

TeleworkWhere – Where and how you can find telework

## The Telework Feasibility Course by



Authoress	<b>Stefania Marchisio</b>
Date	<b>August, 16 2002</b>
Event	<b>European e-Award 2002 – Paris 25 , 27 September 2002</b>

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## **1 Introduction**

This document has been written by me (Stefania Marchisio) with the intention of introducing the project I have ideated: **Telework Feasibility Course**. This project has the goal to spread the skills of e-work implications for raising the awareness, teaching the feasibility of changing one's traditional job in a teleworking position.

This dossier is meant to the participation to the **European e-Awards 2002** event that will take place in Paris, 25÷27 September 2002 at *the Centre de conferences Pierre Mendes*.

In particular, I'm competing for the prize for category **3 – Social Inclusion**.

English is not my mother tongue, so I apologize for the eventual typos or errors.

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## 2 Title of the activity, initiative, product or project

### 2.1 Existing services

In 2001, 6 different services have been created:

<b>Service</b>	<b>Type</b>	<b>Description</b>
<b>TeleworkByEmail newsletter</b>	Weekly newsletter about telework offers in English	Weekly, a newsletter in English language is sent to the 646 subscribers. It notifies the update of the 3 HTML files containing telework offers available in respectively: <ul style="list-style-type: none"> <li>• United Kingdom and Ireland,</li> <li>• USA and Canada,</li> <li>• Bidding sites for freelances (mainly in US).</li> </ul>
<b>TeletravailByEmail newsletter</b>	Weekly newsletter about telework offers in French	Weekly, a newsletter in French language is sent to the 47 subscribers. It notifies the update of the telework offers available in France and Canada.
<b>TelelavoroByEmail newsletter</b>	Weekly newsletter about telework offers in Italian	Weekly, a newsletter in Italian language is sent to the 1036 subscribers. It notifies the update of the telework offers available in Italy.
<b>TelewerkByEmail newsletter</b>	Weekly newsletter about telework offers in Dutch	Weekly, a newsletter in Dutch language is sent to the 54 subscribers. It notifies the update of the telework offers available in The Netherlands.
<b>TeleworkWhere</b>	E-Work portal site	The site was born as a permanent reference for the newsletters and telework offers source sites. It is also meant to be a meeting point for the aspirant teleworkers, students and researchers. The site has the gold to become a real portal about e-work.
<b>TeleworkWhere newsletter</b>	Weekly newsletter about the portal updates.	At every important portal update, newsletter in English language is sent to the 446 subscribers. It notifies the update and the news related to the TeleworkWhere portal.

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## **2.2 The new project: the Telework Feasibility Course**

This year we have launched a new and innovative initiative: the *Telework Feasibility Course*.

It is a real training course for aspirant teleworkers. It is meant for aspirant teleworkers and has the goal to teach to evaluate the possibilities, the feasibility of changing our current job in a teleworking job without the need of changing position or company.

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### **3 Short description of the activity (suitable for press releases)**

This year we have launched a new and innovative initiative: the *Telework Feasibility Course*. It is a real training course for aspirant teleworkers and has the goal to teach how to evaluate the possibilities, the feasibility of changing our current job in a teleworking job without the need of changing position or company.

As a final result of this course, our students will be able to write one's feasibility plan and to introduce and discuss it light hearted with their own managers or the human resource department.

Our goal is not only making people able to propose concrete initiatives that should lead to have allowance for teleworking, but also to raise the awareness of what does it mean telework, how far or near the company culture, their position or themselves are from adopting telework and why.

The *Telework Feasibility Course* is an initiative of TeleworkWhere. Site that collects and catalogues telework advertisements already present on the web, hosts unpublished offers and the advertisements of the aspirant teleworkers. The site also deals with spreading the culture of telework among companies and recruitment agencies.

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## **4 Participants in the activity**

The Telework Feasibility Plan is born by an idea of mine. The scarcity of telework offers made me think that telework could also be searched and more easily found near us, in our office, with the manager and the company for which we work currently.

The newsletters were also ideated by an idea of mine: I have followed and believed telework events and activities for years and they are just a consequence of the needs I have red on line.

The realization of the site has been made possible thanks to the support of some believers. In particular, Ben Heesen convinced me to set up a web site for this project and gave me consultancy. Later on, two volunteers spontaneously offered to translate the site in their own mother tongue.

In details, here the full team:

<b><i>Stefania MARCHISIO</i></b>	Idea, realization & researches. Data retrieval software. Contents in English & Italian.
<b><i>Ben HEESEN</i></b>	Consultancy, design. Translation in Dutch.
<b><i>Agnes ANDRE</i></b>	Translation in French.
<b><i>Gabriela GUITA</i></b>	Translation in Rumanian.

