

Minutes of the kick-off meeting, 20th November 2013 - Ravenna

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Participants:

- Fondazione Flaminia: Antonio Penso, Cristina Massa, Federica Arceri, Sabrina Mascia;
- ECIPAR di Ravenna: Flavio Bergonzoni, Maria Rosa Bordini, Andrea Gambi;
- Panebarco s.r.l.: Marianna Panebarco, Camilla Panebarco;
- CMS: Tanja Grzilo, Nina Lize;
- FLE: Orla Duhedal;
- Highland Opportunity: David Knight, Mark Mackintosh;
- Univeristy of Evora – Hercules Laboratory: Antonio Candeias, Nicola Schiavon;
- ECIPAR Emilia-Romagna: Andrea D'Amore, Elisabetta Burzachi;
- ISES: Izabella Szász, Eszter Markus;
- Maniatakeion Foundation: Vasiliki Iglezou, Andrea Nanetti;

Agenda:

1. Welcome Speech;
2. Meeting and daily Agenda;
3. Partners presentation;
4. Presentation and explanation of the project.

1. Welcome Speech

Ravenna's Vice-Mayor welcomed everybody and announced the great pleasure of the Municipality to host participants from the rest of Europe here in Ravenna in order to carry out ST-ART APP Project. He spoke about the work and cultural experiences that allow Ravenna to be famous in the world about its cultural heritage, UNESCO and not. Fondazione Flaminia and ECIPAR's Directors welcomed to all partners and remembered them how is important work together to be more competitive in Europe and how the Culture & Heritage have to became one of the main topic for the future. At the end, the Department of Cultural Heritage – Ravenna Campus of the University of Bologna – welcomed and expressed its great pleasure to see all this interesting about cultural heritage field and expressed his interest in future projects together.

2. Agenda

The meeting and daily agenda was approved.

3. Partners presentation

Each partner, in the same order of the list of Participants, introduced themselves and partner's main, local or European, activities with the support of videos, power point presentations or internet websites.

4. Presentation and explanation of the project

Federica Arceri introduced ST-ART APP objectives; Work Package activities and management; products; expected results and tools.

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In specific, Project aims are to provide the target groups (youngsters and adults) that want to approach business with tools that will allow them to start up in the sector of Creative enterprises and Cultural Assets and Heritage. To achieve these aims two tools will be delivered: an on line shared platform and an Android/iOs APP. Tools will be experimented during the workshop in October 2014 and these will be tested during the WP4 - experimentation by the partners and, after that, a series of dissemination and visibility activities will be planned (7 National Seminars and a Final Open day) in order to create awareness about the results achieved.

Moreover she presented the Project Products and local activities that the partners have to finish before the Round Table of next meeting in March 2014.

In addition, Federica, explained also general and specific role of each partner, the long term impact of the project, the expected results and why focus group are important for the transfer of innovation in ST-ART APP. Fondazione Flaminia shared with partners the GANTT chart, introducing every WP and partners involvement.

During the meeting, the website of the project was presented: www.start-app.eu.

Briefly, the Consortium agreed on the project programme and the division of tasks, activity programs, working methods, monitoring and all the practical arrangements (venue, transfers, accommodations, support material).

Partners had the opportunity to make questions about their doubts.

Minutes of the kick-off meeting and focus group, 21st November 2013 - Ravenna

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Participants:

- Fondazione Flaminia: Cristina Massa, Federica Arceri, Sabrina Mascia;
- ECIPAR di Ravenna: Andrea Gambi; Flavio Bergonzoni
- Panebarco s.r.l.: Marianna Panebarco, Camilla Panebarco;
- CMS: Tanja Grzilo, Nina Lize;
- FLE: Orla Duhedal;
- Highland Opportunity: David Knight, Mark Mackintosh;
- Univeristy of Evora – Hercules Laboratory: Antonio Candeias, Nicola Schiavon;
- ISES: Izabella Szász, Eszter Markus;
- Maniatakeion Foundation: Vasiliki Iglezou, Andrea Nanetti;

Agenda:

1. Daily agenda;
2. Working group: administrative and financial management: Tools, models and procedures;
3. Focus Group: exploring and mapping existing experiences;
4. Individual meeting LP and partners.

1. Daily agenda

The daily agenda was approved.

2. Working group

During the morning the administrative and financial rules were explained in order to manage ST-ART APP through specific tools, models and procedures. Arceri introduced the two years activities at first, then the rules to carry out the project.

