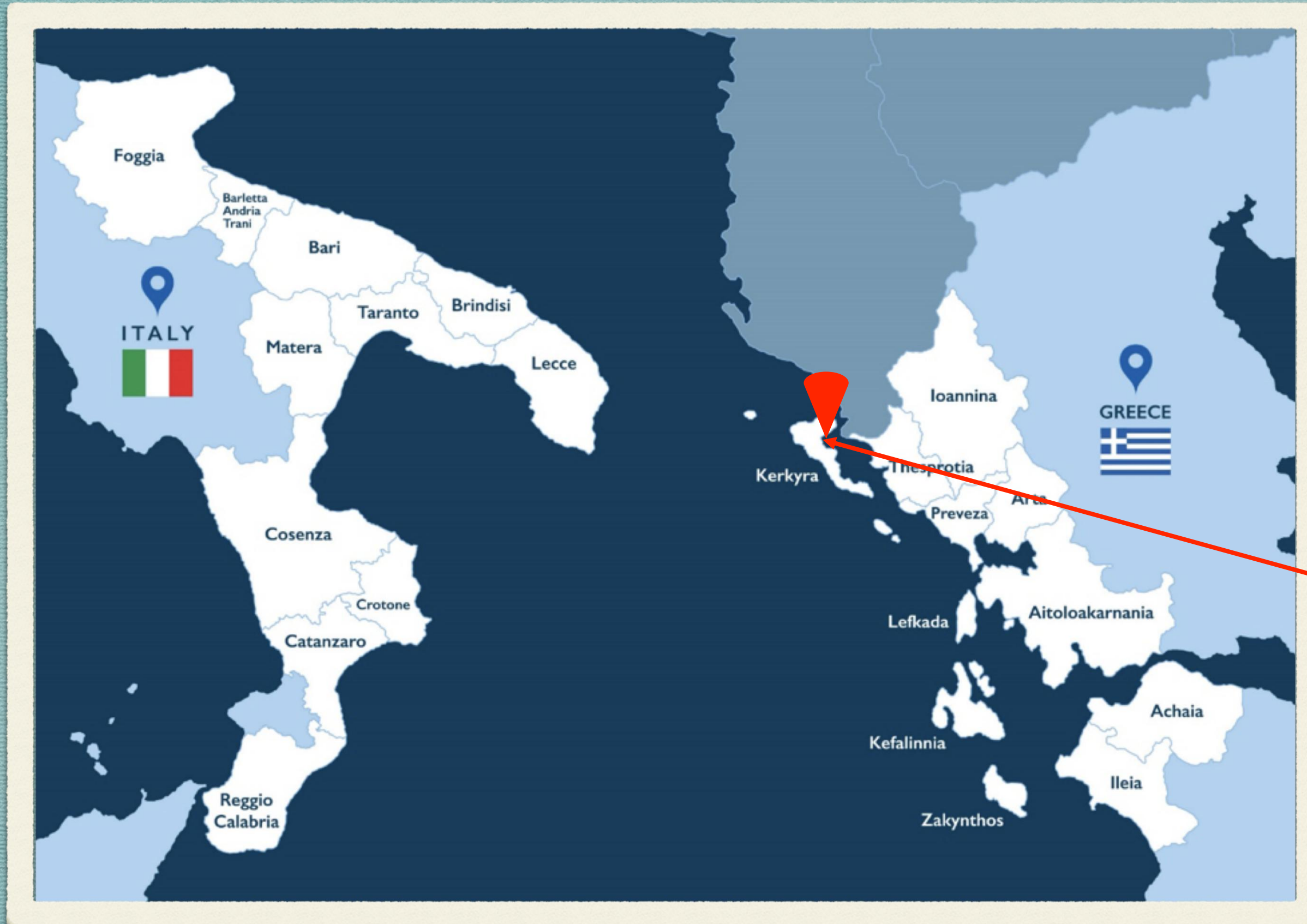


Promotion of Teleworking and Massive Open Online Course (MOOC) Training  
for Increased Cluster Competitiveness and Employment

