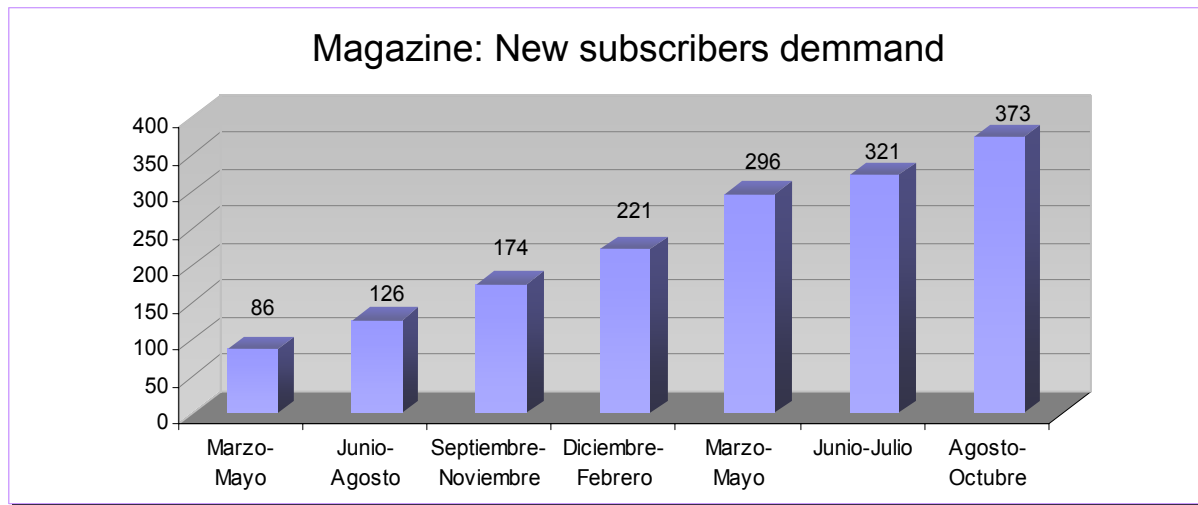


Dissemination: magazine



Dissemination: magazine

- 15 issues published
- 7.000 magazines per issue, 7.000 subscribers
- 105.000 copies delivered
- Addressed by mail to concrete people in most cases.
- Nodes approach → also delivered to organizations acting as re-distributors in appropriate niches



Dissemination & tools: website

Inicio | O Centro | O Proxecto | Observatorio | Soporte | Formación | Comunicación | Novas | Revista |

observatorio

Comunicación

Centro de Competencias en Comercio Electrónico

CESGA | Avda. Vigo s/n | Campus Sur
Santiago de Compostela
A Coruña | España
Tlf: 981569810 | Fax: 981594416
E-mail: info@e-negociogalicia.com

Formación

Novas : 05/12/2002
Un esquema de clasificación común de produtos para o comercio-e beneficiará as PEMES
Seguinte Nova

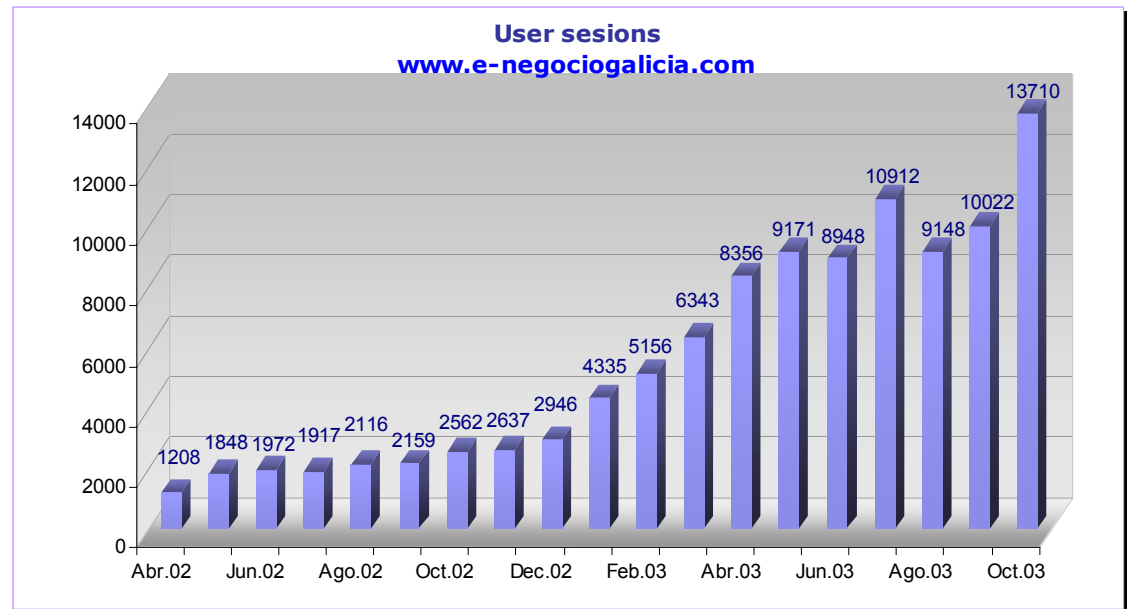
Destacados:

