



Lifelong Learning Programme



LEONARDO DA VINCI

2nd Meeting Minutes

B-PLAN 2^oROUND

CODE PROJECT: 2012-1-IT-LEO05-02826

CODE CUP: G92F12000160006

Nitra, 9th – 10th - 11th May 2013

Working venue at: Business and Management Faculty of Nitra University

Thursday 9th May

Morning session

Welcome of the hosting partner: the Vice-dean welcomes the foreign guests explaining the big interest of the faculty. They have established a new course about "entrepreneurship" and they are very interested to increase the business opportunities, as the unemployment rate of youngest people is dramatically growth.

We moved at the working room, and together we planned the time scheduling and the items to discuss during the meeting.

Poland: the translations are ready, with the exception of the old Demo, that they would like to translate too. Marina has a key question about the time duration for the users/students. The answer: the front meetings take around 24/30 hours (with an average of 8 meetings), and we can suppose 30 hours of back-office work for the students. The local seminar in Warsaw: the guests were representatives of enterprises and also of engineer students' association and the vice president of the social-economic affairs of Brussels. For the testing phase, they are going to select those students who have already an idea (average age of 22 years old) among the members of the Civil Engineer Association (which counts around 200 members).

Italy/Umbria: In Umbria Confcommercio, Sviluppumbria and Piccola e Media Impresa Association, they have realised a local seminar at the end of April. Some important feedback were received about the Bplan process and tools. The seminar was focused on how to improve the new B-Plan Model, starting from the former experience and which changes are needed. The main risk to avoid is to promote "entrepreneurship" as a solution for the high unemployment rate (as I don't find any jobs, I try with a business idea), so a key question is to understand the real motivation in becoming entrepreneurs.

Italy/Sicily: We are going to realise the local seminar in Palermo in May, on 15th of May we will have a first step with the Sicilian team and our focus will be on cooperatives promoted by young people.

Italy/Latium: The target group will be women. Two reasons: the high number of women who want to make this choice, and also because there are many studies that show that one company on four is managed by women. The local seminar was organised as focus group with guidance counsellors, they were asked to visit the former B-Plan website, downloading all tools. Some of these

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counsellors observed that the pathway was too long, and one of the key difficulty is to have a team composed by the "psychological" and "business" experts. So, they asked to give more structured tools for the recognition of "entrepreneurial competences" in order to help those situations which do not have the complete team, or to be able to networking with specific organisation.

Romania: The handbook is translated, while the Prototype is on-going to be finished. About the target group, they want to focus on the Agricultural sector, as in Calarasi County they are investing in this sector. The potential users for the testing phase is very various, so in Romania the target group will be general adults. In his new position, Ciprian is in charge of the territorial animation and he is going to meet a lot of people interested to start up new businesses or to proceed with new investments for those enterprises already on the market, mainly in agriculture (22 villages in the County).

Slovakia: the translations are on-going and they will be finalised very soon. Focus meetings were organised with colleagues of sociology and business department (15/20 students the target group) and they decided to test it in English, as they have students in English Programme both as bachelor (20 years old) and master degrees (24/25 years old). Students of the English courses are more motivated, because they take part to extra-activities of the university, and not only to pass the exams. At the end of September the new courses will start and the key aim is to include the project in the stable curriculum. There is also a "career centre" for the placement of the students (a bridge with enterprises) and they will cooperate in the project. One good motivation could be the invitation of those students/users at the last meeting in Perugia (in our planning foreseen in November '14, but in theory, as we were forced to start by our National Agency on the 1st October).

Afternoon session

2° Workshop for the PEER-REVIEW OF B-PLAN2°ROUND TOOLS

WELCOME GRID

- Modify ICT and language level of knowledge according to EU qualification framework (just use the EU PASS);
- It would be useful to add/use "profile test" (we could exploit the proposal of Confcommercio about the investigation of the entrepreneurial motivation or the tool used by Polish partner "Personality Profile")
- Need to modify the scale of the working dimension (in case of Nitra Uni where we can have workers/students they will tick both boxes)
- To add after the question "how long have you been thinking..." "with whom", to allow the explanation of the potential "company team" or to investigate about the "background" supporting networking of the applicant (also in case of company teams we have to fill in one Grid for each component);

ENTREPRENEURIAL IDEA GRID

- For students the comparison with employed or unemployed people about the second question could be not so consistent, because for students the impact of this second question is less important in evaluating the seriousness of a proposal/business idea. It will be better to change the question, deleting "the three months", with "From the time you get the idea";
- For the third question we could improve it like: "What your expectations are based on about the first income of the future enterprise (when, where, with whom, how much money I want to earn etc.)"

PRE-FEASIBILITY GRID

- In the 1° question to add: "abroad", "rural area";
- To make some changes about the grid layout, specifying some issues (see the copy of Valentina)

COMPETENCE ANALYSIS

- As the narrative approach of the Bilan de Competence is not always available as expertise, we agree to add some new tools: the "Egogrid" used by Confcommercio (IT) for the recruitment of staff and learners; the "Personality Profile" proposed by the Polish partner and the "Entrepreneurial competence self-evaluation grid" proposed by People (IT). These new tools could be exploited to better focus on the further steps, related to the Business and Personal SWOT Analysis.

