

Multiplier Event Report

Itecons

*November 3rd, Coimbra -
Portugal*



PEACOC

NOVEMBER 2022



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Key Action 2 | Call 2
Cooperation for innovation and the
exchange of good practices within the
Strategic Partnerships for vocational
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About this document

<i>Project</i>	<i>PEACOC - PErsonAlised e-Business Coaching for Construction SMEs</i>
<i>Author(s)</i>	Itecons
<i>Reviewer(s)</i>	CIVIC, GZS, IDEC, ITECONS, ATERMON, FyG
<i>Project intellectual outcome ID</i>	

Revision History

<i>Version</i>	<i>Date</i>	<i>Author</i>	<i>Description</i>	<i>Action*</i>
1.00	30.11.2022	Itecons	Creation of the report	C
2.00	09.12.2022	Itecons	Final revision	U

*Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

Executive Summary

The main goal of this document is to present and report the main results of the Multiplier Event that was organized by Itecons at its facilities that are located in Coimbra, Portugal, in the morning of the 3rd of November 2022.



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1 Introduction & objectives of the Multiplier Event

The Multiplier Event was organized by Itecons at its facilities that are located in Coimbra, Portugal, on the 3rd of November 2022, with a total of 21 participants. Other 12 participants from different research areas at Itecons decided to join the event.

In this Multiplier Event, the different outputs developed throughout the PEACOC project were presented. The main challenges inherent to the digitalisation process of SMEs in the construction sector were also debated. Thus, the theme of the event was “Strategies for the Digital Transformation of SMEs of the Construction Sector”.

2 Agenda

The event was conducted by Professor Julieta António, PhD graduates of University of Coimbra and member of the Board of Directors at Itecons. She is also the Coordinator of the Training and Events Unit at Itecons and one of the Itecons team members involved in the PEACOC project.

Focused on the digital transformation of SMEs of the construction sector, different speakers were invited to participate on the event:

- Michael Brett is a Mechanical engineer and works in the Special work division under the Measurement and testing unit at Itecons. He is also involved in the DIGITALbuilt initiative, that has been recognized as a European Digital Innovation Hub for the Initial Network of European Digital Innovation Hubs;
- Andreia Gil is the executive coordinator of the technical assessment unit at Itecons. She is also involved in several projects regarding CE Marking for construction products;
- Mafalda Cardoso is the executive coordinator of the Quality, Safety and Environmental Management at Itecons and has been involved in a project regarding the development of a tool for SMEs digitalization (DREAM project);
- Beatriz Marques is one of the Itecons team members involved in the PEACOC project and presented the main goals and outputs of the project.

At the end of the event, there was a discussion where some distinguished guests were invited to speak about the importance of digitalisation and digital transformation of SMEs of the construction sector. This moment was conducted by Professor António Tadeu, president of the Board of Directors at Itecons and one of the Itecons team members involved in the PEACOC project. The guests were João Gabriel, from Instituto Pedro Nunes (IPN), Paulo Duarte from the Portuguese Railway Platform, Rita Moura from the Portuguese Construction Technology Platform (PTPC) and Vasco Lagarto, from the National Portuguese ICT Cluster - TICE.PT.



03 NOVEMBRO 2022
Itecons – Coimbra

SESSÃO

ESTRATÉGIAS PARA A TRANSFORMAÇÃO DIGITAL DE PMEs DO SETOR DA CONSTRUÇÃO

9:00	Receção dos participantes
9:20	Sessão de abertura Julieta António
9:40	A importância da digitalização no setor da construção Michael Brett
10:00	A Qualidade na Gestão de Processos de PMEs Andreia Gil
10:20	Digitalização: desafios, oportunidades e boas práticas Mafalda Cardoso
10:40	Pausa para café
11:00	Projeto PEACOC - PErsonAlised e-Business Coaching for Construction SMEs Beatriz Marques
11:30	Mesa Redonda António Tadeu, <i>Itecons</i> João Gabriel, <i>Instituto Pedro Nunes (IPN)</i> Paulo Duarte, <i>Plataforma Ferroviária Portuguesa (PFP)</i> Rita Moura, <i>Plataforma Tecnológica Portuguesa da Construção (PTPC)</i> Vasco Lagarto, <i>Pólo das Tecnologias de Informação, Comunicação e Electrónica (TICE.PT)</i>
12:30	Encerramento



