



Co-funded by the
Erasmus+ Programme
of the European Union



PEACOC

PErsonAlised e-Business Coaching for Construction SMEs

Erasmus + KA2 -VET 2020-1-
UK01-KA202-079235



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.



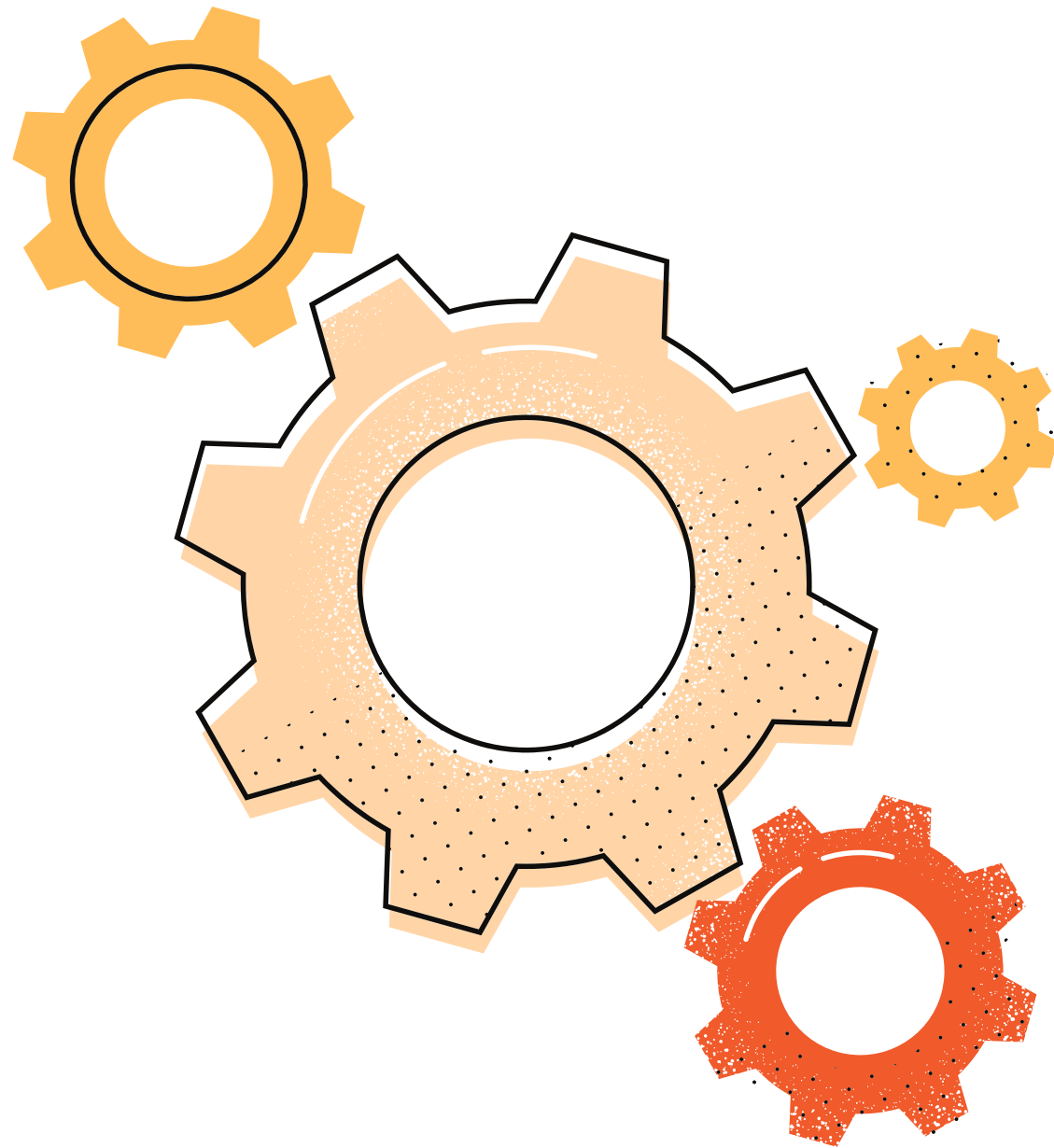


The solution

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 to get the most out of e-business.