- :: O verquido do "Prestige"
- :: O derrame do "Prestige"
- :: The spill of the "Prestige"
- :: El vertido del "Prestige"

English :: Português :: Español

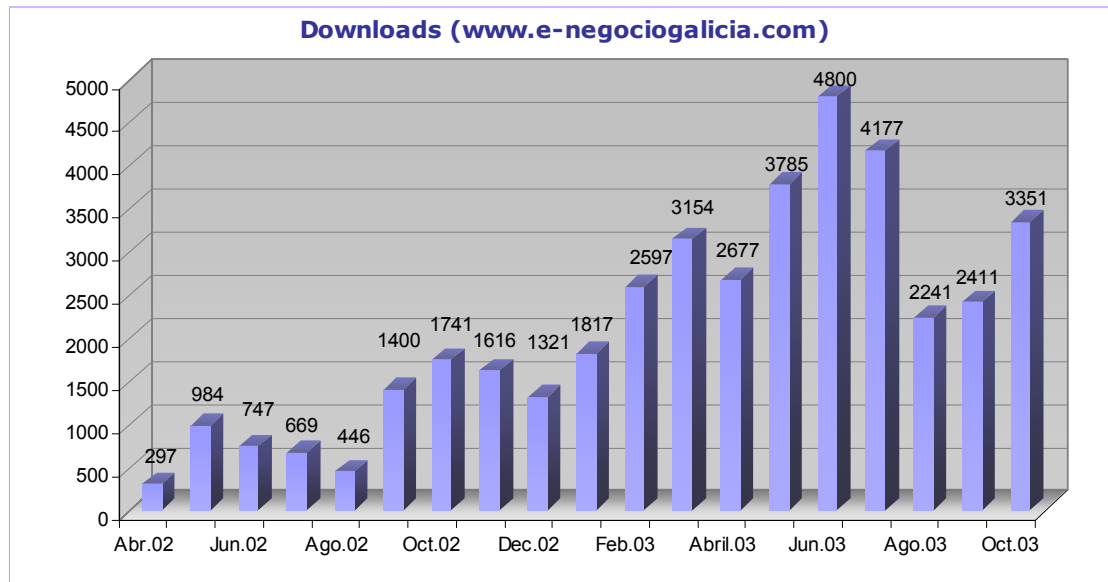
Dissemination & tools: website

- Channel for dissemination and feedback
- Contains also LC tools (support, directories, guides)
- Dissemination for all LC activities: attracts users to Training & Support
- Several languages:
 - Galician
 - Spanish
 - Portuguese
 - English



Dissemination & tools: website

- First published march 2002. Data from april '02 to october '03
 - **105.466** user sessions since april
 - **719.966** visited pages
 - **1.190.751** hits
 - **40.231** specific document downloads (reports, guides,...)



