MENTAL CHANGE

The letter of intent by EBS Executive Training Centre, Estonia

Subject: Mental Change proposal

As Director of International projects of EBS Executive Training Centre, I confirm our intention to participate, as partner, in a proposal entitled: “Mental Change for improving the Knowledge Driven Economy”, and we hereby authorise Paolo Manzelli to submit the above proposal to the European Commission for consideration.

The Mental Change proposal will be submitted for the FP6-2002-IST-2 call , deadline on 10th December 2003, under "e.Government" in Priority 7 ‘Citizens and governance in a knowledge based society’. We declare that we are not going to submit any other proposal to the above mentioned topic addressing the same or partial objectives of Mental Change.

1) state of the art of the Partner in the fields concerning FP6 Priority 7 – Citizens and governance in a knowledge based society.

A project where our expert is involved:
eForum
The purpose of the international non-governmental associaton e-Forum is to benefit for the European public services, that are targetted to both to citizens and businesses, to become trustable, up-to-date, accurate and cost-effective, on time and within budget. The e-Forum Association is open to both public and private sector members.
The objectives of the e-Forum are: to benefit for the adaption of the public service information infrastructure to the new challenges; developing a specific eGovernment model, as opposed to transplanting the private sector model; to generate synergies between European states, including EU Member States and EU candidate countries, in order to enrich eGovernment across Europe; and to determine selected priority areas that will be given high visibility, that will be measurable and will reinforce European cohesion and strengthen Europe´s ability to progress in the digital age.

Baltic Palette Information Society - eGovernance Network
The purpose of the network is to achieve the aims of interpreting and using the Information Society Indicators as a basis for regional development planning, both at regional, inter-regional and national levels. Another aim is to establish on-going, routine co-operation among web-masters and other technical staff to ensure that data will be regularly updated and easily shared among the BP partners and other actors with an interest in spatial planning in the Central Baltic Sea Region (a.k.a. Baltic Palette Region). This is planned to achieve by defining, collecting and publishing statistical indicators and other types of strategic information, and promoting the mainstreaming of the collection, analyzing and usage of regional Information Society Indicators.

2) Scientific and Technological objectives for producing and disseminating new knowledge in the context of KNOWLEDGE ECONOMY European Development.

The project capitalizes on rapid development of e-state, electronic banking and m-business in Estonia during recent years that creates platform for developing new advanced knowledge-based services for SME-s. The main scientific objective is to develop the concept of the SME-driven adaptable knowledge space that enables user-friendly integration of information services by e-state, domestic private service providers and internationally generated information that supports entrepreneurs in monitoring new entrepreneurship opportunities and empowers them as ambient participants of the knowledge economy development process in the European Union. Technological objectives focus on integrating new types of electronic information, related knowledge management tools and training technologies in the format that is easily accessible by SME-s.

3) Potential impact of the particular "**Sub-project**" developed by the partner in reinforcing SME's competitiveness and solving social problems of the grouping of stakeholders coordinated by the partner. SME competitiveness is reinforced through the knowledge space that enables East European SME-s to pick up new business opportunities in different EU countries and simplifies their access to the essential information that reflects related institutional environment, including EU and national regulations of business transactions and related support measures that are available for SME-s in EU member states and specific regions.

Mental Change – Estonian coordinated sub-project – eGovernment for SMEs

Our sub-project could be concentrated on SME targeted information and services of e-government, and how state, local government could/should support/develop environment for better/smoother development of entrepreneurship in its region, improve collaboration between regions.

Goals of this sub-project:

- Carry out a survey of need and usage of electronic information and other services that support knowledge management by SMEs in co-operation with local governments and other stakeholders of the eGovernment
- Map possibilities of eGovernment services for SMEs in all participating countries to find out basis for creating best combinations, solutions, develop recommendation for developing eGovernment services for SMEs, this would include workshops/focus group analysis of SMEs and eGovernment representatives
- Develop and deliver training for two target groups – state/local; SMEs to improve their understanding of each other's knowledge needs and knowledge management in private-public co-operation networks; developing skills for using eGovernment services, for creating and using knowledge bases that are focused on SME needs, for data mining, business intelligence and knowledge sharing in the entrepreneurial context, for developing international learning communities of SME-s, for overcoming cross-cultural and East-West barriers to knowledge-sharing.