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 Telemarketing Solutions for
 Promotion of EU Cooperation
 in Business and Research
 with the Commonwealth of
 Independent States

TELESOL project will promote telework
 in business and research areas between EU
 and the eight countries of CIS (Kazakhstan,
 Kyrgyzstan, Uzbekistan, Azerbaijan,
 Armenia, Georgia, Ukraine and Russia)

UNIDO Coordinator

Hans PRUIM

UNIDO
 Vienna International Center
 5, Wagramerstrasse
 A - 1400 VIENNA
 Austria
 Tel: (43)-(1)260 264755
 Fax: (43)-(1)260 266802
 E-mail: hpruim@unido.org

EDNES Coordinator

Jean BONNIN

EDNES
 Maison des Associations
 1A, place des Orphelins
 F - 67000 STRASBOURG
 France
 Tel: (33)-390 240032
 Fax: (33)-390 240291
 E-mail: bonnin@ednes.org

Project Manager

Sergey SMAGIN

EDNES
 3, Molodezhnaya st.
 117964 GSP-1 MOSCOW Russia
 Tel.: (7 095) 133 43 39
 Fax: (7 095) 930 55 59
 E-mail: sma@ednes.org

Contact in the European Commission

Jacques BABOT

Head of the E Work Sector
 European Commission
 Office: BU-9 4/02
 1049 BRUSSELS Belgium
 Tel.: (32 22) 96 35 94
 Fax: (32 22) 96 29 80
 E-mail: jacques.babot@cec.eu.int

TELESOL Workshop

"Telework in medicine and business"

Kiev, Ukraine



Kiev Polytechnical Institute –
 National Technical University of Ukraine –
 venue of forthcoming TELESOL workshop.

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Overview

TELESOL: general outline, project consortium, events, materials



Every day several millions of people in European Union start their working day right in their homes, or on the road, or in special places, but being out of their offices. This is *telework*, which became possible due to the modern developments in telecommunications in general and in the Internet in particular. Telework is especially important in those industries where employees produce mostly documents or/and information, and the results of the work can be easily transmitted electronically to the office.

Telework is a natural step to globalization of economy. It utilizes the differences in costs of the labor and of the energy, of the office space. Furthermore, telework is important to employees (*teleworkers*), because they can better plan and use their working time, can reach higher productivity and can find more satisfaction in their work. Telework has obvious advantages to the environment and to community development.

Besides the advantages, telework implementation can be a tiresome process. Unsuccessful implementation can neutralize the telework advantages. These problems were researched in the EU, and there are vast experience and knowledge of telework in EU countries.

Similar process of gaining the knowledge in telematics methods of work takes place in the CIS (former USSR) countries. During the last decade, there emerged both business-oriented and non-profit organizations, which obtained sufficient knowledge and experience (in some cases substantial) in modern telematics methods of work.

At the same time, CIS teleworkers often lack the systematic knowledge and systematic gain from the experience of the others. Thus the emerging everyday

telework issues are not properly addressed, and the results of telematics work are far from optimal.

TELESOL project (*Telework solutions for promotion of EU cooperation in business and research with the Commonwealth of Independent States*) started 01 March 2002 and will last three years. The project is funded by the IST ("Information Society Technologies") programme of the European Commission.

TELESOL mission is to fill this gap. It promotes telework in business and research areas between EU member states and the eight countries of CIS (Kazakhstan, Kyrgyzstan, Uzbekistan, Azerbaijan, Armenia, Georgia, Ukraine and Russia).

TELESOL will create in the CIS countries pilot fully operational online telework systems between EU and CIS partners in business and research areas. First telework system will be set up around the core Telework Competence Center in Moscow; further development will follow the development of local TCCs in Central Asian and European countries of CIS.

Telework Competence Centers (TCCs), which will be developed by TELESOL, will serve as the focal points of collecting relevant telework information, training, exchange of experience, establishing contacts with interested parties in EU.

For this purpose, and for the FP5 and FP6 promotion, TELESOL is organizing kick-off workshop, Central Asian regional telework conference and three local workshops. Schedule of these events you will find below. TELESOL will develop telework training course for Russian-speaking audience, which will include interactive tests on the telework readiness. By these training and dissemination actions, TELESOL is creating telework awareness in EU and CIS countries, and will help them to overcome barriers in networking and to design and develop successful teleworking projects between EU and CIS countries.

Project consortium and partner institutions

Coordinators of the project: United Nations Industrial Development Organization (UNIDO) with headquarters in Vienna, Austria, and association EDNES - Earth Data Network for Education and Scientific Exchange (Strasbourg, France).

Scientific and technical TELESOL coordinator – UNIDO – is involved into numerous activities in assisting the transformations to e-work for small and medium enterprises in developing countries, and has a vast experience in this.

Administrative coordinator – EDNES – has long-term experience in coordination of TAP and IST projects (STACCIS, WISTCIS, TELEBALT, TELESOL).

The other partners are the companies and research or educational organizations from EU and CIS countries. They were chosen according to their telework knowledge or experience, or for their ability to promote the ideas of the project in their countries.

These organizations are:

- company Arminco (Yerevan, Armenia)
- Baku Scientific and Training Centre (BSTC) (Azerbaijan)
- company InsideTech (Denmark)
- company JC Consultants (France)
- Business Communications Centre (BCC) (Georgia)
- companies Kazinformtelecom, OOO In-Tel (Kazakhstan)
- WHO CAR Information Centre, company Areopag IT (Kyrgyzstan)
- company Rosas C&M (the Netherlands)
- Centre for Geophysical Data Studies (CGDS), company Nicotech International (Russia)
- National Technical University / Kiev Polytechnical Institute (NTU-KPI) (Ukraine)
- Institute of Cybernetics, Yangiyuol educational centre (Uzbekistan)

Business teleworking systems (success stories)

Examples of the successful telework, especially telework between EU member states and CIS countries, have an important role in TELESOL projects. They illustrate both advantages of telework and difficulties of its successful implementation. The biggest educational content lies in the business teleworking systems between entities in EU member states and their counterparts in CIS countries. On an early stage, project TELESOL identified several such systems; the description of some of them the reader can find in this issue.

Project TELESOL will serve for a further development of business teleworking systems, as well as for creation of new ones.

TELESOL events

For the exchange of experience in telework, dissemination of information and training of telework community TELESOL is organizing several public events. Their schedule is as follows:

- Kick-off workshop. Bishkek, Kyrgyzstan, 06-07 June 2002;
- Management meeting. Montpellier, France, 14 August 2002;
- Workshop “Technical aspects of the telework”. Yerevan, Armenia, 19-20 November 2002;
- Workshop “telework in medicine and business”. Kiev, Ukraine, 28-29 April 2003;
- Workshop. Baku, Azerbaijan, December 2003;
- Regional telework conference. Almaty, Kazakhstan, September 2004.

TELESOL coordinators and partners

UNIDO: information networking and SMEs - integration with telework activities



Drs. Hans Pruim, Chief of Business Partnerships and Information Services Unit, SME Branch (UNIDO)

I. Existing SME information networking projects

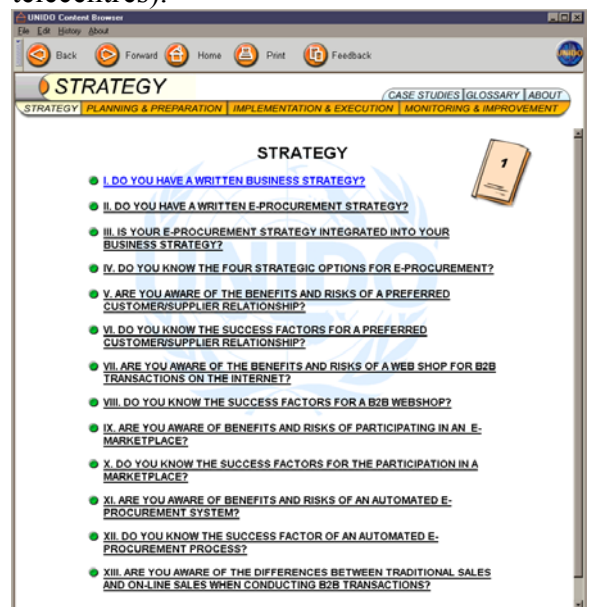
The SME sector is an important engine for employment and growth of the developing countries. It is, therefore, essential to have adequate national information support services available for SME in areas such as technology sourcing and transfer, export opportunities, financing, quality and standards, the identification of business partners, *etc.*

However, in most developing countries, value-added business information services are either not sufficiently available or provided by a range of national institutions on ad-hoc basis, lacking integrated solutions to solve the SMEs needs. It is often cumbersome for an SME to identify and contact relevant institutions. Furthermore, international information networks, available *via* the Internet, are increasingly playing important roles for SMEs, in particular with respect to sourcing new technologies, supporting marketing activities, opening new export markets, exploring investment and financing opportunities and other industrial cooperation activities, such as telework. Despite the available search technologies, it is time-consuming and inefficient for an SME to find reliable information and to make efficient use of the available on-line database services. As a result, national SMEs miss viable opportunities to improve technology, quality and standards, market access, financing, *etc.*

UNIDO 's approach

UNIDO assists in establishing national industrial information networks by linking all relevant national and international information sources into a one-stop-shop that is able to provide value-added information support services. The one-stop-shop is an intermediary between national and international information sources, functioning as an intelligent gateway.

