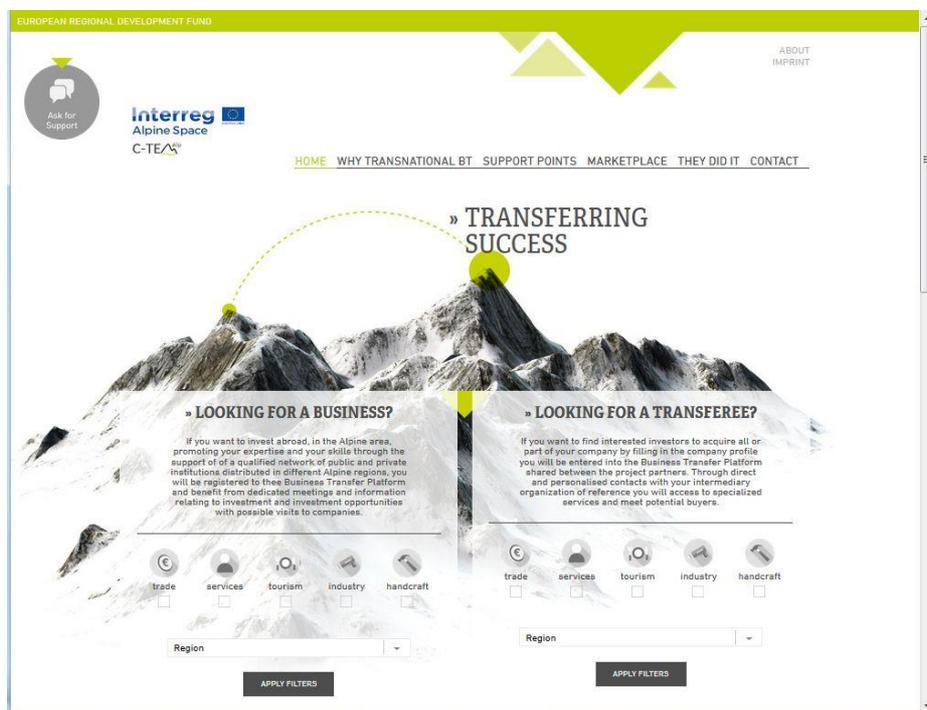




## C-TEMA<sup>Alp</sup> e-platform

# O.T2.1 MANAGEMENT MANUAL

Platform description, Wordpress guide for partners and data protection



## PP05 Innovation Region Styria

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November 2018



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## Platform description

### *Introduction*

C-TEM-Alp platform is meant as a tool for SME business transfers in the project area to foster the matching among buyers and sellers at transnational level. The BT platform not only facilitates the transnational matching but it is also useful to provide support services for companies and to strengthen the innovation potential of established SMEs.

This Business Transfer platform is a meeting place for all parties concerned in business transfers and offers entrepreneurs specific services and a network of support organizations.

For investors (buyer) the platform offers the possibility to promote expertise and skills through the support of a qualified network of public and private institutions distributed in different Alpine regions. They register to the Business Transfer Platform and benefit from dedicated meetings and information relating to investment opportunities with possible visits to companies.

For seller who want to find interesting investors to acquire all or part of the company it is also a good opportunity to search for successors across national borders and to publish their profile on the platform.

BT platform is on the one hand a database of sellers and buyers and also a meeting point of buyer, sellers and experts. All profiles entered into the Business Transfer Platform and information's are shared between the project partners. Through direct and personalized contacts with the intermediary organization of reference they get access to specialized services and meet potential buyers.

The platform C-TEAlp is now online since January 2017 for the testing.

**Total SMEs registered on the Platform until July 2018: 36**

There are two domains to find the e-platform [www.business-transfer.eu](http://www.business-transfer.eu) (main domain for the volume) and [www.c-temalp.eu](http://www.c-temalp.eu) - this domain points to the main domain, but is also found in searches.

The database is edited with "wordpress". This program is relatively easy to use and it has not given any major difficulties for the partners. All partners have a personal user name to access the internal area in wordpress to upload their profiles or pictures, change content as support point informations and add new profiles themselves.



## ***C-TEMAlp platform structure***

The main pages are structured as follows:

### **1. Why transnational BT - short introduction**

*C-TEMAlp offers entrepreneurs specific services for business transfer and a network of support organizations and experts.*

*The services will aim to strengthen the innovation potential of established SMEs and to foster the matching among buyers and sellers at transnational level.*

*If you want to invest in the Alpine area or find interests investors to acquire all or part of your company you can search by region or sector on this Business Transfer Platform. Through direct or personalised contact with the support points in your country you will access specialized services and have the possibility to meet potential buyers.*

### **2. Support points**

Description of areas and organizations which support transnational BT in the project:

- Austria (Innovation Region Styria, Wirtschaftskammer Steiermark/Follow me)
- France (Chambre de Commerce & d'Industrie Marseille Provence)
- Germany (Italienische Handelskammer München, Industrie- und Handelskammer für München und Oberbayern)
- Italy/Bolzano (Camera die Commerciale, Industria, Artigianato e Agricoltura di Bolzano)
- Italy/Lombardy (CSMT Gestione Scarl)
- Italy/Veneto (Innovazione S.p.A., Unioncamere del Veneto-Eurospottello Veneto)
- Slovenia (Regional Chamber of Craft and Small Business of Maribor, Development Agency)
- Switzerland (Hochschule für Technik und Wirtschaft HTW Chur, Netzwerk KMU Next)

All details about the personal contact for interested companies are listed and interested companies will be contacted by telephone for a first informational interview.

The service gives companies a personalized support and strict confidentiality in relation to the information provided.

All informations concerning services will be provided by the support point in each country. It includes specialized technical advice services which will be activated for the duration of the project from the intermediary organizations involved in the project, with a widespread capillary network at local level.



