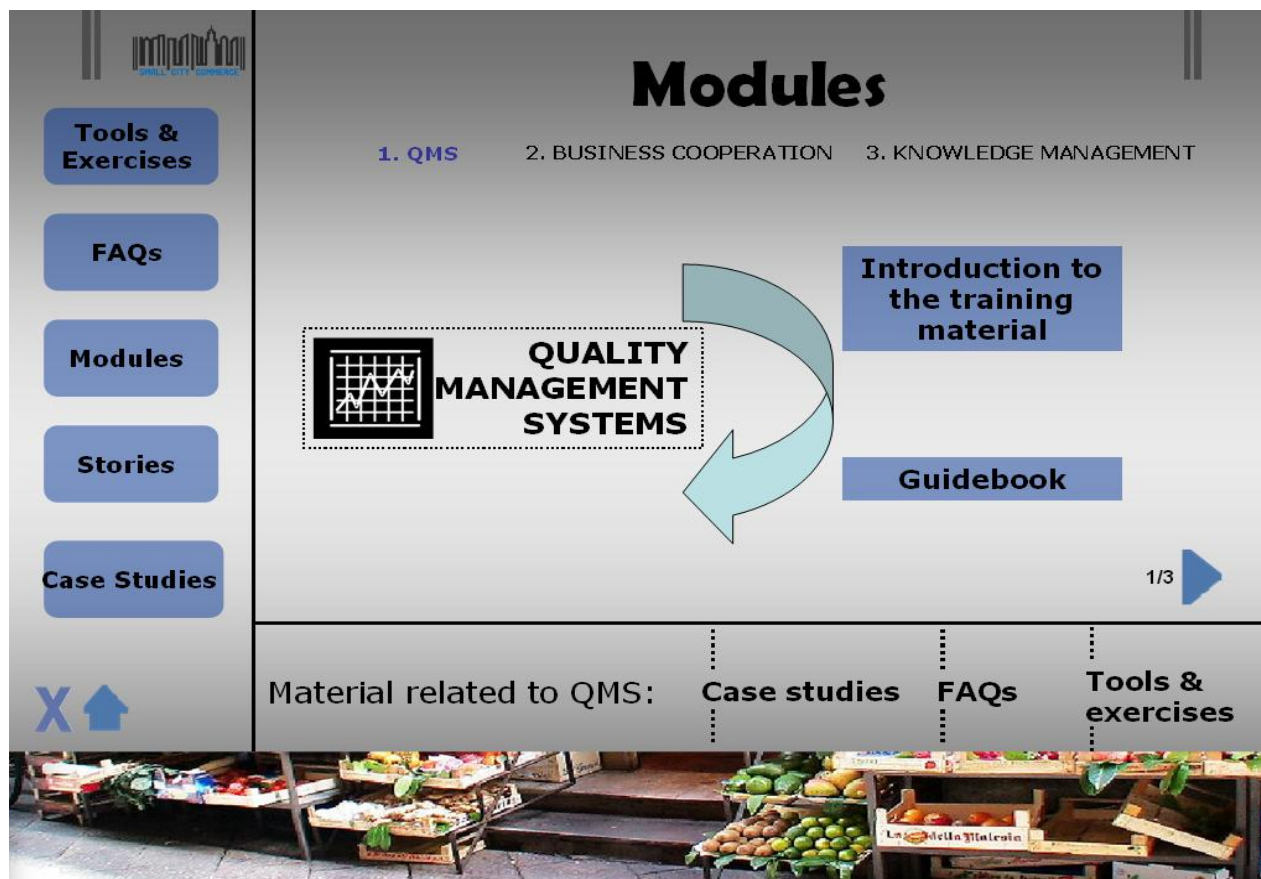
Material

FAQs

Flash Video



Structure



Introduction

The image is a screenshot of a presentation slide. On the left, there is a vertical sidebar with a menu containing five items: "Tools & Exercises", "FAQs", "Modules", "Stories", and "Case Studies". Each item is in a blue rounded rectangle. At the bottom of the sidebar are two icons: a blue 'X' and a blue house. The main area of the slide has a grey background. At the top left of this area is the "SMALL CITY COMMERCE" logo. The title "What is a Quality Management System according to ISO 9001:2008?" is centered in a large, bold, black font. Below the title, there are two paragraphs of text. The first paragraph states: "Quality is a trendy notion for post-industrial societies. Consumers, having in most cases resolved the problem of meeting their basic needs, demand that the goods, products or services they buy correspond to a certain established set of requirements." The second paragraph states: "Quality does not refer solely to the goods, products or services but it covers issues like delivery time, packaging, recording customer complaints, processing non conformities etc." At the bottom right of the slide, there is a blue triangle pointing right with the text "1/9" inside it. Below the slide, there is a photograph of a fruit market stall with various fruits like apples, oranges, and kiwis displayed on wooden stands.

Case Study

KAZUAL Case study

Company description

KAZUAL was founded in 1992 by two brothers/owners in the field of sales and distribution of footwear. In 1997 the company expanded its activities with imports from EU countries and a strategic plan for retail franchisee stores. In 2001 the first franchise store was established. In 2003, KAZUAL has 5 franchisee stores in Attica.

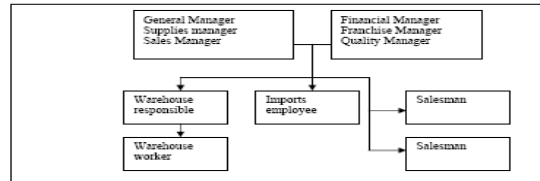
The company activates in the imports, sales and distribution of all kind of footwear. The aim of the company is to be acknowledged as a reliable and respected company in its sector.

The products are imported from large industries mainly from Greece, Italy, Spain, India and other countries. Company's customers are retail shops mainly in Attica, in Crete, in Peloponnese, in the islands of Cyclades and Ionian sea, while there is a plan of approaching new customers in Epirus, Thessaly and the North Greece. The products are distributed in the Greek market with the following brand names: 'Kazual' for casual shoes and slippers, 'Santa Klara' for ladies shoes, 'Gary Thain' for men shoes and 'Ko-I' for sports shoes.

The company owns a warehouse of 250 square metres, while in the medium-term plans is its relocation in privately owned building in Attica.

The company employs 5 employees, 2 in the warehouse, 1 in imports, 2 salesmen. The two owners have equal authorities, but distinct responsibilities, one in imports and wholesales and the other in franchisee shops, financial management and quality management. The organisational chart of the company is shown in the scheme below.

Organisational chart

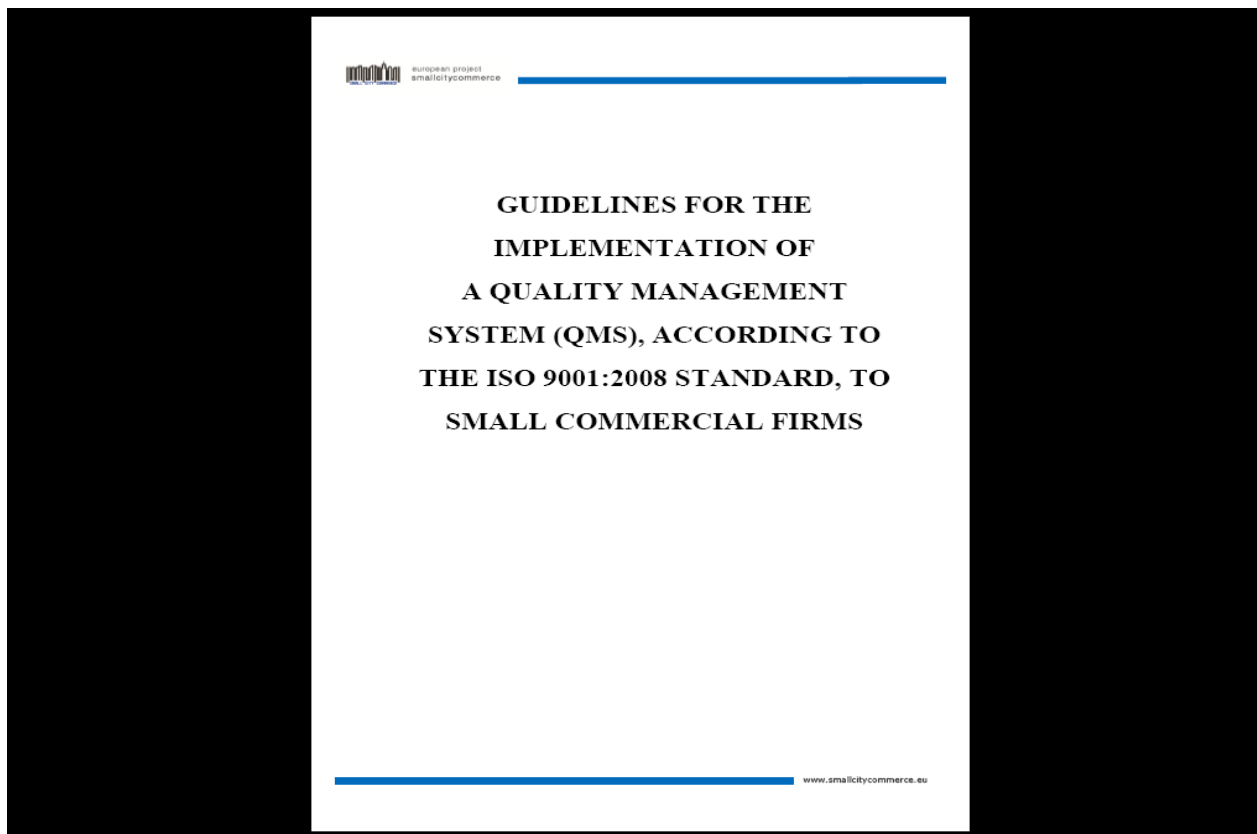


The main company processes are:


