



**Interreg**  
Greece-Italy  
Teleicce

European Regional Development Fund



EUROPEAN UNION



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



Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy



# MOOC Freelancing

## Short Project Description

Chamber of Achaia is participating as partner in the project “**Promotion of Teleworking and Massive Open Online Course (MOOC) Training for Increased Cluster Competitiveness and Employment**” and acronym **TeleICCE**, which was approved during the 1<sup>st</sup> call for proposals of Interreg IV Greece – Italy 2014-2020 programme, under Priority Axis 1 “Innovation and Competitiveness”, Specific Objective 1.1 - Delivering innovation support services and developing clusters across borders to foster competitiveness.

The project partnership consists of:

- HELLENIC OPEN UNIVERSITY (GR)
- CHAMBER OF ACHAIA (GR)
- IONIAN UNIVERSITY (GR)
- IFOA - ISTITUTO FORMAZIONE OPERATORI AZIENDALI (IT)
- CNA Brindisi - NATIONAL CONFEDERATION OF CRAFTS AND SMALL AND MEDIUM-SIZED ENTERPRISE Brindisi (IT)

**The project aims** to promote and adopt an innovative business model (b2f / business-to-freelancer), which can enhance the competitiveness of SMEs and the employment of professionals, now facilitated by Information and Communication Technologies and Skills Development Tools. Specifically, tools such as teleworking/employment platforms and Massive Open Online Courses-MOOC platforms, will be promoted for skills development to improve the competitiveness of SMEs and professionals.

Today there are many **Self-Employment Platforms** (Upwork, Freelancer, Guru, etc.) that can serve a B2F model, but so far there has been no significant adoption of this model by SMEs and freelancers in the eligible area.

In addition, there are numerous online **platforms for Massive Open Online Courses** (MOOCs) such as Coursera, Udemy, EdX and other independent Higher Education Institution Platforms that could be used for upgrading of professionals skills, so that they become more creative and productive and therefore more competitive in their professional sectors.

Therefore, the organized presentation of free B2F teleworking and MOOC platforms to SMEs and freelancers, and their widespread adoption, will benefit both end-user groups in multiple ways. These include:

- reduced operating costs for SMEs via telework,
- access of SMEs to professionals with the required skills in a wider geographical area,
- enhancement of skills of the workforce by using distance education techniques
- and finally creating employment opportunities for people who are skilled but for some (permanent or temporary) reason are prevented from joining the workforce by physical means, such as nursing mothers or people with disabilities.

TeleICCE project **does not aim to develop yet another telework or MOOC platform**, but to raise awareness and interest in using them, presenting them in a structured way (i.e. by market segment) and providing support and training SMEs and freelancers on how to exploit such platforms to increase their competitiveness and employment respectively. The aim of the project is to bring the added value of such platforms to end users through awareness raising, training and implementation of pilot projects that will act as best practices.