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Instituto de Estudos de Desenvolvimento e Inovação
Tecnológica e Industrial

3 Promotional activities

The Multiplier Event was promoted through our social networks (LinkedIn, Instagram and Facebook) and our newsletter (to reach clients, partners and associates). Additionally, local newspapers were also asked to help promoting this event and reaching our target groups from the construction sector: suppliers, manufacturers, designers, consultants, researchers and professional associations.

4 Event

The Multiplier event took place in Itecons. The speakers were invited to prepare different presentations to support the reflection and discussion on the theme of the event. To this end, the PEACOC powerpoint template was used for all presentations.

The participants were reunited at the auditorium, where the presentations would take place. The event was conducted physically and in Portuguese.

The event started with an opening session, where Julieta António reminded the agenda for the session and the goal of the event.

The presentations began with a reflection on the importance of digitalisation in the construction sector, conducted by Michael Brett. This presentation was the opportunity to introduce the importance of digitalisation and digital transformation on different economic areas and specially for the construction sector.



Next, Andreia Gil continued with a presentation with the title "Quality in SME Process Management". This presentation presented an occasion to introduce the complexity of process management and quality issues for SMEs, as this digital transformation can also be an opportunity to improve these aspects on these companies.



The session continued with the presentation “Digitalisation: challenges, opportunities and best practices” conducted by Mafalda Cardoso. The speaker selected some examples of successful implementations of digitalisation in SMEs and also some challenges that must be taken into account throughout this process. This presentation was the kick-off for the coffee-break, where some experiences were shared by the participants.



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After the coffee-break, the Multiplier event continued with a presentation of the PEACOC project by Beatriz Marques, one of the Itecons team members involved in this project.



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Here is the outline of this session:

1. an introduction where the main goals and outputs of the PEACOC project were presented;
2. e-BMT course;
3. e-Business Genie strategy;
4. Skills Retention Service;
5. PEACOC academy;
6. Final remarks.

The event was finalised with a discussion session where some distinguished guests were invited to speak about the importance of digitalisation and digital transformation of SMEs of the construction sector. This moment was conducted by Professor António Tadeu, president of the Board of Directors at Itecons and one of the Itecons team members involved in the PEACOC project. The guests were João Gabriel, from Instituto Pedro Nunes (IPN), Paulo Duarte from the Portuguese Railway Platform, Rita Moura from the Portuguese Construction Technology Platform (PTPC) and Vasco Lagarto, from the National Portuguese ICT Cluster - TICE.PT.

4.1 Photos and evidence of presentations

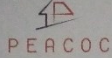


5 Results


5.1 List of participants / Attendance list

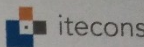
The dissemination of the event included a pre-registry that was done for internal organization purposes. However, some people ended up not attending the event for reasons beyond the organisation's control. For this reason, only 21 registered people attended the event.

Some Itecons employees from other areas related to the construction sector were also allowed in the Multiplier event, showing interest in knowing the project better.




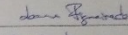
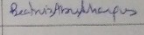
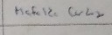
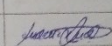
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PErsonALised e-Business Coaching for Construction SMEs - PEACOC
Project number: 2020-1-UK01-KA202-079235
Multiplier Event - Portugal

Place: Itecons - Rua Pedro Hispano s/n, 3030-289 Coimbra, Portugal
Date: November 3rd, 2022 | 9h - 13h

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13
14
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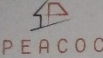
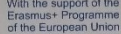
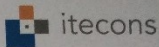
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PEACOC		With the support of the Erasmus+ Programme of the European Union		itecons	
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This project has been funded with support from the European Commission.

