

Una manera de hacer Europa

BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

CECARM: Promoting e business in the Region of Murcia
Fundación Integra

**Programa Operativo
de la Región de Murcia**

Año 2018

Fondo Europeo de Desarrollo Regional

CECARM is an initiative that promotes and encourages the development of E-Business (E-Commerce and Digital Marketing) in the Region of Murcia, and is aimed mainly at digital entrepreneurs, SMEs, freelancers, the unemployed and students studying business (Upper secondary education, Vocational training, University).

This service is managed by Fundación Integra, an institution which pertains to the Public Sector of the Region and is co-financed by the European Regional Development Funds (ERDF) and the Directorate General of IT, Heritage and Telecommunications of the Regional Ministry of Finance of the Autonomous Region of Murcia.

The project, which started out as an online portal offering e-business resources and a variety of free services for entrepreneurs, was later on supplemented with training workshops on the topic in the city of Murcia. Due to successful attendance, it was decided to expand the classroom workshops to other towns in the region, where these types of initiatives don't usually take place.

In fact, the training workshops are currently the main attraction and hallmark of the CECARM initiative. These workshops are complemented with a series of online services, as well as digital content related to the training that can always be accessed on the website (www.cecarm.es). The classroom workshops last 3.5 hours and have had a high attendance – a total of 7,996 people between the 112 workshops held throughout the Region of Murcia.

The total cost of this initiative between 2017 and 2018 has been 221,215€ (with aid from the ERDF amounting to 176,972€).

In addition to the high number of people trained in this field, we have observed a strong impact on the number of online shops registered in the directory “Murcia e-commerce”, a number which increased by 20% in the aforementioned years 2017/2018.

It is considered a Good Practice since it meets the following requirements:

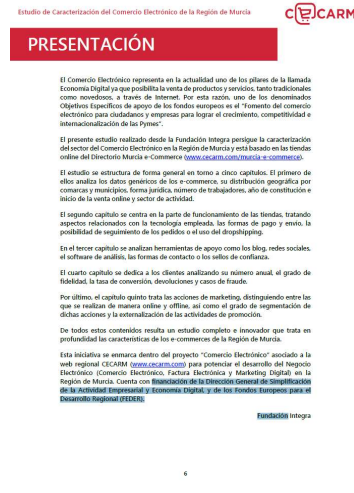
1. The initiative has been properly publicised among the beneficiaries, potential beneficiaries and the general public

The dissemination of information about CECARM initiatives of is mostly digital, using the social media created for the project itself, and is mainly aimed at prospective digital entrepreneurs and newsletter subscribers.

The specific media used have been advertisements and banners on our own website www.cecarm.es, electronic newsletters for our website's subscribers (currently 3,500) and digital banners in the region's digital media.

Moreover, with the objective of having as many participants as possible, the project was advertised with posters and leaflets in small towns through Local Development Agencies. The collaboration of most City Halls was also sought in order to disseminate information about the workshops on the municipal websites.

In all the media created for the workshops, both online and in print (posters and leaflets), it was clearly stated that the CECARM initiative is financed by the ERDF.

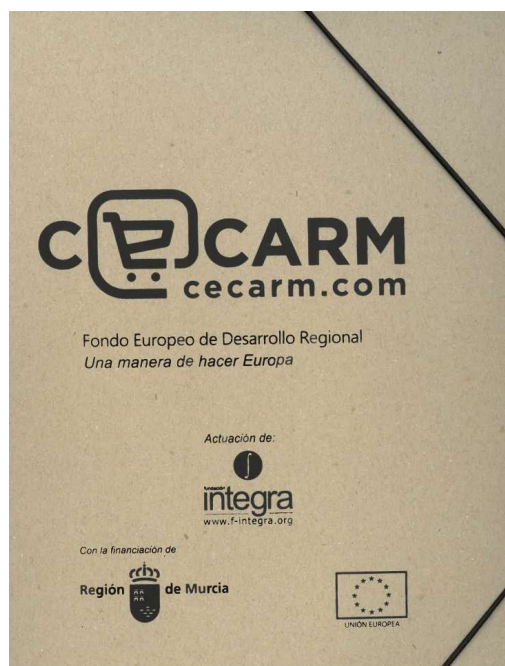


E-commerce Study:

http://www.cecarm.com/I_Estudio_de_Caracterizacion_del_Comercio_Electronico_en_la_Region_de_Murcia.pdf-7010



Leaflets

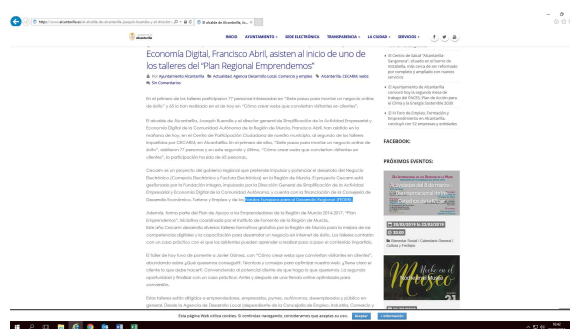
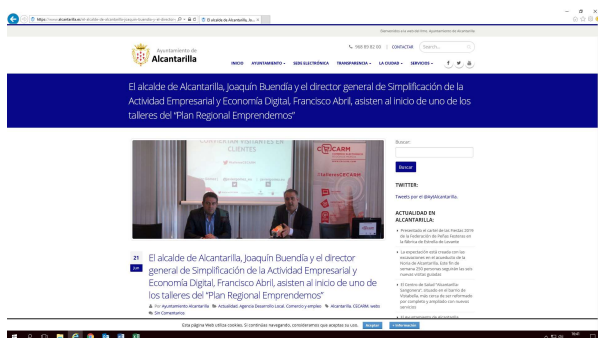


