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Compendium of good practices in the field of training and supporting offers for young businesses

04/2010

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Introduction

Despite the initial support founders of new businesses get at the beginning of their business operations, many of them do not survive their third year of operation. This might be due to the fact that no structured and holistic support is provided to still young but already established SMEs (i.e. entrepreneurs already operating since more than 2 years), whose businesses develop successfully and would have the potential of growth, but whose owners are not sufficiently capable of managing this sudden growth and the problems and challenges it brings about.

The present compendium gives an overview of innovative, efficient good practice examples of training and consulting offers for young businesses that have been identified in the period of December 2009 until March 2010 in the framework of the network project "SME-TraiNet". SME-TraiNet is financially supported by the Leonardo da Vinci programme of the European Commission and targeted at further development and improvement of the current training and support structures for young enterprises by *sharing of good practices* among European stakeholders.

The project started in October 2008 and involves 13 partners from 10 EU countries. In the first 18 months of the project, partners carried out extensive researches and stakeholder workshops at national level.

Research activities focused on current training and support structures for young businesses in the participating countries. As the main outcome of the researches, good practice in training and support and also current trends and needs of SMEs/young businesses operating in the craft and service sector were identified.

For transferability purposes of good practices at national level, the identified practices were disseminated in workshops organised in each participating country where political decision makers and VET experts were invited as participants. In the workshops, strategies to establish these good practices throughout the country and current and emerging needs and remedies have been discussed. The main outcome of the workshops were identifying the best practices. The best practices of each country were compiled in this "*Compendium of good practices in training and support for growing SMEs*".

This compendium gives an overview of all identified good practice examples of the participating countries containing information like a short description of the product, key elements of the service that are unique selling propositions, target group(s) addressed as well as contact information of the responsible persons and institutions.

We hope it will be of good use for your work!

Slovakian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Managers from big and small enterprises Owners from small companies Young businessman Students
Title	European Business Competence Licence (EBCL)
Short description	Vocational education for labour power in business economy
USPs (Key elements of the service that are unique selling propositions)	Better chance to reach job To support own career To start own company
Methodology	Attendance(presentation) education E - learning Combined(blended learning)
Content	Business base Business planning Business management
Contribution to skills	Orientation in real business situations and solving business problems in the SMEs
Quantitative aspects (duration, number of participants respectively SMEs involved)	25 hours with lector (trainer) 50 hours self studying Individual consultation
Responsible institution/ contact person	Apeiron s.r.o. Prešov doc.Ing.Peter Monka, PhD.
Direct link	direct@apeiron.eu

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Finnish Good Practice Example

Type of product or service	Training
Target group(s) addressed	Students and SMEs
Title	Research services for the SMEs
Short description	The LUAS students approach SMEs and offer them market and other smallish research services. These give them credits for their studies.
USPs (Key elements of the service that are unique selling propositions)	Learning by doing valuable, real work, networking and building relations for future.
Methodology	Teachers, students and SMEs meet and design together what sort of data is relevant for the SME. The student with the support of the tutor collects this and reports in an agreed manner.
Content	Research using variable methodology. Report writing and making of suggestions.
Contribution to skills	Practical training of methodology for the student, understanding of the value of relevant data to the SME.
Quantitative aspects (duration, number of participants respectively SMEs involved)	Several weeks or months, dozens of students from different faculties as well as dozens of companies now and in future.
Responsible institution/ contact person	Lahti University of Applied Sciences. Juhani Nieminen
Direct link	juhani.nieminen@lamk.fi

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Finnish Good Practice Example

Type of product or service	Training Other
Target group(s) addressed	Students of all age groups
Title	Encouragement to entrepreneurship and achieving training to support it.
Short description	Different level organizations of all areas in Lahti region organize a seminar where entrepreneurship is in focus.
USPs (Key elements of the service that are unique selling propositions)	Be your own master, build your own future!
Methodology	A large get together in May where good artists and speakers perform and entrepreneurs are rewarded
Content	Entertainment, enhancement, encouraging, eating and being together. Also, a grand parade with music.
Contribution to skills	Learning the value of learning and using the skills acquired.
Quantitative aspects (duration, number of participants respectively SMEs involved)	One day, hundreds of participants are expected.
Responsible institution/ contact person	Several organizations in Lahti area. At LUAS Juhani Nieminen
Direct link	juhani.nieminen@lamk.fi