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

Project objectives



To identify ways small and medium construction companies could use e-business 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



**TARGET
GROUPS**



Contractors/Sub-contractors

Manufacturers

Designers and other consultants

Owners/Developers

Suppliers

e-business with PEACOC

eBMT course modules 1-3



Why e-business in the construction industry

This module explains how e-business can help increase productivity in the construction sector and explains terms we should be familiar with as we move into e-business.



Administration (HRM)

This module presents actions that should be taken to support this transition, especially regarding suppliers, clients, and human resources management.



Project management

This module provides the learners with the fundamentals of project management, and how this discipline can support construction companies in implementing new activities in a systematic and coherent manner.

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eBMT course modules 4-6



Collaboration platforms/CDE

This module has the goal of making some clarity as to what the role and usefulness of cooperation platforms are, according to the different needs of the end user.



Int./ext. communication: EXTRANET/INTRANET

This module will navigate internal and external communication issues related to e-Business and e-Commerce procedures. Learners will get familiarised with different communication modes and systems



E-commerce

This module will provide a set of actions that can support the implementation of certain important e-commerce activities.

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eBMT course modules 7-9



E-procurement

This module presents actions that should be taken to support this transition, especially in relation to suppliers, customers, and human resources management.



Supply chain management

This module will help understand Supply Chain Management which is an important aspect of the business to get right. Doing this management digitally can make the whole process much easier and more effective.




Marketing

Digital Marketing means to build strategies to promote their business on the Internet. During this module, the user will learn how to plan and choose their strategies, as well as which channels suit better for them

Partnership: 5 countries (UK, SI, PT, GR, NL, ES)

1. Civic Computing Limited
2. Aintek Symvouloi Epicheiriseon Efarmoges Ypsilis Technologias Ekpaidefsi Anonymi Etaireia
3. Atermon B.V.
4. Itecons Instituto De Investigacao E Desenvolvimento Tecnologico Para A Construcao Energia Ambiente E Sustentabilidade
5. Gospodarska zbornica Slovenije - Zbornica gradbeništva in industrije gradbenega materiala
6. FyG Consultores





Helping construction SMEs fulfil their potential by adopting innovative technologies and practical digital strategies

PErsonALised e-Business Coaching for Construction SMEs

6 Participating countries:      

[VIEW PROJECT MAP](#)[DOWNLOAD AS PDF](#)

Start: 01-12-2020 - End: 30-11-2022

Project Reference: 2020-1-UK01-KA202-079235

EU Grant: 274505 EUR

Programme: **Erasmus+**

Key Action: **Cooperation for innovation and the exchange of good practices**

Action Type: **Strategic Partnerships for vocational education and training**

ICT - new technologies - digital competences

Enterprise, industry and SMEs (incl. entrepreneurship)

New innovative curricula/educational methods/development of training courses

Summary

Context/Background

In the wider construction industry, e-Commerce is today used mostly by the big players and its true potential is maybe


Coordinator


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Organisation type: Small and medium sized enterprise


Partners

 **AINTEK SYMVOULOI
EPICHEIRISEON EFARMOGES
YPSILIS TECHNOLOGIAS
EKPAIDEFSI ANONYMI
ETAIREIA**

 **ATERMON B.V.**

 **ITECONS INSTITUTO DE
INVESTIGACAO E
DESENVOLVIMENTO
TECNOLOGICO PARA A
CONSTRUCAO ENERGIA
AMBIENTE E
SUSTENTABILIDADE**

 **GOSPODARSKA ZBORNICA
SLOVENIJE**

 **INSTALOFI LEVANTE SL**

For more info check our website www.PEACOC.eu

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Any questions?

**Please try our
self paced eBMT
course!**