UNIDO's approach to set up the one-stop-shop is primarily concerned ensuring long term sustainability and local ownership. Since companies are willing to pay for demand-driven services that are tailor-made to their particular situation and needs, the services can be provided on a commercial basis and can be sustained in the long term. Moreover, the one-stop-shop is set up as a commercial joint venture between national public and private sector institutions and associations, as well as development banks and other interested private sector companies. Usually established in the capital, the services of one-stop-shop would eventually be extended through rural SME institutions or Infocentres (SME telecentres).



UNIDO support CD-ROM for SMEs

The technical cooperation process of UNIDO follows four independent steps:

- (1) an SME needs assessment for information and value-added services (to

- ascertain what is available and what is needed), and
- (2) the formulation of a business plan (based on commercially viable services),
 - (3) a technical cooperation programme for capacity building of the one-stop-shop and
 - (4) the establishment of rural extensions, using an existing SME support network or independent rural information centers.

The business plan would usually consist of a set of services, prices and income projections to be provided to the SME sector in the following areas:

Information services, such as brokerage and research, trade information, business intelligence, electronic publishing, company matching, technology transfer;

Management and ICT training services, such as ICT tools for SMEs, training needs analysis, computer skills training;

Enterprise Internet Solutions for WWW development and hosting, as well as consultancy;

Services in e-commerce and solutions in Intranet/Extranet;

Rural support services linking the one-stop-shop with rural SME support centers (in cooperation with other programmes).

Tools

UNIDO makes use of different questionnaires during the need assessment phase, approaching a representative number of national SMEs, all information support institutions, as well as all Internet Service and Mobile Phone Providers.

For the e-business services, UNIDO uses e-readiness software for assessing the needs of SMEs for e-business support and the related e-consulting services required.

UNIDO has developed a LINUX-based networking software that could be used to link different types of databases on different location into a central hub - e-network.

II. Proposal to integrate telework activities in info networking activities

Based on the results and the experience of TELESOL, UNIDO could

include telework activities in its programme through the following:

Business plan

a. UNIDO could include in its existing activities TELEWORK as an addition to the above business plan. Telework questionnaires could be used to identify potential companies and include the set up of a national database in the operations of the OSS.

b. The OSS could intermediate or search for appropriate telework partners;

c. UNIDO's global SPX (subcontracting) network could be instrumental in setting up bilateral TELEWORK agreements.

Tools

a. UNIDO could further develop its subcontracting software UNIDOS to accommodate telework specifications;

b. The e-readiness software could be extended for TELEWORK.

Baku Scientific and Training Centre: fifteen successful years



*Dr. Tofiq Babayev, Director
BSTC, Azerbaijan*

Baku Scientific and Training Centre (BSTC) was established in 1987 as a research and training institution.

Later, in 1994 for the purpose of facilitating IT development and training, UNDP in cooperation with UNESCO at the instance of Azerbaijan Government signed the project "Strengthening of Computer Technology and Training Centre". At the end of 1995, a LAN comprising a total of 54 computers was installed at the Centre. At the same time BSTC staff members were sent to London universities and colleges to undertake IT training courses, and in 1996 two international consultants provided training courses in LAN technologies at BSTC. The Centre was linked to the Internet through a 64 Kbps permanent connection and became the first training centre in Azerbaijan with access to the Internet.

Today BSTC is a leading research and training centre in Azerbaijan, one of the main partners in a “National Information Communication Technology Strategy” project.

BSTC has LAN of star topology, based on a central switching hub and hubs located in classrooms. Variety of operating systems running concurrently at BSTC servers and workstations makes it possible to deploy different kinds of software specific to particular operating systems. BSTC also has a comprehensive regularly updated library of books and CD-ROMs, demonstration software library, helpdesk on computer networking problems.

The main activities of BSTC are: training and re-training of IT users and professionals, research in new IT, software development and implementation, system integration, preparing of post graduate students, web-design.

Presently BSTC has highly qualified staff, including 10 MCPs, 2 MCSEs (Microsoft Certified System Engineers) and MCSA (Microsoft Certified System Administrator), 3 Cisco Certified Network Administrators, 3 specialists with IPMA (International Project Management Association) certificates.

BSTC staff studied in National T. Shevchenko University of Kiev (Ukraine), Technology Innovation Centre in Birmingham (England), Regional Academy established by BSTC in Azerbaijan.

BSTC branches

Under UNESCO/UNDP projects BSTC established computer centers in 2 big cities of Azerbaijan: Nakhchivan (1999) and Sumgait (1997), as well as in some remote rural regions. Until now, 14 branches of BSTC were established in different regions of Azerbaijan. All of the branches are

operational, self-financing and sustainable, five of them have Internet connection.

Member staff of the branches was trained and certified at BSTC. Training at the regional computer centers is carried out under BSTC training plans and about 450 students were trained at the BSTC branches until now.



Dr. T. Babayev makes a presentation on one of BSTC workshops.

Regional Academy

On 11 June, 2002 BSTC officially opened Regional Networking Academy which was established under the UNESCO/UNDP project “Regional Academy for Online Network Governance and System Administration” (RAONGSA) (<http://raongsa.bstc.azeri.com>). Training of Microsoft Certified Specialist started in June 2002 and CISCO Regional Academy started in September 2002.

Regional Academy, which includes CISCO Regional Academy in Azerbaijan, CISCO Local Academies in Central Asian CIS countries, Microsoft CTEC, IT Governance courses and Prometric Testing Center, is a strategic and operational networking academy in Azerbaijan to train government officials in online network governance.

Establishing of the CISCO Regional Academy simultaneously supposes establishing of 10 local CISCO academies in Azerbaijan and republics of Central Asia.

Regional Academy has to render assistance to local academies and to train two specialists for each of them free of charge. Three specialists from Kyrgyzstan, Uzbekistan, Tajikistan and 8 from Azerbaijan have already studied in Academy.

Projects

BSTC took part in numerous projects, including international projects, such as:

Project	Organizations	Dates
STACCIS	EDNES	1996-1999
Establishing of Sumgait CC	UNESCO, UNDP	1997-1999
Establishing of Nakhchivan CC	UNESCO, UNDP	1998-2000
Automated Accounting System	TACIS, SOFREGAZ	1996-1997
IAS (International Accounting System) for "Azerigaz"	TACIS, SOFREGAZ	1998-1999
Creation of DB for high pressure pipelines monitoring	TACIS, SOFREGAZ	2000
Creation of automating subscriber system	AZERIQAZ	2001
Creation of CD and Web-site of Nakhchivan Republic		2001
Creation of multimedia training courses on CD. CD includes training courses on Office 2000 and Internet Basics in Azeri and Russian	UNESCO	2001

Currently BSTC implements the following projects:

Project	Organizations	Dates
Regional Academy for Online Network Governance and System Administration	UNESCO, UNDP	2001-2003
WISTCIS	EDNES	2000-2003
TRISTAN-EAST	IST EC	2002-2004
TELESOL	EDNES	2002-2004

BSTC is a member and one of the founders of organizations AZRENA (Azerbaijan branch of Research and Education Networks Association), Azerbaijan Internet Society, ACCESS (Association of Computer Centres for Exploring Sustainable Support in Asia & Eastern Europe), EDNES, and it is the

National Contact Point in Azerbaijan for implementation of EC IST programme projects.

BSTC held several international events in 2001-2002.

1. Regional workshop "IT Applications for Digital Silk Roads" (19-21 November 2001) under auspices of UNESCO. The main theme of the workshop was DIS (Digital Image System) – new technology of Hitachi and importance of this system for preservation of ancient cultural heritage.

There were 24 participants in the meeting, among them 10 participants from countries located on the Great Silk Road: Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan and Uzbekistan and also from Ukraine and France, 14 participants from different cultural organizations of Azerbaijan.

2. WISTCIS workshop "E-working, Distant Training and Environmental Monitoring: New Opportunities" (13-14 December 2001) was organized by BSTC in cooperation with Azerbaijan State Economic University, AZRENA and EDNES Azerbaijan branch.

The WISTCIS workshop was aimed to present the main tasks of WISTCIS project, coordinated by EDNES; to spread information and knowledge about new telematics products and technologies worked out in EC and CIS countries and Information Society Technologies Programme potentials.

There were more than 500 participants in the workshop, coming from 40 organizations, including 15 participants from Russia, Moldova, Belarus, Ukraine, Georgia, Germany, Austria, The Netherlands, Turkey and France. Abstracts of presentations were published in a special edition.

Besides, in 2001 BSTC held some seminars and workshops in BSTC branches in different regions of Azerbaijan.

On 14 –16 October, 2002 BSTC held regional workshop "Advanced Digital Technology Assisted Cultural Artwork Restoration and Archiving" (ADTACARA). There were 25 participants

in the workshop, including representatives from Uzbekistan, Kyrgyzstan, Tajikistan, Turkmenistan, Ukraine, Moldova, Georgia, Japan and France as well as from different IT organizations of Azerbaijan.

