Digital training material for public actors supporting start-ups and social enterprises approaching CF (D5.3.1)

Symbolic map

Authors for the respective regions:	
Austria	*Agency for European Integration and Economic Development ConPlusUltra GmbH*
Bulgaria	*Union of Bulgarian Black Sea Local Authorities*
Croatia	*Zagreb Innovation Center*
Czech Republic	*South Bohemian Agency for Support to Innovation*
Hungary	*Pannon Business Network Association* *West Practice Ltd.*
Serbia	*University of Belgrade*
Slovakia	*Technical University of Košice*
Slovenia	*Styrian Technology Park*
Montenegro	*Innovation and Entrepreneurship Centre Tehnopolis*

May 2019

Report on the creation of digital training material for public actors supporting start-ups and social enterprises approaching CF
(D5.3.1)

1. Description of the selection of platform

For the installation of a web-based learning platform to use as a common external dissemination tool of learning content, the planned task was to assess existing web platforms and compare those. In consequence, this comparison should form the basis to decide whether the CrowdStream platform should be implemented as an add-on to an already existing platform or implemented as a new platform.

As a first step various models of freely existing learning platforms on the markets have been investigated and compared. In order to find the most cost-effective and efficient solution we defined the following criteria:
- No license fee
- Possibility to include various types of documents
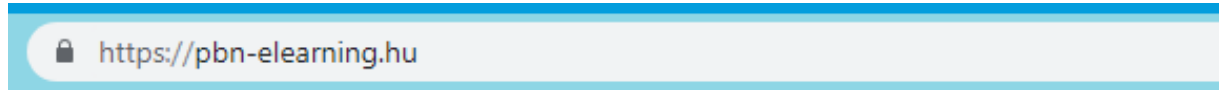- Possibility to include test questions
- Easy administration of content

Fulfilling these expectations two open-source solutions were evaluated: MOODLE and ILIAS. Both platforms were compared regarding their structure, handling, tech support and potentials for the specific requirements of the project.
During the comparison existing installations were also checked.
After the investigation of the alternatives the decision favored the MOODLE platform.

As a second step the installation location have been discussed. Although University of Belgrade already hosts a MOODLE-based online learning platform, due to administrative regulations of the university it was not possible to upload the CrowdStream learning material to that platform.

Therefore a new platform has been created as an independent e-learning site of the task leader Pannon Business Network Association using the MOODLE module.

https://pbn-elearning.hu

2. Implementation of the platform

The digital training material is based on the training materials developed in Activity 5.1 and 5.2 of the project.

Therefore the digital training material includes all the 26 training units grouped into 6 modules. These training units are uploaded in separate PDF documents.

For every module a questionnaire (quiz) was created in order to check the understanding of the learning material.

The training can be concluded following 2 learning paths:
1. Modules 1-4 are recommended for final beneficiaries (SMEs, start-ups and social enterprises), since it builds a knowledge from the basic terms up to the planning of their own campaign
2. Modules 1-6 are intended to use by Business Support Organizations, since the last 2 modules also contain the knowhow how to build services supporting Crowdfunding

   Here also an extra 27th training unit contains a guide on how to approach trainings.

For helping the dissemination of the learning material also PPT presentations are available for each module.

