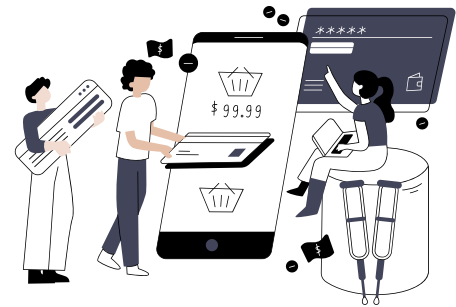# PEACOC

PEACOC info

Personalised e-Business Coaching for Construction SMEs

Project N°: 2020-1-UK01-KA202-079235

Duration: 1.12.2020-30.11.2022

In the wider construction industry, e-commerce is mainly used by large companies and its true potential is perhaps largely ignored by the smaller companies in the sector. Our aim is to understand why this is the case and to improve the situation by giving small and medium companies in the construction sector the tools to take advantage of e-commerce. PEACOC will develop a training programme tailored to the ECVET profile of the e-business manager in the construction sector.

Aims of the project

PEACOC aims to **increase the cross-border activities of SMEs in the construction sector** so that they do not have to constantly compete in the same market for the same customers but are able to reach larger markets and attract customers through competitive pricing. Therefore, PEACOC promotes the development of the construction sector at the national level and has a positive impact on job creation and economic activity.

Impact of the project

- Small and medium companies in the construction sector will increase their online sales, improve their performance and reduce their operating costs, thus **becoming more competitive**.
- VET Trainers, e-business coaches, salespeople, and business development staff in the construction sector will **improve their knowledge and skills, acquire new skills** and continue their personal or professional development.

PEACOCO results - E-Business Academy

The objective of the PEACOC project is to design, develop, test, implement and disseminate an innovative **e-Business Manager Training** course for small and medium-sized enterprises in the construction sector, based on the needs and specificities of this economic sector. This training methodology consists of a series of modules, which are presented below.

With PEACOC Strategy Genie, a construction company will get a personalized strategy that is specific to their company's situation and needs. This e-business manager course will help a company to improve their business through some practical steps.

PEACOC modules

Why e-business in the construction industry
Administration;
Project management;
Collaboration platforms/CDE;
Internal/external communication;
E-commerce;
E-tendering & E-bidding / E-procurement
Supply chain management;
Marketing.

Module 1: **E-business in construction** is inevitable in the long run and brings competitive advantages. This module will help to increase productivity and explain terms you should be familiar with when entering e-business.

Module 2: Digital transformation means digitising business activities, and with this module, you will learn some measures to support the transition, especially in relation to suppliers, customers, and HRM.

Module 3: **Project management** helps every part of the business run more smoothly. It allows a business to focus on the work that matters, free from distractions, without tasks getting out of hand or budgets going out of control. In this module, you will learn about needs and context analysis, project planning, day-to-day management, and review and reporting.

Module 4: The role and benefits of **collaboration platforms** are that all stakeholders have access to the same information. In this module, you will learn how to identify collaboration platforms and shared data environments, set up platforms, and use a predefined CDE.

Module 5: Good **communication** in an organisation is important to ensure that all parties involved understand information more accurately and quickly. The aim of this module is to introduce internal and external communication challenges, communication types and systems, solution development and output, and use cases.

Module 6: **E-commerce**, in short, refers to online buying and selling and the payments made during these transactions. Therefore, this module is an important part of the PEACOC Genie's content as e-commerce is a very important factor in the adoption of digital strategies for SMEs.

Module 7: **E-procurement** is the requesting, ordering, buying, and selling of supplies, products, and services over the internet and enables companies to automate business processes. The module teaches the benefits of e-procurement, its terms, and an overview of public e-procurement web platforms.

Module 8: Many problems in business arise from ineffectively managed **supply chains**, particularly in the construction sector. The aim of this module is to help SMEs in the construction sector make their supply chains more efficient and functional by digitising them and bringing some of the key functions online.

Module 9: **Digital marketing** allows you to communicate with your customers in real-time and they can communicate with you. The aim of this module is to present guidelines for creating a marketing plan, digital advertising, building a good network of contacts, and creating multimedia content to build a brand identity.

To get a personalized strategy click here

GENIE

Why e-business	Admin	PM
What is Productivity and Ways to Improve Construction Productivity	Managing Administrative Processes on a Digital Business	Needs Assessment & Context Analysis
Digital Transformation Strategy Roadmap, Do You Have It?	Communicating on a Digital Business	Project Planning
Digital Maturity	Bring Your Clients on Board	Day to Day Management
	Human Resources Towards Digital Transformation	Reviewing and Reporting

CDE	Comms	E-Commerce
Identification of Cooperation Platforms and Common Data Environment (CDE)	Internal and External Communication Challenges	Planning for E-Commerce
Platforms Setting Up	Communication Modes And Systems - Interconnection Between Internal And External Communications And Alignment	E-Invoicing Integration Plan
Using a Pre-Defined Common Data Environment	Development Of Solutions	Moving To Digital Payment
	Output And Use Cases - Pilot Testing And Improvement of Applications For Communication	

E-Procurement	Supply Chain Management	Marketing
What is e-procurement: its value chain, cycle, and benefits?	Barcode Inventory System For Tracking Construction Equipment And Material	Marketing Plan Design
Which e-procurement terms do I need to know and understand?	Streamlining Your File Sharing Process	Advertising in Digital Age: How To Use Social Network
Which public e-procurement web platforms do I need to know about to develop and grow my business in my country, in Europe and globally?	Choosing The Right Supply Chain Management Software	The Importance Of Networking: Linkedin,
		Creating Multimedia Content

You need to answer some short questions about your business and its needs.

If you have expressed a certain preference, the Genie will recommend some measures that will meet your needs.

Join the PEACOC Academy to share your experiences and learn from the experience of others

Latest news from us

On Tuesday 7 June 2022, the consortium held its first face-to-face meeting in Rotterdam. The meeting was hosted by ATERMON. We discussed our tasks for the BMT course, CIVIC updated us on the development of Genie, followed by a discussion on the Skills Retention Service.

This meeting certainly cannot have been the last. Therefore, the consortium has concluded that there will be another face-to-face meeting at the end of October in beautiful Edinburg, hosted by our project coordinator CIVIC.

We also discussed how to organize the **pilots** of our outcomes. It was decided to hold them in **September 2022**. **If you are part of a construction company you want to be the first to test the platform? Contact us!**

The multiplier events, where each partner will present all project results, will take place in October 2022. For more information, please follow the project website or the project partners' website and social media.

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