E-readiness for Information Society and for telework in Armenian society



*Levon Grigoryan,
company ARMINCO,
Armenia*

The following article addresses the ability and readiness of the Armenian Society to benefit from Information Communication Technologies in their development toward Information Society. The article is based on the research which was recently performed in Armenia.

Based on the results of the research, the level of Armenia's e-readiness to the digitally driven world community has been assessed by stages from one to four (stage "one" being the least advanced, and stage "four" the most advanced).

The assessment has been accomplished conforming to the methodology suggested by the Center for International Development at Harvard University by the following categories: Network Access, Networked Learning, Networked Society, Networked Economy and Network Policy. Within these categories each subcategory (total 10) has been assessed in detail.

The current article describes the results of the research in the categories of Networked Learning, Networked Society, Networked Economy, Network Policy and their subcategories. These categories are directly related to the telework conditions and opportunities, and the results of the research show the picture of telework readiness in Armenian society. The technical aspects of e-readiness research (category Network Access and its subcategories) are described in the article, published in the first issue of newsletter of the project WISTCIS (IST-1999-14106).

Network Learning

Schools Access to ICTs

Computers can be found at the university level as well as in primary and secondary schools. According to the Education Program Implementation Center and Project Harmony, from 4 to 7 computers can be found in computer laboratories at some schools for classroom group work, or about 4-8 students/per computer. The number of PCs in Armenian schools totaled about 300 and the number of pupils, about 585,000; that equals approximately to 0.5 PC per 100 pupils. About 40 schools in 2001 had Internet access. Dial-up as well as radio-modem connections through dedicated lines were available in these schools.

Most state universities are equipped with computers. However, there are still very few PCs available for students. Faculty and staff are the most common users of computers, though integration of ICTs into the education process is mainly limited to engineering schools. Students, especially in state-owned universities, which are traditionally considered better choices for study, have access to computer labs installed for their usage. As a rule, a lab consists of 10-15 computers, is connected to the Internet.

Teachers' basic computer literacy is at the elementary level. Most of them have none of it. Computer literacy of students can be estimated as from none to basic at secondary school level; mainly basic for university level, with the exception of science students. In the curriculum there is a subject "Computers", but it is mainly technical and does not teach browsing and PC skills. The majority of schools teach this subject without computers.

Special training opportunities for the teachers are available in the context of the ICT initiatives. The demand for computer training courses in schools is very high.

Networked Society

People and Organizations Online

According to some sources, such as the Ministry of Transport and Communications, ArmenTel, OSI and IATP, approximately 50-60% of the population are aware of the Internet.

As of the end 2001, about 40,000 people used the Internet. This is 1,25% of the population. There are about 60,000-100,000 recent computer users (2-3% of population). However, there is a growing tendency in the number of the Internet users.

Statistics of the number of Internet subscribers and yearly growth for 5 years in percentage are given in the table below:

Table 1: The number of Internet Subscribers

	1997	1998	1999	2000	2001
Internet subscribers	1492	4083	6080	12000 people (2500 families)	40,000
Yearly Growth (%)		174%	49%	138%	176%

The overwhelming majority of Internet users are males between 10 and 35.

The number of registered domains in 2001 is approximately 2100 for non-residents and, for residents, approximately 800 (4 domains per 1000 people). In 2000 there were more than 160 web servers and 3500 hosts in Armenia and this number is increasing.

Advertising in traditional media for the online companies or resources is very infrequent, although advertised companies, which have web sites, have a growth trend in traditional media.

Conclusion:
People and Organizations Online, with some reservations, is considered to be at stage 3. Registered domains and web servers are in some cases at stage 2, but are generally considered to be at stage 3 of e-readiness assessment.

Locally Relevant Content

The number of Internet hosts in Armenia was 3500 in 2000. There exist many web sites covering local topics. Most

of them are created and hosted outside the community. These include government resources, online newspapers and news agencies such as Aravot, Aragil, Armenpress, Azg, Snark, Noyan Tapan, etc.

About 21% of government resources have web pages and approximately 54% use e-mail service. There are web sites in Armenia available in Armenian. In general, all state-related web sites are available in the Armenian language. A large number of web sites with local content are in English, some of them are in Russian and few others use two or three languages.

Approximately one third of the major Armenian news agencies and newspapers (30-35) are online. In general they provide information on local topics. Most of them are available in Armenian, others in English or in Russian.

Conclusion:
Locally Relevant Content is generally considered to be at stage 2.

Networked Economy

B2C Electronic Commerce

E-commerce, by generally recognized definition, is almost non-existent in Armenia. For now, the Internet mostly is used for news dissemination and communications rather than commerce.

Laws on e-commerce are under development. Since the law-making quality leaves much to be desired, the National Assembly does not maintain a proactive position, *i.e.* it does not develop draft laws the country needs, but is depending on certain factors, mainly it studies CIS experience and adapts the laws they have adopted and which are tested to the Armenian reality.

However, it must be noted that the RA Ministry of Industry and Trade initiated the development of ICT Master Strategy document development with the assistance of Texas University IC Institute, which is a step forward comparing with other CIS countries.

Many businesses post the description of their activities on their web sites.

Information often is not relevant. The basic information they provide is static and infrequently updated.

There is little awareness of online business, and all dealings between businesses and consumers consist of verbal and/or paper-based transactions. Some businesses accept orders placed by telephone or fax; others distribute hard-copy catalogs for remote browsing of goods and services.

The only e-shop transactions in Armenia are implemented by Zigzag company (<http://www.zigzag.am>), but it is in English, thus having small audience, and lacks real time credit card processing. There are no possibilities to make payments by credit card, because of small scale of use of the latter. Purchases take place primarily in person by fax or telephone.

However, some online currency transactions are implemented in Armenia. According to Development Bank, the FOREX Center (which is a Russian resident in Armenia) enables the consumers to do currency transactions outside of the country. Development Bank plans to do online business in the near future if an appropriate law on e-commerce is adopted.

Thus, the absence of appropriate Armenian laws on e-commerce, taxation,

infrastructure in Armenia that would regulate and promote online transactions, so virtually all B2B transactions take place off-line, using traditional communication tools (paper, phone fax). There is little awareness of online business, and all dealings between businesses and consumers consist of oral and/or paper-based transactions. Some businesses accept orders placed by telephone or fax.

Sources of market information are limited to National Statistics Service, ministries, databases of International organizations, consulting companies and businesses. They are not sufficient to provide transparency and the efficiency of most B2B interactions is hampered by this lack of transparency.

There is some interest among large Armenian companies that are using the Internet, to conduct business online.

In general, e-commerce has the possibility to develop in Armenia. The main problem we face is the insufficient awareness of our Government and National Assembly in the field of new technologies (IT sector, e-commerce).

Conclusion:
B2B Electronic Commerce is generally considered to be at stage 2.

Table 2: Government access to ICTs (source Armenian development Gateway team)

	#	# of official e-mails	% of official e-mails	# of web sites	% of official web sites	# of official phones	% of official phones
Ministries	21	14	67%	3	14%	21	100%
Gov. Affiliates	19	10	53%	3	16%	18	95%
Ministry Affiliates	9	5	56%	1	11%	9	100%
State Institutions	13	8	62%	6	46%	12	92%
Total	62	37	60%	13	21%	60	97%

customs language and terminology problems for e-commerce result in the above mentioned situation in Armenia.

Conclusion:
B2C Electronic commerce is generally considered to be at stage 2.

B2B Electronic Commerce

As it was already mentioned in the description of B2C conditions in Armenia, there is no legal framework and developed

E-Government

Today only 21% of state organizations have their web pages. Small enthusiastic professional teams within some Governmental institutions work hard on the creation of their institutional web pages, but in most of the cases institutions are not able to maintain their institutional web sites.

The information is usually not current. Government ICTs access is characterized by the Table 2.

There is no awareness of e-government and all interactions between the Government and citizens or businesses are in person and paper-based. Interaction by telephones and fax machines in some cases is possible within the government structures, but it is also limited. The Government distributes information about services, procedures and responsibilities mainly in hard copy.

In general, e-Government in Armenia is less developed than even e-business. Almost all government-community interactions are paper-based. However, there is a tendency to develop e-government in Armenia, which will result in high transparency, which in its turn is part and parcel of democracy.

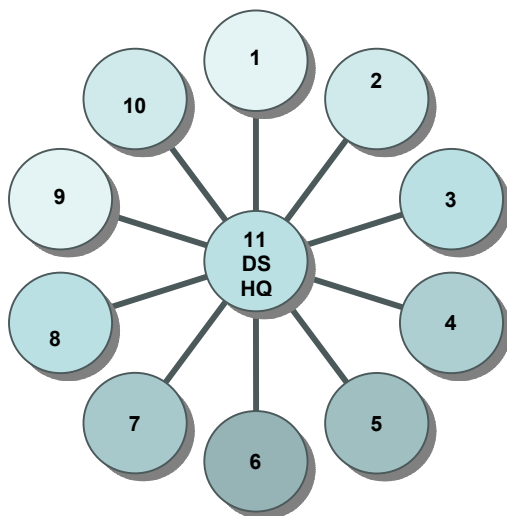
*Conclusion:
E-Government is considered to be in some cases at stage 2, and, in general, at stage 1.*

Business teleworking system: Daily Sports



Jan Loonen, Rosas C&M, the Netherlands

Thanks to the World Wide Web one could say: the world is a global village. The story of Daily Sports (DS) from The Netherlands is just one example of this thesis.