Sales/order taking



Guidebook



Guidebook

 european project smallcitycommerce		2
<h1 style="text-align: center;">INDEX</h1>		
<hr/>		
1.- INTRODUCTION		3
1.1 CONTEXT		3
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2.2 THE DEVELOPMENT PHASES OF QUALITY: CULTURE, PRINCIPLES AND METHODS		6
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2.4 WHY THE IMPLEMENTATION OF A QUALITY MANAGEMENT SYSTEM?		9
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Final Training Material

- Knowledge Management contains:

Introduction

Material

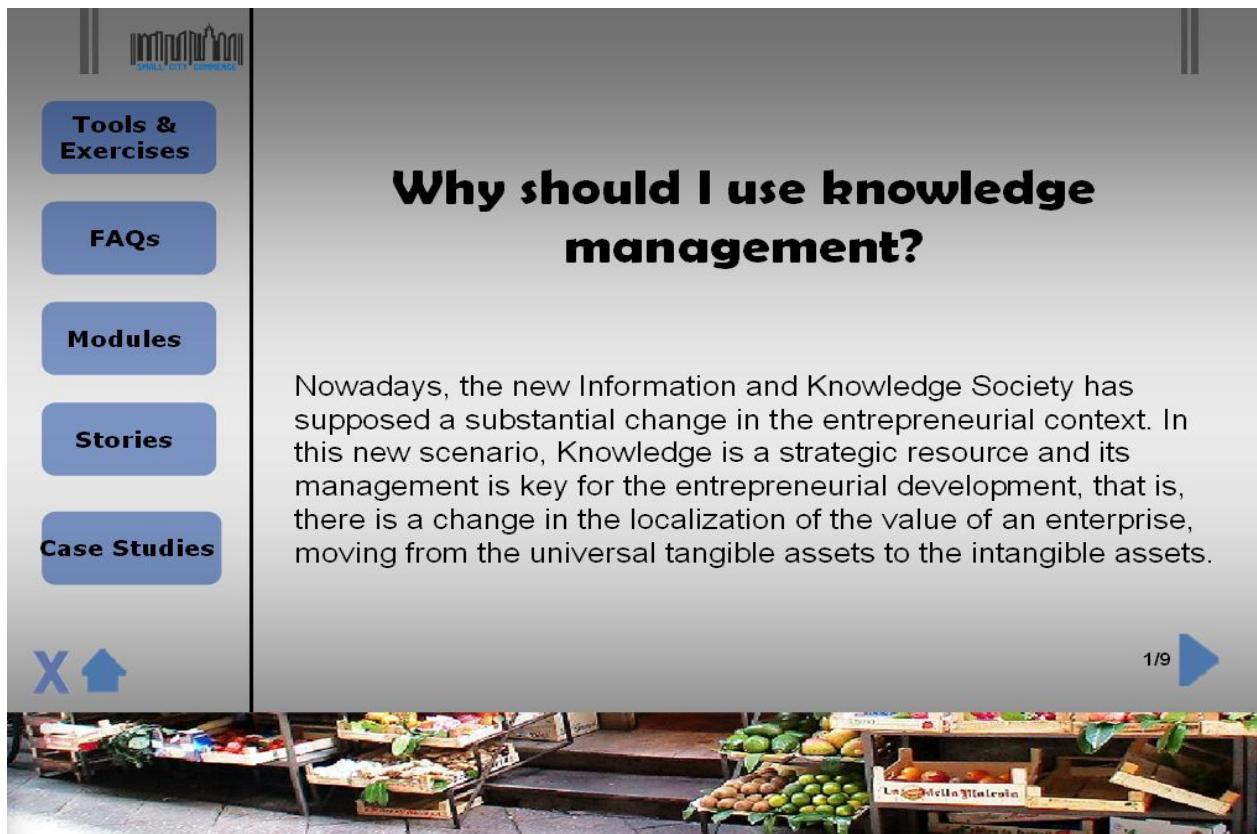
Case study and exercises

FAQs

Video



Introduction



Tools & Exercises

FAQs

Modules

Stories

Case Studies

Why should I use knowledge management?

Nowadays, the new Information and Knowledge Society has supposed a substantial change in the entrepreneurial context. In this new scenario, Knowledge is a strategic resource and its management is key for the entrepreneurial development, that is, there is a change in the localization of the value of an enterprise, moving from the universal tangible assets to the intangible assets.

1/9



Tools and exercises



European project
smallcitycommerce

NEGOTIATION SKILLS. - The business life is a permanent negotiation with others: people who are defending their own interests. When you improve your negotiation skill level, you gain the ability to increase value in numerous aspects of your life simply by increasing the effectiveness of your communication skills. There are many opportunities to negotiate better deals and terms, however these chances are often missed because neither side makes it clear that negotiating is an option.

Tool 1. Exercises for confronting conflicts

Please, answer "Yes" or "No" and add it separately. If finally, you have more yes than no, you can begin the conflict but if you have more no, please, do not begin it.

	Yes	No
Have you got experience?		
Do you have possibilities to win?		
Do you have the possibility to consult with experts?		
There are interests at stake risk		
Could have reactions from the contrary part?		
The level of confidence of the contrary part		
Are there mutual benefits?		
Is it the best moment to tackle?		
TACKLE IT		

Top Ten Reasons to Become a Better Negotiator

Improve personal and professional profitability
Achieve desired outcomes and create synergy while fostering relationships
Maximize financial returns and value in negotiations
Avoid being cheated
Neutralize difficult negotiators and their tactics
Enter into and conduct negotiations with confidence
Know when and how to walk away from a negotiation
Improve personal relationships with colleagues, clients and loved ones
Build leadership and team building skills
Turn cultural differences into assets rather than liabilities

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Guidebook



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INDEX

1. Knowledge Management

- 1.1 INTRODUCTION
- 1.2 WHAT IS KNOWLEDGE?
 - 1.2.1 DATA
 - 1.2.2 INFORMATION
 - 1.2.3 KNOWLEDGE
- 1.3 KNOWLEDGE AND BUSINESS
 - 1.3.1 KNOWLEDGE IS AN ASSET
 - 1.3.2 WHAT KNOWLEDGE DO WE NEED?
- 1.4 KNOWLEDGE MANAGEMENT: ONLY IN LARGE COMPANIES? NO WAY!

2. Information Technology

- 2.1 INTRODUCTION
- 2.2 THEORETICAL FOCUS ON HOW ICT CAN ENHANCE KM
- 2.3 SOLUTION WOULD BE OK FOR THE DIFFERENT SITUATIONS FOR SME'S
- 2.4 CRITERIA AND INFORMATION ON HOW TO SELECT PROVIDER

3. Technology Watch and Business Intelligence

- 3.1 THE LEARNING OBJECTIVES OF THE TRAINING MODULES
- 3.2 THE LEARNING OBJECTIVES OF THE TRAINING MODULES
- 3.3 GLOSSARY
- 3.4 INTRODUCTION
- 3.5 INITIAL PREMISES
- 3.6 OBJECT OF SURVEILLANCE

4. Information knowledge management in surveillance: business surveillance and intelligence.

- 4.1 ORGANIZATION OF SURVEILLANCE IN A BUSINESS
- 4.2 OTHER WAYS OF BUSINESS COLLABORATION: REGIONAL CLUSTERS, INTERNET AND EXCELLENCE NETWORKS
- 4.3 MANAGEMENT KNOWLEDGE AS A KEY FOR COMPETING.