### 3. Marketplace - central point of BT platform

The effective transfer of businesses is clearly assisted by the existence of a efficient market place in which sellers and buyers can meet and also gather information about the necessary elements for a successful deal. The MATCHING SERVICE will be dedicated to companies interested in identifying possible partners abroad, both in order to sell (in whole or in part) their own business, or to acquire / invest in new markets.

All partners create by them self marketplace - profiles based on the forms which were developed for seller and buyer. It is possible to make "textboxes" VISIBLE or NOT VISIBLE. This point is very import, because some companies want only basic information visible and privacy is an important element of the platform.

There are two ways to search for companies - On the one hand you can search for all different regions involved:

- Italy (Veneto, Bolzano, Lombardy)
- Austria (Styria)
- Germany (Upper Bavaria)
- France (Provence-Alps-Cotes d'Azur, Auvergne-Rhone-Alpes)
- Slovenia (Maribor-Podravje)
- Switzerland (Canton of Grisons)

And on the other hand you can filter by sector:

- Trade
- Services
- Tourism
- Industry
- Handcraft

For the exchange of the data among the project partners the profiles are send to each other by interest in a company and updated regularly in the tracking list. (part of the matching process)

The collection of potential companies by all PP takes place through the developed profiles for seller and buyer. The data for the input on the e- platform were collected by using the questionnaires / profiles which agreed among the partners.

### 4. They did it

Success Stories of already realized transnational business transfer cases



## 5. Contact

For a personal contact the online form can be filled out

## 6. Imprint

Information on this site is subject to a disclaimer, a copyright notice and rules related to personal data protection.

## 7. About - Challenges and goals of the project

### *C-TEMAIP*

*Continuity of Traditional Enterprises in Mountain Alpine Space Areas  
Innovation and growth of enterprise, opportunity for business transfer in the alpine space.*

*C-TEMAIP would like to show, through entrepreneurs' 2018 experiences and concretely pilot cases that business transfer is not only a critical issue but moreover it is an opportunity for the business renewal of the Alpine Macro Region*

### *The Challenge*

*Demographic change and rising of ageing index in Alpine Space areas could endanger the capability of territories to keep their attractiveness because of the risk that companies are not right transferred and maintained alive. Each year approximately 450 000 firms are being transferred across Europe affecting two million employees. <sup>[1]</sup> Around 150000 companies are not being transferred due to system inefficiencies, causing a risk of losing 600 000 jobs in Europe (European Commission 2011).*

### *Goals*

*C-TEMAIP aims to support this critical company phase, offering entrepreneurs specific services and a network of support organizations.*

*The services will aim to:*

- strengthen the innovation potential of established SMEs*
- foster the matching among buyers and sellers at transnational level.*

*C-TEMAIP would like to show, through entrepreneurs' experiences and concrete PILOT CASES that business transfer is not only a critical issue but moreover it is an opportunity for the business renewal of the Alpine Macro Region.*

<http://www.alpine-space.eu/projects/c-temaip/en/home>



## Wordpress - Login

Main domain:

[www.business-transfer.eu](http://www.business-transfer.eu)

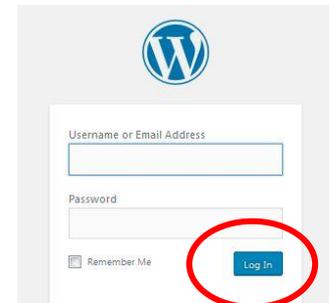
Second domain (refers to main domain)

[www.c-temalp.eu](http://www.c-temalp.eu)

Path to backend:

<http://www.business-transfer.eu/wp-login>

account	Your personal account
password	Your personal password



Enter your personal username and password and click „Log In“.



# Welcome to wordpress

## Find the way through the backend of C-TEAlp platform

Hi, Uwe Mayer

This is the user, which is logged on.

In MEDIA you find all pictures and charts.

PAGES contains the static content like imprint or „Why transnational BT“.

STORIES are the success stories.

MARKETPLACE is the heart of the platform.

SUPPORT POINTS shows the articles about the partner regions in order of date of last publishing.

In CONTACT you can change the contact form.

## Publish your changes

Quick Edit shows helpful information

Date of last publishing

<input type="checkbox"/>	<b>Transferring Success — Front Page</b>	rubikon	—	Published 2016/09/27
<input type="checkbox"/>	<b>Why transnational BT</b>	rubikon	—	Published 2016/10/11
<input type="checkbox"/>	Title	Author		Date

You can overrule the date of publishing. This is important for some online order of the pages.

You can create a draft, which is not on line until you click "Publish".

Please "Update" your settings.