Voluntary, factual statement of the conference participant, based on information, revocable any time, consenting to the personal data management, exclusively for the Erasmus + programme, to assume the Erasmus + tender responsibilities.










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PErsonAlised e-Business Coaching for Construction SMEs - PEACOC
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Place: Itecons - Rua Pedro Hispano s/n, 3030-289 Coimbra, Portugal
 Date: November 3rd, 2022 | 9h – 13h

	Name	Name of the sending organisation	Sending organisation address	E-mail address	Signature	
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4	Beatriz Abreu	ARQ	Rua Prof. Carlos Teixeira 1, 6ºA	abreubia@gmail.com		4
5	Celia Resende			celiaresende@gmail.com		5
6	Enrico Zacchei	Engineer		enricozacchei@gmail.com		
7	F J T Dias Pereira	Universidade de Coimbra	Rua Luís Reis Santos, Dep Eng Civil	telmo@dec.uc.pt		
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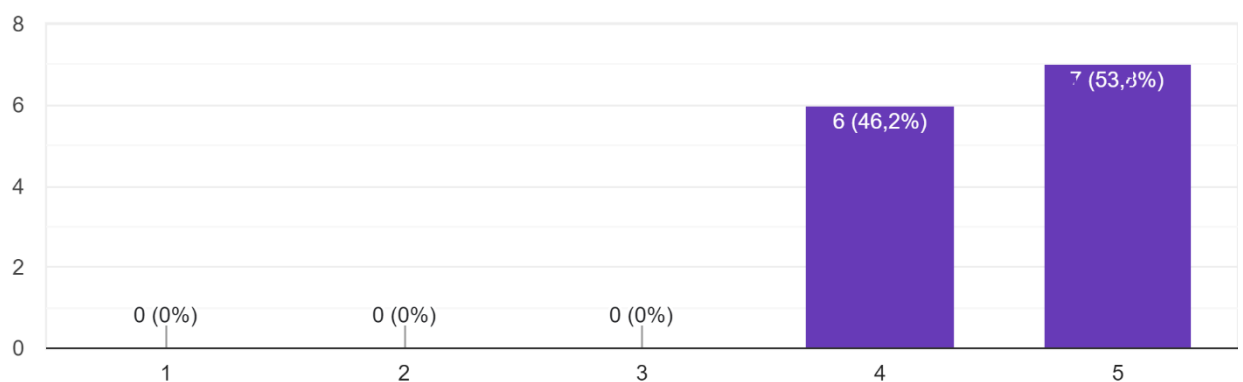
5.2 Feedback evaluation

The feedback evaluation was conducted by creating an online survey with 8 questions with a 4-point Likert scale, with 1 being "very weak" and 5 being "very good". The survey was prepared in portuguese and sent by e-mail to all participants after the event. A total of 13 participants responded to the survey. It is important to highlight that this survey was only sent to participants who do not belong to Itecons, in order to guarantee unbiased opinions about the event.

The first questions were aimed to evaluate the general organisation of the event:

Qual foi a sua opinião geral do evento?