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Video

- Discover What You Know



Final Training Material

- Business Cooperation contains:

Introduction

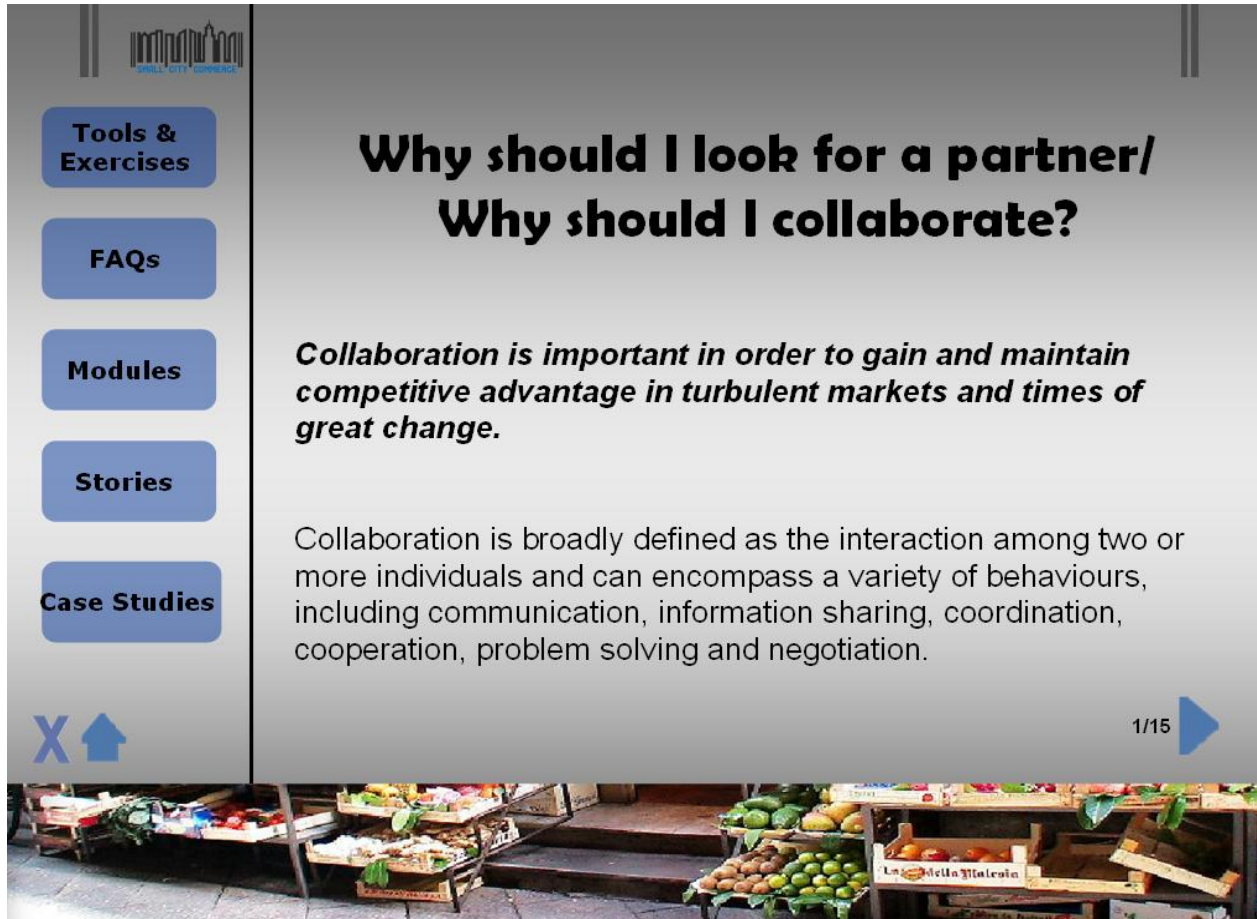
Material

Tools and exercises

FAQs



Introduction



The screenshot shows a website interface with a sidebar on the left containing navigation buttons: "Tools & Exercises", "FAQs", "Modules", "Stories", and "Case Studies". The main content area has a title "Why should I look for a partner/ Why should I collaborate?" and a quote: "Collaboration is important in order to gain and maintain competitive advantage in turbulent markets and times of great change." Below the quote is a paragraph defining collaboration. At the bottom of the main area is a photograph of a fruit market stall. In the bottom right corner of the screenshot, there is a "1/15" indicator and a blue arrow pointing right.

Tools & Exercises

FAQs

Modules

Stories

Case Studies

Why should I look for a partner/ Why should I collaborate?


Collaboration is important in order to gain and maintain competitive advantage in turbulent markets and times of great change.

Collaboration is broadly defined as the interaction among two or more individuals and can encompass a variety of behaviours, including communication, information sharing, coordination, cooperation, problem solving and negotiation.

1/15



Tools and Exercises




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 smallcitycommerce

LEADERSHIP. Leadership is a complex process by which a person influences others to accomplish a mission, project, task, or objective and directs the organization in a way that makes it more cohesive and coherent.

Tool 1. The star of David

The team is made up of 4 people. Pick up the ropes and give them to the Team. They are then briefed that they will be given 5 minutes to decide on a plan, then blindfolded and given 15 minutes to re-create the star. Pattern on the floor exactly as it was.



For Staff

- Make sure they you use good blindfolds, as if one person can see then it completely spoils the exercise
- This exercise "Nearly Always" goes quicker when there is a leader in charge and they assign roles to their team members and stick to a plan
- Try and have 2 separate teams, one to do it leader based and one to do it leaderless, so they they can't use any knowledge gained by already having done it once.
- Once both methods have been done then give the teams the chance to do it using the other leadership style to see the differences
- Be flexible on the time limits - if 15 minutes is too short then extend it for the next time you run it. When finished - Debrief the team just having done the task, also if spectators are present get them to add comments on the performance

Tool 2. Leadership Questionnaire:

1	I believe I can recognise gifts and potential in people.	1	2	3	4	5
2	I place a high degree of trust in others in my organisation.	1	2	3	4	5
3	I enjoy reconciling different points of view.	1	2	3	4	5
4	When I join a group, others tend to look to me for a lead.	1	2	3	4	5
5	I prefer to work alone than to work in teams.	1	2	3	4	5

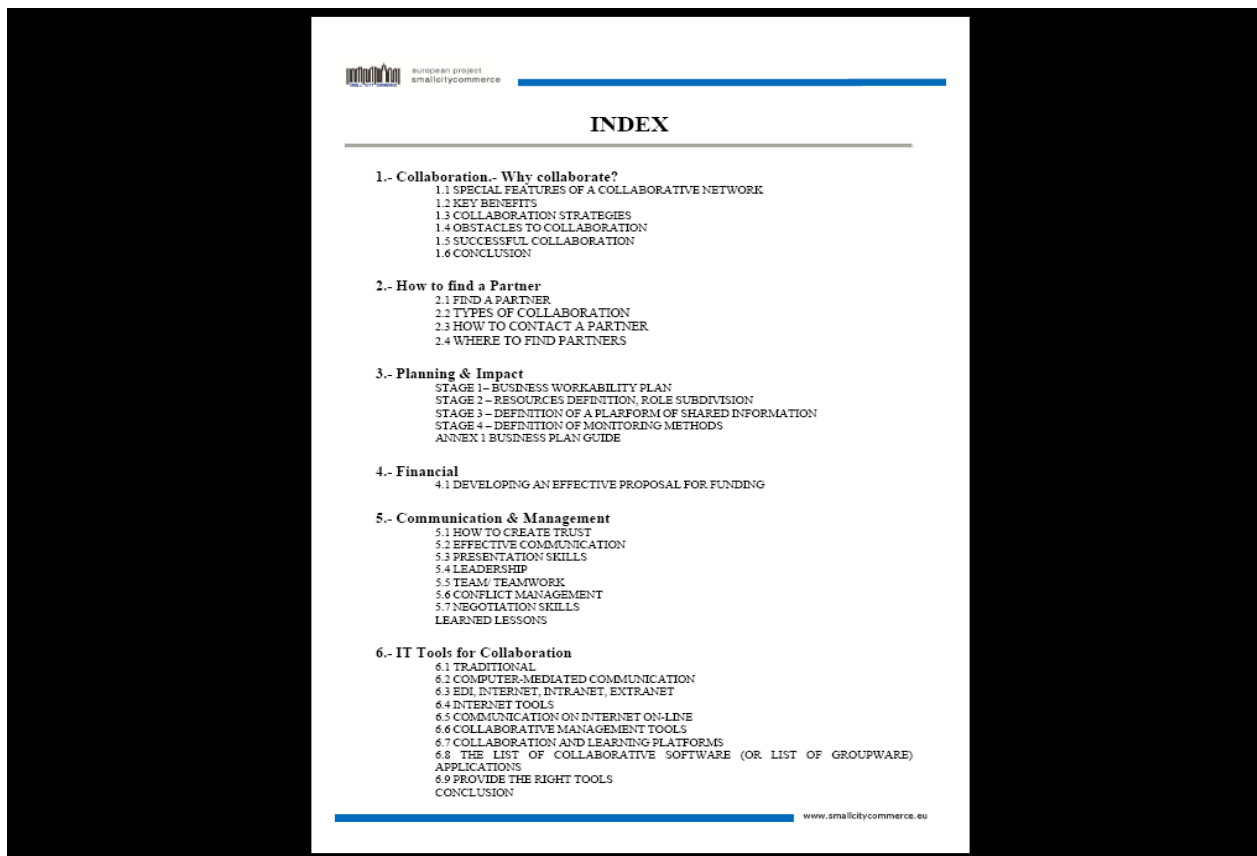
To obtain the result: $[q1 + q2 + q3 + q4 + (6 - q5)]$

The possible results of this questionnaire which can be obtained can be: 5-25, being 25 the maximum punctuation and will mean that you are prepared to be a great leader of teams.

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Guidebook



Video

- The impact of the social networks



CD Demonstration



Inclusion of a group into a Profesional Social Net.

