

## A Public-private management

Adetef and Periscope have been entrusted by the European Commission to deliver the eBusiness cases – Learning from peers project.

**adetef** [www.adetef.fr](http://www.adetef.fr) is the international technical assistance agency of the French Ministries in charge of Economy and Finance. 100 permanent and part time experts provide ~10 000 man days every year, with a turnover of around €25M. Since the digital economy department was created at the end of 2007, it has conducted many projects including [www.peppol.fr](http://www.peppol.fr), [www.francophonie-economique.org](http://www.francophonie-economique.org) and the recent [www.e-pme.eu](http://www.e-pme.eu).

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[www.periscope.fr](http://www.periscope.fr) is a private consulting company



focused on SME IT usage for the last 10 years, creating and delivering SME information technologies adoption projects. It is currently managing the GALAXIE project [www.references-pme.net](http://www.references-pme.net) – a best practices repository in France, in cooperation with all the SMEs' networks – and similar to "Learning from peers". PERISCOPE has defined and led cases collection strategy and work with main professional networks like the French or European Chartered accountants ones.

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## Contribute to eBusiness cases project

LET SMEs LEARN FROM PEERS!

If you are an eBusiness actor, policy maker, intermediary, public or private body related to European SMEs you may contribute to the eBusiness cases – Learning from peers project.

- ⇒ [by proposing eBusiness cases](#)
- ⇒ [by becoming a country coordinator](#)
- ⇒ [by contributing to the dissemination campaign](#) of the book that will be published in 23 European languages



## Let's meet in Prague!

Do participate to the 20th European e-Business Support Network for SMEs workshop on 13th May in Prague. This workshop dedicated to SMEs and policy makers will focus on "Business innovation models enabled by ICT", by demonstrating the real-world business case for investment in ICT and eBusiness, through convincing show-case of European SMEs. It will also launch a debate on relevant challenges and policies. Simultaneous translation in English and Czech will be available.

Free entrance after early registration on the web site [www.e-pme.eu](http://www.e-pme.eu).



**SME COMPETITIVENESS  
WITH ICT**



➤➤ eBusiness cases

Learning from peers  
Best practice amongst European SMEs

[www.e-pme.eu](http://www.e-pme.eu)

## Join us!

According to the three calls for contribution published on the website [www.pme.eu](http://www.pme.eu), the European eBusiness actors are invited to participate by submitting new cases, by taking part in dissemination campaigns and by becoming coordinator.

### YOUR BENEFITS:

**You are a European SMEs** Submitting your own case of eBusiness success will allow it to be published on the website and, if selected, to be printed in thousand of booklets available for your own use and will bring you a valuable marketing tool to promote your brand and increase your business.

**You are an IT provider:** Providing a case is a good way to show your expertise (competence, skills, solutions...) through a customer reference, validated and selected at a European level. If selected, the case will be published on the website and in printed booklets available for your promotion. This selection of a proven solution will bring you a valuable marketing tool to convince others SMEs to adopt the same winning solution you will deploy widely.

**You are a public body, IT association or SME multiplier:** providing a case, participating in the dissemination campaign or becoming country coordinator are three good ways to contribute to the economic development of SMEs; to be known as a European eBusiness actor and access the corresponding networks. You will also receive books to help in your ICT awareness campaigns and skills promotion and you will appear on the credit page of the booklet dedicated to your country.

**You are a private body:** some activities, beyond simple case identification, could be reimbursed, as in-depth interviews, translation or dissemination activities...

## eBusiness best practices

eBusiness has been proved to be one of the best ways to enhance SMEs competitiveness. As entrepreneurs trust their peers, this program intends to provide real-world, well documented success stories, that can convince SMEs to adopt eBusiness for their transformation.

### THIS PROJECT CONSISTS OF:



- ◆ Identifying, analyzing, writing and publishing at least 200 best practice cases on the EU Commission web site;
- ◆ Issuing a booklet with 50 best eBusiness cases in 23 European languages;
- ◆ Leading wide dissemination campaigns to spread best practices amongst small economic operators.

This program will be most successful if many European actors propose the best eBusiness cases they know for publication and disseminate the published ones to boost their economies and convince their SMEs to adopt eBusiness using published cases.



To find out more, visit [www.e-pme.eu](http://www.e-pme.eu).

## Core and Country Coordinators

The eBusiness cases—Learning from peers program relies on strong partnerships with SME-ICT networks in Europe.

**Core coordinators**, experts in charge of overall case management, based on mutual enrichment. The initial members are:

- ◆ Martin KING TURNER (director of national B2B UK centre, Warwick University)
- ◆ Eurico NEVES (Founder of INNOVA Europe and INNOVA + in Portugal)
- ◆ Andreas FISCHER (G+F Verlags- und Beratungs GmbH) renowned for its BestPractice IT award
- ◆ Hans SCHAEFFERS (Dialogic Innovation & Interaction, Netherlands)
- ◆ ...



**Country and sector coordinators**, in charge of case identification and dissemination campaigns:

- ◆ Ilias VLACHOS (Agricultural University of Athens, Greece)
- ◆ Laurent JERINTE (Observatory of new technologies, Poland)
- ◆ Corinne LOECHEL (Centre Henri Tudor, Luxembourg)
- ◆ Catherine LEDIG (Association for Development of Enterprises Alsace, France)
- ◆ ...

... Maybe you are the right person to [become a coordinator as well ?](#)