CHECK LIST FOR THE ECONOMIC AND FINANCIAL SIMULATION

This tool needs a strong revision of the English translation and it is strictly linked to the development of the Business Plan. As there are, in each country, different legislative rules and probably different layout/contents of a business plan, we have decided in the former project to leave the advisor/counsellor free to exploit/use her/his usual tools. We agreed to check with the Management Department of Nitra University which are the key references for the business planning. Speha Fresia, usually exploited the frame of the "business idea" developed by Richard Norman, very easy to understand also by people without a specific education on economic matters.

Betti and Valentina will meet before the end of May to make all the suggested revisions and all partners will contribute as follow: Procezy, People and Confcommercio will translate into English the proposed tools, providing the original language version.

Friday 10th May

Morning session

Presentation by Sviluppumbria of the Monitoring Tools for the Evaluation of the Testing Phase: please see the documents in attachment.

About the proposed tools and deadlines for the periodical monitoring, the partnership agrees about:

- To have the same scheduling for the three monitoring tools each 4 months;
- To simplify the qualitative evaluation form;
- To better organise the qualitative evaluation, taking into account the need to collect not only the feedback of the guidance operators or teachers/trainers, but also (very important) to collect the feedback of our final users (would-be entrepreneurs and students).

After these changes, the questionnaires/forms will be uploaded on the partners' community.

Planning of the Testing Phase

PARTNER	START	NOTES
IT-Ass. Piccole e Medie Imprese (Umbria)	June '13	Open desk for people with an entrepreneurial idea (all sectors)
IT-Confcommercio (Umbria)	1) June '13 (open desk) 2) September (training centre)	1) Open desk for people with an entrepreneurial idea 2) Students of the vocational training centre (young people 14-18 years old) (focus on commercial, services and tourism sectors)
IT-People (Latium)	June '13	Group of women met during previous guidance pathways and interested to check/develop their entrepreneurial project (all sectors)
IT-Speha Fresia (Sicily)	June '13	Open desk for young people who want to start up new cooperatives company at the trade association Legacoop Sicily (all sectors)
SK-University of Nitra	End of September (consistently with the beginning of the new semester)	15 students of the English Programme (they will test the path in English) with the support of the career centre and the teacher in charge of the "entrepreneurial course" (focus on agriculture sector)
PL-Procesy	October '13 (consistently with the beginning of the new semester)	15 students engaged also in the Association of young engineers that is going to be engaged in the process (focus on construction sector)
RO-AESD	June '13	Open desk for people with an entrepreneurial idea (focus on agriculture sector)

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First of all we agreed to anticipate the meeting in Poland in October, instead of November: 3/4/5 of October (travelling days: 2/10 and 6/10).

This decision will help us also to better prepare together the interim report for the National Agency, which will be delivered by the end of November.

We checked again the overall budget and the possibility to make some changes in relationship to the money spared in the travel item.

Sonia informed the partnership about the scheduling for the first payment (account of c.a. 40%) expected by the end of May. We stressed together some important financial rules (to spend by the interim report at least the 70% of the first account, in order to ask for further money).

We agreed about the Dissemination Plan and the related tools to produce: all agree for choosing the POSTER and to avoid the printing of leaflet/brochure, but it is preferable to think about other "communication means", like book marks, or pens, or....new ideas are welcome.

Another decision was about the newsletter, and instead of this tool, we agreed to choose for Facebook and Twitter pages.

We have checked the pre-home and the homepage proposal presented by Speha Fresia, and some suggestions were collected in order to be able to publish the new project website within the next month.

ITEM: LOGO	INITIAL PROPOSALS
<p>Brainstorming outcomes: Overall agreement about the Logo proposal</p> <p><u>Potential slogans:</u> Skilling your future in business.... Build your career with your own activity... Improve your business... Empower yourself....</p> <p><u>Decisions:</u> The idea is to make a contest in Facebook where to ask for the better slogan to our potential users</p>	<p>Betti: We should maintain the same "colours/graphic" of the "old one"</p> <p>Marina: We should add a new motto or slogan for the 2° project, like "Build your future with your skills", or "Skilling your future".... To use more contrast front-colours, to make it more visible/discernible from the background.</p> <p><u>Waiting for further suggestions!</u></p> <p>The name of the languages, should be in the related national language: <u>please, provide the translation!</u></p> <p>POLSKI (POLACCO) ROMÂNĂ (ROMENO) SLOVENSKÝ JAZYK</p>



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ITEM: HOME PAGE	INITIAL PROPOSALS
<p><u>Suggestions for improvements:</u> No flashes, bigger fonts, icon of FB and TW and a banner of the news in FB & TW, to use the pre-home page as background of the website, much more better than the “dark green”, the puzzle idea is appreciated.</p>	<p>Betti: The structure of the website will be in word-press (easiest to update), with the same structure of the old one. The Main Menu could be: HOME (with news and upcoming events in evidence) PROJECT (with rationale, aims and activities) DOWNLOAD (with the project results/deliverables with an abstract description) CONTACTS (with partnership contacts and links to each website)</p>

Saturday 11th May

Morning session

About the Quality Plan the partners shared the proposal of AESD to fill in a specific “Evaluation Form” after each partnership meeting (please, see the enclosed file).

Ciprian explained some items (not clear to some partners) and all participants filled in the Evaluation Form.

We will wait for the global data elaboration and the common evaluation of the second partnership meeting asap.

To close the meeting, we had an overall revision of the Action Plan and the Gantt diagram (please, see the new version in the enclosed files), compiling together the ToDoList till the next meeting in Poland (Oct.’13).

“To Do List”