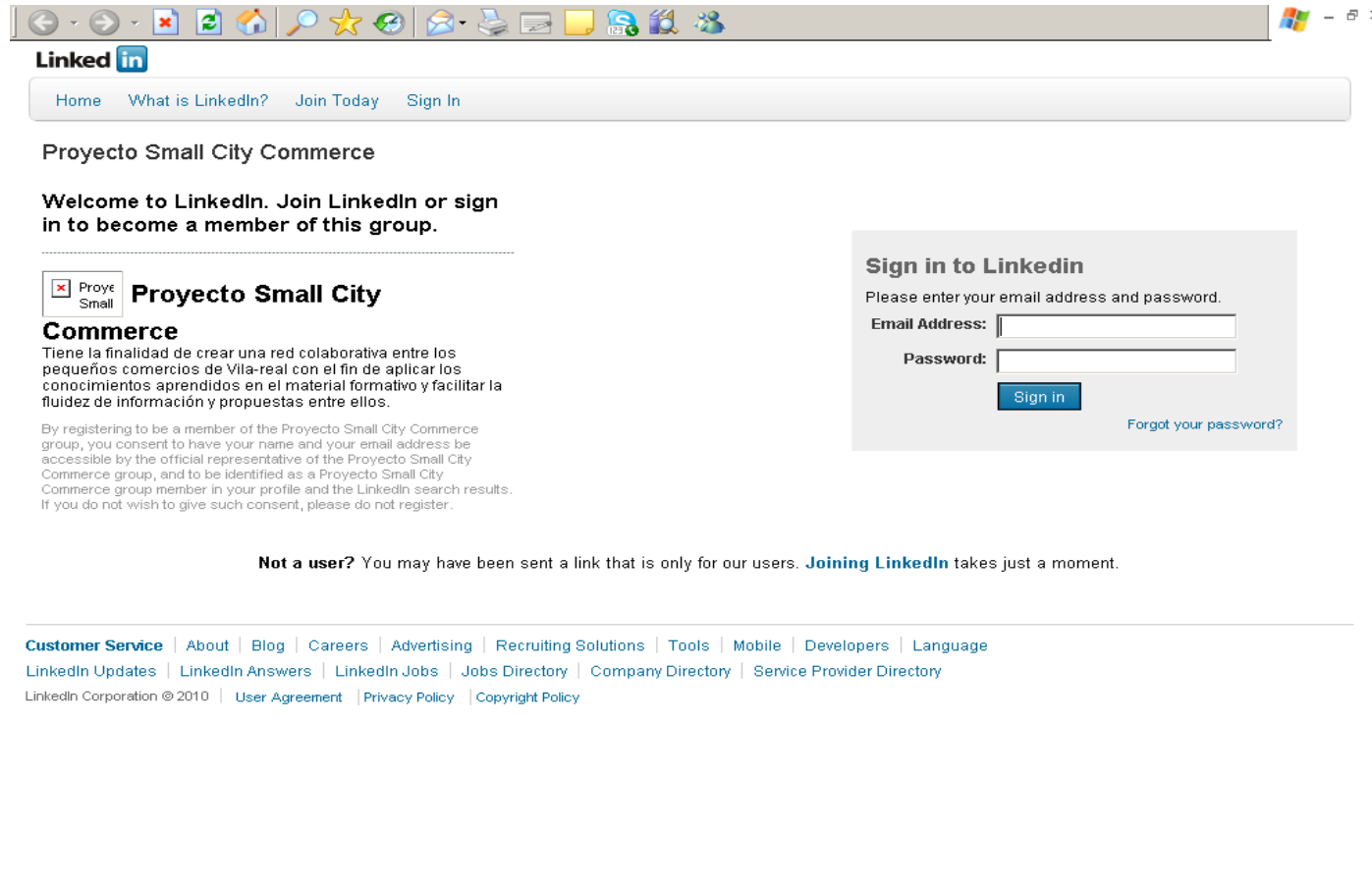


Inclusion of a group in a Social Profesional Net


- Tools of colaboration.
- On line Forum.
- Tutorial Attention of the training Material
Each material has its own tutorial forum



Project Group

A screenshot of a web browser window displaying the LinkedIn page for the 'Projecto Small City Commerce' group. The browser's address bar shows the LinkedIn URL. The page header includes the LinkedIn logo and navigation links: Home, What is LinkedIn?, Join Today, and Sign In. The group name 'Projecto Small City Commerce' is prominently displayed. Below the name, a welcome message reads: 'Welcome to LinkedIn. Join LinkedIn or sign in to become a member of this group.' A sign-in box on the right prompts users to enter their email address and password, with a 'Sign in' button and a link for 'Forgot your password?'. On the left, a small icon with a red 'x' and the text 'Proye Small' is visible. Below the group name, a description in Spanish states: 'Tiene la finalidad de crear una red colaborativa entre los pequeños comercios de Vila-real con el fin de aplicar los conocimientos aprendidos en el material formativo y facilitar la fluidez de información y propuestas entre ellos.' A paragraph of English text follows, explaining the registration process and consent. At the bottom, a note asks if the user is not a user, mentioning a link for users and a note about joining LinkedIn taking a moment. The footer contains various links: Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, Developers, Language, LinkedIn Updates, LinkedIn Answers, LinkedIn Jobs, Jobs Directory, Company Directory, and Service Provider Directory. It also includes copyright information for LinkedIn Corporation © 2010 and links to User Agreement, Privacy Policy, and Copyright Policy.

Online Forum



The screenshot shows a web browser window displaying the 'Proyecto Small City Commerce' forum. The interface includes a top navigation bar with links like 'Inicio', 'Perfil', 'Contactos', 'Grupos', 'Empleos', 'Buzón', and 'Más...'. The main content area features a 'Debates' section with a search bar and a 'Compartir' button. Below this, there are 'Debates más populares' (Most Popular Debates) and 'Actualizaciones: últimos 7 días' (Updates: last 7 days). The 'Debates más populares' section includes a post by 'Esteban Bellés Girona' titled 'ASPECTOS GENERALES' and another post titled 'Conferencia final del proyecto Small City Commerce en Bruselas'. The 'Actualizaciones' section shows updates from 'LLUIS JUAN' and 'anna sebastià'. On the right side, there is a 'Linked in. Funcionalidades' (LinkedIn Features) section with a profile for 'María Pérez' and a progress bar for her profile completion.




Tutorial Attention



The screenshot shows a web browser window displaying a LinkedIn profile. The browser's address bar shows the URL <http://www.linkedin.com/in/estebanbellés>. The page header includes the LinkedIn logo and navigation links: Inicio, Perfil, Contactos, Grupos, Empleos, Buzón, and Más... The user's name, Esteban Bellés Girona, is visible in the top right corner. The main content area is titled "Mis grupos (4)" and lists four groups: "Foro de Gestión de la Calidad", "Foro de Gestión del Conocimiento", "Foro de Redes de Colaboración", and "Proyecto Small City Commerce". Each group entry includes a brief description and a link to "Acciones". On the right side, there is a section titled "Encuentra un grupo | Crear un grupo" and another titled "Personas a las que sigo". A sidebar on the right contains a section titled "Linked in. Funcionalidades" with the text "Respuestas de expertos." and a button labeled "Explora Respuestas". The footer of the page includes links for "Atención al cliente", "Acerca de", "Blog", "Publicidad", "Soluciones para selección de personal", "Herramientas", "Móvil", "Desarrolladores", "Idioma", and "Actualizar mi cuenta".



Tutorial Attention




Foro de Gestión del Conocimiento

un subgrupo de Proyecto Small City Commerce

Debates
Miembros
Promociones
Empleos
Búsqueda
Gestionar
Más...

Invitar a otros



Comienza un debate o comparte algo con el grupo...


La longitud máxima es de 200 caracteres.

Adjuntar un enlace

Compartir

Mi actividad

Debates más populares




KnowMakers - Small City Commerce

anunciado el hace 3 meses

Juan A. Bertolín hace 15 días • <http://prezi.com/9i8lbfyyo7a6/knowmakers-small-city-commerce/>

Dejar de seguir Juan A.

Ver más »



Otra iniciativa muy interesante: Enmizona, buscador de productos y servicios en tu zona

<http://www.enmizona.es/heladeriazeus>

anunciado el hace 2 meses

Dejar de seguir Juan A.

Ver más »

BLOGS INTERESANTES


Tengo un par de blogs muy interesantes. Tienen información sencilla y hay muchas ideas que son fáciles de aplicar para nosotros.

<http://www.retail.awanzo.com>

<http://www.marketingcomunidad.com>

anunciado el hace 3 meses

Actualizaciones: últimos 7 días



Juan A. Bertolín ha comentado sobre:

KnowMakers - Small City Commerce - prezi.com

"[http://prezi.com/9i8lbfyyo7a6/knowmakers-small-city-commerce/leo://pln/http%3A*3*prezi%2Ecom*39i8.....]"

