

# Press Article

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PEACOC

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Cooperation for innovation and the  
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Strategic Partnerships for vocational  
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## **PEACOC - PErsonALised e-Business Coaching for Construction SMEs**

Digital technology is a constant in everyday life and currently shaping our present and future in all industries and productive sectors. The EU's Digital Strategy [1] aims to make this transformation work for people and businesses and sets a vision for the Commission to become a digitally transformed, user-focused and data-driven administration by 2022.

Considering the construction industry, it is essential to take into account the particular context of business operations and management and other specific characteristics of this sector. By focusing on personalised adaptive strategies, comprising specific data for each context and disseminating successful practices and case studies, it will be possible to enable effective actions towards digital transformation.

The project PEACOC - PErsonALised e-Business Coaching for Construction SMEs aims to support SME's on these digital transformation. PEACOC will design, develop, test, implement and disseminate an innovative e-Business Manager Training Course (BMT) based on the needs and specificities of the construction sector, providing e-business strategies for boosting border sales and adopting e-business tools for improving performance and reducing operating costs. This training methodology will comprise a series of modules each addressing elements of the e-business lifecycle which normally features core processes such as trading, contracting, payment and delivery, but also supporting processes, such as communication, promotion and overall service, among others. PEACOC is co-financed by the Erasmus+ programme from EU and is being co-promoted by CIVIC - Civic Computing Limited (project coordinator), IDEC - Aintek Symvouloi Epicheiriseon Efarmoges Ypsilis Technologias Ekpaidefsi Anonymi Etaireia, Itecons - Instituto de Investigação e Desenvolvimento Tecnológico para a Construção Energia Ambiente e Sustentabilidade, Atermon B.V. and CCIS - Gospodarska Zbornica Slovenije.

[1] European Commission, A digitally transformed, user-focused and data-driven Commission, (2018). [https://ec.europa.eu/info/publications/EC-Digital-Strategy\\_en](https://ec.europa.eu/info/publications/EC-Digital-Strategy_en).



<https://peacoc.eu/>