1. Rosas Consultancy & Management, The Netherlands
2. Mesa, quality control of traffic and authorizing users, The Netherlands
3. PSI, service provider, USA
4. Agence France Press (AFP), news provider, Paris, France
5. Nicotech, software development, Moscow, Russia
6. DS Office, Armenia, Yerevan
7. DS Office, China
8. DS Office, Turkey
9. Worldwide correspondents, delivering news
10. Satellite receiver for news, Amsterdam
11. Daily Sport Headquarters, Haarlem, The Netherlands

DS is a premier on-line international sports publishing house that has developed into the state-of-the art for the sports journalism and up-to-the-minute live news casting. The electronic football site The Daily Soccer draws more than 2 million unique visitors per month and has visitors all over the world in 140 countries.

The way of working of DS is a pretty good example of teleworking. With its headquarters in Haarlem, The Netherlands, the DS has an interesting network of offices, relations and contacts, which all are included in the way of teleworking of DS.

All contacts and relations are using the World Wide Web, with a central control from the headquarters.

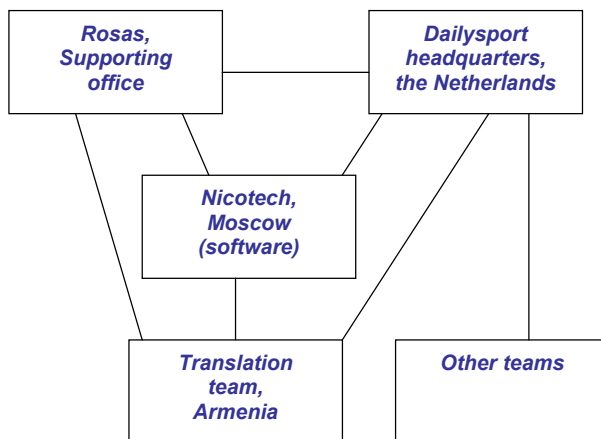
Mesa Consulting is responsible for the quality control of the server and for authorizing admissions to (parts) of the website with the passwords and other security measures. The correspondents are using a news console, which makes it possible to send the articles and photos to the web driven database on the PSI server in the USA. The AFP news and the photos are posted in real time on the server. The other news is coded by the editors in the office in Armenia. In this office there is also a team of translators, which translates from and to different languages. The Armenian office is in fact the working office for all activities of DS. The offices in Turkey and China are working on the Turkish and Chinese sites. Nicotech Moscow developed the software for The Game (for readers of the site) and the News Console (for the correspondents) and is maintaining this software.

Dailysports started 6 years ago in Amsterdam. In these 6 years we noticed a development from a simple website with

news about soccer/football in to a highly sophisticated database driven website with all kinds of services. Due to the turbulent development of the company and its site, there was a lot of improvisation, especially by Nicotech, and Rosas C&M was hired to streamline the organisation. From this point of view Rosas C&M has some conclusions to share with you.

Beware of the pitfalls, which can be caused by the language differences. Although mostly using the English language in correspondence (like in e-mails), the cultural background of different people from different countries can cause misunderstandings. It is wise to make some clear protocols about this (e.g. using USA English or UK English).

In this company many people are involved, which have to be paid for their work. The agreements about salary and other payment must be arranged in written contracts with many more details than usually, because employees of different cultures take different issues for granted.



The most important thing is in fact a good preparation of the work to do. The specifications about for example developing of the software have to be worked out to exclude any misunderstandings during the working process.

Thanks to the web, the technical side of communication is rather easy, but communication itself is not so easy at all. Above we already mentioned language and cultural differences, but we have also to think about the way of working and thinking of alpha and beta educated people. So it is important to have a good communication

plan in which protocols and rules will guide and control the communication of the company.

Above all an open mind and mutual trust are indispensable for success.

About the author. Rosas Consultancy & Management is an independent company which has completed management missions in the opera houses of Chelyabinsk (Urals – Russia) and Riga (Letland), the cultural theatres of Kurgan (Urals – Russia) and Gorlovka (Donbas – Ukraine) and in South Suluwesi (Indonesia) for the local government of the city of Gowa. Rosas C&M was a consultant for several Dutch companies, especially in the field of town and country planning and was working in interim-management for Daily Sports. Together with Nicotech Moscow, Rosas C&M developed the NicoRoss Football Manager, which is used by football clubs for statistics like standings and schedules of matches. Rosas also organized the management courses for the Russian managers in the Netherlands. The owner and director of Rosas C&M is Mr. Jan Loonen. Before the time when Mr. Jan Loonen started his company, he was working as a senior cultural advisor for the Provincial Government of North-Brabant in The Netherlands, as a general director of the Drama Repertoire Theatre Globe in Eindhoven (The Netherlands), and for more than 10 years as vice-burgomaster of the city of Goirle (The Netherlands). Jan Loonen is also the President of the local football club (VOAB) with 750 members. He was the president of the Dutch Labour Party in the province of North-Brabant and a member of the National Board of this party. Mr. Jan Loonen has more than 12 years' experience of the contacts with the countries of CIS.



	Played	W	D	L	Pts	GF - GA	Place
1. Argentina	9	7	1	1	22	20 - 8 (12)	1
2. Brazil	9	5	2	2	17	20 - 9 (11)	2
3. Paraguay	9	5	2	2	17	13 - 8 (5)	3
4. Colombia	9	4	3	2	15	8 - 6 (2)	4
5. Uruguay	9	4	2	3	14	12 - 7 (5)	5
6. Ecuador	9	4	1	4	13	10 - 13 (-3)	6
7. Chile	9	3	1	5	10	11 - 11 (0)	7
8. Peru	9	2	2	5	8	6 - 8 (-2)	8
9. Bolivia	9	2	2	5	8	5 - 14 (-9)	9
10. Venezuela	9	1	0	8	3	5 - 26 (-21)	10

Screen-shots of Football manager.

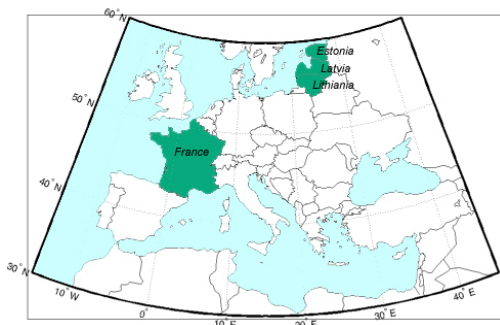
TELESOL collaboration with IST and other European telematic initiatives

TELEBALT project and its events in 2002



*Dr. Alexander Beriozko,
TELEBALT project
manager*

“Teleworking as a Tool for Information Society Technologies Programme Promotion to Baltic States (TELEBALT)” project advertises and promotes IST Programme to three Baltic countries (Latvia, Lithuania and Estonia) by fast and efficient dissemination and awareness actions targeted on Baltic countries as states newly associated to European Union. This objective is fulfilled using new methods of team work, such as teleworking, virtual laboratories, *etc.* EU and Baltic states interested parties encouraged to work together for the benefits of joint Europe. The project performs technology studies of the present situation together with IST development in three Baltic countries, and formulates appropriate recommendations to EU research and marketing communities as far as prospective of potential Baltic market are concerned.



The main objectives of TELEBALT project are:

1. Promote IST Programme to the three Baltic countries (Latvia, Lithuania and Estonia), by implementing fast dissemination and awareness actions targeted to the Baltic countries, as EC newly associated states.

2. Introduce new methods of team work (telework, virtual collaborative teams, *etc.*) into the three participating Baltic countries to launch new educational, research, tele-medicine and business projects.

3. Encourage, by these actions, preparation and submission of new project proposals to IST Programme and similar future EC programmes, with participation of the Baltic countries. Contribute in this way to the development of potential new market for Information Society Technologies programme and other EC supported telematic products.

4. Perform technology studies of the present situation with Information Society Technologies in the three Baltic countries. Basing on results of these studies, provide the corresponding information and formulate appropriate recommendations to EU research and marketing telematics communities.

5. Develop a system of Information Demonstration Centres (IDCs) in the three Baltic countries. Basing on this system, organize TELEBALT kick-off planning meeting and major project conference in Vilnius, Lithuania, workshop in Riga, Latvia and outlook demonstration workshop in Tallinn, Estonia, devoted to IST Programme products and opportunities for the Baltic countries. Provide in-depth demonstrations of relevant EU telematics products in order to demonstrate potential capacity and the results of IST Programme to the Baltic states telematics community with emphasis on the user-friendliness. The IDCs system ensures the “physical basis” for TELEBALT project, its smooth functioning in 2001-2003. TELEBALT Web-sites are developed in each of three IDCs in Riga, Vilnius and Tallinn. Each of three IDCs is focused on a concrete area of applications. For example,

IDC in Tallinn deals with unemployment matters.

6. Present the results of IST Programme to the Baltic States telematics community, indicating the tendencies of the European telematics development. Select, adapt to English language (the language of present international communication in the Baltic countries) and demonstrate in the IDCs selected telematics tools that clearly shows IST Programme objectives, opportunities and results to the relevant audience in Latvia, Lithuania and Estonia.