# teleicce

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Capitalisation workshop 2022, Bari 19 October 2022



# Ionian University

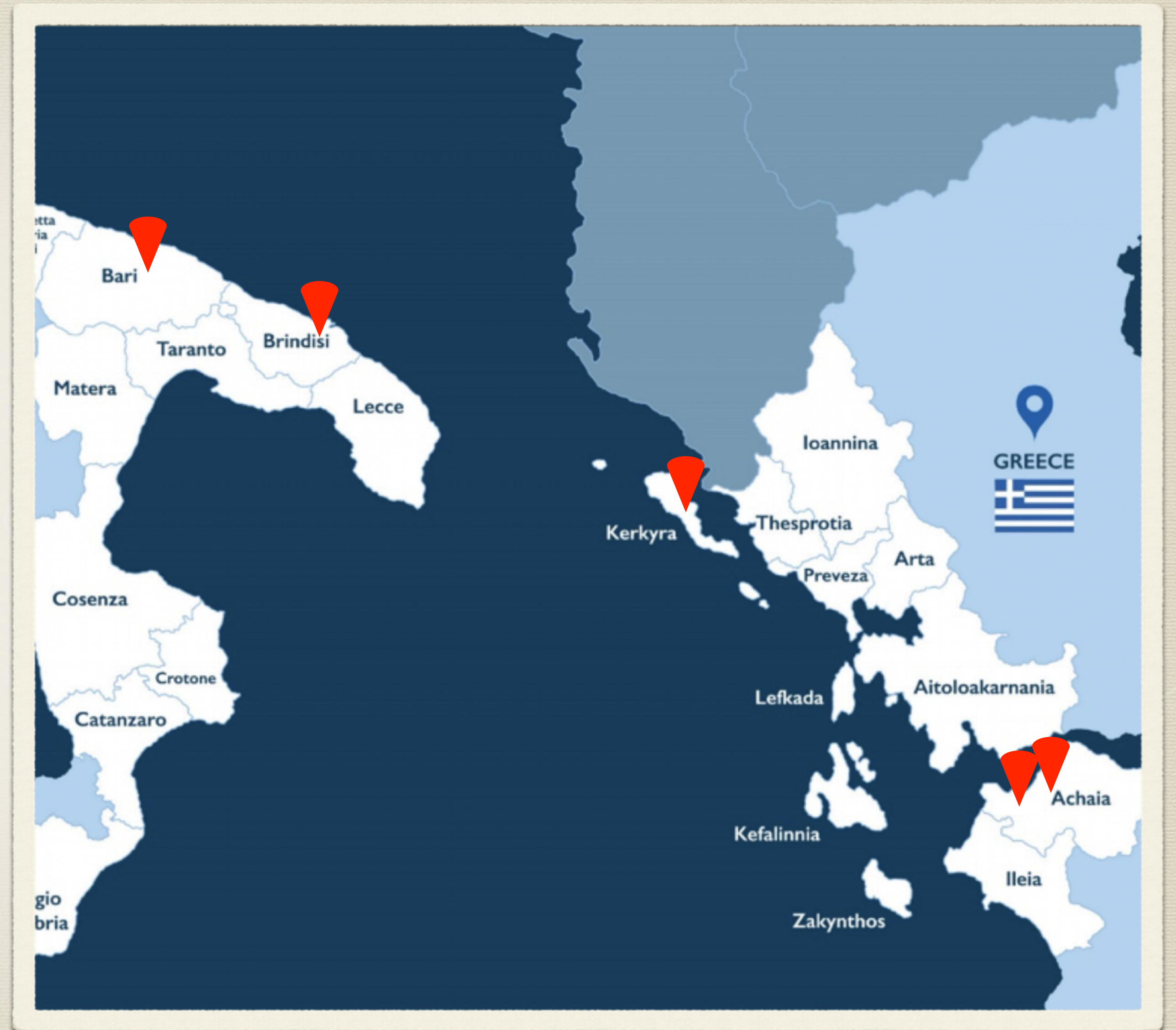


- Present in the four main Ionian Islands
- Small but rather active academic institution
- Mostly young personnel