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Finnish Good Practice Example

Type of product or service	Training
Target group(s) addressed	Students and SMEs
Title	New certificate programs for foreign students
Short description	LUAS offers for foreign students programmes where parts of their studies are done by learning to know Finnish SMEs through working and doing work related exercises.
USPs (Key elements of the service that are unique selling propositions)	Learning by solving real problems in a real Finnish environment. Networking and learning to know future partners in new countries.
Methodology	Teachers and SMEs meet and design together what kind of jobs the student will do and what kind of exercises are connected. Examples: assessments, design, market plans etc.
Content	Practical tasks of different nature and on various fields including all faculties at LUAS.
Contribution to skills	Learning in real-life situations and getting a concept of daily challenges the SMEs have to face.
Quantitative aspects (duration, number of participants respectively SMEs involved)	From a few days to several months. In the long run dozens of students from different countries as well as dozens of companies from Lahti area.
Responsible institution/ contact person	Lahti University of Applied Sciences. Juhani Nieminen
Direct link	juhani.nieminen@lamk.fi

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Estonian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Students and SMEs
Title	Business management
Short description	Program consists of different modules: 4 modules included basic skills, business management and practice SME.
USPs (Key elements of the service that are unique selling propositions)	Learning by doing, real work in practice, networking and cooperation skills for future.
Methodology	Program is created in cooperation with teachers and SMEs. SME managers can choose all program or different modules as to their real needs.
Content	Students will work as interns in more than hundred enterprises in Estonia and EU countries.
Contribution to skills	Practical training, understanding business management, management skills, broad economic topics. The program has formed so that the graduate could apply for the IV qualification level of Business Manager.
Quantitative aspects (duration, number of participants respectively SMEs involved)	The minimum modules give 2-3 Europe credit points, max 8 ECP. 15-20 participants in every course and usually students of SMEs compose the individual study plan.
Responsible institution/ contact person	Voru County Vocational Training Centre Chair of Business Management
Direct link	Henn.Tarro@vkhk.ee

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Estonian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Students and SMEs
Title	Accounting for self-employed entrepreneur and SME-s
Short description	Program "Financial management for SME and self-employed entrepreneurs"
USPs (Key elements of the service that are unique selling propositions)	Practical program for management of SME - planning and management capacity"
Methodology	Practical program, learning by doing, practical accounting exercises
Content	Financing law, management basics, planning, SME financing reports, labor law
Contribution to skills	Financial management, planning and management of SME, composition of reports required by law, real-work experience
Quantitative aspects (duration, number of participants respectively SMEs involved)	0,5 Europe credit points, 15 SME and self-employed managers
Responsible institution/ contact person	Võru County Vocational Training Centre Chair of Business Management Mr Henn Tarro
Direct link	Henn.Tarro@vkhk.ee

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Estonian Good Practice Example