Update

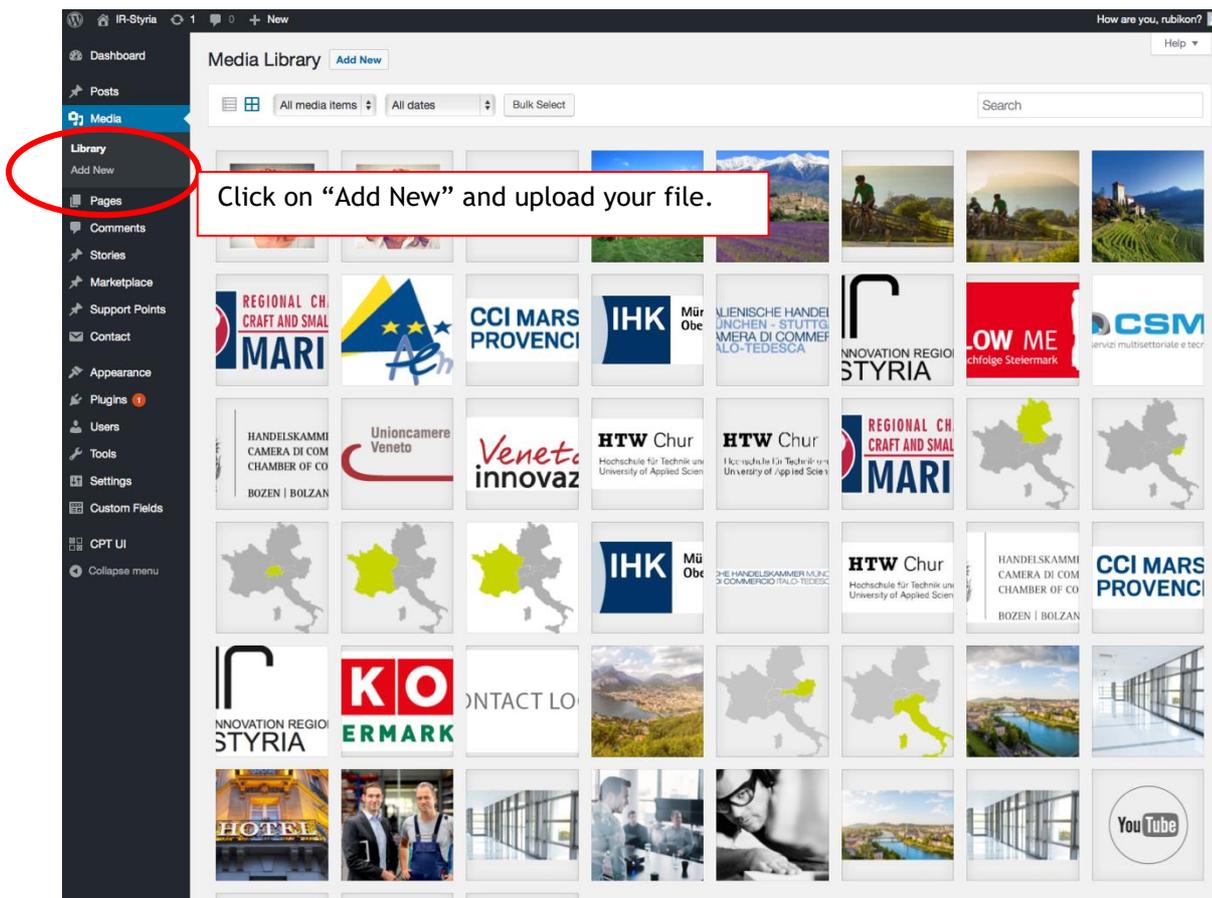


## Import of text

Please be careful with the import of text with formatted information. Use “Editor” with copy and paste to generate unformatted text. Otherwise wordpress might adopt other formats which aren’t part of the design / layout.

## Media Library

Here you find all images you can use for the website. You also can add new images.



### PLEASE NOTE!

Think of these tips when you upload a file:

1. Filetype .png
2. Correct scale: depends on the template you will use it in
3. Size: less than 1 MB



# Pages

Usually there won't be much content to change, because these pages have static content.

**Pages Management Interface:**

- Pages: Add New
- All (6) | Published (6)
- Bulk Actions: Apply | All dates: Filter
- 8 Items
- Table columns: Title, Author (rubikon), Date (Published 2016/10/14)
- Pages list:
  - Title
  - Contact
  - Footer
  - Imprint
  - Marketplace
  - Support Points
  - They Did It
  - Transferring Success – Front Page
  - Why transnational B
  - Title
- Bulk Actions: Apply

**Website Preview:**

- Navigation: HOME, WHY TRANSNATIONAL, BT, SUPPORT POINTS, MARKETPLACE, THEY DID IT
- Section: **MARKETPLACE**
- Section: **LOOKING FOR A BUSINESS?**
- Section: **LOOKING FOR A TRANSFEREE?**
- Section: **YOUR BUSINESS PARTNERS**
- Footer: HOME, MARKETPLACE, SUPPORT POINTS, ABOUT, IMPRINT
- Footer Note: C-TEMA is a project co-financed by the European Union via Interreg Alpine Space

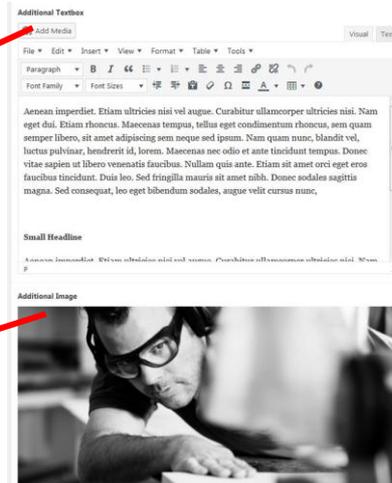
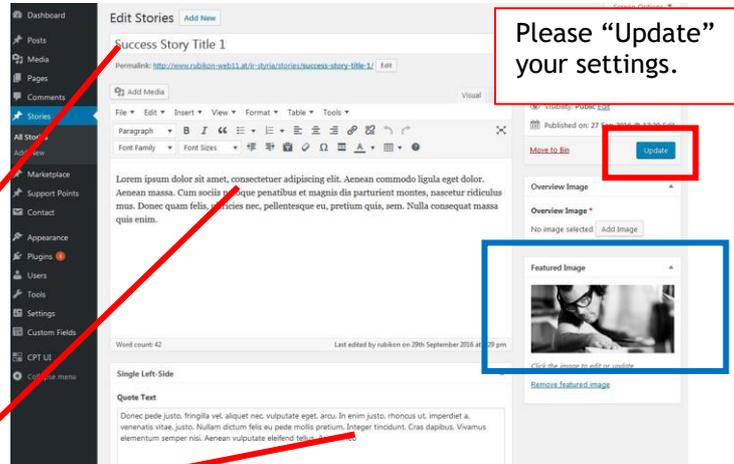
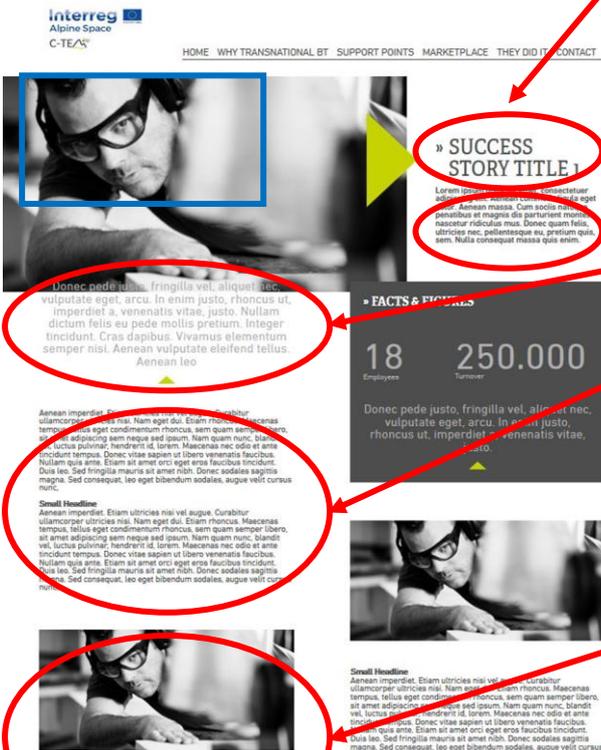