• hace 15 días • 2 comentarios

Ver todas las actualizaciones »

LinkedIn Funcionalidades

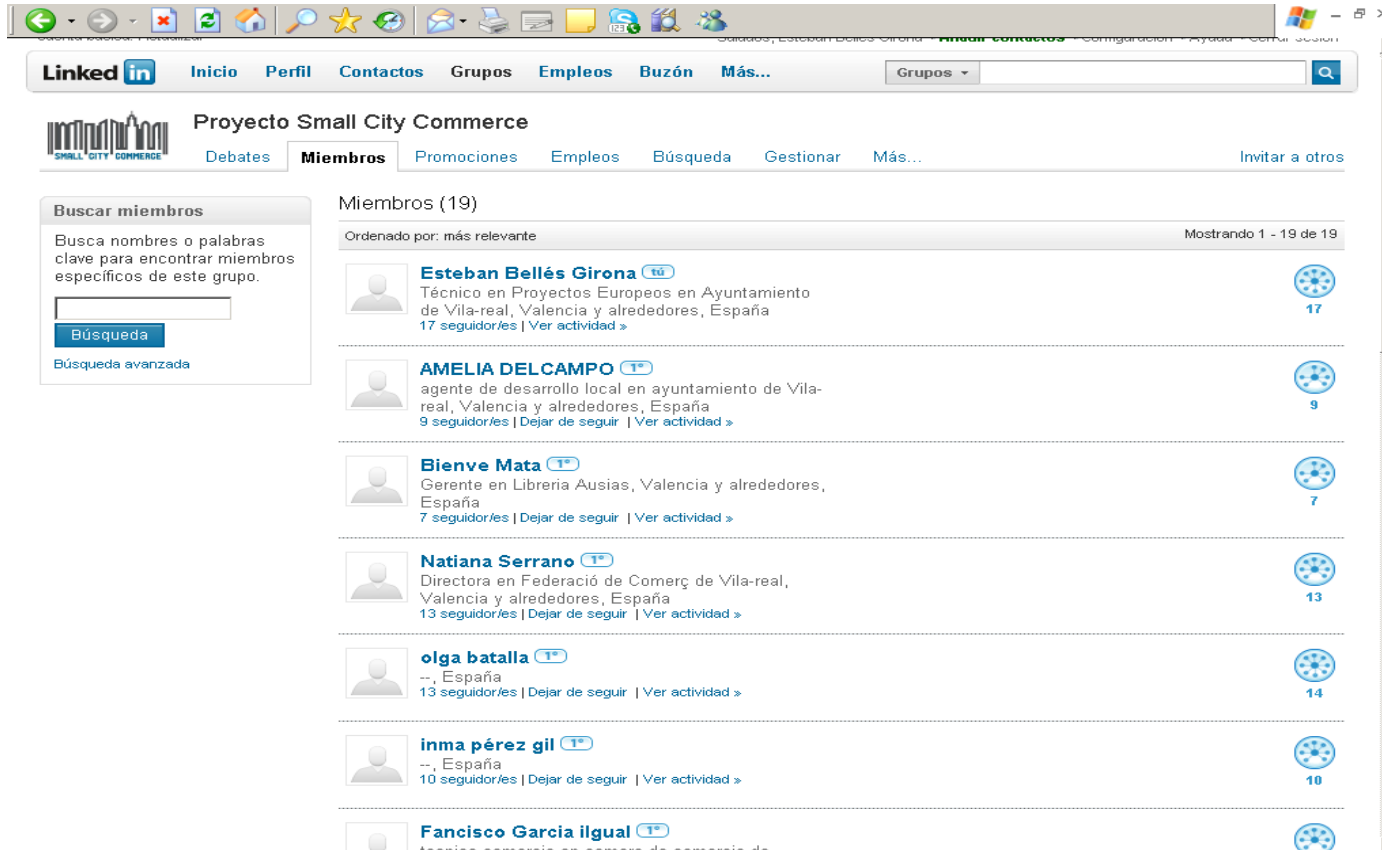
Respuestas de expertos.

Haz o responde a una pregunta hoy mismo.

Explora Respuestas



Tools of collaboration



The screenshot shows a LinkedIn group page for 'Proyecto Small City Commerce'. The page includes a search bar, a list of members, and a sidebar with a search function for group members.

Proyecto Small City Commerce

Debates **Miembros** Promociones Empleos Búsqueda Gestionar Más... Invitar a otros

Buscar miembros

Busca nombres o palabras clave para encontrar miembros específicos de este grupo.

[Búsqueda](#)

[Búsqueda avanzada](#)

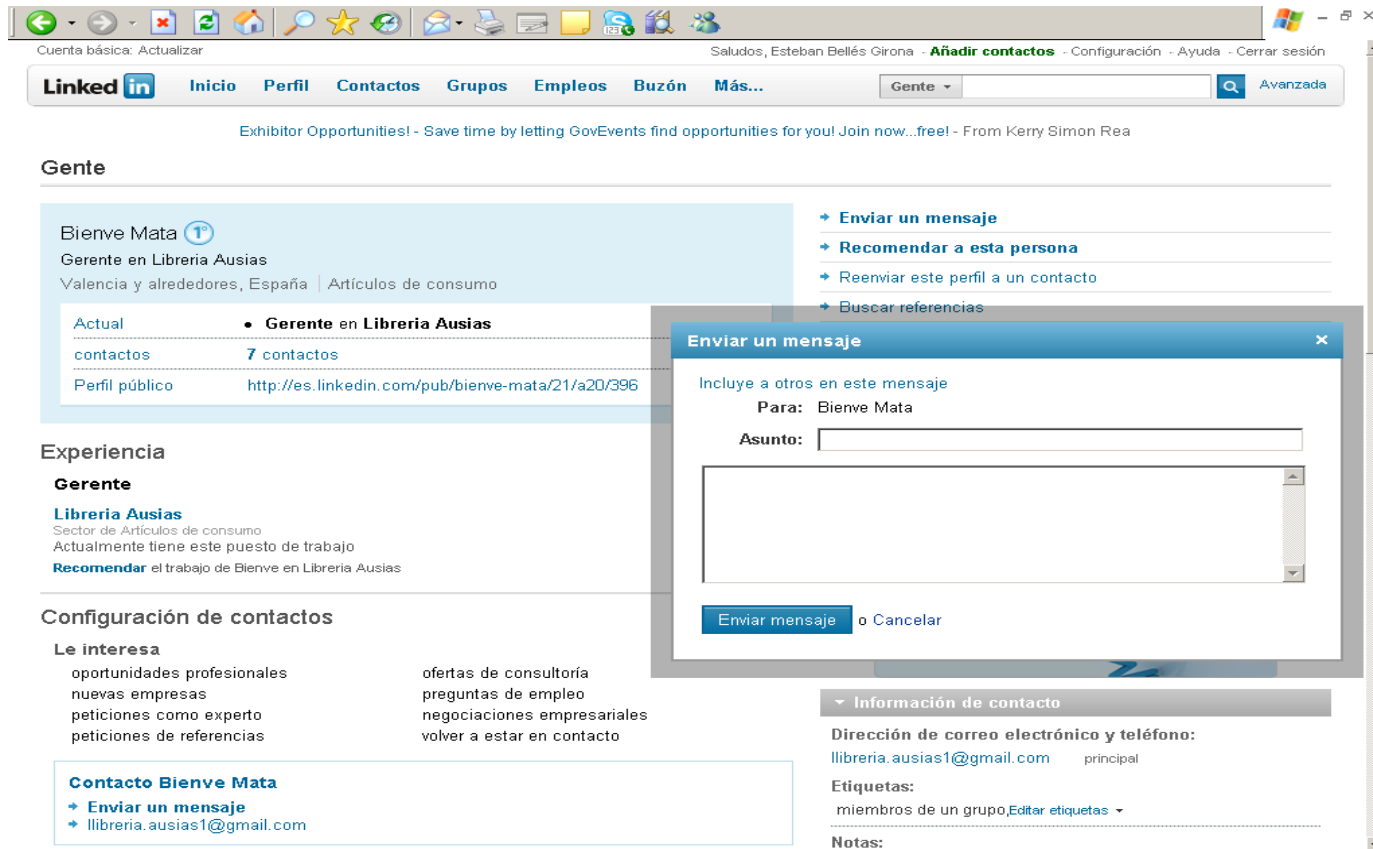
Miembros (19)

Ordenado por: más relevante Mostrando 1 - 19 de 19

- Esteban Bellés Girona** (TU)
Técnico en Proyectos Europeos en Ayuntamiento de Vila-real, Valencia y alrededores, España
17 seguidores | [Ver actividad](#)
- AMELIA DELCAMPO** (T+)
agente de desarrollo local en ayuntamiento de Vila-real, Valencia y alrededores, España
9 seguidores | [Dejar de seguir](#) | [Ver actividad](#)
- Bienve Mata** (T+)
Gerente en Librería Ausias, Valencia y alrededores, España
7 seguidores | [Dejar de seguir](#) | [Ver actividad](#)
- Natiana Serrano** (T+)
Directora en Federació de Comerç de Vila-real, Valencia y alrededores, España
13 seguidores | [Dejar de seguir](#) | [Ver actividad](#)
- olga batalla** (T+)
--, España
13 seguidores | [Dejar de seguir](#) | [Ver actividad](#)
- inma perez gil** (T+)
--, España
10 seguidores | [Dejar de seguir](#) | [Ver actividad](#)
- Fancisco Garcia ilgual** (T+)
técnico comercio en cámara de comercio de