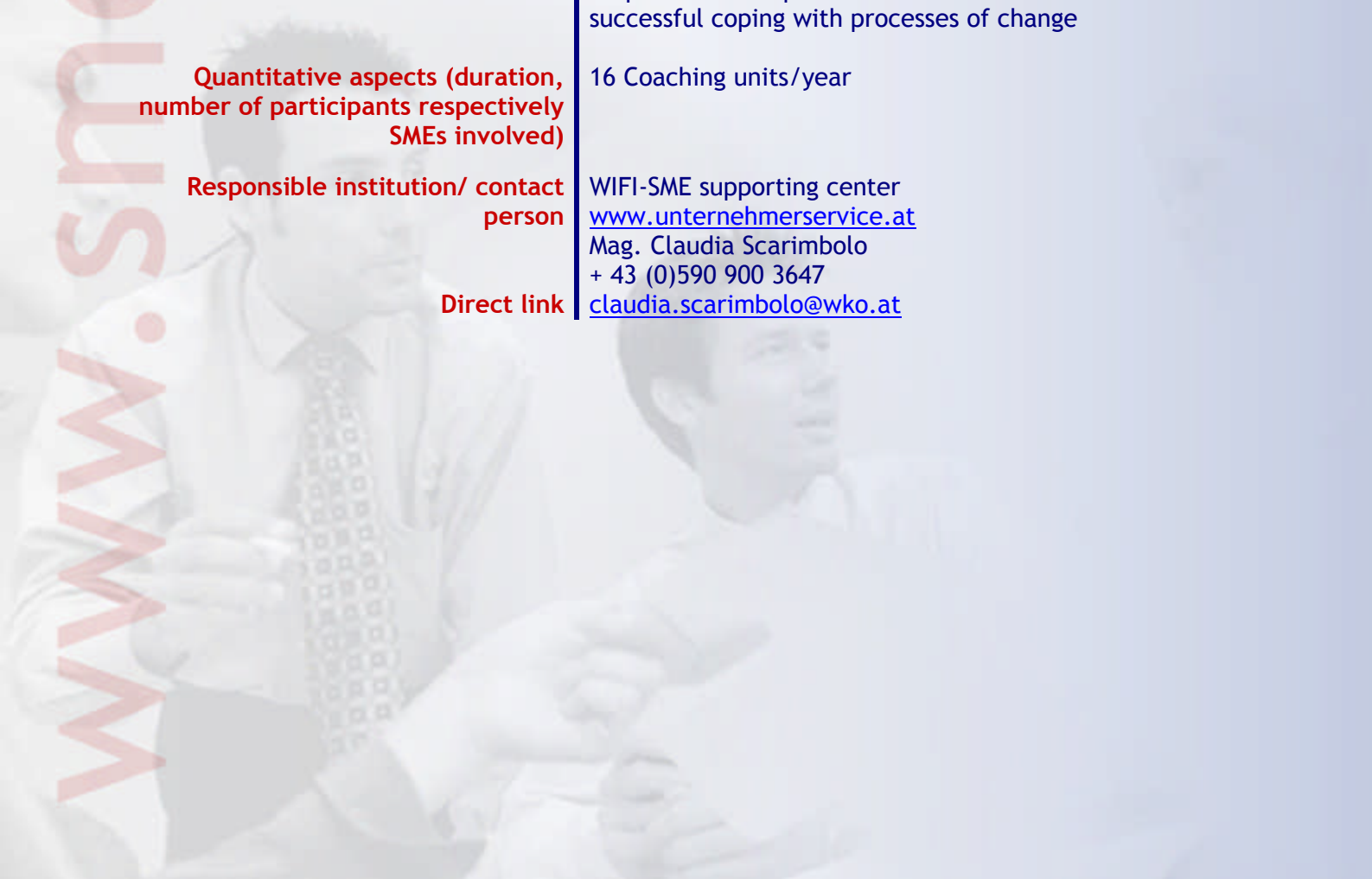
Type of product or service	Training
Target group(s) addressed	Students and SMEs
Title	Research services for the SMEs
Short description	In cooperation with students, SME's and school itself we solve specific SME problems, which gives solutions to SME's, knowledge to lecturers, and credits to students, and support of having state of art information and develop showcases for future lectures.
USPs (Key elements of the service that are unique selling propositions)	Real work learning experience for students. Real solutions for SME's. More networking school with community.
Methodology	Teachers, students and SMEs meet to agree on describing a problem and plan how to solve it. The student with the support of the tutor and SME staff collects the data and makes reports, proposing possible solutions in an agreed manner.
Content	Research or in some cases development using variable methodology. Report writing and making of suggestions, schemes and work plans.
Contribution to skills	Practical training methodology for the student, understanding of the value of relevant info to the SME.
Quantitative aspects (duration, number of participants respectively SMEs involved)	Several weeks or months, tens of students from different faculties as well as tens of companies up until now and in future to come.
Responsible institution/ contact person	Võru County Vocational Training Centre Department of Studies Terje Kruusalu
Direct link	terje.kruusalu@vkhk.ee