13 respostas

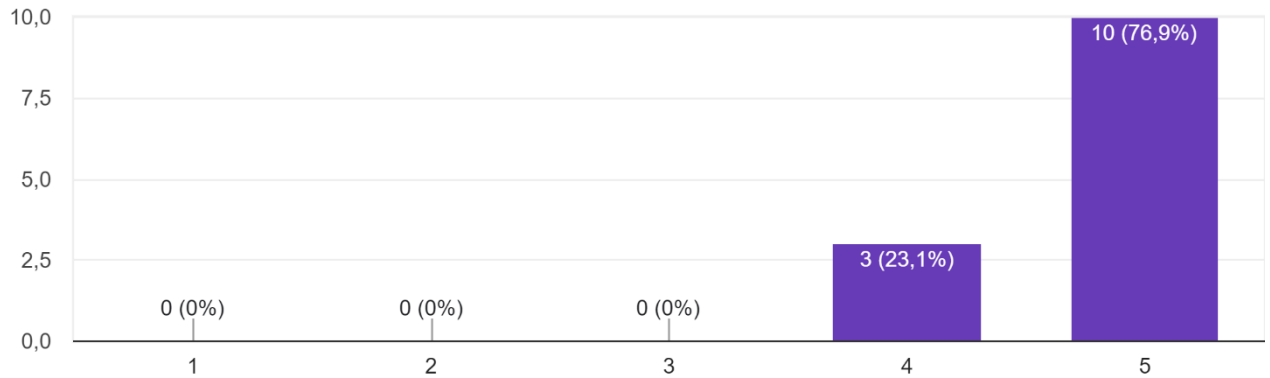


According to the responses, all the participants had an excellent impression from the event, marking the options between "good" and "very good".

The following question was focused on the speakers and their presentations, where most participants considered they were "very good":

Qual foi a sua opinião em relação aos oradores e às apresentações?

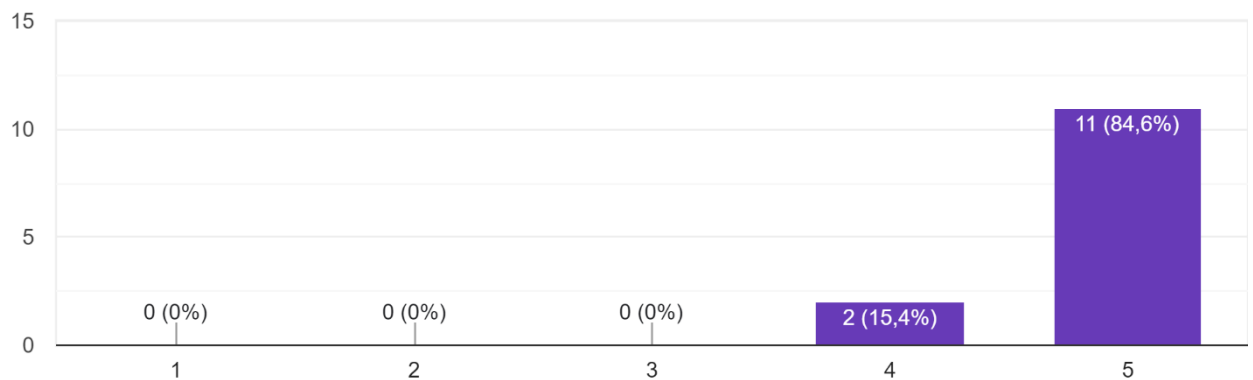
13 respostas



The next question was focused on the event venue, where most participants considered the venue was "very good":

O que achou do local do evento?

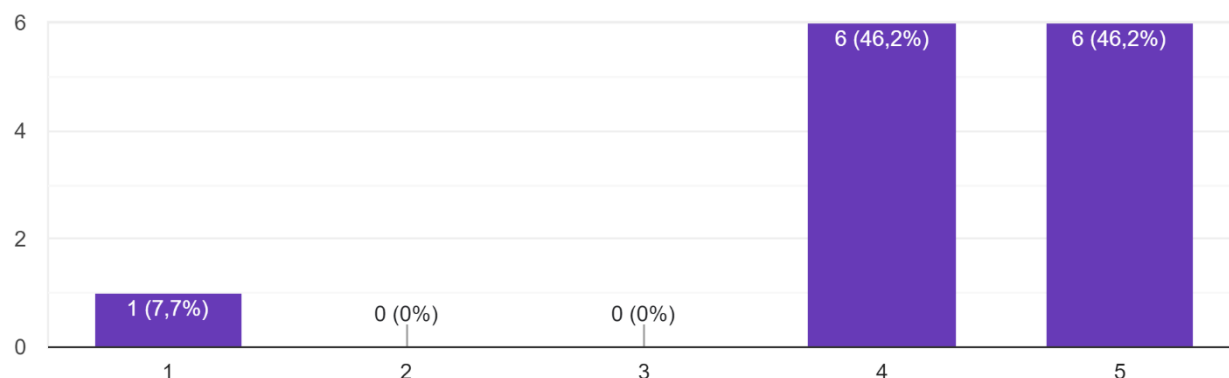
13 respostas



Next, the participants were asked if they think that the event informed adequately on PEACOC materials for e-business development:

Na sua opinião, o evento forneceu adequadamente informações relativas às ferramentas PEACOC para desenvolvimento de negócios eletrónicos?