Dissemination & tools: website

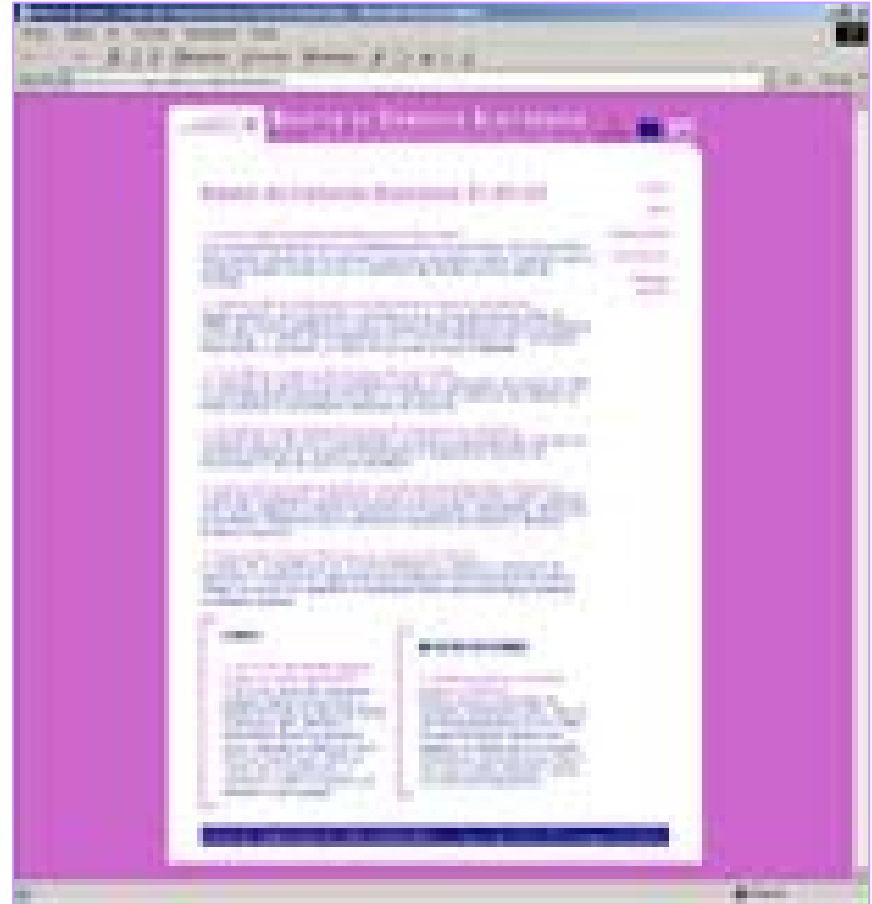
- Search engines position
- First position in all relevant searches for e-commerce, ICT and Galicia in four languages:
 - Galician
 - Spanish
 - Portuguese
 - English
- Among the 3 to 5 first entries for most non-specifically related searches
- Page rank: 7/10



Dissemination: Electronic Newsletter

- First published April 2003
- Published on a weekly basis
- Very effective tool →
- Significant increase of feedback, queries and users contact after each issue
 - **1.185** subscribers
 - **30** issues

[Sample](#)



Newsletter

Dissemination: Mailings

- Physical and electronic
- Very well targeted
- **4.774** electronic messages and communications sent
- Physical mailings and press calls →