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Austrian Good Practice Example

Type of product or service	Consulting
Target group(s) addressed	Young SME 's
Title	Coaching young businesses (Jungunternehmercoaching)
Short description	A holistic consulting service, available for young businesses (up to six years after start-up), which is partly subsidized by the Federal Ministry of Economics (BMWFJ) and the Austrian Economic Chamber (WKÖ). All coachings are targeted at young entrepreneurs in need of training and guidance in various fields of their business, such as marketing, controlling or financing.
USPs (Key elements of the service that are unique selling propositions)	Generative learning method, target group focussed, short efficient units
Methodology	Group coachings, individual coachings
Content	Coaching focussed on individual needs of young SME (process of changes, efficient decision making, risk analysis etc)
Contribution to skills	Improvement of entrepreneurial quality and success and corporate development successful coping with processes of change
Quantitative aspects (duration, number of participants respectively SMEs involved)	16 Coaching units/year
Responsible institution/ contact person	WIFI-SME supporting center www.unternehmerservice.at Mag. Claudia Scarimbolo + 43 (0)590 900 3647
Direct link	claudia.scarimbolo@wko.at

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Austrian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Female sole proprietors without employees (0 to 3 business years)
Title	Academy for female entrepreneurs (Akademie für Kleinstunternehmerinnen)
Short description	The learning modules are aiming at the improvement of knowledge and individual corporate development. The coaching sessions offer the possibility of professional checking of developed strategies and feedback
USPs (Key elements of the service that are unique selling propositions)	generative learning method intensive exchange of know-how
Methodology	Training sessions Group coachings
Content	Three modules (topics: business planning, marketing and sales, cooperation and networking, self- and time-management)
Contribution to skills	Improvement of entrepreneurial quality and success and corporate development
Quantitative aspects (duration, number of participants respectively SMEs involved)	45 training units 300 successful participants
Responsible institution/ contact person	WIFI (Institute for Economic Promotion) http://www.wifi.at
Direct link	http://www.unternehmerin.at/akademie

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Austrian Good Practice Example

Type of product or service	Consulting
Target group(s) addressed	Tyrolean SMEs, in the first phase of a growth project to be implemented within their company.
Title	Pluss
Short description	The programme is divided into two phases. Within the first phase, each enterprise is being analysed with regards to structural weaknesses and strengths of the whole enterprise, unexploited growth potentials as well as opportunities resulting from the intended growth project. In the second phase the focus lies on the actual consulting of the enterprises by external experts with regards to various fields crucial for the success of the respective growth project. Possible areas of consultation are strategic issues, controlling, sales planning, marketing strategies and branding, technical infrastructure, human resource planning etc.
USPs (Key elements of the service that are unique selling propositions)	Individual support of potential of growth
Methodology	Consulting (cooperation of research and economy)
Content	Strategic analysis, planning and implementation
Contribution to skills	Improvement of entrepreneurial quality and success and corporate development successful coping with processes of change
Quantitative aspects (duration, number of participants respectively SMEs involved)	Consulting service (briefing, analysis, planning, implementation) 1 year / 15 SME 's per year
Responsible institution/ contact person	SME supporting center Tirol http://www.wko.at/tirol/service Mag. Wolfgang Teuchner + 43 (0)590 905-2222
Direct link	gs@wktirol.at