# Teleicce Partners

- Hellenic Open University, Patras
- Chamber of Achaia, Patras
- Ionian University, Corfu
- IFOA Bari Branch
- CNA Brindisi



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# Teleicce Objectives (in a glance)

- \* Target SMEs and freelancers (e.g., surveys demonstrated that SMEs/Freelances did not use MOOCs for training)
- \* We adapted an innovative business-to-freelancer (b2f) model facilitated by Teleworking platforms and a skills-building framework through MOOC platforms
- \* More specifically: SMEs acquired the skills to remotely recruit personnel
- \* Freelancers acquired the skills to advertise their expertise on online platforms and undertake certain projects
- \* All these before Covid-19!!! Thus, this project can safely be argued that it was a visionary one.
- \* Multipurpose Centers (MPCs) were created to further assist regarding the Teleicce objectives



# Covid-19 Pandemic

- \* Played a critical role
  - \* everyone recognized the need of teleworking and tele-training
  - \* SMEs and freelancers discovered new potentials for collaborations and assistance to adopt new tools
  - \* training seminars and mentoring carried out as webinars attracted more people even from distant areas
    - \* trained > 100 SMEs and > 200 freelancers
    - \* Business plan > 60 SMEs and Career Path > 120 freelancers
- \* The Teleicce project was the right project at the right time!





# 3 Multipurpose Centers – ready to use!

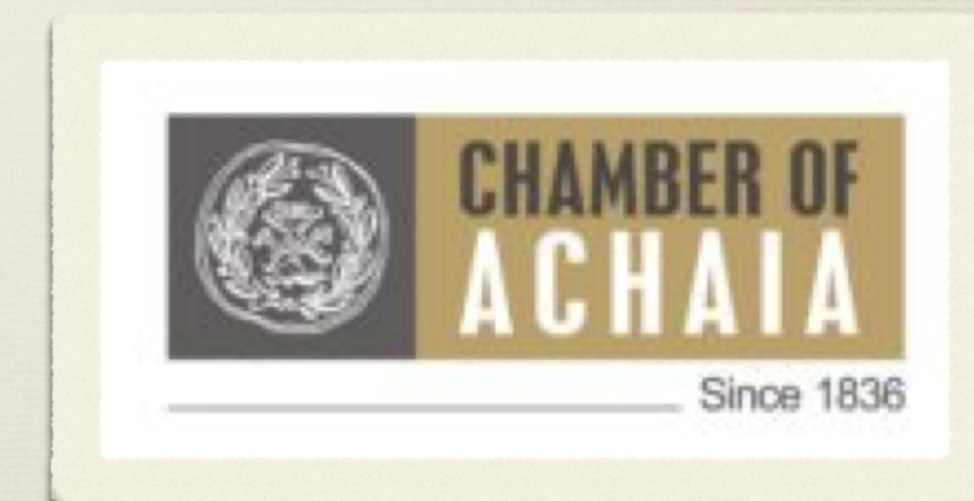
1<sup>st</sup> at the Ionian University, Dept. of Informatics