7. Adapt, demonstrate and implement in the three Baltic States the Virtual Presence System (VPS), developed in IST by consortium led by University of Ulm, Germany. Implementation of this new method of work in the scientific and business communities of the Baltic countries will drastically increase their participation in IST. EU-Baltic states teleworking teams focused on concrete project goals will be born in this way by TELEBALT.

8. Provide training measures (through TELEBALT Web-site and face-to-face) to promote dissemination of IST Programme to the Baltic countries community. It concerns with new intellectual, technical and economical opportunities that IST Programme opens for the pre-accession countries, to increase knowledge in the Baltic States about European Commission, 5th Framework Programme and future programmes.

TELEBALT coordinator is EDNES. Two other TELEBALT partners (contractors) are: non-profit public foundation "Open Latvia", Riga, Latvia, and Association of the Information Technology Telecommunications and Office Equipment Companies of Lithuania (INFOBALT), Vilnius, Lithuania. Project implementation in Estonia is being conducted by company Inforing AS, Tallinn, which is a subcontractor to EDNES.

The overall methodology used to achieve TELEBALT project objectives is based on demonstration, dissemination, adaptation and implementation of telematics applications developed by the EC major telematics programme IST, for goal-oriented

team work of interested EU and Baltic states partners. At the same time, actual implementation by TELEBALT of the new methods of work will drastically enhance the knowledge and working abilities of the three Baltic countries research, educational and business communities. Practical implementation of TELEBALT project methodology is based on the system of goal-oriented Information Demonstration Centres (IDCs) that have been deployed in Latvia, Lithuania and Estonia in the first year of TELEBALT project.

In the first year of its implementation (2001-2002), TELEBALT project was successfully developed.

TELEBALT IDCs were developed: at INFOBALT, entitled "Teleworking for Business and Partnership Promotion", at "Open Latvia", entitled "Telematics for Tourism and Social Integration" and at Inforing AS, entitled "Telematics Challenge to Employment Opportunities".

All IDCs have: local area network (LAN) with high capacity Internet connection; regularly updated library (books, IST project reports, electronic publications, Internet references, CD-ROMs); demonstration software library; services to provide telematics documentation and demonstration software; interactive goal-oriented Web-site; facilities to organize TELEBALT demonstrations and gatherings.

TELEBALT Newsletter Vol. 1 was published in hard copies in English (1000 copies) and electronically and widely disseminated at TELEBALT workshop in Riga, Latvia, on April 3-6, 2002, and *via* TELEBALT web-sites at EDNES and INFOBALT.

TELEBALT main web-site has been developed and updated at INFOBALT, Lithuania (<http://www.infobalt.lt/telebalt>). An information on telework terminology that should serve as a background for development of telework ontology has been collected. An information on telework, e-work and other related web links has been collected, analyzed and used for developing of presentations and will be stored in telework information database (DB). The

specification of the prototype DB has been developed.

TELEBALT web-sites have been also developed at EDNES, "Open Latvia" and Inforing AS.

The presentation by INFOBALT "Telework – terms, history, current status, trends" was made on Lithuanian Parliament (Seimas) Information Society Development Committee meeting on 8 May, 2002, in



President of the Republic of Lithuania Valdas Adamkus and president of Association INFOBALT Vytautas Vitkauskas. Opening session of INFOBALT conference / TELEBALT workshop. Vilnius, Lithuania, 22 October, 2002.

Vilnius, Lithuania.

TELEBALT workshop "Information Technology, Tourism and Social Integration" was successfully held in Riga, Latvia, on 4-5 April, 2002. It was organized in the frame of Baltic IT&T Forum 2002. The following IST projects participated at the workshop:

E3WORK, SMARTUP, EASYCRAFT, EMERGENCE, PALIO, FLEXWORK, ONTOUR, TEAMWORK, WISTCIS, THINK.

The success of the workshop was estimated by the number of agreements signed between the participants from different EU countries and Baltic ones. More than 30 memorandums of understanding have been established. It is

the first step to further cooperation through the joint projects of the approaching 6th Framework Programme (FP6) of the European Union, or bilateral EU and NAS co-operation.

Two-day workshop attracted around 160 participants from different countries of Baltic region, West Europe and CIS. Many EC representatives came to the workshop (Parajon COLLADA, Deputy General Director at the EC, Jacques BABOT, Head of the E-Work Sector at the EC, Brice LEPAPE, Head of Tourism sector at the EC). Workshop clearly showed an interest of different organizations and necessity of similar events in the future. The proceedings of TELEBALT workshop have been published by "Open Latvia".

TELEBALT workshop "Teleworking for Business, Education, Research and e-Commerce" was successfully held in Vilnius, Lithuania, on 22-23 October, 2002.

Again, numerous projects of Information Society Technologies (IST) and Telematic Applications (TAP) Programmes participated at the conference.

Collaborative browsing toolkit (TAP projects CoBrow and CoBrow/D), Virtual Presence System, technologies of IST projects TEAMwork and EKP, Pl@za groupware have been studied as the pilot examples of telematics products for the evaluation, adaptation, demonstration and implementation in the EU-Baltic states team work.

Special detailed presentations of TEAMwork technology were given during TELEBALT workshop in Riga. The presentation of IST project TEAMwork and

the description of Pl@za groupware were installed at TELEBALT web-site at EDNES.

Training course on EU, 5th Framework and 6th Framework Programmes has been developed by J-C. Marot (JC Consultants, France). Three first lectures are entitled “European Union and enlarging the European Union”, “5th and 6th Framework Programmes” and “Participating in 6th Framework Programme: opportunities for pre-accession states”. A preliminary version of the course was presented at TELEBALT workshop in Riga. The complete version of the course was presented at TELEBALT conference in Vilnius.

TELEBALT project has clear public targets. The most important is to increase significantly awareness in IST developments of wide circles of population in the three Baltic States. Telematic communities in these states are becoming not the only target of the project. Research, educational, business communities are other project focuses as far as the project audience is concerned.

Tests about telework abilities and their use in TELESOL training course

Jean-Claude Marot, JC consultants, France

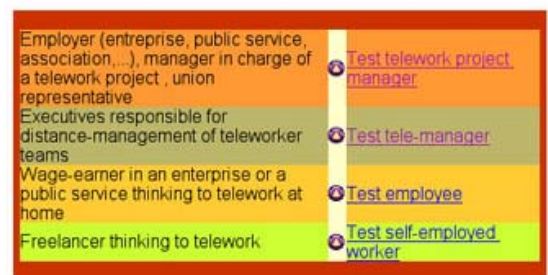
JC Consultants is designing for TELESOL a system of self-evaluation tests about telework abilities that will be open on the Web to every partner of TELESOL project.

The system of tests concerns particularly the heads of companies or project managers of a firm who are thinking of introducing a work organisation based on distance-working, union representatives involved in a telework project, company or public service employees thinking about telework at home, freelance workers who would work online with their partners and customers.

The system of tests is divided into four categories:
 “tests for telework project manager”: self-evaluation tests designed mainly for company heads and telework project managers;

“tests for tele-manager”: self-evaluation tests designed for executives responsible for distance-management of teleworker teams;
 “tests for employee”: self-evaluation tests designed for employees interested in teleworking;
 “tests for self-employed”: self-evaluation tests designed for self-employed workers wishing to deploy a system of teleworking with their customers.

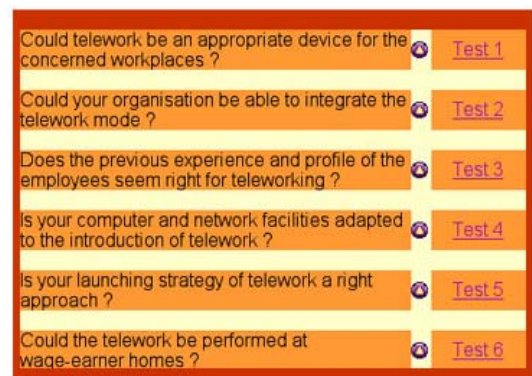
First screen of the system of tests looks like this:



To begin, the user chooses the category applying in his case, then goes to the corresponding sector and answers the questions listed.

If required, he can complement the test by carrying out one or more of the tests designed for other categories.

Here, for example, is the set of questions for managers.



Let us choose, for example, the test 1: “Could the telework be an appropriate device for the concerned workplaces?”

This test assesses the ability of the current workplace to evolve toward a teleworking workplace. Five subjects are

investigated: the current tools of work, the nature of the activity on this workplace, the occupational constraints of location, the rhythm of work, and the autonomy of employees. For each subject there is a pop-up list of possible situations.

A click in the "pop-up list" allows the user to choose which description applies to the workplace in question.

After the user selected the answers to the questions, he clicks on the button "Assessment" and sees his global rate of favourable conditions; with the help of signs "Y" (Yes, Favourable) and "N" (Not favourable) registered on the right side of the spreadsheet, picks out and distinguishes favourable and unfavourable elements for his project.

The rate of favourable conditions is : 60%

Assessment

The test can be started again with others choices and by clicking again on the button "Assessment"

This is a small test that will allow users to know what, in their current situation, is right or not for telework. This test doesn't claim to be exhaustive, but it could put them on the good way.