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Slovenian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Young SME 's (at least 3 years old)
Title	Good practice of Training, mentorship & networking program
Short description	A 10 months holistic program for young businesses including training, mentorship & networking activities. The program is based on sharing experience through workshops, group mentoring sessions as well as individual mentoring sessions and networking activities
USPs (Key elements of the service that are unique selling propositions)	Generative learning method based on sharing experience between young entrepreneurs & succesful entrepreneurs. Very hands-on training and mentorship program. Networking activities that help young businesses create necessary business connection.
Methodology	Workshops on entrepreneurial topics held by entrepreneurs. Group mentoring. Individual mentoring as well as networking activities
Content	All key business topics important for growing a business.
Contribution to skills	Understanding of all basic questions an entrepreneur needs to answer when growing his business. Entrepreneur changes his way of thinking and looking at his business. Empowerment of young entrepreneurs to think bigger.
Quantitative aspects (duration, number of participants respectively SMEs involved)	30 entrepreneurs / 10 workshops + 10 mentoring sessions + 10 networking activities / 10 months
Responsible institution/ contact person	Barbara Bregar-Mrzlikar CEED Slovenia Tehnološki Park 24 1000 Ljubljana Slovenia
Direct link	Barbara.bregar-mrzlikar@ceed-slovenia.org +386 31 543 004

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German Good Practice Example

Type of product or service	Other (scientific approach)
Target group(s) addressed	Multipliers / consultants in the field of business-coaching SMEs in all branches
Title	Wachstum lernen - lernend wachsen (to learn growing - to grow by learning)
Short description	A nationwide research approach to support innovative SMEs in the period of growth. Establishing exchange and networks between SMEs of different regions
USPs (Key elements of the service that are unique selling propositions)	Nationwide approach with regional influences - scientific approach - practical experiences - regional solutions
Methodology	Analysis on scientific level / monitoring (cooperation between several scientific institutions) Workshops with participating SMEs operating in different regions
Content	Testing and evaluation of different instruments to support SMEs in a period of growth Establishing innovative strategies on different management levels within the SMEs Exchange of experiences by offering workshops with SMEs Scientific monitoring and evaluation
Contribution to skills	Developing of management skills and competences in SMEs Evaluating of instruments and support services Developing cross-regional exchange of experiences / learning from each other
Quantitative aspects (duration, number of participants respectively SMEs involved)	Networks in four German regions (- 120 SMEs participate in the project)
Responsible institution/ contact person	RKW Deutschland Dr. Michael Steinhöfel E-Mail: Michael.steinhoefel@rkw-d.de
Direct link	www.rkw-d.de

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German Good Practice Example

Type of product or service	Training Other: Networking
Target group(s) addressed	SMEs interested on innovative strategies to develop a new business culture in the fields of crafts
Title	“InnoWerkstatt“ (the title includes “innovation” and “factory” to symbolise the subject: learn to become innovative with a practical approach)
Short description	The project offers several different workshops with a thematic focus on “innovation”. The participation in a workshop is open. Speakers and experts are invited to talk and exchange with entrepreneurs about good experiences, instruments and approaches
USPs (Key elements of the service that are unique selling propositions)	The project combines unusual aspects to support SMEs: providing information, creating networks, developing empowerment strategies and establishing a “business culture” to become innovative and sustainable
Methodology	Workshops for SMEs, presentations of experts and other entrepreneurs Coaching meetings to empower the entrepreneurs
Content	The workshops focuses on different subjects to support SMEs, e.g.: marketing and customer services, management and administration, personnel and leadership, women as managers and leaders In addition “Unternehmer-Coaching” (coaching of and for entrepreneurs) is offered. The project coordinates meetings and sessions for entrepreneurs helping and supporting each-others.
Contribution to skills	<ul style="list-style-type: none"> - self-empowerment - networking - competences to develop innovative strategies - creating a new “Business Culture”
Quantitative aspects (duration, number of participants respectively SMEs involved)	6 to 8 workshops a year 10 to 20 participants, entrepreneurs / each workshop
Responsible institution/ contact person	Handwerkskammer Hamburg InnoWerkstatt Stephanie Wöste E-Mail: swoeste@hwk-hamburg.de
Direct link	www.hwk-hamburg.de

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German Good Practice Example

