



Enhanced Competitiveness through ongoing training and improved transparency

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ECON IT update: Market Assessment

ECON it aims at improving the quality of business advisory training by developing an online training course. The main objective of this training course would be to boost the ability of business advisors to provide flexible, tailor made support and thus being more effective in influencing the uptake of positive growth patterns and innovation within their clients.

The first step, therefore, has been to identify the training needs of those business advisors across Europe. This task has been taken up by all the ECON it partners by involving the active participation of significant stakeholders within focus groups, surveys and/or one to one interviews. This exercise has assisted the partners in identifying relevant regional experiences and at the same time it has exposed weaknesses in current structures at EU level.

One of the main barriers identified through the market assessment is the fact that the sector operates in a range of different markets and knowledge, along with variable resources in addition to the different sizes of companies worked with ranging from the very small to the large business. Moreover, the surveys carried out reveal as a trend the high interest of business advisors in training.

If you are interested in receiving further information on the ECON it Market Assessment report, please contact Bodnar Tibor: bodnar@hmvk.hu

Zoom on: Lifelong learning in a B.I.C

All the ECON it partners have carried out surveys on the training needs of business advisors in the myriad of countries of the partnership. EBN as a European network has analyzed the situation of training for business advisers at European level.

The conclusions from the market assessment report show that most of the training is done by distance learning, through attendance of conferences and workshops and it is mainly driven by the business adviser himself.

We found nevertheless a number of BICs that offer tailored made training to professional associations and that can be seen as an example of excellence and best practice. The BIC CRP Henri Tudor through their service SITec: Lifelong Learning for Technological Innovation provides: Postgraduate continuous vocational training and dissemination activities: conferences, workshops, workgroups.

For further information, please visit: www.sitec.lu



This project has been funded with support from the European Commission.



Phases of development

ECON IT started on 1st January 2007 and is currently in Month 9: September 2007. There are 8 main phases in the development of the project:

Phase 1: Market Assessment

Phase 1 has been **successfully completed**.

For further information please contact: **Bodnar Tibor: bodnar@hmvk.hu**

Phase 2: Competency Framework Development

Aim: To establish common competency areas for the training course ensuring a curriculum framework which is responsive to the needs and learning aptitudes of the target trainees, and which is suitable to future mainstream.

Time Period: On going

Phase 3: Materials Development

Aim: To develop a package of highly relevant training and support materials for blended learning formats based on the results of the previous Work Packages.

Phase 4: Technical Realization

Aim: To transfer the learning materials into an intuitive effective blended learning format for incorporation into the website and CD ROM.

Time Period: Ongoing

Phase 5: Pilot Testing

Aim: To ensure the high relevance and quality of the training resource with targeted end users.



Phase 6: Valorisation Plan

Aim: Increase the value and impact of the project and its learning outcomes in relation of mainstream practice and policy development.

Visit the project website: **www.econ-it.com**

Phase 7: Evaluation

Aim: To ensure the maximum effectiveness of all project activities and guarantee the quality and quantity objectives of the project are met.

Time Period: Ongoing

Phase 8: Quality Management Plan

Aim: To ensure the high quality product is the result of a strong partnership with risk management.

Time Period: Ongoing

ECON it Project
duration:
1st January 2007 to
31st December 2008

ECON IT Partners

If you are interested in the training and resource tools being developed in this project,

we welcome your involvement in a number of ways:

-Provide information on your requirements

-Test the prototypes of training and resource tools and provide feedback

-Participate in training, information and dissemination events

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You can now REGISTER on the ECON-it website:

http://www.econ-it.com/english/register_econ.html

And/or **Email us** at: info@econ-it.com