

E-LEADERSHIP SKILLS FOR SMEs in Latvia

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SMEs and Start-up**
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IEGULDĪJUMS TAVĀ NĀKOTNĒ!



LIKTA
Latvijas Informācijas
un komunikācijas
tehnoloģijas asociācija

EU funded Projects to support e-leadership skills for ICT specialists and SME s in Latvia

Latvia and LIKTA has a long history of ESF funded LLL programs to support e-leadership skills development for ICT specialists and SMEs. These programs serve as complimentary support to ICT and other industry sectors next to academic formal education programs in Latvia:

- Nr.VPD1/ESF/NVA/06/NP/3.1.1.2./0001/0001

Period : 07.2016-07.2018, budget >800 000 EUR, 45 ICT sector enterprises, 1315 trainings

- ESF project Nr. APA/1.3.1.1.1/08/01/014 and Nr. APA/1.3.1.1.1/08/01/013

Period: 01.2009-03.2010, budget >700 000 EUR, 21 enterprise, over 900 trainings

- ESF project Nr. APA/1.3.1.1.1/10/02/005

Period :11.2010-10.2015, budget >4,2 mln EUR, 52 enterprises, over 3500 trainings

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E-LEADERSHIP SKILLS FOR SMES project

- Project «**ICT training for small and micro enterprises for raising competitiveness and productivity**» initiated by Ministry of Economy of Latvia with 80 % ESF financing and carried out by LIKTA in cooperation with Latvian State Investment and Development agency
- First phase from 01.2013-31.2015; Total value of EU financing 1,95 mln EUR
- **Project is aimed to raise productivity, innovations and increase long-term competitiveness of small and micro-enterprises by teaching how to effectively apply ICT technologies and e-skills.**
- **Part of National E-skills for jobs Coalition in Latvia activities**
- In total over 6500 trainings provided to more than 1500 comersants of different industry sectors in more than 20 different regions of Latvia

Portrait of Project participants

Gender	%
Female	72.8
Male	27.2

Education	%
Higher (Master eqv)	72.1
College or bachelor level	7.2
Secondary, vocational	20.7

Age group	%
15-24	8.1
25-54	80.7
55-64	10.0
≥ 65	1.2

Training areas

- Strategy :
 - ICT for innovations
 - Market analysis
 - Management of changes
 - Management of processes and products
- Technologies :
 - Infrastructure
 - Security
 - Multimedia and graphical design
 - Office software
- Business processes:
 - Client and partner management
 - Finance management, accounting
 - E-commerce

Training programs

All training organized in 3 consecutive levels

- 1st level training – «**Digital Skills and ICT Solutions for the Development and Growth**»;
 - 1 day interactive seminar ;
 - groups up to 20 participants ;
 - includes ICT company demonstrations and best practice showcase;
 - Includes introduction to self- assessment tools for the companies and employees
- 2nd level training «**ICT Tools for Developing SME Competitiveness and Development**»- (10 modules tailored to ICT in different business processes and adapted to industry sectors)
 - 40 hours blended learning,
 - including practical works and tests
 - Groups maximum 10 participants.
 - Period 1to 1,5 month for each module

Training programs- continued

- 3rd level training – «**The Usage of ICT Solutions for Raising Business Effectiveness**»-
 - **5 programs relevant to main business tasks**
 - Client relationship managements (CRM) system implementation;
 - Technical solutions for selling in Internet environment;
 - ICT solutions for business and finance management according specifics of the enterprise;
 - Business process analysis, change management and optimization using business management systems;
 - Implementation of business management systems to optimize business processes
 - Mentoring type of training
 - Provided on the basis of particular SME business case
 - Small groups (maximum 4 participants) , 72-120 hours
 - Results with development of implementation plan in one of 5 business areas !!!