Type of product or service	Training Consulting
Target group(s) addressed	SMEs of all branches in the fields of crafts
Title	„InnovationsAgentur“ (Innovation Agency) - systematic stabilisation of innovative processes in small and medium-sized companies in craft businesses
Short description	An “innovation check” in the company is offered to those SMEs willing to introduce new ideas and products. After the check, a personal coach will give advice on potentials and lacks in the management. Training advices are offered to support the SME and point on potential for business growth
USPs (Key elements of the service that are unique selling propositions)	A combined individual service to SMEs in craft sectors: - statistical analysis - personal coaching - tailor-made training advices
Methodology	- external analysis with a questionnaire - individual coaching - training offers if needed
Content	Focus is on innovation and growth: “Innovation-Check” (Innovationscheck) will give the participating entrepreneur an analysis of the companies ability and disposition to be innovative and implement new strategies. The results are based on the self report and self concept of the entrepreneur. It is focussing on both: products and management tools. The individual coaching is picking up the results of the “innovation check” and should lead to tailor-made training offers
Contribution to skills	- strengthening the ability to think and act innovative - developing management strategies - saving competences and sustainability - facing business changes and dynamic processes
Quantitative aspects (duration, number of participants respectively SMEs involved)	- since 2009 - 300 SMEs passed the “innovation check”, 11%- followed the individual coaching - the period of support (check + individual coaching) lasts for max. 6 month (differences in concern of individual needs)
Responsible institution/ contact person	Handwerkskammer Hamburg InnovationsAgentur Andreas Kутtenkeuler E-Mail: a.kuttenkeuler@hwk-hamburg.de
Direct link	http://www-hwk-hamburg.de

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Bulgarian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Managing staff of young firm (3 business years)
Title	Better managerial skills - better position on the market Training seminars for Applied Language solutions, Office Bulgaria
Short description	The learning modules are aiming to improvement of selling skills and soft skills needed for better contact to clients
USPs (Key elements of the service that are unique selling propositions)	Interactive learning methods Generative learning method
Methodology	Training sessions, group working, individual presentations
Content	Three modules (sales, negotiations skills, managing communication with customers)
Contribution to skills	Improvement of managing skills and communication with customers
Quantitative aspects (duration, number of participants respectively SMEs involved)	48 training units 20 successful participants
Responsible institution/ contact person	European Management Centre Ltd. www.emcbg.eu Mr. Petroslav Petrov + 359 2 944 47 58
Direct link	office@emcbg.eu

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Bulgarian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Middle managerial staff of young engineering firm (3 business years)
Title	Improvement of soft skills Training seminars for Lufthansa Technics
Short description	The learning modules are aiming to improvement of soft skills needed for better communication and managerial skills
USPs (Key elements of the service that are unique selling propositions)	Interactive learning methods, generative learning method,
Methodology	Training sessions, group working, individual presentations
Content	Six modules (team working, leadership, presentation skills, negotiation skills, communication, conflict management)
Contribution to skills	Improvement of soft skills and communication with customers
Quantitative aspects (duration, number of participants respectively SMEs involved)	96 training units 38 successfull participants
Responsible institution/ contact person	European Management Centre Ltd. www.emcbg.eu Mr. Petroslav Petrov + 359 2 944 47 58
Direct link	office@emcbg.eu

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Bulgarian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Managerial staff of young consulting firm (4 business years)
Title	Improvement of soft skills Training seminars for Paladin Property Consulting
Short description	The learning modules are aiming to improvement of soft skills needed for better contact to clients
USPs (Key elements of the service that are unique selling propositions)	Interactive learning methods, generative learning method,
Methodology	Training sessions, group working, individual presentations
Content	Three modules (negotiation skills, communication with customers, presentation skills, conflict management)
Contribution to skills	Improvement of soft skills and communication with customers
Quantitative aspects (duration, number of participants respectively SMEs involved)	36 training units 18 successfull participants
Responsible institution/ contact person	European Management Centre Ltd. www.emcbg.eu Mr. Petroslav Petrov + 359 2 944 47 58
Direct link	office@emcbg.eu

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Turkish Good Practice Example