The Project life circle, payment modality, monitoring and financial deadlines, eligible and ineligible cost and countries, explanation of cost categories and how to recognized staff costs, travel and subsistence costs, equipment and subcontracting cost were object of presentation and discussion, so as “other costs” and “indirect costs”. Finally the Consortium agreed on reading the Project handbook; remember that the financing of Leonardo da Vinci is not subject to VAT or taxation; share every document on dropbox ST-ART APP folder; add, in every official and administrative document LLP and Leonardo da Vinci and ST-ART APP logos, PROJECT ACRONYM, CUP and PROJECT CODE and the official stamp (that was distributed to all the PPs) on every single invoice. Partners had the opportunity to make questions about their doubts.

3. Focus Group: exploring and mapping existing experiences

Focus group started 21st in the afternoon and finished 22nd. The aim of the focus groups was to set up collection and exchange of good practices in a roadmap that will be the base of the START APP PROJECT. Activities were divided in five steps: 1, exchange of good practice; 2, analysis of the target; 3, analysis of the framework; 4, setting the roadmap; 5, feedback and next steps.

During 21st afternoon, PPs exchanged their best practices. Every partner introduced their local good practices in the field of: start-up enterprises; creative and cultural enterprises; cultural heritage management; enterprise cultures for youngsters.

In particular partners introduced the following examples:

- ECIPAR di Ravenna: I-Campus, the innovation to transfer with ST-ART APP, and European Business Game (EBG) – high school enterprise star-up simulation ;
- Fondazione Flaminia: Enterprise University Cultural Heritage (EUCH) – university training project about self-entrepreneur in the field of Cultural Heritage;
- CMS: their summer schools about Mediterranean heritage;
- FLE: EBG and training opportunities through digital tools;
- Highland Opportunity: EBG and other their local cultural and heritage projects;
- Univeristy of Evora – Hercules Laboratory: their technical project for the preservation and valorisation of heritage and their Master Mundus created by an European consortium;
- ISES: KRAFT Index;
- Maniatakeion Foundation: their local cultural project for the preservation of the cultural heritage and the promotion of the cultural and economic development of the town of Koroni, Messenia, Greece.

During the presentations, partners had the opportunity to collect ideas and concepts to share with the rest of the group.

Briefly, there was the mapping and systematization of existing material and there was the presentation of the innovative methodology of I-Campus. Partners best practices has been introduced and they selected innovations for adapting the existing material and I-Campus to the sector of Cultural Assets and Heritage, legal and geography as well as to the needs of target groups.

4. Individual meeting LP and partners

Each partners had an individual meeting. In this way, Fondazione Flaminia's staff understood specific partner's problems, doubts and special needs.

Minutes of the focus groups, 22nd November 2013 - Ravenna

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Participants:

- Fondazione Flaminia: Antonio Penso, Cristina Massa, Federica Arceri, Sabrina Mascia;
- ECIPAR di Ravenna: Flavio Bergonzoni, Andrea Gambi;
- Panebarco s.r.l.: Camilla Panebarco;
- CMS: Tanja Grzilo, Nina Lize;
- FLE: Orla Duedahl;
- Highland Opportunity: David Knight, Mark Mackintosh;
- Univeristy of Evora – Hercules Laboratory: Antonio Candeias, Nicola Schiavon;
- ECIPAR Emilia-Romagna: Andrea D’Amore, Elisabetta Burzachi;
- ISES: Izabella Szász, Eszter Markus;
- Maniatakeion Foundation: Vasiliki Inglezou, Andrea Nanetti;

Agenda:

1. Daily agenda;
2. Focus Group: Target needs and framework analysis;
3. Focus group: Developing a new roadmap for cultural and creative enterprises;
4. Plenary discussion and definition on following activities.

1. Daily agenda

The daily agenda was approved.

2. Focus Group: Target needs and framework analysis

Using a specific tools, partners expressed their local target groups and needs in order to be conscious for who they have to work. The results are in the attached document at the end of the minutes.

All the partners agreed on the next step:

- in each country a short report will be done about target groups and their needs.
 - Write the report Analysis of the best practices in each partner organisation
- The survey (set out in a report) describes the main activities that partners actively carry out and the good practices available in their countries.