Folders handed over with the workshops' materials



Informative video of CECARM services:

<https://www.youtube.com/channel/UCdXZWwMZMEMFNDY-F5KY2kA>



Alcantarilla City Hall's Web page:

<https://www.alcantarilla.es/el-alcalde-de-alcantarilla-joaquin-buendia-y-el-director-general-de-simplificacion-de-la-actividad-empresarial-y-economia-digital-francisco-abril-asisten-al-inicio-de-uno-de-los-talleres-del/>



Banners in regional newspapers



Posters

2. The action included innovative elements

Achieving such a high number of participants, even in small towns, for a talk-workshop with such specific contents, was the result of good advertising as well as the priority given to the quality of speakers, the innovation of the matter at hand and the quality of the documents provided.

One of these “most innovative details” included in CECARM workshops is that at the same time the talk is taking place, a team of e-commerce advisers are outside the meeting space individually addressing any queries from participants who don’t think it appropriate to ask or resolve their questions in public with the speaker. This consultancy service is also available on the website via email, so questions can be addressed at any time, in this case electronically.

Other distinctive elements are that CECARM workshops are held in every town in the Region of Murcia – not only in the most populated towns – and that the talks held are very practical with constant references to real examples.

One last innovative element of this initiative is that some of these workshops are also held in Secondary Education and Vocational Training Centres upon request.

CECARM also complements these workshops with other services, such as the directory of regional online shops (Murcia e-Commerce) on the website www.cecarm.es, the “CECARM trust mark” given to online shops which meet a series of requirements of interaction with the customer, or the Murcia e-Commerce Forum and the CECARM awards, created to promote this sector and to increase the visibility of regional companies with online shops.

3. The results obtained met the established objectives



The established objective was to reach 450 entrepreneurs or beneficiary companies during 2017 and 2018, with an eligible budget of about 300,000€.

The results obtained have been more than satisfactory, since with a budget lower than expected we have managed to have an impact on over 2,400 entrepreneurs or different companies. We understand that the innovative elements mentioned before have had an important influence on the high percentage of entrepreneurs with online shops who have participated in CECARM workshops.

4. Contribution to solving a problem or regional weakness

The CECARM project tries to contribute to encouraging and promoting E-Commerce in the Region of Murcia, because, although there are no specific records of the number of online shops or shops with electronic business at a national or regional level, INE studies regarding companies that have websites and 10 or fewer employees place the Region of Murcia about 5 points below the national average.

Therefore, it was decided that an indispensable way to improve those figures would be by improving the digital literacy level and digital skills of three groups: the business sector, prospective entrepreneurs, and the professionals of tomorrow – students – training them in e-commerce and digital marketing related topics.



With these CECARM workshops and their associated digital services, we think that the self-confidence of digital entrepreneurs has been reinforced and that through these services we provide support and visibility to the regional online commerce sector, as well as interrelation opportunities, thus contributing to the creation of new online shops and to an improvement in already existing online businesses.

The number of online shops voluntarily registered in the “Murcia e-Commerce” directory on the CECARM website (www.cecarm.es) grew from 375 to 446 during the two years of the initiative.

5. High accessibility for the population at which it was aimed

The CECARM workshops have been held throughout the region covering up to 32 different municipalities (of the 45 in the Region of Murcia); this means over 93% of the population had a CECARM workshop held in their municipality.

Besides this high on-site coverage, all the information and videos summarising the workshops held are published on the project’s website (www.cecarm.es), which therefore provides universal access for everyone who couldn’t attend.

Regarding the profiles of the participants, the objective established of promoting entrepreneurs, SMEs, and freelancers is more than accomplished, since the percentages found in the survey of participants (almost 8,000) show that over 50% consider themselves entrepreneurs, SMEs or freelancers, and 48% of the participants already have an operating or developing online business



6. Observance of cross-cutting criteria of equal opportunity and non-discrimination, as well as social responsibility and environmental sustainability

CECARM workshops are aimed at anyone with initiative or ideas about an electronic business, without any kind of discrimination since participation is free after registration on the project’s website, and the workshops are usually in the morning.

Equal opportunity is undeniable according to the percentage of attendance of men and women, which has been completely balanced (48.6% women, 51.4% men), which also means that digital entrepreneurship among women is a reality in our region.



7. Synergies with other politics or instruments of public intervention

Although it is true that the CECARM project is an initiative of Fundación Integra, it is also part of the Plan Emprendemos C(i*EMP), a regional master plan to support all entrepreneurs, in our case digital entrepreneurs,

coordinated by the Instituto de Fomento (Development Agency) of the Region Murcia which has 125 collaborating entities, among them the Fundación Integra itself.

Moreover, the Servicio de Empleo y Formación (SEF, Service for Employment and Training), in particular its company section, is a regular collaborator in the dissemination of these workshops, as are the Local Development Agencies in every municipality where they are held. We have also had the collaboration of the Centro Europeo de Empresas e Innovación de Cartagena (CEEIC, European Business and Innovation Centre of Cartagena), as well as the University of Murcia with its cátedra emprendedores Umuemprende.

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