Type of product or service	Other
Target group(s) addressed	Machinery, metal and casting sectors
Title	Clustering of Machinery, metal and casting sectors in the Ataturk Organized Industrial Zone
Short description	Implementation of clustering approach to the machinery, metal and casting sectors
USPs (Key elements of the service that are unique selling propositions)	Innovative approach, different than traditional support services By participating to the cluster, small and young SMEs will have the same advantage in procurement (cost advantage), improve their commercial relationships with the older, more experienced SMEs and large enterprises.
Methodology	Field study Workshops, identifying the vision, strategy and actions of the cluster Writing the roadmap Training to the cluster members
Content	Meetings, interviews
Contribution to skills	Corporate development Cost advantage Improving skills in R&D, Production Technique, Marketing and Product Development Increasing the both commercial and non-commercial Relationship between the cluster members Increased competitive advantage
Quantitative aspects (duration, number of participants respectively SMEs involved)	200 SMEs involved Duration of the project: 9 months Activities have continued after the project has ended
Responsible institution/ contact person	Izmir Ataturk Organized Industrial Zone Mr.Cavit Kahya Mrs.Buket Pişkin
Direct link	www.iaosbkumelenme.org

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Italian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Local non-profit associations
Title	FITeL: training for non-profit associations FITeL and associations: new needs and new answers. (La FITeL e l'associazionismo: nuovi bisogni e nuove risposte.)
Short description	The training aims to improve all the non-profit associations' directors functions. The purpose is carried out through two courses: associations and ICT training.
USPs (Key elements of the service that are unique selling propositions)	Generative learning method intensive exchange of know-how peer to peer lessons.
Methodology	Training sessions and group coachings through flexible and peer to peer methodologies.
Content	The aim is to train non-profit associations' directors and other directive staff to be able to manage all associations' duties: legislation, paperwork, fiscal tasks and ICT tools.
Contribution to skills	Improvement of association quality and development of better networking among FITeL centers.
Quantitative aspects (duration, number of participants respectively SMEs involved)	Two courses of two days each for about 200 learners, all NGOs, mainly young NGOs.
Responsible institution/ contact person	Aldo Albano c/o Fitel Via Salaria, 80 00198 Rome Italy
Direct link	www.fitel.it

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Italian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Bartenders and owners of pubs and restaurants
Title	Bartenders courses
Short description	The training offer is composed by different training pathways: bartenders skills, acrobatic bartender, cocktails, twining of food and wine etc. Were involved new and old firms.
USPs (Key elements of the service that are unique selling propositions)	Mix of seminars and practical training Collaboration with local associations
Methodology	Training sessions and practical training.
Content	The aim is to train Bartenders and owners of pubs and restaurants to be able to attract more customers and be different from the local competitors.
Contribution to skills	Bartenders and owners of pubs and restaurants improve their professional and communication skills and develop better networking with the local pubs and restaurants association.
Quantitative aspects (duration, number of participants respectively SMEs involved)	The courses are composed by 5 to 10 seminars of half a day. In the last 10 years were involved more than 1000 bartenders and owners of pubs and restaurants, representing about 1000 SMEs.
Responsible institution/ contact person	Emanuele Garavello c/o Consulenza e Formazione S.r.l. Via Ronchi, 20 20134 Milano
Direct link	www.consulenzaeformazione.com

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Italian Good Practice Example

Type of product or service	Training
Target group(s) addressed	Directors and vice directors of hotels
Title	Format
Short description	Format plan is composed by two different training pathways: Benchmarking and Customer Care. Were involved new and old firms.
USPs (Key elements of the service that are unique selling propositions)	Mix of seminars and project working Collaborative learning
Methodology	Training sessions and project working.
Content	The aim is to train hotel directors and vice directors to be able to manage some hotels competitive aspects: Benchmarking and Customer Care.
Contribution to skills	Improvement of hotel directors and vice directors skills and development of better networking among local hotel association members.
Quantitative aspects (duration, number of participants respectively SMEs involved)	The plan was based on a two years model involving about 100 people and about 40 hotels.
Responsible institution/ contact person	Angelo Candido c/o Federalberghi Via Toscana 00187 Rome Italy
Direct link	www.federalberghi.it