2<sup>nd</sup> at the Chamber of Achaia

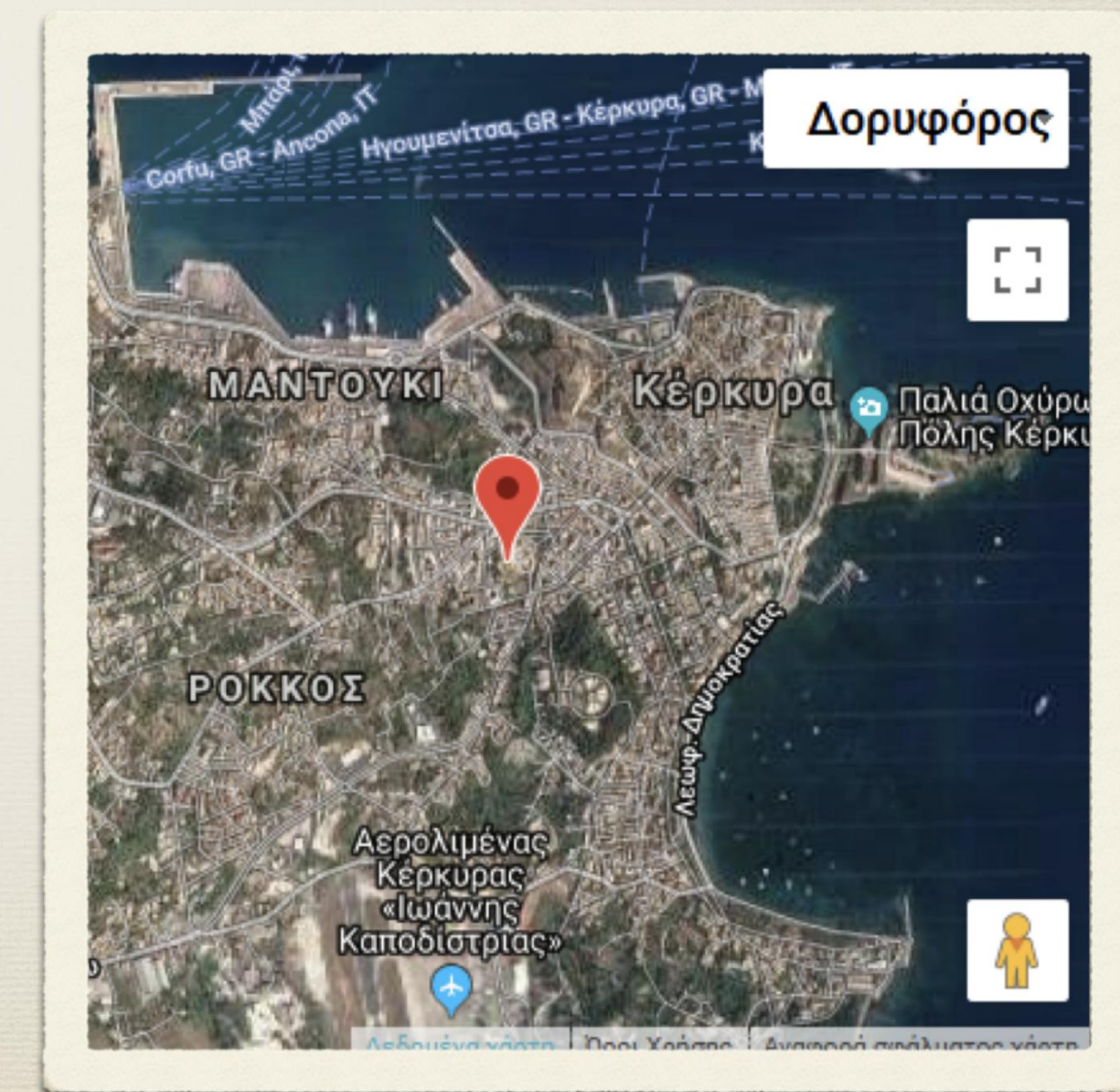
3<sup>rd</sup> at the Istituto Formazione Operatori Aziendali Bari



- \* Entrepreneurial support and network center
- \* Education of new technologies
- \* Training and events venue
- \* Consulting and collaboration space







Ionian University Multipurpose Center (MPC), Corfu



# Capitalization Outcomes

- \* Most important: Multiplurpose centers (MPCs)
  - \* Continue to operate them under the Teleicce objectives but also explore new ways to exploit them (especially in this — hopefully — post-Covid-19 era)
- \* The acceleration seen with respect to the use of digital tools propelled by Covid-19 is an opportunity not to be missed
  - \* The need for digital integration and especially for the adoption of remote digital solutions in both training and employment is ever present
  - \* Now, new (unforeseen) applications have emerged necessitating further digital convergence
- \* Note: Teleicce outcomes are directly/indirectly in the core of any digitalization initiatives within the Programme Area for supporting digital solutions and enhancing digital skills