# Success Stories

This is the position of the text in the backend.

This is the online result.

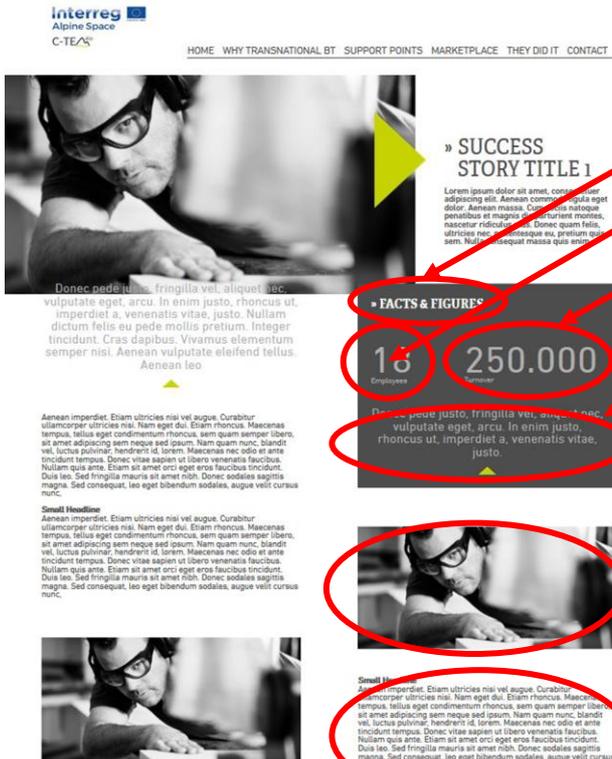
Please "Update" your settings.





This is the online result.

This is the position of the text in the backend.



Stories Right-Side

Facts & Figures

Employees

18

Turnover

250

Facts Quote

Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.



Additional Facts Text

Add Media

Visual Text

File Edit Insert View Format Table Tools

Heading 5

Font Family Font Sizes

Small Headline

Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

Tick the box to limit who can see the content.

Content Permissions

Limit access to this post's content to users of the selected roles.

- Administrator
- Author
- Contributor
- Editor
- Partner
- Subscriber



# Support Points

The order of the support points arises as a result of the last published date. This date is set automatically, when you click the “Update” button. It can be overruled and set per hand also in the “Quick Edit” Menu.

This is the online result.

This is the position of the text in the backend.

The screenshot shows the public-facing website for Support Points. It features a grid of four cards, each representing a different region. Each card contains a large image, a short description, a small map of the region, and contact details. Red circles and arrows highlight the layout elements: the main image, the description text, the map, and the contact information.

The screenshot shows the administrative backend interface. On the left is a sidebar menu with options like Posts, Media, Pages, etc. The main area displays a list of 'Support Points' with columns for status (All, Published, Draft), title, and date. A red callout box with the text 'Please note: This order is NOT the order of online appearance.' points to the list, indicating that the items are sorted by date in descending order.

DESCRIPTION & PICTURE

This screenshot shows a close-up of the content editor for a support point. It displays a text field containing a description of a region and an image field with a preview of the region's landscape. Red arrows from the main screenshot point to these specific elements.

MAP & CONTACT HEADLINE

This screenshot shows the layout editor for the support point page. It highlights two specific sections: 'Country Image', which contains a map of Europe with the support point region highlighted in green, and 'Contacts Headline', which contains the text 'Support Point Contacts'. Red arrows from the main screenshot point to these sections.

CONTACT OVERVIEW



## Details to support point

This is the online result.

This is the position of the text in the backend.

**AUSTRIA / STYRIA**

Styria, located in Austria's southeast, is a dynamic region that offers a high quality of life to its population of about 1.2 million. Its capital city Graz is home to many globally known enterprises that, with their high R&D quote of 4.8%, contribute to the innovation and technology location.

**Important characteristics:**

- stimulant economic environment with a mix of large multinational companies as well as innovative SMEs
- wide range of economic core competencies
- high-level research and educational infrastructure
- attractive tax conditions for headquarters and R&D activities
- attractive financial support programs especially for R&D
- highly qualified and motivated workforce

International Airport Graz and the CCG Cargo-Center-Graz are the largest cargo centers in CEE.

**Support contact Point in Styria - Austria**

Transnational Business transfer and for successors are supported by the team of the Innovation Region Styria and the Styrian Economic Chamber. The initiative "Follow me" for Business Transfer and for successors is a joint initiative of WKO Styria. The initiative is sponsored by the economic department of the government of Styria and by the Styrian Business Promotion Agency - SFG. The initiative is accompanied by renowned Expert Group: Bank - Steiermärkische Sparkasse, Chamber of Public Accountants, Expert Group of Engineering Offices and Austrian Chamber of Notaries.