Innovative character

- All training programs and materials designed in cooperation by LIKTA , Latvian Chamber of Commerce and Industry, University of Latvia , ICT companies : e.g. Microsoft, Lattelecom, Tilde and Swedbank Latvia
- Blended learning approach : f2f + e-courses + practical implementation ;
- 3 level 16 programmers tailored for different business processes and economy sectors;
- Assessment tools for SME «e-readiness» and individual employee skills measurement before and after entering the training
- “Learning by doing “; Group works and discussions ;
- Online application, communication and administration system.

Piesakies projektam šeit!



Par **MMU**

Aicinām Latvijas uzņēmumus piedalīties mazo un mikro uzņēmumu apmācību projektā, kur 80% apmācību izmaksu līdzfinansē Eiropas Savienība!

Projekts Nr. APA/1.3.1.1.1/12/03/001 "Informācijas Tehnoloģiju apmācības mazajiem un mikro uzņēmumiem konkurētspējas un produktivitātes veicināšanai" (līgums Nr. L-APA-12-0031) tiek īstenots ar Eiropas Sociālā fonda darbības programmas „Cilvēkresursi un nodarbinātība” papildinājuma 1.3.1.1.1. apakšaktivitātes „Atbalsts nodarbināto apmācībām komersantu konkurētspējas veicināšanai – atbalsts partnerībās organizētām apmācībām” atbalstu.

Projekta ilgums: 2012. gada 23. aprīlis - 2015. gada 23. aprīlis.

22/01/2015

Kā pieteikties apmācībām

Dalībai projektā Nr. APA/1.3.1.1.1/12/03/001 "Informācijas Tehnoloģiju apmācības mazajiem un mikro uzņēmumiem konkurētspējas un produktivitātes veicināšanai" (līgums Nr. L-APA-12-0031) var pieteikties ikviens mazais un mikro uzņēmums, kurš atbilst projekta kvalifikācijas prasībām un ir reģistrēts LR Uzņēmumu reģistra Komercreģistrā.

[Lasīt vairāk](#)

02/02/2015

Lattelecom biznesa klientiem!



Lattelecom sniedz saviem klientiem ekskluzīvu iespēju apgūt IKT (informācijas un komunikācijas tehnoloģiju) rīkus mazo un mikro uzņēmumu attīstībai un konkurētspējas veicināšanai. Lai apmeklētu mācības un izmantotu piedāvātās iespējas, uzņēmumam nepieciešams kvalificēties MMU projektam.

Plašāka informācija par reģistrēšanos un kvalifikācijas prasībām [šeit](#)

[Ziņu arhivs](#)

Kursu kalendārs februārim un martam!

Kursa kalendārs ar norises vietu un laikiem pieejams šeit.

Piezīme. Pieteikties kursiem un apmeklēt mācības var tikai tie projekta dalībnieki, kuri ir saņēmuši kvalifikācijas apstiprinājumu.



[Kalendārs](#)

17/01/2015

Ieguvumi iesaistoties apmācību projektā.

11/01/2015

Iemācies palielināt pārdošanas apjomus internetā!

14/02/2015

Atsauksmes par mācībām!

"Tā turpināt, ja ir tik labi pasākumi!"



Lessons learned and way forward for SME s project in Latvia

- 2nd phase project with 2 mln EUR ERAF co – financing to start in 2016 for 3 years period
- Certification schemes to be developed and applied , Pan –European dimension important here !
- Activities to be split in 3 groups/phases :
 - ICT audit for SMEs and ICT training Roadmap development
 - Training activities based on Roadmap
 - Digital economy consultant services and interactive seminars for graduates

Lessons learned and recommendations for EU and national governments and ICT associations

- **Use National coalitions** (based on GCDJ) and partnerships to promote importance of government support to e-leadership skills development for ICT specialists and other industry sector employees
- **Advocate at all levels and phases the use of ESF and ERAF funds** for ICT skills development (as recommended by EC)
- **Combine** short term, modular LLL programs with academic programs to get the maximum impact
- **Provide statistics and evidence** of impact to get supported in the future

Thanks for your attention and questions !

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European Social Fund project No. APA/1.3.1.1.1/12/03/001 “ICT training for small and micro enterprises for raising competitiveness and productivity”
(Agreement No. L-APA-12-0031)