Tools of colaboration




Cuenta básica: Actualizar Saludos, Esteban Bellés Girona - [Añadir contactos](#) - Configuración - Ayuda - Cerrar sesión

Linked in Inicio Perfil Contactos Grupos Empleos Buzón Más... Gente Avanzada

Exhibitor Opportunities! - Save time by letting GovEvents find opportunities for you! Join now...free! - From Kerry Simon Rea

Gente

Bienve Mata 

Gerente en **Librería Ausias**
Valencia y alrededores, España | Artículos de consumo

Actual • **Gerente en Librería Ausias**

contactos **7 contactos**

Perfil público <http://es.linkedin.com/pub/bienve-mata/21/a20/396>

- [Enviar un mensaje](#)
- [Recomendar a esta persona](#)
- [Reenviar este perfil a un contacto](#)
- [Buscar referencias](#)

Experiencia

Gerente

Librería Ausias
Sector de Artículos de consumo
Actualmente tiene este puesto de trabajo
[Recomendar](#) el trabajo de Bienve en Librería Ausias

Configuración de contactos

Le interesa

- oportunidades profesionales
- nuevas empresas
- peticiones como experto
- peticiones de referencias
- ofertas de consultoría
- preguntas de empleo
- negociaciones empresariales
- volver a estar en contacto

Contacto Bienve Mata

- [Enviar un mensaje](#)
- libreria.ausias1@gmail.com

Enviar un mensaje

Incluye a otros en este mensaje

Para: Bienve Mata

Asunto:

[Enviar mensaje](#) o [Cancelar](#)

Información de contacto

Dirección de correo electrónico y teléfono:
libreria.ausias1@gmail.com principal

Etiquetas:
miembros de un grupo, [Editar etiquetas](#)

Notas:



Video

- [What is LinkedIn??](#)



Pilot Courses



Pilot Courses

- To show materials to the target group
- Material Evaluation through questionnaires.
- Inclusion of the participants in the project group of Social Profesional Net



Pilots in Spain



Pilots in Turkey



Pilots in Germany



Questionnaires

training_evaluation_form_final - Microsoft Word

Archivo Edición Ver Insertar Formato Herramientas Tabla Ventana Traducción

Mapa del documento Vistas en miniatura Buscar... Referencia... Cerrar

Marcas mostradas finales Mostrar

Escriba una pregunta

Pantalla 1 de 13

Project number: ES/08/LLP-LAV/TOI/149019

Small City Commerce

[SCC]

Cuestionario de Evaluación para Participantes

PARTE II: Evaluación de la formación

Nombre del Participante:

Organización/Compañía : Posicion/Función:

Lugar (ciudad, Sector: Fecha: país):

Section A: Course Contents

1. ¿Cuales de estas áreas han sido cubiertas en la formación?

Pantalla 2 de 13

	✓
Sistemas de Gestión de la Calidad	
Gestión del Conocimiento	
Colaboración Empresarial	

2. Los temas fueron adaptados y relacionados al ámbito de las micro empresas. (Por favor conteste solo a los módulos en los que ha sido usted formado)

Elija desde 10 (muy positivo) hasta 1 (muy negativo) de acuerdo con su opinión.

Gestión de la Calidad

Totalmente de acuerdo Nada de acuerdo

10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gestión del Conocimiento

Totalmente de acuerdo Nada de acuerdo

10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Questionnaires

training_evaluation_form_final - Microsoft Word

Archivo Edición Ver Insertar Formato Herramientas Tabla Ventana Traducción

Mapa del documento Vistas en miniatura Buscar... Referencia... Marcas mostradas finales Mostrar

Escriba una pregunta

Pantalla 3 de 13

Colaboración empresarial

Totalmente de acuerdo Nada de acuerdo

	10	9	8	7	6	5	4	3	2	1
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Por favor evalúe cada parte de la formación por separado:

Gestión de la Calidad:

Muy útil Nada útil

	10	9	8	7	6	5	4	3	2	1
Contenidos (todas las secciones)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Casos de Estudio (ejemplos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herramientas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Que?, ¿Por que? y ¿Como?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preguntas frecuentes contestadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gestión del Conocimiento:

Pantalla 4 de 13

Muy útil Nada

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Casos de Estudio (ejemplos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herramientas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Que?, ¿Por que? y ¿Como?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preguntas frecuentes contestadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Colaboración Empresarial:

Muy útil Nada útil

	10	9	8	7	6	5	4	3	2	1
Contenidos (todas las secciones)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Casos de Estudio (ejemplos)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herramientas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Project Website




Project Website

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- Publications.
- Contact us.
- Training Material Acces.
- Social Profesional Net Acces.



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Introduction

Economic change and development over the past few decades has caused businesses to adapt, particularly those small businesses in small cities who seek to survive and prosper in an evermore competitive market. Most training programmes designed to help companies adapt to a changing economic climate have centred on the needs of the large companies but have often neglected to provide the necessary tools to help the smaller companies.

In response to this situation the Small City Commerce project has been created to identify, adapt and implement diverse and innovative solutions for the small retail sector through a business training programme.

To achieve this objective the project will analyse the needs of the small commercial companies sector in small cities and from the results develop a suitable training programme which caters to the specific needs of the sector. The training programme will focus on three key pillars addressing quality management systems, knowledge management systems and the advantages of business networks.

The training material will thus be aimed at managers, directors and employees of the small to medium sized companies operating in the services sector and located in the smaller cities. An evaluation of the training plan and course materials will be carried out to ensure quality and improvement and the final results will be transferred in each of the participating countries and across the rest of Europe.

It is hoped that one of the principal benefits of the programme will be the



News


[SCC Final Conference in Brussels](#)

The Final Conference of Small City Commerce will take place on 24th September 2010 at the Committee of the Regions in Brussels. [read more](#)

[SCC presented at eLearning Baltics](#)

The SCC project results were presented at the international conference eLearning Baltics that took place from 1st to 2nd July 2010 in Rostock, Germany. More than 150 participants from 16 countries attended the event. [read more](#)





Project Description



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Project Description

The motives for the development of this project arise from the need to maintain skills standards at the level demanded for service quality as required by consumers, and this rests on three basic pillars: knowledge management, quality systems and business networks.

One characteristic which differentiates the commerce in the small and medium-sized towns is that its structure is based on thousands of small shops that occupy the centre of local urban areas and cities making up a very dense trading configuration, which is close to the people on the street, it is very often family-run with a very small number of employees.

At this time no training plan exists, specifically designed for the small commercial company, which covers these three basic pillars integrally.

To assure ongoing training in small companies (with more limited resources than the larger companies) several aspects need to be considered, both of a personal nature, that affect their participation: lack of time, lack of training habits or discipline, the heterogeneous nature of businesses and traders, lack of personnel, etc.

From the conclusions of a survey on traders and business people from small companies carried out by the PATECO office we know that few of the traders go







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Partners



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Vila-real City Council



Vila-real City Council is a Local Authority which has around 350 workers. The department that make up Vila-real Town council, are: Municipal accommodation, property register, contracts, taxes, Culture, youth, women, sports, government, environment, citizen participation, public services, et, etc.

The department in Charge of all European Project is the European Department, also known, Department of Financial Promotions or Local Development Agency and in addition to manage European Project is also in charge of the promotion and development of the trading sector, of employment, training, consumers and of the whole business sector in the municipality.


For further information please have a look at www.vila-real.es.








Publications



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Publications

In this section you will find information about the newsletters of the project and any associated event or publication.

[Newsletter 1](#)

[Press note of the European SMEs week 05/05/2009](#)

[Press note of the European SMEs week 08/05/2009](#)

[News in CEDEFOP's newsletter from June 2009](#)


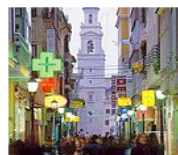
[Dissemination Report October 2008 - September 2009](#)



[Newsletter 2](#)

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[Press note of dissemination event at Spanish Chamber of Commerce of Belux in Brussels 09/03/2010](#)

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Training Material

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Results

Based on a preparatory analysis of the target group (small commercial companies) and already existing learning material developed in previous projects the project developed training material on **Quality Management**, **Knowledge Management** and **Business Cooperation**.

Beside the adaptation of the existing material on these subjects additional learning objects have been developed such as **Introductions**, **Frequently Asked Questions**, **Case studies**, **Tools** and **Exercises**.

On top of that three **short stories** (implemented as interactive Flash movies) have been designed in order to sensitise the shop owners etc. for the need of training in this field. The stories are about problems of everyday business life and the reader can easily identify with the characters of the stories. At the end the reader gets suggestions for specific topics and chapters of the overall training material to look at.





[Story 1
GO-GO Market](#)
[Story 2
Beauty Salon](#)
[Story 3
NEVIN Pharmacy](#)



The training material has been developed as CD-ROM. Please use the contact form to order such a CD. However, all the material is available online too. Just the user interface and navigation is less fancy in the web version.

