

PEACOC NEWS



PEACOC info

Personalised e-
Business Coaching for
Construction SMEs

Project N°: 2020-1-
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THE PROBLEM

E-business is an increasingly important part of today's economic world, with all sorts of businesses engaging in ever-more elaborate ways to capitalise on their digital potential.

This is as true in the construction sector as it is elsewhere, but often, the best gains are made by larger construction companies who have the resources to invest in making the new systems work, while smaller or medium companies struggle to catch up.

This puts them at a notable disadvantage in relation to their larger competitors and makes competing generally more difficult.

THE SOLUTION

PEACOC aims to address the issue of low uptake of e-commerce opportunities in the construction sector by creating a training course that will offer practical and actionable ways for smaller or medium sized construction enterprises in particular to get the most out of e-commerce.

The training course will be delivered through the online Strategy Genie, a tool that will personalise the course for each user, based on their reported needs and situation. It will be supplemented by a Skills Retention Service, allowing users to verify what they have learned and gain recognition of their learning achievements.

OUR RESULTS, YOUR BENEFITS



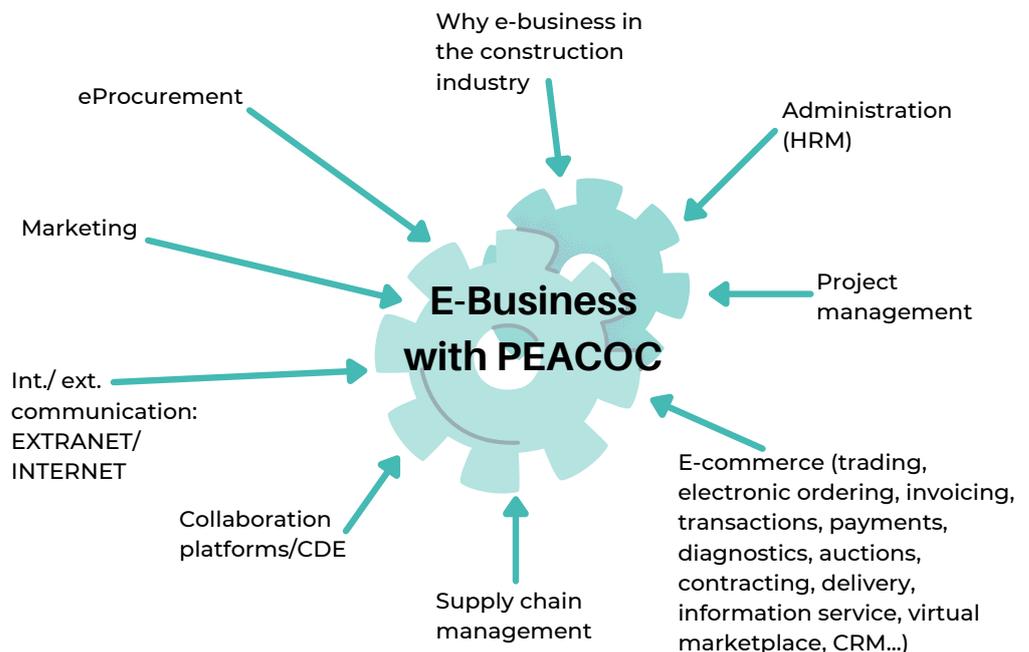
- To identify ways small and medium construction companies could use e-commerce to improve their business and overcome problems
- To develop a course that caters to these problems and offers action-based, practical options to solve them
- To develop an e-Business Strategy Genie that can effectively personalise the course, offering users specific actions based on their needs
- To create a community of practice for construction companies and other stakeholders through a virtual Academy that can be used to share knowledge, practices, and the project results themselves



E-BUSINESS WITH PEACOC

We are now entering a new and exciting phase of the project. With the conclusion of the development of the Training Course for e-Business Managers (e-BMT), the time has come to define strategies to take advantage of the developed tools and promote the greatest possible reach of the project's objectives at the local, national, and European level.

Modules developed by PEACOC consortium to help users learn more about the e-business will be:



At this point, we are now focused on developing an exploration and outreach strategy, that must be strongly based on cooperation among project partners to address the promotion of the PEACOC Academy and the growth of the PEACOC Network. The PEACOC Academy will be a dedicated virtual space functioning as the point of entry to all usable project results and main outputs and will be a free online resource for trainers, learners providing relevant up-to-date information on PEACOC platform functionality and courses.



Latest news from us

Since the kick-off meeting on the 16th of February of 2021 partners have met online in May, September, and November to discuss the development of the project. During these last months, we have also welcomed a new partner FYG Consultores (Valencia, Spain) to the consortium taking the place of our previous Spanish partner.

In this last month we have been working hard on the core parts of our IO1: The personalized training course for construction managers on the topic of e-business. A comprehensive training course with activities focused on gaining practical knowledge. The base course will be available for the public soon and will be enriched by the Genie and the Retention Service once the tools are fully developed.

As for the next steps, once the IO1 is launched to the public, partners will focus on the development of the Genie and the Retention Service.

To promote the PEACOC Academy and present the main results of the project, two promotion events will be organized in 2022. First, an event for the launch of the PEACOC Academy is expected to take place in the summer of 2022 in Slovenia. The goal of this event is to introduce this innovative tool and mobilise a critical mass of interested individuals and organisations who are expected to adopt the PEACOC program. Then, the PEACOC conference will be organised next year to disseminate the project results to representatives from the target groups and prepare the ground for the continuation of the Project.

See you soon!



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