Materials of FLEXWORK project and their use in TELESOL training course

FLEXWORK Ernest Kedrov, EDNES

The important issue for the successful telework is a good methodology and management. Planning the telework, selecting people suitable for the telework, implementing the telework in the organization, calculating the costs and the advantages associated with such implementation, smooth running of the telework system, being proactive to arising problems – all this needs a preliminary training and a use of past experience of others.

TELESOL training course will consist of two parts. Part one was described in previous article – it is a system of self-evaluation tests. After the person or organization evaluated its readiness and aptitude to telework and made the decision to implement telework, it needs training materials about different telework issues and about methodology of successful telework implementation.

IST project FLEXWORK collected and systematized a lot of materials on these and others issues of the telework.



Screen shot of FLEXWORK project Web-site

The materials collected by FLEXWORK include handbook, different checklists, technology cases and briefings, management cases and briefings, blueprints, tools for evaluation of telework, *etc.* Project FLEXWORK is made by several countries (Germany, Austria, Ireland, United Kingdom, Bulgaria, Slovenia), so the experience and approaches are not limited just by one geographical region. These materials are placed on the FLEXWORK web-site <http://www.flexwork.eu.com>.

TELESOL is closely collaborating with the project FLEXWORK. In particular, TELESOL has reached a special agreement with project FLEXWORK and translated the most relevant materials of FLEXWORK into Russian. These materials are also placed on the FLEXWORK web-site and they constitute part two of TELESOL training course. The links to the materials with the introductory pages (in Russian) will be placed on the TELESOL web-site and thus will be available to the russian-speaking audience.

It is interesting to mention here, that the translation itself was arranged as a business telework system. The translation team was located in Yerevan, Armenia, and the editing-formatting team was located in Moscow, Russia. All communications between FLEXWORK, Moscow and Yerevan went by Internet.

We think that some of the most interesting materials will be published in one of our next issues.

Telework and remote printing



Victor Magaziny, Nicotech International (JetCAPS partner in CIS countries)

JetCAPS – Extended Opportunities for Printing



In our time, when the use of Internet technologies allows not only to exchange the information, but to work on remote computers, the issue of possibilities to print on the remote printers becomes rather actual.

On one hand, this task does not seem difficult. Especially if to take into account that printing using TCP/IP protocol is well known; besides, there exist special protocols for printing using the Internet, such as IPP (Internet Printing Protocol).

On the other hand, everything is not so simple if we are talking not about a simple text printing, but about the printing of professional graphical documents. We also have to remember that Internet is, generally speaking, the open network. It does not take much trouble to intercept information there, and this raises an issue of security and confidentiality of the remote printing.

From the moment of appearance of first series of laser printers in mid-eighties, they underwent the drastic changes both in technology and in their functions. The modern printers are the intellectual devices, which can be switched to global networks and which are able not only to print, but to make after-printing actions (sorting, stapling, *etc.*), and many models are also able to scan, copy, fax and to make other actions. Besides, the architecture of the modern printer allows to create different additional products and solutions for optimization of the printing and for the extension of opportunities of these devices.

These and many other solutions are the core business of association JETCAPS (Corporate Account Printing Solutions), which unites about 30 companies all over the world. JETCAPS is making developments and implementations of the printing solutions for HP LaserJet printers.

Now let us look in more details, how the remote printing is made. Solutions for remote printing are based on application software HP ChaiServer. This software is executed in the printer; it deals with arriving information or even is finding the necessary data in Internet or intranet for the subsequent automatical printing. Software HP ChaiServer – this is simple, but powerful operating system, which has a built-in virtual machine for execution of applications

directly in the printer HP LaserJet. Such applications called Chaiet, can process the information, sent to the printer as e-mail or attached files, or even can actively collect the information in different networks. Web-server, built-in into the printer, allows to tune these Chaiet applications by usual web browser. In other words, it is possible to manage the printer from the distance of many thousands kilometers.

For example, J@Mail is a small Chai-application, which is loaded directly into the printer and is executed really inside the printer. (It works with the printers, which support HP Chai technology). Then, the printer is assigned its own e-mail address and it can receive and send e-mails. Now, if you know the address of this printer, you can send it e-mail from any place on the globe; all what you need, is an Internet connection. No drivers, no IP addresses, *etc.* Printer is receiving your mail and directly prints it. Moreover, you can attach the file to e-mail (picture or PDF document), and printer will print such files as well.

Suppose that you need to print a confidential document for employee in remote office of the company (which can be in other town or even on another continent). Thanks to the service J@mail, which allows sending the jobs to the printer by e-mail, you easily can send a task to remote printer. But how to secure the information and to guarantee, that it will come only to the person, whom it was addressed?

In such situations you can use the solution Secure Document Express (SD Express), developed by the company Capella Technologies (USA). It allows the coding of transmitted information and authorization of users for the access to the office printers, equipped by the system of remote printing *via* Internet.

Module SD Express is installed into DIMM-slot of any printer HP LaserJet, which has a built-in virtual machine (Embedded Virtual Machine, EVM). Client application software, which codes the information, is installed directly on the computers of the authorized users, switched

into Internet (it does not matter, where exactly are situated these users).

The sender of the document prints it in a usual way (from the point of view of the user, this does not differ from the printing to the local printer). Then the system SD Express codes the information and sends the document by e-mail to the printer of recipient. This information is stored on the hard disk of the remote printer. Logical module of the system SD Express allows to notify the sender and the recipient about the document delivery. After the receiving of notification, the recipient can come to the printer, make identification procedure and print the document. It is necessary to mention, that document on the hard disk is stored in a coded form, and its decoding is made only after the identification of the user with the right to access to it. Of course, the printer equipped with the system SD Express can be used also for printing of the normal, not coded documents.

There also exist a lot of other solutions, which allow, for example, to monitor the state of the remote printer or even to change its settings. Or solutions, which can unite several printers, including remote, into powerful clusters. All these products and solutions are installed and successfully working in many companies and organizations all over the world (including Russian Federation and CIS).

TELESOL events

Kick-off workshop in Bishkek



The kick-off TELESOL workshop took place on 06-08 June, 2002 in Bishkek

The participants of the workshop were coordinators (EDNES), project management team, all envisaged TELESOL focal points from CIS countries, and some EU project participants. A big part of the participants in the workshop arrived in Moscow one day in advance and visited



Kick-off workshop: the opening session. 07 June, 2002, hotel "Pinara", Bishkek, Kyrgyzstan

EDNES Moscow branch for initial briefings about the details of the project. These participants traveled together to Bishkek on 06 June, 2002. Some of the participants, mostly from Central Asian CIS countries, travelled to Bishkek independently.

In the evening of 06 June the workshop participants had handshaking mutual contacts and clarified some technical details of the workshop. The actual workshop presentations and discussions were held on 07 June, 2002. On 08 June the workshop participants together returned to Moscow and then proceeded to their final destinations.

The workshop was organized by the coordinators of the project TELESOL – UNIDO and association EDNES (France). The technical work was made by EDNES staff of the TELESOL project. For the local organizational activities in Bishkek EDNES subcontracted World Health Organization Central Asian Regional (WHO CAR) Information Center.

The local organizer was responsible for:

- the meeting in the airport, transfer and accommodation of the participants;
- preparation and technical facilities of the venue of the workshop;
- preparation of the workshop materials;

- technical support during the workshop;
- social and other activities during the workshop.

It is necessary to mention here, that WHO CAR Information Center and its head Dr. Marat Bozgunchiev did an excellent job and perfectly organized the workshop.

The kick-off workshop TELESOL had several purposes:

- inform the potential project subcontractors about the project details and about the project main activities, including the activities in their countries;
- establish personal contracts between project subcontractors, first of all between subcontractors from the EU countries and from CIS countries;
- establish an opinion about the best potential input to the project of each of subcontractors and discuss with them the opportunities of such input;
- discuss in details the plan of actions for the first year of the project and to try to resolve the practical problems and difficulties arising from the project;
- form the common opinion about the current state of telematics activities in Central Asia and the directions of its development;
- establish the lines of everyday communications between the project

subcontractors in different countries and the project management team.

The kick-off workshop 06-08 June, 2002 in Bishkek fully achieved its planned goals and purposes.

**Statement of UNIDO
To kick-off workshop TELESOL,
Bishkek, Kyrgyzstan, 07 June, 2002**



The United Nations Industrial Development Organization (UNIDO) assists developing countries and countries with economies in transition in their fight against marginalization in today's globalized world. It mobilizes knowledge, skills, information and technology to promote productive employment, a competitive economy and a sound environment.

As one of its eight service modules, UNIDO promotes Small Business Development¹. Small and Medium-sized Enterprises (SMEs) play a leading role in creating employment, income and value added, accounting for up to 90 per cent of manufacturing enterprises and between 40 and 80 per cent of manufacturing employment. A healthy SME sector is, therefore, crucially important for socially sustainable development. SMEs, in general, face problems associated with their size and relative isolation such as inability to achieve economies of scale and difficulties in entering into national and global value chains driven by large trans-national corporations. The constraints of individual SMEs include limited technical and managerial skills, difficulty in obtaining financing and insufficient knowledge about laws and regulations. UNIDO's Small Business Development module addresses these problems with various technical

¹ For more information on the Small Business Development module, see <http://www.unido.org/doc/501748.htmls>

support services, which are complementary and mutually supportive.