# Further Ideas

- \* These training methodologies can be specialized for certain areas (e.g., tourism) and gain from the experience built in different regions of the Programme Area -> cross-border growth, competitiveness and innovation potential of SMEs/MSMEs
- \* Take advantage of MPCs and hopefully hit unemployment (e.g., NEETs)
- \* Note: lack of trained personnel in various activities (e.g., tourism, digital and creative industries) -> technological readiness
- \* Capitalize on research results specific to the area needs (e.g., low cost precision agriculture, digital culture applications) with multiplicative cross-border implications (e.g., 'Cultural Tourism')
  - \* boost innovation
- \* There is an active tertiary sector (especially in ICT) to further exchanging experience, good practices and address new challenges
- \* Archival studies to explore forgotten times of the not so distant past

3D Virtual Representation  
of the non-existing  
Old Corfu Theater



# Do not forget...

- \* This is a Maritime Area with ties forged since ancient times
- \* The sea used to be the medium connecting people -> should become again
- \* Pollution is a critical issue -> ICT innovations (e.g., research on low-cost equipment specific for this area may help efficiently monitor the pollution) -> support cyclic economy initiatives (e.g., change the attitude of the people)
- \* Good practices transfer among cross-border institutions towards SMEs etc.
- \* MPCs can provide the 'infrastructure' to build blue skills/carriers
- \* Handle risks in various areas (e.g., agriculture, pollution)
  - \* Water management is of paramount importance
- \* Handling tourism flows using clever ICT applications (e.g., Smart City -> Smart Tourism)
  - \* Big Data Handling -> we just started a postgraduate program -> we would like to offer it in English in the near future





# Some Thoughts

- How is the Programme Area going to be after 20 years???
- Tough question
- However, the 20 years margin allows to start a public conversation (without interference of upcoming elections :) )

Thank you!!!

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**2**  
**CONFERENCE**  
**KERKYR4**  
**2**

<https://conferences.ionio.gr/kerkyra2042/>

- We have a conference on 21-23 October 2022
- 22 scientists from almost all disciplines are coming to Corfu and give us their scientific advice
- 3 round tables will allow local institutions to give their ideas of how to move on
- Topics of interest are very similar to those of “Interreg VI-A Greece-Italy 2021-2027”

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# Project Outputs

- \* Surveys in both countries depicted that
  - \* SMEs don't encourage their employees to train via MOOC
  - \* SMEs don't hire freelancers via teleworking platforms
    - \* Freelancers don't enhance their skills via MOOC
  - \* Freelancers are not familiar with teleworking platforms
- \* Raise awareness and promote both teleworking platforms and MOOC training
- \* Organise numerous training seminars for both SMEs and freelancers
  - \* trained > 100 SMEs and > 200 freelancers
- \* Mentoring for Business Plan and Career Path adaptation
  - \* Business plan > 60 SMEs and Career Path > 120 freelancers
- \* Set up strategic partnerships with local commerce/economic/technical chambers



# Training methodology – MOOC courses

- \* Handbook for Business Managers and Professionals
  - \* detailed methodology for training and adopting teleworking platforms and MOOC courses
  - \* lessons learned from the mentoring process -> identifying key sectors in local regions, their specific needs and ways to support their digital transformation
- \* MOOC courses (on-going)
  - \* creating MOOC courses available to everyone
  - \* curriculum and material based on identified SMEs and freelancers' needs



# Transferability

- \* 3 Cluster pilots implemented between microSME and freelancer
  - \* Successful proof of concept
- \* Our methodology manages to
  - \* enhance cooperation adopting innovative and advanced technologies
  - \* highlight the benefits of digitalisation to a broad audience
- \* Key aspects of our approach
  - \* improve equal access to inclusive and quality services in training and lifelong learning
  - \* enhance sustainable development and social innovation
- \* Essential lessons learned on the region's specific needs
  - \* e.g. tourism and culture sector