3. Focus group: Developing a new roadmap for cultural and creative enterprises:

Divided in two sub-groups, partners defined the roadmap:

- a group was composed by: LP and PP 0, 3, 6, 8, 9, 5 and explored content/training units about creative and cultural heritages units.

- a second one was composed by: PP 1, 2, 4, 5, 7 and explored content/training units about start-up of enterprise.

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On PREZI it's possible to see the roadmap in which all the partners agreed to insert their contributions: <http://bit.ly/19dcQwZ>

4. Plenary discussion and definition on following activities.

Ecipar di Ravenna listed all the local activities that will be done by partners, with the deadlines and scheduled next milestones and meetings:

WP1 - MANAGEMENT AND COORDINATION

Documents and declarations

1. Fill in, sign and upload on PP folder on dropbox: *VAT declaration, Bank transfer details* **ASAP** (PP can find the format on dropbox WP1-management and coordinator folder);
2. Prepare and upload on partner folder on dropbox: *staff cost daily rate* and the *declaration of staff cost* (PP can find the models on dropbox WP1-management and coordinator folder);
3. Collect, scan and upload on dropbox all travel and accommodation invoices and document the expenses on excel file on your dropbox Partner folder.

WP 2 – CONDITION TO TRANSFER

PpS: Fondazione Flaminia, CMS, FLE, Highland Opportunity, Univeristy of Evora – Hercules Laboratory, ISES, Maniatakeion Foundation best before **March, 30th 2014 (it is part of the activities to be presented in Inverness)**.

1. Write the report **Analysis of the best practices in each partner organisation**.
The survey (set out in a report) describes the main activities that partners actively carry out and the good practices available in their countries.
It will be based on the sharing of know-how relating to projects object of the transfer of innovation. Report of 5 pages.
2. Write the report **Analysis of the needs of the target groups**.
The survey (set out in a report) describes the needs of the target groups you intend to target in your country. Report of 3 pages.
3. Enter on Prezi blackboard to create all together our Road Map. Here PP will can add specific contribution.

WP5 -VISILIBILITY

1. **Newsletter:**
 - a. in dropbox in the folder WP5–VISILIBILITY, insert mailing list in the file: *newslettermailinglist* ;
 - b. Translate newsletter in home language and send it, best before **December, 10th 2013**;

2. Press realise

- a. Disseminate the press realise in your Country
- b. Collect press review of local media and new media and share on dropbox WP5-visibility folder, best before **December 20th** 2013;

3. Web site

- a. Web site home page, project description, translated in PP language, best before **December 20th** 2013;
- b. write suggestion for improving the web site
- c. upload on **GOOGLE DRIVE** the official presentation of your organization in order to upload it on ST-ART APP web site (folder WP1 – KICK OFF MEETING). This is the account of the Consortium: startapp2013@gmail.com PSW *leonardo2013*

4. Pictures

- a. Upload your best pictures on **Flickr**. This is the account of the Consortium: start_app@yahoo.it PSW *Leonardo2013*. You can upload them inside the single SETs inside the account.

In order to facilitate the local organization of the Round Table, the Consortium agreed to implement it in Inverness – UK, from March, 31st to April, 2nd 2014. The workshop Dubrovnik – HR, will be held from the 23rd to the 26th of October 2014.

ATTACHED 1 – TARGET NEEDS

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TARGET	NEEDS
YOUNGSTERS UNEMPLOYED STUDENTS	START-UP AN ENTERPRISE Skills and knowledge to start up an enterprise ENTHUSIASM, MOTIVATION TECHNICAL SKILLS Specific for Cultural heritage COMMUNICATION LINE To share information with other entrepreneurs/mentor, to find partners in Europe and create joint venture
ADULTS UNEMPLOYED	START-UP AN ENTERPRISE Skills and knowledge to start up an enterprise TECHNICAL SKILLS - specific for Cultural heritage COMMUNICATION LINE To share information with other entrepreneurs/mentor, to find partners in Europe and create joint venture
WORKERS	START-UP AN ENTERPRISE Skills and knowledge to start up an enterprise COMMUNICATION LINE To share information with other entrepreneurs/mentor, to find partners in Europe and create joint venture
ENTREPRENEURS	COMMUNICATION LINE To share information with other entrepreneurs/mentor, to find partners in Europe and create joint venture
OTHER For example: TEACHERS	START-UP AN ENTERPRISE Skills and knowledge to start up an enterprise (they could teach it to the students) TECHNICAL SKILLS Specific for Cultural heritage