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Polish Good Practice Example

Type of product or service	Training
Target group(s) addressed	SMEs from food branch and its employees (esp. young entrepreneurs), students from vocational schools of the food branch, trainers, teachers
Title	Modern interactive educational model for the food branch's employees of the SME sector - e-learning
Short description	The improvement of the professional qualifications regarding HACCP among managers, food branch's employees, teachers and trainers through teaching them modern educational methods, which let them learn in an interactive way.
USPs (Key elements of the service that are unique selling propositions)	Making available HACCP training materials via Internet. Preparation of the SMEs to adopt new EU regulations. Duty to the implementation of the HACCP regarding all entrepreneurship from the food branch. Preparation of the HACCP training modules regarding all topics.
Methodology	Educational method showing how to achieve knowledge interactively, what gives the possibility not only to learn but also to use available instruments for the firms' needs or in the school lab.
Content	-Multimedia training packet for SMEs -Multimedia training packet for students -Methodical packet for trainers -Internet platform on the partners' web sides -Examinational criterions and trainers' certification
Contribution to skills	Achieving new skills through the possibility of teaching in the workplace with the Internet and trainer's support. New training instruments for teachers supporting students' communication via Internet.
Quantitative aspects (duration, number of participants respectively SMEs involved)	Pilot training for 10 trainers from the Polish SMEs Training duration: from 1 to 5 days depending on the module.
Responsible institution/ contact person	Pomeranian Chamber of Craft of the Small and Medium Enterprises 80-831 Danzig, ½ Piwna Street
Direct link	www.pomorskaizba.com.pl

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Polish Good Practice Example

Type of product or service	Training Consulting
Target group(s) addressed	SMEs from photography branch (first of all young entrepreneurs and photographers with longer experience)
Title	Individual Digital Photography course with special emphasis on Photoshop programme
Short description	Participant has contact on-line with his tutor through internet. The tutor consults, comments on taken pictures, advises and shares knowledge and experience.
USPs (Key elements of the service that are unique selling propositions)	The tutor adjusts the conditions to the participants' needs.
Methodology	Individual approach e-learning with unlimited consultations
Content	Watching of educational video's with explanations from the tutor; practical tasks based on original photographs with consultations on-line and per e-mail; evaluation of tasks with the tutor
Contribution to skills	Improvement and development of skills, that are necessary in professional activity of modern photographers
Quantitative aspects (duration, number of participants respectively SMEs involved)	2 - 6 months 90
Responsible institution/ contact person	Rafał Marcin Olszak CYFROGRAFIA Mr Rafał Olszak e-mail: rolszak@cyfrografia.pl
Direct link	www.cyfrografia.pl

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Polish Good Practice Example

Type of product or service	Training Consulting
Target group(s) addressed	SMEs from hairdressing branch Owners/Salons' managers (first of all young entrepreneurs)
Title	Trainings of "Kadus" firm: Hairdressers skills' improvement regarding basic services in the salon and extended services offer available for the salon's customers.
Short description	Lessons have an interactive character. Meetings are based on the form of a show or a workshop, where instructors/trainers present hairdressers' topics and then trainings' participants practice their knowledge under the eye of the instructor.
USPs (Key elements of the service that are unique selling propositions)	- exchanging experiences regarding working in the salon - reach experience supported by professional trainings made by trainers in famous academies.
Methodology	Interactive group lessons
Content	Basic training regarding basic hairdressers' services in the salon. Trainings/Workshops regarding new fashion trends/haircut collection. Training regarding development of the managing competences.
Contribution to skills	Improvement of the services in the salon's offer, and at the same time, the support of the spirit of enterprise in each salon.
Quantitative aspects (duration, number of participants respectively SMEs involved)	About 400 trainings per year About 800 participants
Responsible institution/ contact person	www.polwell.pl Ms. Matgorzata Gogolewska
Direct link	Tel. +48 52 325 20 03

www.smettrai.net