

**Final report
Executive summary**

PROMISE – 011, SINTIGRA

**Sensibilización e Integración de las Nuevas
Tecnologías de la Información a las PYMES
Granadinas.**

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SHORT DESCRIPTION AND GRAPHIC/PICTURE

The main aim of the SINTIGRA project is to raise awareness among the SMEs of Granada in the use of New Information Technologies, to introduce them in the participating enterprises and to train SMEs in the use of the new Information Technologies in order to be applied to new training, commercialisation, business and production procedures.



Context

We walk towards a global village and in which all the institutions, at local, regional, national and european level are encouraging all the tele-communication policies in order reach a stronger co-operation among all the social and economic agents. The implementation of all these policies will be definitive in the fast and harmonic growth of the Information Society in Europe.

Granada is included in a Region objective 1, therefore in a less favoured Region of The European Union. To this we have to add that the Metropolitan Area of Granada doesn't count with a high level of industries. The business network in this area is very poor and the SMEs normally belong to the service sector and most of them are familiar enterprises.

SMEs have to face a real modernization challenge

which in case of being successful, will mean a big step forward in terms of results, quality and way of making business. The Instituto Municipal de Formación y Empleo, Ayuntamiento de Granada, has as one of its main role to contribute to the economic development of the area. This includes as well promotion of SMEs and training of SMEs and Managers in IT.

Objectives

The SINTIGRA project combines mainly awareness actions and training actions, both of them fit perfectly in the strategy the IMFE has followed in the last time and in the general objectives of our institution.

By means of the SINTIGRA Project we want to make SMEs manager aware in their decision making regarding the use of New Information Technologies and make them able to adapt them to the needs of their own enterprises.

By facing this objectives, the SINTIGRA Project will contribute to the main objectives of the PROMISE Programme, helping in the raising of awareness of business executive in the IT area, implementing the New Information Technologies in the different industries and promoting the sharing of experiences

Process

The consortium decided on adopting the following methodology in the application of the SINTIGRA Project:

After the Kick off meeting we hold a meeting with all our local partners, in order to explain them in more detail the project and in order to distribute the tasks.

Information day

In order to catch the attention of most of the SMEs of Granada, we organised a general information session target to all the enterprises of Granada. We delivered as well in this event a kind of questionnaire with question about the technical and IT equipment of the different enterprises, in order to elaborate statistics and in

order to know better the IT situation of the SMEs.

Selection of the companies

Information about the project was sent to 380 companies selected through listings provided by our technological partner INFOTEL. The selection of the participants in the SINTIGRA Project was mainly based on the interest shown by the participants regarding New Technologies.

Signature of agreements and contact with other entities

Once the companies were selected, they were required for the signature of a bilateral agreement between them and IMFE.

Seminars

We hold one big awareness raising event open to all the enterprises from Granada, and 5 more training seminars for the participating enterprises in the project.

Presence in the internet

We provided an internet connection to all the participating enterprises and two e-mail addresses. On the other hand we designed a personalised website for each enterprise.

Technological support and business advice

By means of the project we provided to all the SMEs technical support and business advice in different matters, which supposed to us an ongoing contact with the enterprises.

Study Visit

We organised a study visit to the Technical Centre "Infocentre" which holds the INFOVILLE Project. The aim of this visit was to show to the participating enterprises concrete applications of New Technologies applied to enterprises and to the citizens.

Results

The main result of the SINTIGRA Project is a change in the mind of the participating SMEs regarding the use of New Technologies in their commercialisation and business procedures.

Impact and achievement

Probably one of the most important achievement is the fact that all the enterprises participating in the project are seriously working with ITs and that many of them have begun to work in e-commerce. Therefore we could strengthen competitiveness of the SMEs. The project showed to the SMEs new ways of making business, of train their employees and of commercialise their products, strengthening in this way employment. By means of the SINTIGRA Project, IMFE has become an important reference in E-commerce and ITs matters form enterprises in Granada.

For our organisation the project as supposed to close our relation with the entrepreneurial tissue of Granada and to earn

credibility in New Technologies matters.

For our local partners, the main impact it supposed the development of the SINTIGRA Project, was to enlarge their networks and their clients.

For the SMEs which made up the greatest core of the entrepreneurial tissue of Granada, it meant to reconsider a new approach in their training, business and production procedures. In global with the project we could give a boost to New Technologies more than it was done in the last year in Granada.

Contact Details

Project Name: SINTIGRA-Sensibilización e Integración de las Nuevas Tecnologías de la Información en las PYMES granadinas.

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01.01.98 - 31.12.99

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