**Our Service for transnational Business Transfer**

Partners and sponsoring organization of Follow me: Follow me is a common initiative of the Styrian Chamber of Commerce

**Edit Support Points** Add New

Austria / Styria

Permalink: <http://www.rubikon-web11.at/ir-styria/support-points/austria-styria/> Edit

Visual Text

The region:  
Styria, located in Austria's southeast, is a dynamic region that offers a high quality of life to its population of about 1.2 million. Its capital city Graz is home to many globally known enterprises that, with their high R&D quote of 4.8%, contribute to the innovation and technology location.

Important characteristics:

- stimulant economic environment with a mix of large multinational companies as well as innovative SMEs
- wide range of economic core competencies
- high-level research and educational infrastructure
- attractive tax conditions for headquarters and R&D activities
- attractive financial support programs especially for R&D
- highly qualified and motivated workforce
- international Airport Graz and the CCG Cargo-Center-Graz as one of the largest cargo centers in CEE.

Word count: 113 Last edited by Uwe Mayer on 18th January 2017 at 6:33 pm

**Single Left-Size**

Quote Text

The first country to use postcards was Austria.

**Additional Textbox**

Visual Text

**Support contact Point in Styria - Austria**

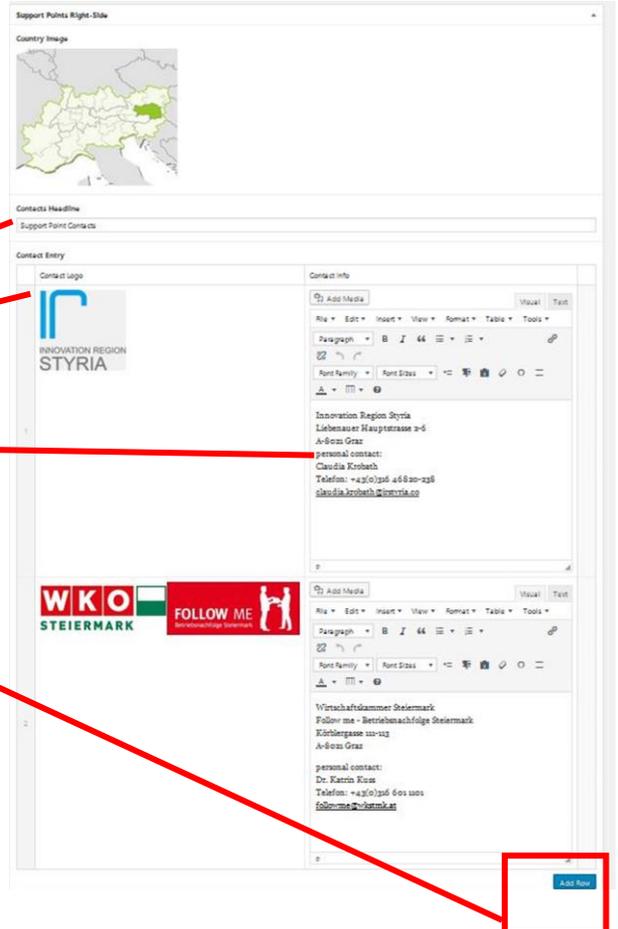
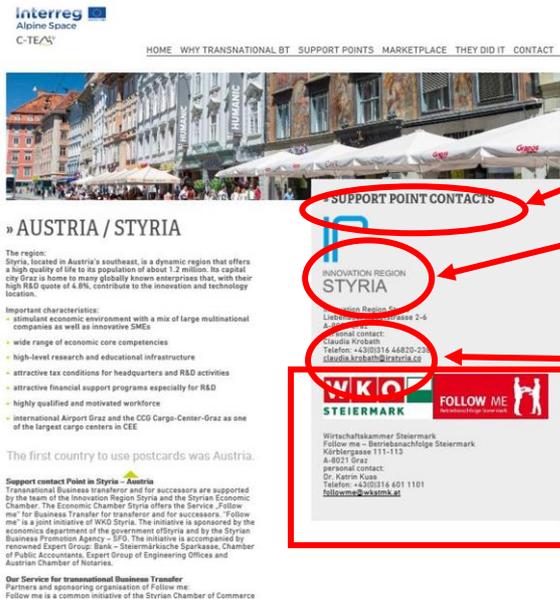
Transnational Business transfer and for successors are supported by the team of the Innovation Region Styria and the Styrian Economic Chamber. The Economic Chamber Styria offers the Service "Follow me" for Business Transfer for transfer and for successors. "Follow me" is a joint initiative of WKO Styria. The initiative is sponsored by the economic department of the government of Styria and by the Styrian Business Promotion Agency - SFG. The initiative is accompanied by renowned Expert Group: Bank - Steiermärkische Sparkasse, Chamber of Public Accountants, Expert Group of Engineering Offices and Austrian Chamber of Notaries.



# Contact box support point

This is the online result.

This is the position of the text in the backend.



Click "Add Row" to generate a new Support Point Contact.