If you like to go directly to the learning material please choose one of the subjects:

[Quality Management](#)
[Knowledge Management](#)
[Business Cooperation](#)

If you want to explore practically the possibilities of online business networks

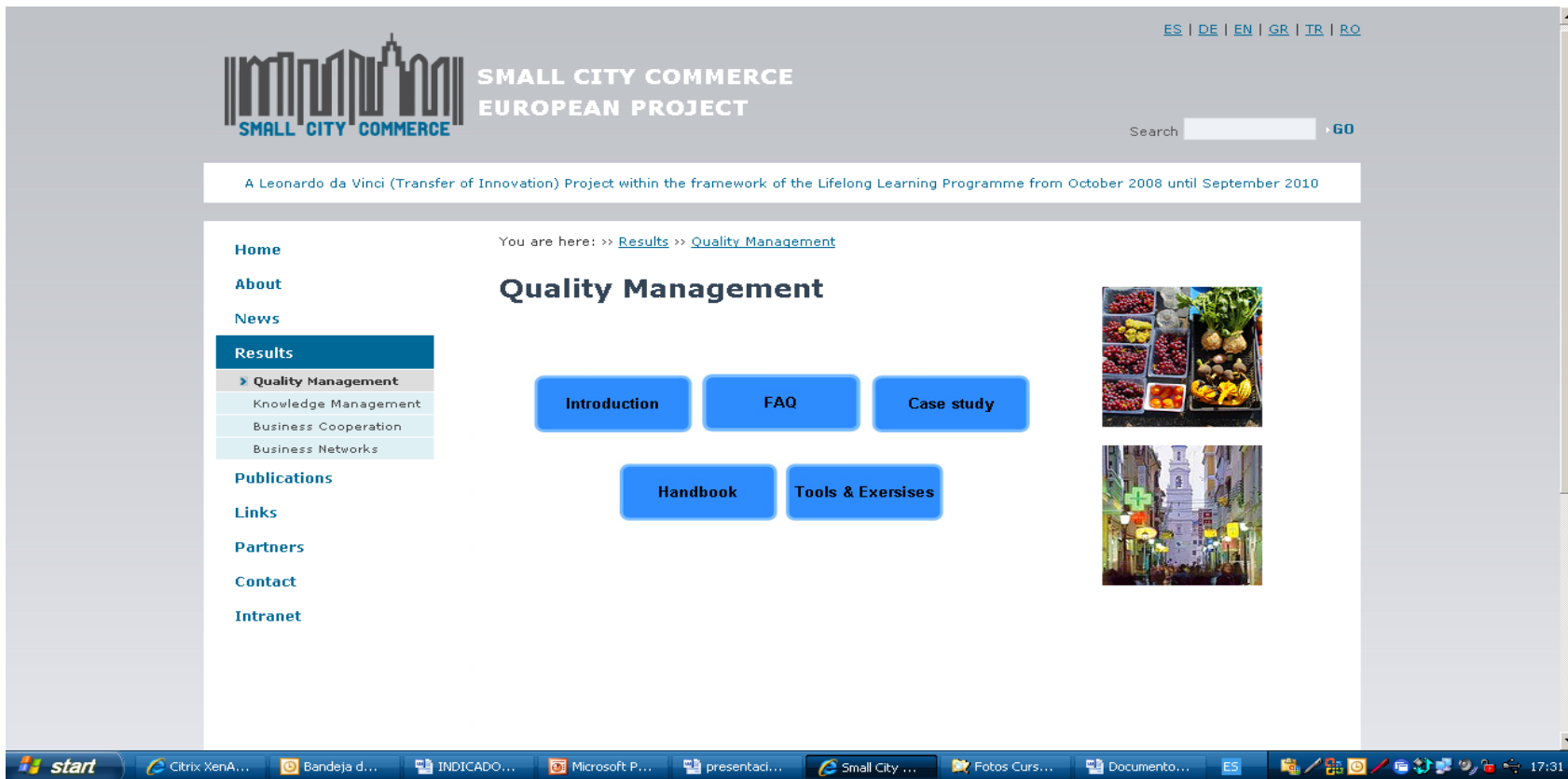





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Training Material



The screenshot shows the website for the Small City Commerce European Project. The header includes the project logo, the name 'SMALL CITY COMMERCE EUROPEAN PROJECT', and a search bar. A navigation menu on the left lists various sections: Home, About, News, Results (with sub-items like Quality Management, Knowledge Management, Business Cooperation, and Business Networks), Publications, Links, Partners, Contact, and Intranet. The main content area is titled 'Quality Management' and features a breadcrumb trail 'You are here: >> Results >> Quality Management'. Below this, there are five blue buttons: 'Introduction', 'FAQ', 'Case study', 'Handbook', and 'Tools & Exercises'. To the right of these buttons are two images: one showing a variety of fresh fruits and vegetables, and another showing a street scene with a church and colorful lanterns. The bottom of the screenshot shows a Windows taskbar with various open applications and the system clock.

ES | DE | EN | GR | TR | RO

Search GO

A Leonardo da Vinci (Transfer of Innovation) Project within the framework of the Lifelong Learning Programme from October 2008 until September 2010

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Quality Management

[Introduction](#) [FAQ](#) [Case study](#)

[Handbook](#) [Tools & Exercises](#)

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Profesional Social Net Access



con mas de 75 millones de usuarios y abarca mas de 200 países de todo el mundo. El sitio esta disponible en Inglés, Francés, Alemán, Italiano, Portugués y Español. El propósito del sitio es permitir a los usuarios registrados mantener una lista de contactos e información sobre personas que ellos conocen y en las que confían para realizar negocios. LinkedIn esta basado en una red americana, aunque 11 millones de usuarios son Europeos de los cuales por ejemplo 4 millones son británicos y 1 millón españoles.

Viadeo: Viadeo es una red social profesional con mas de 30 millones de miembros en todo el mundo. Los miembros incluyen a dueños de negocios, empresarios y gerentes de una gama muy diversa de empresas. El sitio esta disponible en Inglés, Francés, Alemán, Italiano, Portugués y Español. Viadeo permite a sus miembros mantener una lista de socios de negocios y pueden: mantenerse en contacto, conseguir o ayudar a otro a encontrar un trabajo o crear oportunidades de negocio. Viadeo se fundó en Francia y el 10% de sus miembros son franceses.

XING: XING es una plataforma de software social que permite crear una red de contactos para profesionales. Es utilizada por 9 millones de personas de mas de 200 países. Los idiomas disponibles incluyen: Inglés, Alemán, Español, Portugués, Italiano, Francés, Holandés, Finlandés, Sueco, Polaco, Turco, Húngaro y otros. La plataforma ofrece perfiles personales, grupos, foros de discusión, coordinación de eventos y otras características comunes de las comunidades sociales. XING se fundó en Alemania y posteriormente adquirieron otras redes sociales profesionales en España y Turquía.

Facebook: Facebook es una red social con mas de 500 millones de usuarios activos. Los usuarios pueden agregar a la gente como amigos, enviarles mensajes y actualizar sus perfiles personales para mostrar cosas a sus amigos acerca de si mismos. Además, los usuarios pueden unirse a redes organizadas por lugar de trabajo, escuela o universidad. Aunque Facebook es la red social mas popular en realidad no es una red de negocios.

LinkedIn  [Accede al grupo de colaboración empresarial del proyecto dentro de la red social LinkedIn](#)

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Wide International Dissemination



Wide International Dissemination

- Regional and Local Dissemination.
- European Dissemination.
- Web Dissemination.
- Internet Dissemination.