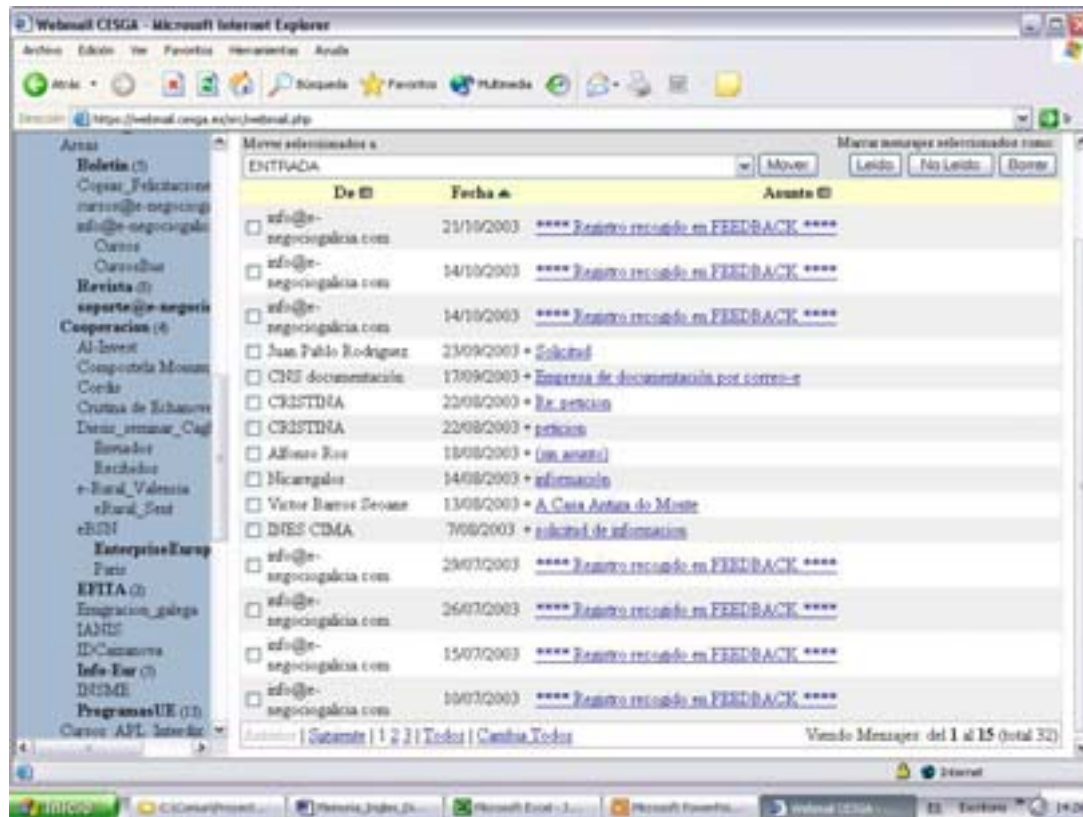
	Leaflets
Different issues/models	3
Distributed copies	10.100

	Letters sent
Models	1
Issues	2
Distributed copies	513

	Calls
Press Conferences	12
Press releases (calls, not mass media attendants)	59

User's feedback

- 1.743 individual mails received, addressed to the LC. This number excludes business mails addressed to individuals of LC staff.



Dissemination: Events



Event in Galicia



Event in Galicia



Event in Galicia

Dissemination: Mass media releases

- TV
 - [Destination Galicia \(e-Commerce and Tourism\)](#)
 - [e-MINDER project and e-MINDER network](#)
 - [e-MINDER Brussels Conference](#)
[Pic1](#) [Pic2](#)
- Radio
- Other websites → press releases + link campaigns

Cooperation and Innovation:

The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads 'Cooperación : [COOPERACIÓN] - Centro de Competencias en Comercio Electrónico - Microsoft Internet Explorer'. The address bar shows the URL 'http://www.e-negociogalicia.com/cooperacion/'. The page content is in Spanish and features a blue header with navigation links: 'Centro | Cooperación | Proyecto | Observatorio | Soporte | Formación | Comunicación | Novas | Revista | Mapa'. Below the header, there is a section titled 'COOPERACIÓN' with a sub-header 'Inicio | Cooperación'. The main text describes the center's mission and offers a contact form. The form includes fields for 'email (*)' and 'Proposta (*)', a checkbox for 'Deseo más información via email', and buttons for 'Enviar' and 'Reservar'. On the right side, there is a 'Cooperación' sidebar with a logo and links for '[Áreas de actividad]', '[Proyectos]', '[Listas de interés 140+]', and '[Formulario detallado]'. The Windows taskbar at the bottom shows the 'Inicio' button and several open applications.



Cooperation and Innovation:

Activity since June 2003

Objective: To develop industrial (“ITC supported”) cooperation between enterprises from the regions involved in the projects we are currently managing:

- Identifying Galician companies willing to enter into partnerships with companies from other countries.
- Providing support to those enterprises interested in developing partnerships with companies within our region
- To identify representatives from regional, national and international organizations (Competence Centres, Professional Associations, Research Centres and other special institutions) who are interested in submitting new proposals or want to show their interest in cooperating in new projects. These actions pursue the creation of a network of key stakeholders in the area of innovation support for SMEs.