The following screenshot shows a part of the e-learning site.
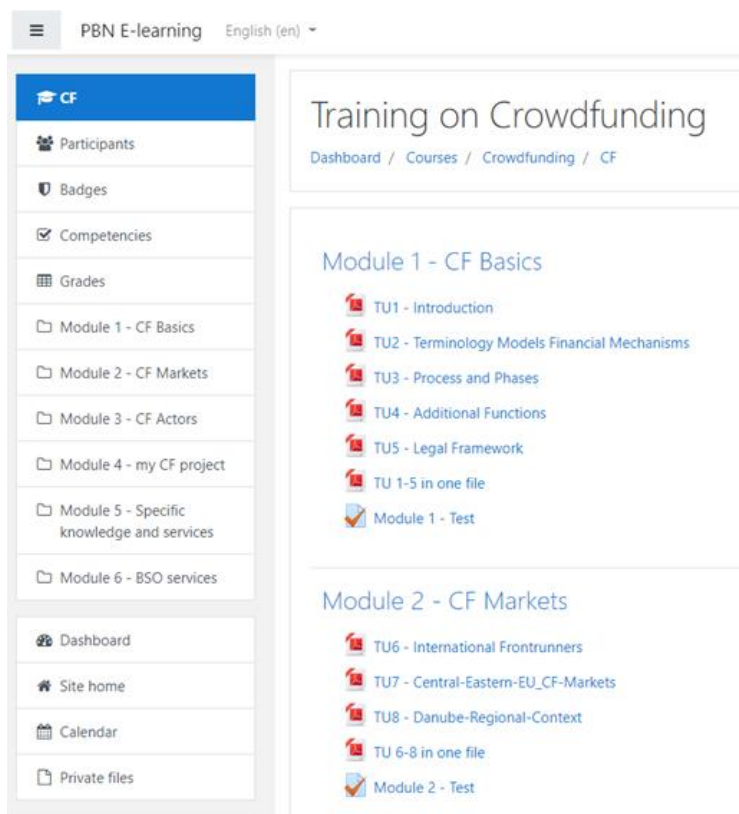
3. Launch of the platform and usage statistics

The test version of the site had launched on the 12th March 2019, then the partners tested it and some slight modifications were done.

The official launch was on the 4th April 2019, then the project partners were invited to share the link in their network.
It has been also published on the social media channels of CrowdStream.

After the first two 2 months 36 registrations were recorded, the number of users by country (as of 31 May 2019) is illustrated on the following chart.

**pbn-elearning.hu
Number of registered users**
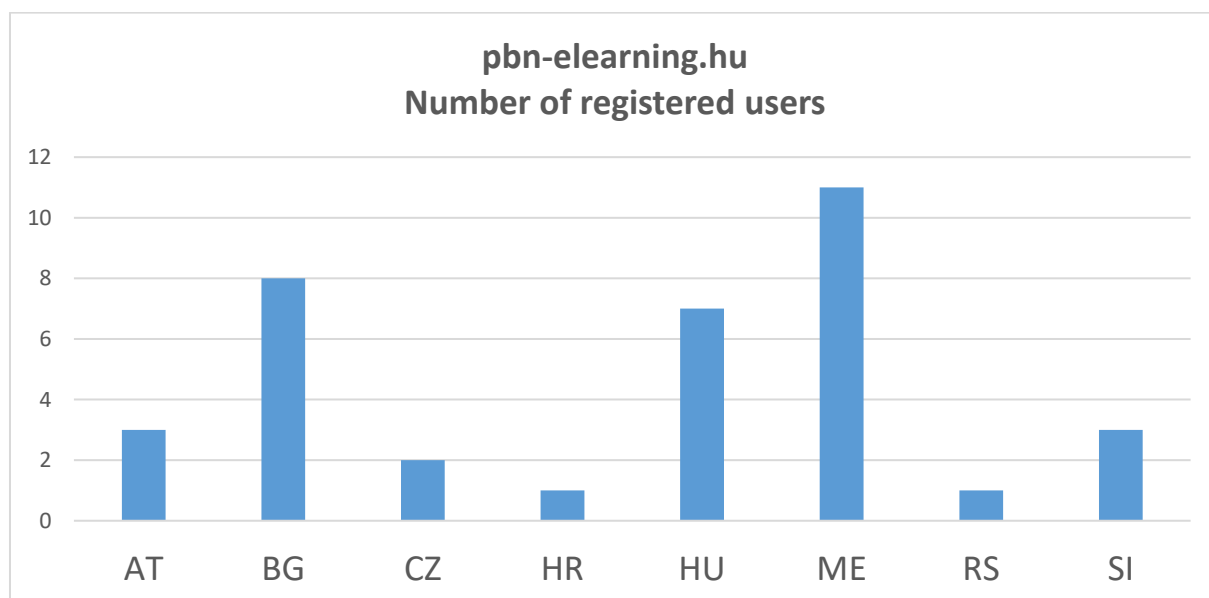
Since the online platform is going to be online for at least 5 years after the official end date of the project, this solution ensures the availability of the training material far beyond the project lifetime.