

DIGITAL SKILLS FOR SMEs

LIKTA

Latvijas Informācijas
un komunikācijas
tehnoloģijas asociācija

Unconference session
Gent, October 7, 2016

TEAC «Digital skills for
Future work»



WORKSHOP AGENDA

Part 1 – Why and how

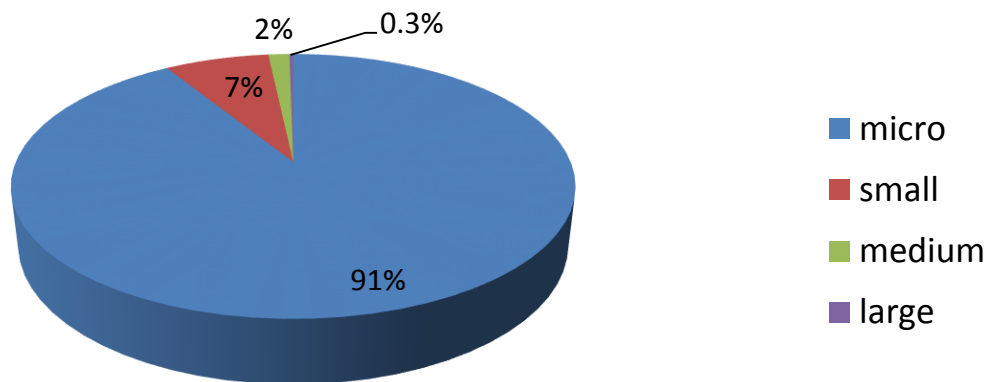
- Why digital skills for SMEs important
- What can be the impact of providing digital skills training for SME s
- What digital skills SMEs need

Part 2 – are we interested to develop projects/initiatives at TE membership

- Are SME s the audience we address
- Common curricula, Skills assessment, based on Dig comp/Entre comp ?
- Activities for GOW ?
- Projects ?

SMEs sector in Latvia

Economically active statistical units by size group in Latvia



SKILLS TO USE NEW TECHNOLOGIES

Source: Digital Agenda Scoreboard; Central Statistical Bureau of Latvia

90% jobs will require digital skills

47% does not have proper digital skills

100% large enterprises vs. SMEs using Internet **97%**

94.8% large enterprises vs. SMEs using Web sites **55.9%**

60.3% large enterprises vs. SMEs using Internet having purchased online **32%**

51% large enterprises vs. SMEs having corporate social media profile **14.7%**

PROJECT OVERALL IDEA AND GOALS

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 was 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 almost 1500 comersants of different industry sectors in more than 20 different regions of Latvia

Project results

«ICT training for small and micro enterprises for raising competitiveness and productivity» project 2012–2015

1446 SMEs
involved in project
partnership

1/3 of SMEs –
operating
less that 3 years

76% –
micro
enterprises

16
different
level training
programs
in 20 regions
of Latvia

6784
trainings

3249
employees
trained

In average
2 courses
per employee

Project impact for participating SMEs

Manager's survey results



Positive impact to
employees productivity



Positive impact to
SME's growth



Positive impact to
SME's competitiveness



**Need for similar
trainings in the
future**



Innovative character of the SMEs project



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, Swedbank Latvia



Blended learning approach:
f2f + e-courses
+ practical implementation



3 level 16 programs
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
www.mmu.lv

FUTURE : TRAINING AREAS AND NEW TOOLS

- ✓ Modular training, up to 30 different modules
- ✓ Main focus areas :
 - ✓ Cloud services and online collaboration
 - ✓ ICT security
 - ✓ Data protection and big data analysis
 - ✓ Digital marketing
 - ✓ Digitalization of business processes
- ✓ **New tools to be developed within the project :**
 - ✓ Digital Single market maturity index for SME s : **online tool**
 - ✓ Employees skills development roadmap- **online tool- based on DIGCOMP**
- ✓ Certification : **DSM ready** 😊