13 respostas

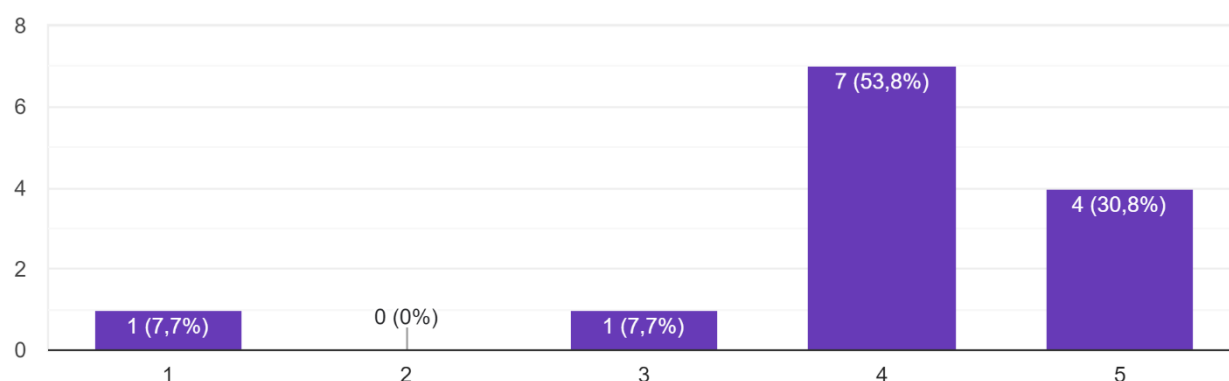


Despite the general opinion, one participant didn't think that event informed adequately on PEACOC materials. This opinion could be related to the reduced time for this presentation. At the same time, most comments and questions made by participants were focused on other issues regarding digitalisation of SMEs of the construction sector, namely financial incentives and bureaucracy, which reduced the time available to discuss PEACOC tools.

Next, the participants were asked if they believed they would make use of the e-Business Training Course, Genie and Retention Service produced to develop and validate your e-business competencies:

Qual a probabilidade de utilizar as ferramentas apresentadas para desenvolver e validar as suas competências e o seu negócio?

13 respostas



Most participants replied that they would make uses of the PEACOC tools. However, one participant did not have a clear opinion and another participant did not show interest to use the PEACOC tools in the future.

The final questions were open to written replies on what part of the event was most and least liked, and additional comments.

Regarding the most liked aspects:

- "Discussion group";
- "From the discussion group, I liked the speakers' speech";
- "Presentations and debate (discussion group)";
- "Discussion group and PEACOC tools";
- "From the discussion group";
- The PEACOC tool presentation, as it was very dynamic";
- "Discussion group";
- "The presentation of the PEACOC tool because of its usefulness";
- "Mainly from the examples given by the guests";
- "The exchange of experiences";
- "Discussion group";
- "Presentation about PEACOC".

Regarding the least liked:

- "Maybe from the little sharing of experiences by the public because they were shy at the beginning, but it's nothing that depended on the organization. After the organisation stimulated participation, it got better";
- "Initial presentations"

In the end, there were no suggestions.

6 Conclusions

Along the sessions of the Multiplier event, the organization received positive feedback from both the project and the event. Most participants shared common concerns regarding digitalisation process of SME's, while facing other relevants challenges, such as sustainability and economic crisis.

In the end, all expressed their gratitude for this opportunity to discuss these topics.



<https://peacoc.eu/>