

Press Article



PEACOC

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PEACOC - PErsonALised e-Business Coaching for Construction SMEs

An update on the Erasmus+ project on e-business in construction

As our PEACOC project comes to an end in November 2022, we would like to inform you about our project and the results achieved during the two years the project has been running

E-business is playing an increasingly important role in today's business world. All types of businesses are adopting increasingly sophisticated ways to exploit their digital potential. This is also true for the construction sector, but often larger construction companies that have the resources to invest in the new systems achieve the best results. At the same time, smaller or medium-sized companies struggle to catch up. This puts them at a significant disadvantage compared to their larger competitors and generally makes competition more difficult. Our PEACOC project addresses the problem of low take-up of e-commerce opportunities in the construction sector by developing a training course that provides small and medium-sized construction companies with practical and actionable ways to get the most out of e-commerce. The training course is delivered through the [Strategy Genie online tool](#), which personalises the course for each user based on their reported needs and situation. There is also a [Skills Retention Service](#) that allows users to review what they have learnt and receive recognition of their learning. The course consists of nine modules covering the following topics: e-business in the construction sector, administration (HRM), project management, cooperation platforms, internal and external communication, e-commerce, e-procurement, supply chain management and marketing.

Our aim is to create a community of practise for construction companies and other stakeholders. To this end, we have established a virtual [Academy](#) that can be used to share knowledge, practises and the project results themselves. The course, Genie and the Academy will continue to be available after the end of the project.

Our consortium consists of 6 partners from 6 countries: Civic (coordinator) from the UK, Atermon from the Netherlands, Camber of industry and commerce from Slovenia, IDEC from Greece, FYG Consultores from Spain and Itecons from Portugal. Our collaboration was lively and pleasant, even though we were not able to meet in person during the first year and a half of the project due to the pandemic COVID -19. Our last meeting took place on 20 October in Edinburgh, where we discussed the final phase of the project.



<https://peacoc.eu/>