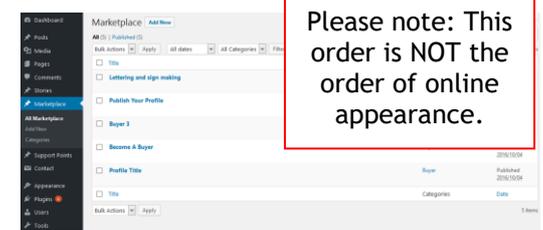
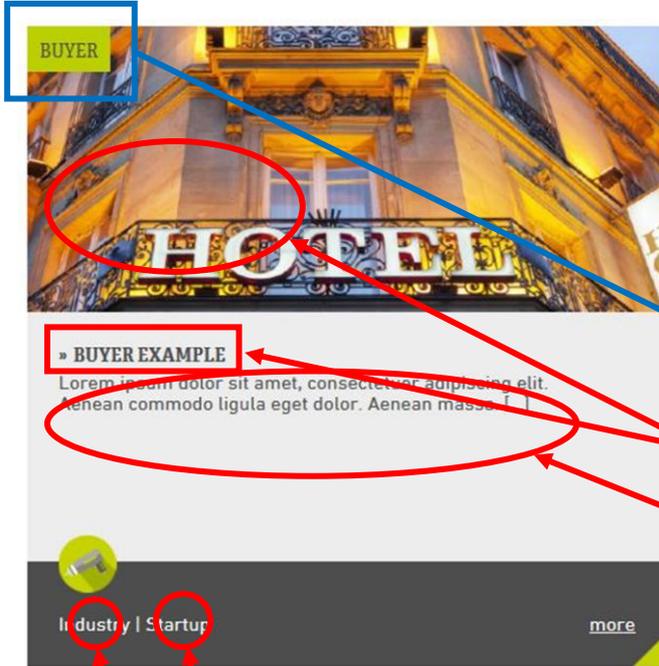
# Marketplace: Seller and Buyer Profiles

The order of the profiles arises as a result of the last published date. This date is set automatically, when you click the "Update" button. It can be overruled and set per hand also in the "Quick Edit" Menu.

## Marketplace overview

This is the online result.

This is the position of the text in the backend.

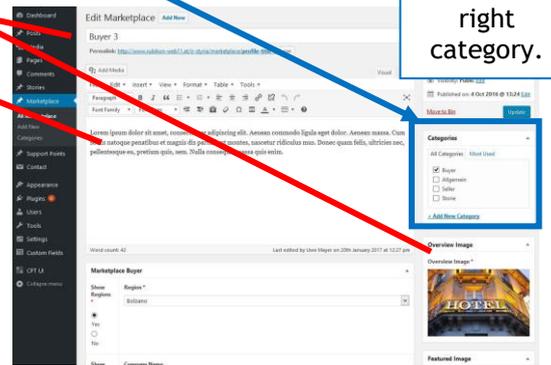


Please note: This order is NOT the order of online appearance.

PICTURE FOR OVERVIEW

Use a size nearly 360x240

Choose the right category.



3 facts for overview: EMPLOYEES | SECTOR | TYPE OF COMPANY

Form with three sections: 'Show Sector' (radio buttons for Yes/No), 'Show Type of company' (radio buttons for Yes/No), and 'Show Employees' (radio buttons for Yes/No). Below these are input fields for 'Sector' (containing 'Trade'), 'Type of company' (with a subtext 'Type of company sought Geographic area of interest'), and 'Employees' (containing '5').

You have to decide whether these facts are shown (YES) or not (NO).

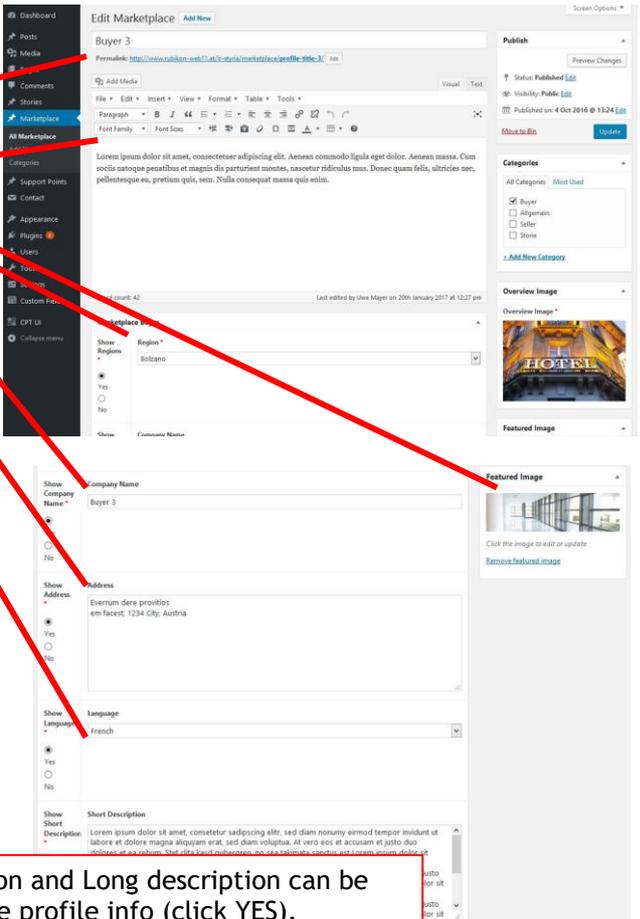
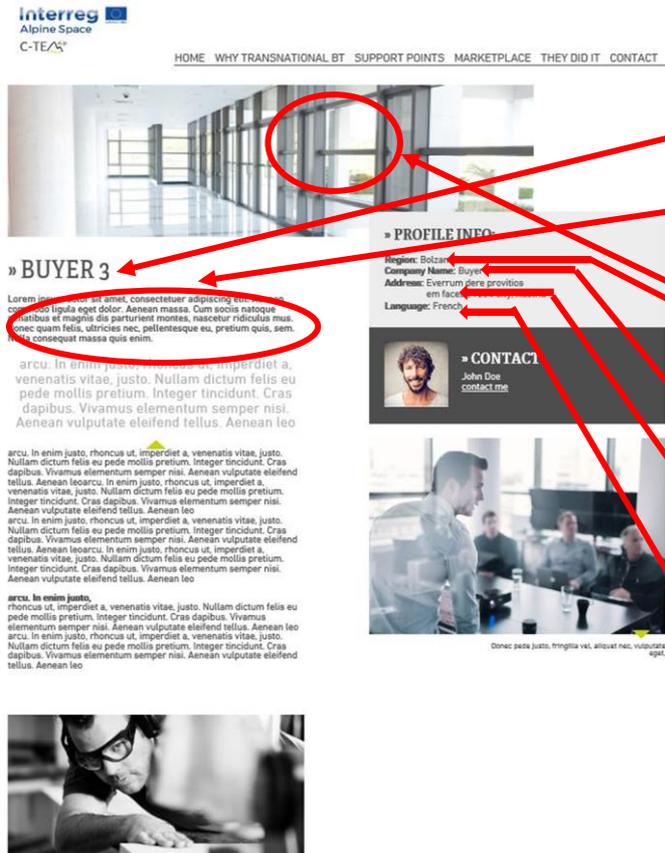


## Details to profiles

This is an example for a profile. To create a new Marketplace-Profile: Click „add new“.