One of the technical support services of the Small Business Development module is the development of national information and communication networks that enable SMEs to access and make effective use of information and communication technologies (ICTs). Towards this end, UNIDO provides technical assistance to establish or to expand national information and communication capacities. The latter include activities to raise the awareness of SMEs of the possibilities and benefits to be gained from the use of ICT, as an effective tool to improve business performance and enter into new business opportunities, including the use of ICTs for telework.

The objective of the, EU sponsored, project TELESOL is, among others, to develop new ICT tools that could be instrumental to increase the telework business for SMEs in selected CIS countries and the EU. The project's wide exchange of information, skills and expertise between members of telework communities in the participating countries will inevitably lead to new telework concepts.

UNIDO is pleased to be able to assist EDNES with the coordination of the TELESOL programme and the follow-up activities. It is considered an important project, because the outcome of the project, in particular the ICT tools developed and lessons learned, would not only benefit SMEs in the participating CIS countries but, at least to a certain extent, also SMEs in other developing countries and countries with economies in transition.

We wish you a successful outcome of the kick-off workshop of the project TELESOL.

On behalf of UNIDO,

*Wilfried Luetkenhorst,
Director SME Branch,*

*Drs. Hans Pruim, Business Partnerships
and Information Networking, SME Branch*

Management meeting

EDNES Tatyana Shulyakovskaya,
EDNES

The TELESOL management meeting was planned as a continuation of kick-off workshop and took place on 14 August, 2002, in Montpellier, France. The idea was to gather together management team and project participants from EU member states, who for various scheduling reasons could not take part in kick-off workshop.



14 August 2002, Montpellier, TELESOL project team. Sitting, left to right: Hans Pruim (UNIDO), Tatyana Shulyakovskaya (EDNES, Russia), Jean Bonnin (EDNES, France); standing, left to right: Sergey Smagin (EDNES, Russia), Jean-Claude Marot (JC Consultants, France), Jan Loonen (Rosas, the Netherlands), Alexei Gvishiani (EDNES, Russia), Stephen Cotton (JC Consultants, France)

The participants of the meeting were:
Drs. Hans Pruim (UNIDO, SME branch, chief of Information Networking Unit);
Prof. Jean Bonnin (EDNES president);
Prof. Alexei Gvichiani (EDNES vice-president);
Dr. Sergey Smagin (TELESOL manager);
Ms. Tatyana Shulyakovskaya (TELESOL financial officer and TELESOL EC liaison officer);
Mr. Jan Loonen (company Rosas, director);
Mr. Jean-Claude Marot (company JC Consultants, director);
Mr. Stephen Cotton (JC Consultants, telework expert).

Unfortunately, two of the envisaged participants of the meeting had last-minute

constraints and could not come, but their materials were presented and discussed on the meeting: Mr. Ole Jorgensen (Denmark, companies InsideTech and BelAir Music) and Dr. Werner Korte (Germany, project FLEXWORK).

Local organizational activities in Montpellier were made by TELESOL subcontractor – company JC Consultants (France). It was responsible for reserving the accommodation of the participants, technical facilities and venue of the meeting, technical support during the meeting, social and other activities. JC Consultants organized this perfectly.

The management meeting TELESOL had several purposes:

- present the TELESOL status and activities from the start of the project until the day of the meeting, inform the participants about the project details and about the project main activities in nearest future;
- present and discuss the preliminary program of workshop in Yerevan – main TELESOL event of Autumn 2002, establish personal contracts on this issue;
- establish an opinion about the best potential input to the project of UNIDO as project coordinator, discuss the opportunities of such input;
- discuss in details two business teleworking systems: “Producing the musical CDs” (InsideTech, Denmark, Ole Jorgensen) and “Dailysport” (Rosas, Jan Loonen, the Netherlands)

and their use in the project as best practice cases;

- form the editorial board of TELESOL newsletter;
- establish the opinion about structure and contents of TELESOL telework training course. Present to the audience and include into training course the customized FLEXWORK materials. Present to the audience the input of JC Consultants to the training course.

The management meeting on 14 August, 2002, in Montpellier formed a common opinion and made decisions on all these issues. On this moment, these decisions are implemented.

Yerevan workshop “Technical aspects of the telework”

EDNES *Sergey Smagin,*
EDNES

The workshop took place on 19-20 November, 2002, in Yerevan, Armenia. It was the first workshop in a 4-days' session of EC IST workshops in Armenia (the second, WISTCIS workshop “Telework in business”, took place on 21-22 November). Such intensive concentration of workshops highlighted their importance to the local audience and allowed to gather a rich audience of local experts and IST projects.

The workshop was organized by TELESOL coordinator – association EDNES in close cooperation with TELESOL focal point in Armenia – company Arminco. Arminco provided local facilities and services for the workshop – help in accommodation, catering, transfers, venue, technical facilities, translation, *etc.*

But the most important role of Arminco was in alerting and organizing the local telematics community about workshop. Arminco did this job together with the National Academy of Sciences of Armenia. Such combination of efforts of the research and business experts produced outstanding results. Prime-minister of Armenia issued a special letter devoted to workshops, where he recommended telematics specialists from the governmental organizations to attend the session. On the other hand, the workshop was held in the building of the presidium of National Academy, and many active researchers in the telework and telematics area attended it and presented the results of their studies. The local media intensely covered the workshops in newspapers and on local TV.



Opening session of the workshop, 19 November, 2002. Left to right: Vice-president of National Academy of Sciences acad. Yu. Shoukouryan, Minister of transport and communication of RA A. Manoukyan, chairman of the session G. Saghyan, President of EDNES J. Bonnin.

The workshop was opened on 19 November 2002 by director of Arminco Mr. Andranik Aleksanyan and led by two key speeches of vice-president of National Academy, acad. Yu. Shoukouryan and Minister of transport and communications Dr. Andranik Manoukyan. It is necessary to mention here the high level of the audience: in the first day, 115 participants in the workshop checked in (actually there were more people), and they did not need help in

translation into Russian (the synchronous translation was provided as an option), so the whole workshop was in English.

The presentations on the workshop can be systematized into the following groups:

- goals and objectives of TELESOL, current status of TELESOL, association EDNES and IST projects, synergy of UNIDO SME activity and TELESOL, TELESOL on the web;
- telework and telematics, status of communications and of Internet in the participating CIS countries: Ukraine, Armenia, Georgia, Kazakhstan, Kyrgyzstan, Uzbekistan, Azerbaijan and Russia;
- IST projects: TELEBALT, MEDIA-ISF, FLEXWORK, WISTCIS, TEAMWORK;
- telework best practices and success stories: company Rosas C&M (the Netherlands);
- telework tools: system of telework aptitude tests (JC Consultants, France), principles of developing and maintaining of the intercontinental VPN (company Retail Tools International), telework training course of TELESOL;
- local research and Armenian projects in communications, telematics, telework (this part comprised more than 50% of the presentations).

The presentations totally took first day and part of the second day of the workshop. In the final hours of the workshop there was a round table on Internet security, telework security, security tools and legislation problems of security. The round table was brilliantly led by Dr. Gregory Saghyan from the ministry of transport and communications.

Looking behind, one can mention that the whole workshop was perfectly managed by a small but a very efficient team from Arminco: Levon Grigoryan, Liana Galstyan, Anna Karakhanyan.

The workshop on 19-20 November, 2002, in Yerevan achieved the following main results:

- creation of telework awareness in Armenian research and business communities

- presentation of IST telework projects and tools, methodological assistance in telework training
- establishment of new working contacts, creation of a local network of telework experts, inclusion of them in the similar CIS network
- presentation and discussion of best practices and success stories in EU-CIS telework
- identification and addressing the local telework problems, identification and self-evaluation of local telework activities and initiatives

Annual review

EDNES *Sergey Smagin, EDNES*

TELESOL first annual review took place on 12 November, 2002, in Brussels, in EC IST offices.

TELESOL management made a review presentation team comprising of six people, namely: Prof. J. Bonnin (EDNES), Drs. H. Pruim (UNIDO), Dr. S. Smagin (EDNES, project manager), Mr. J. Loonen (Netherlands, company Rosas), representatives of Kazakhstan and Armenia.

On 11-12 November there were reviews of all three IST projects coordinated by EDNES: TELEBALT, WISTCIS, TELESOL. For this reason, Vice-president of EDNES prof. A. Gvishiani was also present on a review; technical support of the presentations was made by Dr. A. Beriozko.

The European Commission appointed three independent reviewers: Dr. Santiago Aguilar (consultant, France), Mr. Jean-Paul Dorier (Ministry of Finance, France), Mr. Nourbek Rayev (company Sema, Spain). All three are experts in telematics and telework and represented three sectors of economy: small enterprise, government, big enterprise.

The review materials included a review report, project deliverables (including those, which were about to be issued) and technical annex to the contract between EDNES/UNIDO and the EC (contains a lot of project details). The materials were sent to the reviewers in a

paper form and on CD; some of the materials were as a back-up sent by e-mail.

It was essential to give to the reviewers a complete and continuous picture of the project. Because of this, the presentations of all members of the review team were merged into a single presentation with uniform graphical design. This saved the presentation time and improved the understanding of the project contents by the reviewers. It can be mentioned here, that such experience of organizing a team presentation was quite successful.

