



A web school to support the digital transition of rural enterprises

The WAB is a hub for innovation and digital training operating in rural Bergerac, France. It is a 'web school' that helps young people to become Web experts following a 2-year training in the digital field.

It teaches through digital training local businesses how to design **effective digital strategies and identify new opportunities and markets** for their business development. The WAB is also a **business accelerator** and a **co-working space** that offers support for the development of small enterprises.

The WAB organises activities to **support local enterprises** and helps them **make progress towards a digital transition**.

This has involved **a) mapping the needs of all businesses in their area, b) carrying out in-depth digital audits of interested companies and c) producing individualised digital roadmaps and training paths**.

It is run by a social enterprise created in 2016 with the support of the **local LEADER group Pays du Grand Bergerac**.

Main results

1. **2 000 local companies identified and surveyed.**
2. Digital audits and roadmaps produced for **more than 120 small businesses** in the Dordogne rural area.
3. **48 businesses** followed 1-to-10 day crash courses on the use of digital tools for business development during the first six months of implementation. More that **200 businesses** have been helped within 2 years of implementation.
4. Development of **8 short training modules** that have been recognised and certified at National level.
5. **Creation of spin offs** in the form of an enterprise network and the development of a co-working space.
6. Establishment of alliances with Employers and businesses sharing expert profiles.

For more information visit:

<https://www.la-wab.fr/>