



ANIBA - Awareness and Networking Initiative Bavaria and Austria

Awareness raising for the possibilities of the new ICT and implementation support for SMEs by providing an analysis tool for the demand analysis.

Executive summary

Context

The possibilities of new ICT change the economic environment for SMEs in Europe. Both it offers new chances and confront the SMEs with new risks. To encourage the implementation of this new ICT by SMEs their awareness have to be raised on the new communication and information technologies. In this context, the 3 partners of the ANIBA-project, the LGA (Landesgewerbeanstalt Bayern) - Germany, the Technologie- und StandortAgentur GmbH - Austria and the EUTELIS Consult GmbH, Berlin - Germany see their duty in strengthening the competitiveness of SMEs by helping them to adapt the new techniques.

Objectives

The main objective of the project ANIBA was to improve the implementation of new ICT within Bavarian and Austrian SMEs to facilitate their competitiveness in the global market.

This target should be reached in three phases:

- Phase 1: Awareness raising on the new ICT
- Phase 2: Facilitating the implementation of new ICT
- Phase 3: Networking

Process

Phase 1: Awareness raising

The Awareness raising activities in the project had two main targets:

First, the awareness raising activities should draw the attention of the executives of SMEs in Bavaria and Austria on the necessity, to deal with the possibility of the new ICT for their own business. This is a urgent task to not miss the boat on the international competition.

Second, the awareness raising activities should interest the executives to take part with their enterprises in the following phases of the project.

In the project there were different methods to draw the attention of the executives on the field of new ICT and the content of the project:

- Mailing actions
- Informational Events
- Using the Internet
- Presentation on fairs

Phase 2: Facilitating the implementation of new ICT:

We are using an well developed, existing analysing tool. The backbone of the method are questionnaires which collect the actual situation. Included are the ICT situation, the field of activity of the SME, the personal situation and the main business processes in the enterprise. In a second stage the questionnaires was evaluated in a standardised method. The outcome of the evaluation process was developed to a concept which was presented in the enterprise in front of the executives. After a discussion the concept was given to the company as a report in written form. Because we had to few interested enterprises we decided, to transform our analysis tool to an self analysis tool, which can be easily used by each SME by its own. Although, this self analysis tool is more easily constructed than the originally used method, it can be used to find out crucial fields relevant for the implementation of new ICT. The self assessment tool was designed as an guide on paper and on CD-ROM.

Phase 3: Networking:

SMEs are often less competitive in the international market than big enterprises on account of their size. The situation becomes more critical if the enterprises are located in weak economic regions.

One idea of our project was, that if we can help the companies to implement a current ICT platform we could help them to support another by developing a network. The basis of this network in the beginning should be a technical support hotline concerning problems with the use of the new technique. In a later stage this network could lay the foundation for a open network of SMEs. Unfortunately because of the small amount of participating enterprises and the change in our analysis concept we could not realise our networking concept like we originally planned.

Results

1. We reaches over 10.000 enterprises in Austria and Bavaria with our Mailings informing them about the ANIBA project.
2. We made overall 8 awareness raising events throughout Austria and Bavaria with in total 182 participants
3. As a part of our Awareness raising strategy we presented the project on 4 fairs.
4. We had 2 press articles
5. Our original analysis concept was used in 8 enterprises giving them a help to implementing new ICT.
6. We send our self assessment tool to 1600 SMEs in Austria and Bavaria. We will further distribute this tool as CD-ROM or as brochure to SMEs in Austria and Bavaria.
7. We will made the tool accessible over the internet.

Impact and achievements

One important result of the ANIBA project is certainly the raising of awareness in many industrial companies of Bavaria and Austria for new ICT application in business processes (see above figures). The second achievement is the development of a ICT self assessment tool (CD and brochure). This is a product which will be used for awareness raising in nearly all industrial sectors also beyond the project period.

Additional, the field of new ICT in SMEs will be a main target of our core strategy in the fields of technologie transfer in the future.

Contact Details

Project Name:

ANIBA - Awareness and Networking Initiative Bavaria and Austria

Timescale:

01.01.99 - 31.03.00

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New ICT for SME, Analysis of ICT needs, ICT Self assessment, technology transfer and ICT

Key Project Participants:

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