

Web 2.0: PROJEKTkompetenz.eu as a Project Partner

PROJEKTkompetenz.eu is a consultancy for international co-operation with a strong focus on project communication. The interdisciplinary team of PROJEKTkompetenz.eu is based in Salzburg, Austria, and has long-lasting experience with accompanying EU-funded projects in the fields of culture, media and education. It promotes Web 2.0 literacy with on- and offline workshops.

Web 2.0 tools like Weblogs and Wikis are crucial factors for the success of internal and external co-operation and dissemination processes of EU-funded projects. Web 2.0 facilitates dialogue, participation and is a key to sustainable networks.

Web 2.0 & European Funded Projects

Web 2.0 enables people to rendezvous, connect or collaborate through computer-mediated communication and to form online communities. Social software (often used synonymously for Web 2.0) has a challenging impact on public relations as it changes the one way distribution of information into a dialogue. The publication of information e.g. through a weblog (kind of an on-line diary) is simple and effective. It offers the potential of feedback and the establishment of real interaction. Dialogues may better encourage sustainability than one way communication thus coming closer to the original meaning of “dissemination”. Furthermore, a dialogue can better fulfil the objective of “active participation” or „European citizenship“ as postulated in many European Programmes.

Over the past 10 years, most people working in projects have probably become acclimated to using the World Wide Web — e-mailing colleagues, using search engines to verify information, downloading forms etc. If all of these common activities could be considered version 1.0 of the web, then the newest technologies could be called “Web 2.0.” According to the collaborative

encyclopaedia Wikipedia (<http://en.wikipedia.org/wiki/Web2>), Web 2.0 is “a second generation of services available on the World Wide Web that lets people collaborate and share information online.“ Web 2.0 enables passive users to become active contributors.

Our **experienced team** - as a project partner or subcontractor - can offer:

- Implementation of Web 2.0 participative tools for internal and external project communication
 - o Open Source content management system
 - o Implementation of Weblogs, Wikis, Podcasts...
 - o Use of the professional on-line conference system Adobe Connect
- Training and consultancy of your project team
 - o Traditional workshops
 - o Blended learning (workshops partially online)
 - o Webinar with Adobe Connect
 - o One-to-one online support
- Support of your dissemination activities
- Contacts to public broadcasting corporations and community media

Conclusion

- o Simple and effective publication and dissemination
- o Dialogue and networking with your target groups
- o Interactivity -> encourages participation -> supports sustainability
- o Improved co-operation as a result of better communication
- o Media literacy for your project team
- o Aspect of innovation for your project

Keywords/tags:



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Team

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Elke Zobl holds a PHD in art history and cultural studies (Academy of Fine Arts Vienna), and has pursued post-doctoral studies at University of California San Diego (USA). Her focus is on gender studies, social change and communication. She teaches courses on gender mainstreaming (International Centre for Culture and Management, Salzburg, Austria), has designed and holds workshops on EU framework programmes.

David Röhler has a Master degree in Law. He has profound experience with many different European funding programmes. He furthermore has a strong focus on Web 2.0 Internet-tools. He is trainer in the field of adult education and an experienced EU-project manager. Further activities include cultural management, exhibitions; public relations; organisation of seminars on contemporary history, politics, public relations, and participatory media.