In any case, I want to make clear that, the real conceivers of this project are aspirant teleworkers themselves that with their question "Where can I find telework?" made me understand that services in this sense were needed.

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## 5 Target groups

This project has been conceived and built for **teleworkers** and **aspirants** to meet the great need of finding telework offers and changing their position in a teleworking one.

But this activity addresses also to **recruitment agencies** and **headhunters**. The goal is to propose them to always question whether a position is teleworkable for the companies they serve. This would allow companies to examine themselves about the issue. Sometimes, maybe, their customers can decide that yes, telework can be a solution.

The same message is given to **HR personnel**. We know that many companies are skeptics about telework. Motivations are often due to the lack of information or to real prejudice. We turn our efforts in order to enforce trust or at least to insinuate some doubts on skepticism about this subject.

Last but not least, the site proposes all the **webmasters, mailing list** and **newsgroup moderators** whose subject is linked to telework or just to vacancy databanks, to set up technical and logistical facilities (we can give technical assistance) for researches of teleworking vacancies.

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## **6 Objectives**

This project aims to make employee aware of the possibilities that they have “below their noses” (as we say in Italy). So to say it is much more likely that they can get approval to telework by their manager than they find a teleworking position by someone that they still don’t know. So, I was told myself why not to teach the skills to propose this initiative in the proper way to their own company?

Many times people don’t know how to move, what to say: they don’t know which are the advantages by the business point of view of teleworking.

What about the future? My ambitious goal is to set up a real portal for teleworking. Continuing with the principle of collecting the “best of the web” and others (and at the most, translating it), my aim is to pick up resources on and offline and put them in TeleworkWhere for a quick and handy consultation.

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## 7 Achievements

Numbers will tell you more than words possibly can.

### Telework Feasibility Plan subscribers:

- Italian: **122**

### Reviewed opportunity sites:

- English: **83**
- Italian: **35**
- Dutch: **23**
- French: **7**

### Telework related sites:

- English: **47**
- Italian: **10**
- Dutch: **18**

### Newsletters subscribers: (updated once a week)

- TeleworkByEmail [En]: **646**
- TeletravailByEmail [Fr]: **47**
- TelelavoroByEmail [It]: **1036**
- TelewerkByEmail [NI]: **54**
- TeleWorkWhere [En]: **446**

### Supported languages: **5**

### Known references to our sites: **52**

But the best thing is following this up with the “live” version of this paragraph at <http://www.teleworkwhere.com/stat.asp>

Besides, my Internet Service Providers tells me that I’m having about:

- 800 – 1000 unique visitors,
- 11000 hits

per week and other boring data that can be available on request.

Last but not least, I have proposed and convinced the moderators of the Italian newsgroup “it.lavoro.offerte” (something like it.jobs.offers) to change the “manifesto” of the newsgroup: companies that are posting telework opportunities will be suggested to put the short **[TL]** (=TeleLavoro; telework in italian) in the subject so that search engines (like GoogleGroups) can easily find and show the real telework opportunities. At this moment, the new manifesto is not published yet, but I attach in Appendix A the reply to my email from one of the moderators of the newsgroup.

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## **8 Detailed description of activity**

Normally, a feasibility plan is a document that collects sufficient information for coming to take a decision about a particular investment and the steps to do for his realization. So to say, it should give enough information for us to arrive to one of the two conclusions: "it worth it" or "it does not worth it".

The *Telework Feasibility Course* is a real training course for aspirant teleworkers and has the goal to teach how to evaluate the possibilities, the feasibility of changing their current job in a teleworking one without the need of changing position or company. As a final result of this course, our students will be able to write one's feasibility plan and to introduce and discuss it light hearted with their own managers or the human resource department.

The course consists in 7 lessons. Every lesson focuses on a particular aspect of telework. For example, lesson 1 aims to calculate the percentage of teleworkability of your job. But there are also lessons dedicated to calculate the percentage of workability of yourself and of the company culture.

The "percentages" are not casual numbers: TeleworkWhere has created algorithms to determine these percentages.

Our goal is not only making people able to propose concrete initiatives that should lead to have allowance for teleworking, but also to raise the awareness of what does it mean telework, how far or near the company culture, their position or themselves are from adopting telework and why.

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## **9 Assessment of impact**

The culture of telework is spread around the globe as viral marketing does when a very popular initiative is launched.

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## **10 Links**

Here is the list of the links to the services:

<b>URL</b>	<b>Description</b>
<a href="http://www.teleworkwhere.com">http://www.teleworkwhere.com</a>	TeleworkWhere sites

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