Cooperation and Innovation:



Cooperation and Innovation:



● Galicia e-Commerce Leveraging Centre

+ Luanda, Africa

Cooperation and Innovation:

- Specific research and innovation guidelines:
 - The analysis of regional economic flows in order to identify potential successfully economic niches for SMEs to adopt e-business solutions and areas which are actually lacking ITC implementation.
 - The establishment of a catalogue of factors influencing ICT adoption among regional SMEs.
 - The definition of a methodology to observe ICT evolution among regional SMEs.
 - The analysis of ICT use among SMEs applied to its management, production and commercial operations.
 - The analysis of ICT services offer in the regions and evaluation of its quality.
 - The improvement of our regional market consultancy and facilitation service.
 - Research on transaction standardization models for user's confidence.
 - Research on potential successfully factors for regional SMEs getting involved in international trade.

New projects:

Adressed to fight barriers found during e-MINDER research

- **e-AQUA Project** (International project involving Spanish, French and Irish institutions): An analysis of ICT use among aquaculture enterprises in Galicia. It will be complemented with training programmes and managerial assessment in their assumption of e-business models.
- **LUBI Project:** Cataloguing the management of the supply chain and logistics as a factor influencing e-commerce adoption among regional SMEs, the aim of the project is to provide solutions when positioning the delivery point in a rural environment.

QualyTIC Project: An analysis of the user requirements when selecting ITC providers within our region and an evaluation of the offer quality through objective criteria. The main goal is to define and create a providers directory that will enhance relations between offer and demand.

New projects:

- **Project for the designing of the Galician e-Commerce Satellite Statement.** In collaboration with DATECO CONSULTING, S.L.
- **Project for the creation of a Payment Gateway to Liquidate Local Taxes.** In collaboration with SOFTGAL SERVICIOS DE SOFTWARE DE GALICIA, S.A.
- **eLEAP Project:** IST Project (FP6-507484).
The aim of this project is to help SMEs challenge the increasing hegemony of corporate giants in the digital marketplace by reinforcing existing advantages of proximity, linguistics, cultural and personal service. eLeap aims to stimulate fast take-up of ICT technologies and tools in local micro and small enterprises (MSEs) through research, development, transfer, and demonstration.

New projects:

- **COMERCI@:** E-payment methods and e-commerce on micro enterprises.
- **AL-COMEX:** Under the European Commission AL-INVEST Programme, the overall objective of the AL-COMEX project is the establishment of partnerships between companies from the Atlantic Axis of the Northwest Iberian Peninsula (Galicia and Portugal), Brazil and Cuba. This main goal will be achieved through the enhancement of SMEs' capabilities in e-commerce, considering it as the most effective tool for the development of cross-border trade.
- **MOBIL-IST:** FP6-2003-IST-2. Specific Support Action (SSA) . Demonstrating and promoting the adoption of IST results related to use and development of new work methods, services, applications and collaborative work environments for mobile workers and SMEs in outlying European regions.
- **Xport** - Information and Communication Technologies Programme. Research and Development General Directorate. By studying Galician exporter enterprises needs, the objective of the project is the generation of resources and tools helping knowledge management and linguistic engineering within our region.
- **MRI** - Mobilizing Regions for Innovation. INTERREG III. Creation of a favourable environment for innovation at the Galicia-North of Portugal Euroregion by promoting the development regional entrepreneurial activities and technological infrastructures.

DG Enterprise

3rd eBSN workshop “National, regional and sectorial e-business policies in favour of SMEs” Paris, 27-28 October 2003

- Aimed at policy makers in the field of e-business for SMEs.
- Galician LC selected as example model for regional policies.



LC as a model

- Sardinia, Italy. LC invited by Sardinian government as a example
- Cádiz, Spain
- Braga, Portugal
- ETI Award Galicia
- International Networks membership: eBSN, Insme



Tools to manage all these activities

Management environment

- Open source tools
- Developed by LC staff
- Secure environment
- Databases
 - Example: Contacts database: **3.674** contacts since march 2002
- Group and personal calendar
- Corporative identity repository
- Minutes management (**76** formal meetings minutes)
- Physical archive management
- Ideas board (repository of notes and ideas for LC services improvement)
- News (**988**), remote management of all DB (training, dissemination ...)
- Content management and edition tool → allow to publish in the web at any time from any place with a Internet connection