Regional, local and European Dissemination



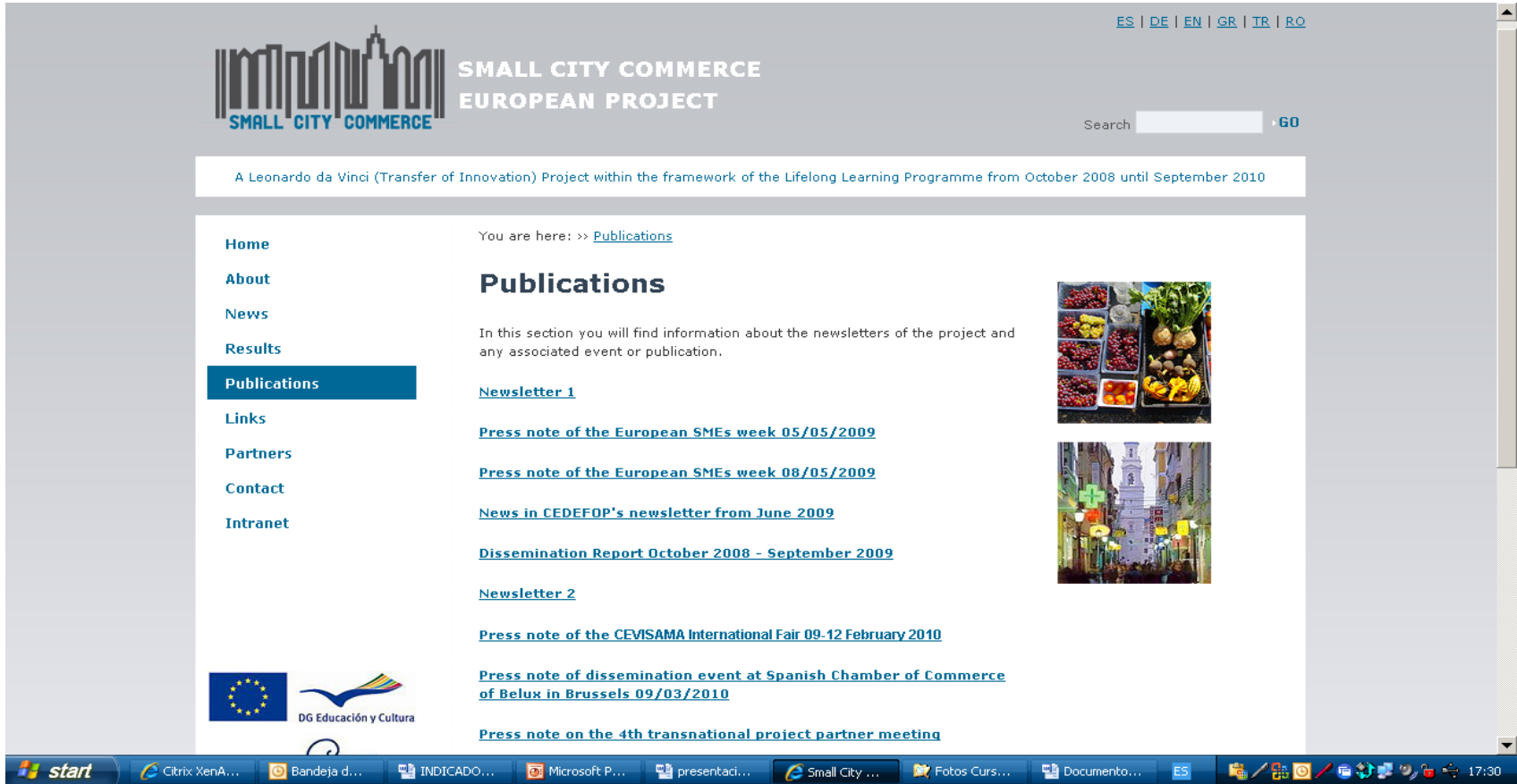
Regional, local and European Dissemination



Regional, local and European Dissemination



Web Dissemination



The screenshot shows the website for the Small City Commerce European Project. The header includes the project logo, the name 'SMALL CITY COMMERCE EUROPEAN PROJECT', and a search bar. A navigation menu on the left lists: Home, About, News, Results, Publications (highlighted), Links, Partners, Contact, and Intranet. The main content area is titled 'Publications' and contains a list of links to various newsletters, press notes, and reports. On the right side of the main content area, there are two images: one showing a variety of fresh fruits and vegetables, and another showing a street scene with colorful lanterns. The footer of the website features the European Union flag and the DG Educación y Cultura logo. The Windows taskbar at the bottom shows the Start button and several open applications, including Citrix XenA..., Bandeja d..., INDICADO..., Microsoft P..., presentaci..., Small City ..., Fotos Curs..., and Documento... The system clock shows 17:30.

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Internet Dissemination

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La enciclopedia libre

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[Portal de la comunidad](#)
[Actualidad](#)
[Cambios recientes](#)
[Página aleatoria](#)
[Ayuda](#)
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[Notificar un error](#)

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Small City Commerce



Este artículo o sección sobre [empresas](#) necesita ser [wikificado](#) con un formato acorde a las [convenciones de estilo](#).

Por favor, [éditalo](#) para que las cumpla. Mientras tanto, no elimines este aviso puesto el 31 de marzo de 2009.

También puedes ayudar [wikificando otros artículos](#).

Small City Commerce, enmarcado en el programa [europeo Leonardo da Vinci](#) es un proyecto paneuropeo para mejorar la formación de las [PYMEs](#).

Proyecto Small City Commerce

[\[editar\]](#)

En la actualidad, las pequeñas y medianas empresas son la espina dorsal de la economía europea y constituyen la principal fuente de creación de los nuevos empleos de trabajo y crecimiento económico. Para que las PYMES sigan siendo competitivas a nivel europeo, es necesaria la potenciación de la formación con contenidos específicamente dedicados al sector del comercio.

Ante esta necesidad, se ha creado el **proyecto Small City Commerce** [\[i\]](#) incluido en el Programa europeo Leonardo da Vinci. [Small City Commerce](#) [\[i\]](#) tiene como objetivo fomentar la formación del pequeño comercio en los municipios de Europa. Así, se identificarán las necesidades de formación en las pymes para posteriormente implementar la formación a través de cursos que se dirijan al sector del pequeño comercio.

Los materiales formativos van dirigidos a los gerentes, directores y empleados de las pequeñas empresas localizadas en pequeñas ciudades y dedicadas al sector terciario.

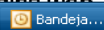
Además, cabe destacar que uno de los resultados esperados del proyecto es la creación de una red de Pymes comerciales, que les permita estar en contacto directo y a tiempo real entre ellas para intercambiar experiencias y buenas prácticas.

Socios del proyecto

[\[editar\]](#)

- Ayuntamiento de Vila-real (España)
- Landesinitiative Neue Kommunikations Mecklenburg-Vorpommern (Alemania)
- IDEC SA (Grecia)
- Federación de Comercio de Vila-real (España)
- FUNDECYT (España)
- INIMM (Rumania)
- BCD (Turquía)
- Fundación Comunidad Valenciana-Región Europea [\[i\]](#) (España)

[Página web](#)



External Evaluation



FEEDBACK FOR THE MAIN PRODUCTS

WEB SITE

	STRENGTHS
Technical data	www.smallcitycommerce.eu Available in all the partnership languages: ES / DE / EN / GR / TR / SO Good authors and sponsor visibility The aim of the website is to provide information about the project and its products Target audience: partners / SME and microenterprises (commerce) / other interested bodies
OPERATIONAL ELEMENTS	High-excellent <ul style="list-style-type: none"> • Relevance of contents and services displayed • Usability and installation of visual utilities • Location: indicates where you are at all times
TECHNICAL & AESTHETIC	High-excellent <ul style="list-style-type: none"> • Structured contents and quality • Displays the navigation structure of the sections • Outturn reliable, adequate access speed
PSYCHOLOGICAL ELEMENTS	High-excellent <ul style="list-style-type: none"> • Attractive, interesting, motivating • Content and services fit the target audience
GLOBAL ASSESMENT	High-excellent <ul style="list-style-type: none"> • Technical quality • Versatility, utility and attractiveness



FEEDBACK FOR THE MAIN PRODUCTS

TRAINING MANUALS

Quality Management
 Knowledge Management
 Business Cooperation

	STRENGTHS
Technical data	<p>Visibility of promoters: Logos of the DG Education, Leonardo Da Vinci and the Small City Commerce</p> <p>Available in all the partnership languages: ES / DE / EN / GR / TR / SO</p> <p>Acrobat version available</p> <p>Easy download</p> <p>Available on website</p>
NAVIGATION	<p>Intuitive navigation using symbols, diagrams and have menus that allow access to other sections</p> <p>It has a user guide and the navigation bars to go back or turn next page.</p> <p>It has a good sequence of contents</p>
SUPPORT TOOLS STORIES / FAQs / CASE STUDIES / TOOL & EXERCICES	<p>It has common stories but adapted to each country.</p> <p>The stories are related to the theoretical modules (chapter and page).</p> <p>The stories cover the contents over from the 3 modules.</p> <p>The exercises are related to the key content of the modules.</p> <p>The FAQs respond to relevant questions in relation to the operation or content of the modules.</p> <p>A tutor on line service was available while the course</p>
INTERACTIVITY	<p>You get feedback from the exercises at the time.</p>



FEEDBACK FOR THE MAIN PRODUCTS

Quality Management
Knowledge Management
Business Cooperation

PILOT COURSES

	MAIN SURVEY RESULTS
FEASIBILITY	<p>78% - think it is possible to apply the course content from now to 6 months</p> <p>78% - do not need to increase the staff to implement a Quality Management System</p> <p>93% - it is necessary to train the own staff in order to put into practice all the contents</p> <p>Regarding "Business cooperation", 67% believe it needs to incorporate new technical means such as web sites and participation in social networks</p> <p>79% - need institutional support mainly (62%) to boost training in order to start up some of the course content</p>
INNOVATION	<p>Regarding if the training improves the management or services/products of their business:</p> <p>100% totally agree on Quality management contents</p> <p>75% totally agree on Knowledge management (25% also agree)</p> <p>50% agree or totally agree on Business cooperation</p>
COMPETITIVITY IMPROVEMENT	<p>New capacities will</p> <ul style="list-style-type: none"> . help my internal business management – 100% agree . allow an improvement of services/product sold – 92% agree . allow regeneration/increasment of the target market of my business – 83% agree . make easier cooperation and collaboration in the field of new trends, innovation, working areas and external organizations – 75% agree
ACCESSIBILITY	<p>100% totally agree with:</p> <ul style="list-style-type: none"> - Dissemination and information before the course has been satisfying. - It has been comfortable to attend the course thanks to the timetable - It has been comfortable to attend the course thanks to the possibility to match it with family commitments - The building and classroom were quite accesible