This is the online result.

This is the position of the text in the backend.



Short description and Long description can be published in the profile info (click YES).



## Complete profile info in fact box

This is an example for a profile. To create a new marketplace-profile: Click „add new“. If you add a new profile: always categorize them (buyer or seller)

This is the online result.

This is the position of the text in the backend.

**» PROFILE INFO:**

**Region:** Bolzano  
**Company Name:** Seller of future  
**Address:** Everrum dere provitios em facedt, 1234 City, Italy  
**Language:** French  
**Short Description:** This is the place for the short description.  
**Long Description:** Here you can post a long description. You decide, weather it is visible or not.  
**Legal Form:** Partnership  
**Current Situation:** Current situation  
**Sector:** Industry  
**Type of company:** Type of company  
**Employees:** 16  
**Turnover:** 136.025  
**Partnership Sought:** If only partnership sought (industrial, commercial, facilities...)  
**Establishment:** 2011

**» CONTACT**  
  
 John Doe

How are you, rubikon? 

Screen Options ▾

**Publish** ▲

Preview Changes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **4 Oct 2016 @ 13:24** [Edit](#)

[Move to Bin](#) [Update](#)

**Categories** ▲

All Categories Most Used

Buyer  
 Allgemein  
 Seller  
 Storie

[+ Add New Category](#)

13:15 pm

Show Legal Form \* Partnership

Yes  
 No

Show Current Situation \* Current situation (employed, retired, consultant, ...) Level of education Professional experiences

Current situation

Yes  
 No

Show Sector \* Industry

Yes  
 No

Show Type of company \* Type of company sought Geographic area of interest

Type of company

Yes  
 No

Show Employees \* 16

Yes  
 No

Show Turnover \* 136.025

Yes  
 No

Show Partnership Sought \* If only partnership sought (industrial, commercial, facilities...)

If only partnership sought (industrial, commercial, facilities...)

