

**Idea: Competence building of mSMEs by organising professional free trainee courses in different business topics**

Number in the database: 12

Area: 5

**Idea description**

<b>Title:</b>	Competence building of mSMEs by organising professional free trainee courses in different business topics
<b>Idea objective</b>	<p>The aim of the initiative is to facilitate the recognition of various forms of training among SMEs operating in the city. In the first place, mSME should receive information integrating knowledge about available trainings (e.g. in the form of a newsletter), about which city offices and other public institutions are informed in connection with the activity of PAED, PAIZ and various types of projects implemented by institutions with which cities cooperate . Next, information on training and other forms of employee training offered internally by enterprises should be collected. As part of the Sharing Economy, the aim is to promote the exchange of information about these trainings between enterprises and the sharing of knowledge, especially when there is no threat to competition.</p> <p>Possible alternative approach/additional element of the idea:</p> <ul style="list-style-type: none"> <li>- Sharing the idea with other cities,</li> <li>- Extension of the project to other cities in the poviat or voivodeship.</li> <li>- Branch approach – specific rules dedicated to the type or size of companies.</li> </ul>
<b>Sharing process (max 1000 characters)</b>	<p>Sharing process will be organized in the following steps:</p> <ol style="list-style-type: none"> <li>1) Integration by the city office or employment office in the city of information about available trainings.</li> <li>2) Preparation of a newsletter for mSME.</li> <li>3) Encouraging mSME to inform other entrepreneurs about available trainings or sharing trainings on a barter basis (free of charge).</li> <li>4) Cooperation of mSME in publishing a newsletter with a wide range of shared and free training courses.</li> </ol> <p>Access to program is free of charge but limited to entities that meet the requirements specified in the regulations, e.g.</p> <ul style="list-style-type: none"> <li>- MSME status,</li> <li>- location within the city,</li> <li>- registration through the system with the declaration of sharing the offer of trainings.</li> </ul>
<b>Restrictions/rules (law, skills, time, other)</b>	<p>The initiative requires an analysis and answers to the following questions:</p> <ul style="list-style-type: none"> <li>- What are the available free training courses of interest to local SMEs in programs and projects known to the city/local and regional employment office?</li> <li>- How big will the interest in the newsletter be?</li> <li>- Will mSME be interested in sharing training? On what basis?</li> <li>- Should the city office or other public entity support the activity of mSME at the stage of program launch?</li> <li>- How to monitor the effects?</li> </ul> <p>The initiative requires the involvement of the following resources:</p> <ul style="list-style-type: none"> <li>- human resources: IT competences, graphic and marketing skills, Public Relations.</li> </ul>
<b>Procedures (if applicable)</b>	<p>The implementation of the initiative requires several formal procedures:</p> <ul style="list-style-type: none"> <li>- conducting analyses (as above),</li> <li>- establishing contacts with mSMEs and facilitating of first editions of newsletter</li> </ul>
<b>Costs for public institutions (if applicable)</b>	Costs of organizing the program (working hours).
<b>Expected result (if possible)</b>	It is expected that the program will allow local entrepreneurs to increase the competences of their employees in a more effective way.