The reviewers rather closely looked into details of TELESOL project, both before the review and during it. They positively evaluated project TELESOL, concluded that the project is right on track and made several recommendations.

The next TELESOL review is planned for June 2003.

Promotion of TELESOL on conference “WWDU2002”



Society “Work with display units” unites many universities, research organizations, companies from all over the world. Its activities cover all aspects of work with personal computers: legal, organizational, medical, ergonomical, *etc.*

Once in several years the WWDU society organizes a worldwide conference, where various issues of work with personal computers are covered.

This year the conference “WWDU2002” was held in Berchtesgaden, Germany. The conference was attended by approximately 500 researchers and businessmen from Europe, USA, Asia and even Africa.

The work with personal computer is one of the important aspects of the telework, because the computer is the most widely used telework tool. Thus it is quite natural, that the project TELESOL was represented on WWDU2002 conference. Indeed, there

was a special telework section on WWDU conference.

Telework presentations on that section reflected the important status of telework in Europe and USA, where this new method of work at this moment became just an ordinary thing. So the large part of the presentations was devoted to the newest features in the telework, such as teleservices. The presentation of the project TELESOL showed that the telework finds its way to the CIS countries. It was met with sincere interest and generated a vivid discussion.

From other presentations we would like to underline the presentations of the special tools for work with computers for people with disabilities. Most of such presentations were made by researchers of University of Tampere. This issue outlines one specific feature of the telework. Telework is able, using such tools, to involve into work activities the people with disabilities. This is important both from business and humanitarian point of view.

During the conference the Society was renamed: its new name is “Work With Computers”, so the next conference will be called “WWC2005”.

Promotion of TELESOL on TELEBALT conference



The conference “Teleworking for Business, Education, Research and E-commerce” was held in Vilnius, Lithuania, on 22-23 October, 2002. It was organized by association Infobalt and placed together with Infobalt annual fair and Infobalt conference. It is necessary to mention here, that Infobalt annual event is one of the main IT events in Baltic States and draws a lot of attention in those and neighboring countries. This explains the audience of the conference: IT experts and researchers from Baltic, East European, EU, CIS countries.

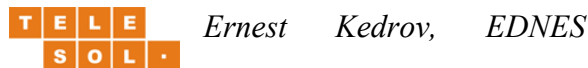
The project TELESOL was successfully presented on the conference and information about the project was met with great interest. Special interest raised the

information that TELESOL customized a lot of telework tutorial materials for the Russian-speaking audience; it turned out that such materials are also important in Baltic States.

The Baltic States, in particular Lithuania, are more developed in IT, but still they face the same telework problems as CIS states. Languages differences and telework terminology, legal gaps and grey areas, necessity to improve connectivity are the issues, which have to be addressed and which were the subject of vivid discussion.

During the conference, TELESOL established several new work contacts, mostly with Baltic organizations, and signed several preliminary agreements about cooperation.

TELESOL on the Web



Ernest Kedrov, EDNES

Web-site of the project is an important instrument of dissemination the knowledge and exchange of information. The web-site allows all project participants (and people interested in the project) to have similar, accessible and updated information. Main web-site of project TELESOL was developed and became operational since June 2002. This web-site can be accessed by address

<http://www.ednes.org/telesol> and is hosted on a server of EDNES Moscow branch. The server has the following parameters: access speed – 1 Gb/s, processor - Intel Pentium4 2.2GHz, RAM - 1Gb, HDD 120Gb.

The Web-site contains complete information about project TELESOL in English (and partially in Russian). The main items of this Internet resource are:

- Latest project news

(section **What's new**).

In the section **What's new** one can learn about current and future events and news of the project TELESOL.

- Short description of the project (section **Summary**).

In this section one can find the official documents, describing the project TELESOL.

- Main goals of the project (section **Objectives**).

In the section **Objectives** the goals and objectives of the project TELESOL are specified.

- The most important public events of the project (section **Events**).

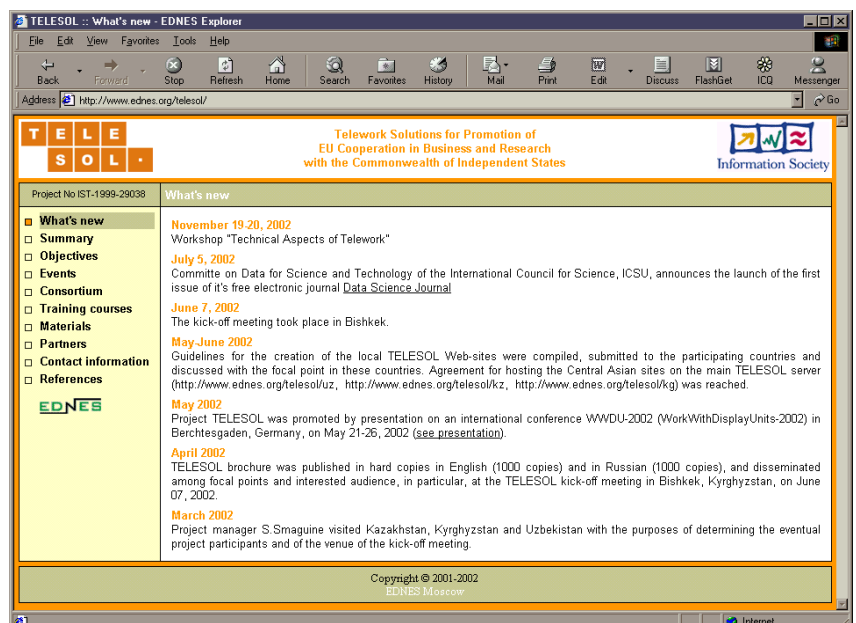
In this section one can find the information about the main events of the project: meetings, workshops, conferences.

- Consortium of the participants of the project (section **Consortium**).

In the section **Consortium** information about coordinators of the project (United Nations Industrial Development Organization (UNIDO) and association Earth Data Network in Education and Scientific Exchange (EDNES)), their functions and roles in TELESOL project are given.

- Working materials of the project (section **Materials**).

Section **Materials** contains



Screen shot of TELESOL Web-site.

different project working materials, in particular presentations of TELESOL project. Here it is planned to place current reports, presentations from the workshops and conferences, newsletters. It is also planned to place here methodical, educational materials and telework tests and other project materials, which can be of interest for its participants.

- Coordinates of the organizations-participants of the project (section **List of partner institutions**).

Section **List of partner institutions** contains the full list of organizations taking part in the project, their contact information and links to their web-sites.

- Contact information of the project management team (section **Contact information**).
- Important Internet-resources (section **Links and References**).

In particular, here one can find links to web-resources of IST, UNIDO, EDNES and other organizations and/or the projects, connected with TELESOL in one or another way.

Besides main web-site, the development of local web-sites of the project TELESOL is planned in all of eight CIS countries, which are involved in the project. On these sites there will be the most important information, concerning telework in each country and project TELESOL activities in that country. TELESOL developed the methodology guidelines for the creation of local web-sites.

There was a special discussion about the place of hosting the local sites for participating organizations from the Central Asian countries (Kazakhstan, Kyrgyzstan, Uzbekistan). As a result of the discussion, the coordinators, management team and regional participants of the project came to the conclusion that the best solution is to host these sites on the main TELESOL web-server. The arguments for such solution were the good parameters of the EDNES Moscow branch web-server and high cost of

hosting in Central Asian region. Thus, the addresses of these web-sites will be:
<http://www.ednes.org/telesol/kg>,
<http://www.ednes.org/telesol/kz>,
<http://www.ednes.org/telesol/uz>.

The concept of the TELESOL web-site remains permanent, but the site itself is dynamically developed together with the project itself. Soon there will be new section on the site - **Telework training course materials**.

TELESOL training course on telework consists of two parts, both of them web-based and both will be presented on the main TELESOL web-site. Part one is the system of aptitude tests on the telework, developed by company JC Consultants in the framework of TELESOL. Detailed description of this system one can find in a separate article in this issue of newsletter. Part two emerged as a result of a close collaboration of TELESOL with another IST project - FLEXWORK (New Ways of Working in Remote Regions). As a result of this collaboration, TELESOL team translated and customized FLEXWORK telework checklists, telework handbook and telework blueprints for the Russian-speaking audience (totally more than 200 pages). These materials are placed on FLEXWORK server (<http://www.flexwork.eu.com>). More details about FLEXWORK materials one can find in a special article in this issue of the newsletter.

While organizing this customization activity, it turned out that from the point of price/performance, the best solution is to realize a new telework project. The translation team was situated in Armenia, customization/editing/formatting team – in Moscow. All communications between Ireland (FLEXWORK) – Armenia (ARMINCO/TELESOL) – Russia (EDNES/TELESOL) went through Internet.

In the next issue of the newsletter

- TELESOL news and events of 2003
- Business teleworking systems (“offshore software development”, “producing musical CDs”)
- Our partners (articles from Ukraine, Kyrgyzstan, Georgia)
- Teleworking tools: intercontinental virtual private network

Editorial board

Editor-in-chief:

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Design:

Ernest Kedrov (EDNES) – TELESOL project engineer

Reviewer:

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