Yes  
 No

Show Establishment \* 2011

Yes  
 No

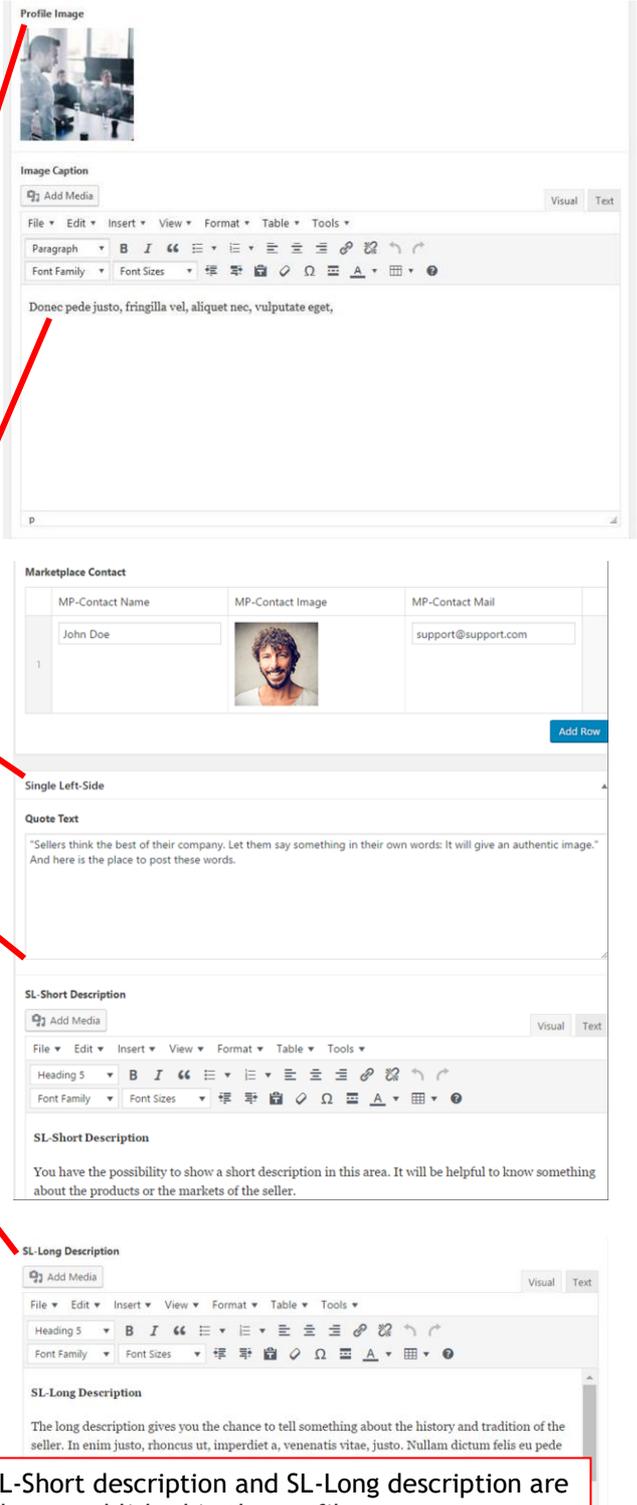
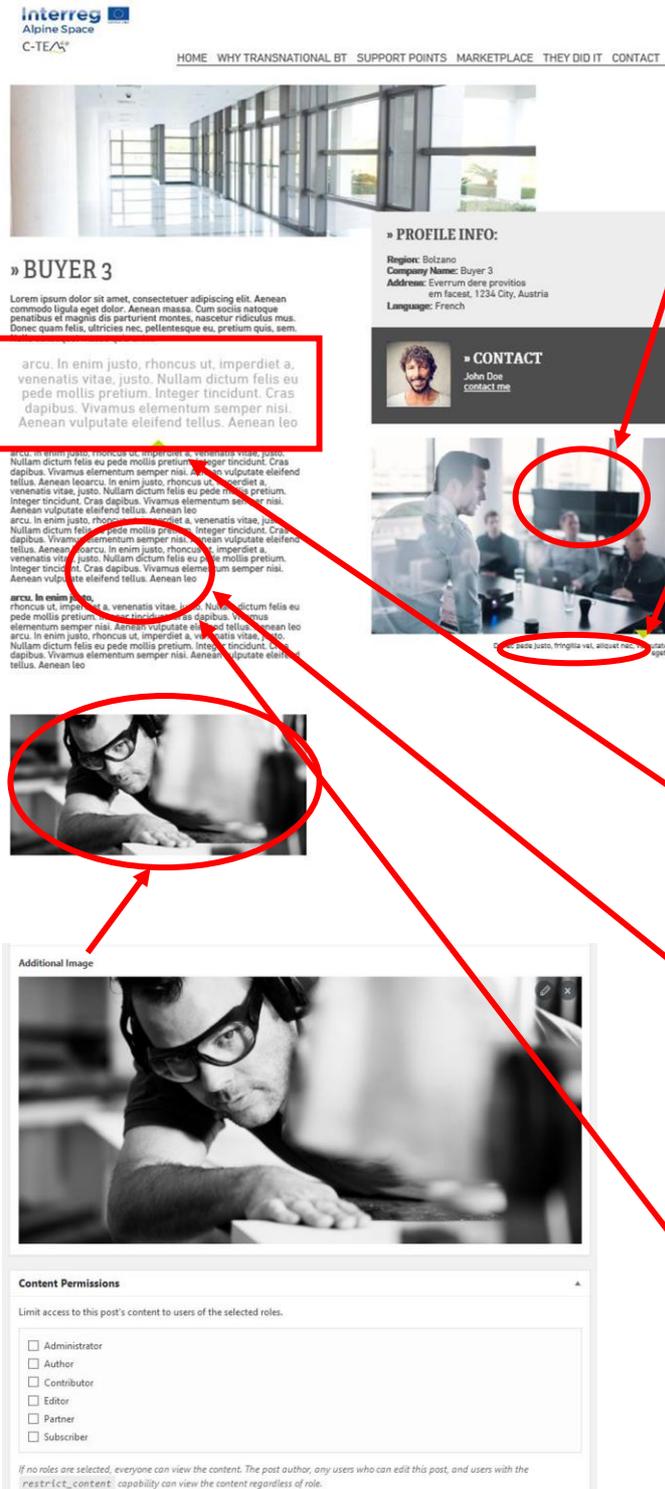


# Details to profiles

This is an example for a profile. To create a new Marketplace-Profile: Click „add new“.

This is the online result.

This is the position of the text in the backend.



SL-Short description and SL-Long description are always published in the profile.



## Additional textbox

You have an additional textbox for all the information only for partners. These information won't be visible in the frontend of the e-platform.

The screenshot shows the WordPress admin dashboard for 'IR-Styria'. The left sidebar contains a menu with items like Dashboard, Posts, Media, Pages, Comments, Stories, Marketplace, All Marketplace, Support Points, Contact, Appearance, Plugins, Users, Tools, Settings, Custom Fields, CPT UI, and Collapse menu. The main content area is titled 'View Marketplace' and shows a 'Marketplace Contact' table with columns for 'MP-Contact Name', 'MP-Contact Image', and 'MP-Contact Mail'. Below this is a 'Single Left-Side' section with a 'Quote Text' field. The 'Additional Textbox' field is circled in red and contains the text 'Here is space for your infos only visible for partners.' with a rich text editor toolbar above it.

MP-Contact Name	MP-Contact Image	MP-Contact Mail
John Doe		support@support.com

Additional Textbox

Here is space for your infos only visible for partners.



## Data protection

The imprint of the platform has a static character and cannot be changed by the project partners. In the course of the project, the new data protection regulation came into force and the changes have been taken into account in the imprint. In cooperation with data protection experts and lawyers, all documents relevant to data protection were revised again.

In addition to a new processor contract with the web agency Rubikon and a separate data protection contract for all project partners, this was taken into account.

The publication of profiles on the platform is closely linked to data protection and the confidentiality requirements of the customers.

**It is generally recommended that all project partners only publish anonymised data on the platform.**



ABOUT  
LEGAL NOTICE/  
DATA-  
PROTECTION



### » LEGAL NOTICE/ DATA-PROTECTION

The information on this site is subject to a disclaimer, a copyright notice and rules related to personal data protection.

#### DISCLAIMER

This website provides information about the Alpine Space Project – C-TEA<sup>Alp</sup>. Continuity of Traditional Enterprises in Mountain Alpine Space areas.

#### Copyright Pictures

Pictures used on the Website: © Shutterstock, IR Styria, Partners

#### >> ADMINISTRATION / EDITORS

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<http://www.irstyria.com>

#### >WEB PROGRAMMING AND MAINTENANCE

Rubikon Werbeagentur GmbH  
Leechgasse 25  
8010 Graz



## Support Contact

If you have any problems with the C-TEMAlp platform, please contact:



Innovation Region Styria

Liebenauer Hauptstraße 2-6

A-8021 Graz

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