

EPIC: 2013-1-PL1-LEO05- 37888
EPIC - Enhancing and Promoting International Business Communication

National Dissemination report with summary in English

LITHUANIA

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Introduction: 8-10 lines. What is purpose of your dissemination and have you followed a particular strategy? What has been your main focus with regards to dissemination? Have you targeted any organisations/clients /associates in particular? If so, why?

The key strategy of dissemination was marketing and promotion of the LCA scheme to inform Lithuanian SMEs about the consultancy service, to recruit Auditors and later continue the dissemination by entering the European network of auditors belonging to this particular area of business and thus continue the process that was commenced during EPIC. In order to reach publicity for the LCA scheme, we implemented the following marketing and promotional activities:

Electronic dissemination via KCCIC www.chamber.lt homepage, constant emails from Kaunas CCIC about the project progress, possibility to participate. International dissemination throughout business networks: the article on the project in organizations' website www.chamber.lt: <http://chamber.lt/LT/Pradzia/Projektai/Vykdomi/Leonardo-da-Vinci-Naujoviu-perkelimo-projektas.-Tarptautines-verslo-komunikacijos-stiprinimas-EPIC-2013-1-PL1-LEO05-37888>; <http://chamber.lt/LT/Pradzia/Projektai/Vykdomi/Leonardo-da-Vinci-Naujoviu-perkelimo-projektas.-Tarptautine-verslo-komunikacija-auditoriu-ir-imoniu-atstovu-susitikimas>; <http://chamber.lt/LT/Pradzia/Projektai/Vykdomi/Leonardo-da-Vinci-Naujoviu-perkelimo-projektas.-Tarptautines-verslo-komunikacijos-stiprinimas-EPIC-2013-1-PL1-LEO05-37888/Tarptautines-verslo-komunikacijos-stiprinimas-ir-skatinimas> (300 visitors per a month).

Seminars and Exporters Club held to disseminate the project activities, goals and later achievements and results. In total, 8 events with 140 participants).

Newspapers: articles about the project achievements and results in regional and national newspapers, a monthly published newspaper by KCCIC: "Chamber's News" No. 582 (900 copies), "Chamber's News" No. 588 (950 copies), "Chamber's News" No. 592 (950 copies)

Flyer: to raise awareness about the LCA scheme and provide further information amongst business support organisations and SMEs.

The targeted groups: SMEs, Vytautas Magnus University (www.vdu.lt), Kaunas Technological University (www.ktu.lt), Aleksandras Stulginskis University (www.asu.lt), Kauno Kolegija University of Applied Sciences (www.kaunokolegija.lt), business experts and consultants from Lithuanian Innovation Centre (www.lic.lt), Kaunas Science and Technology Park (www.ktc.lt), Technopolis (www.technopolis.lt).

Short Term Dissemination and Outcome- to whom have you disseminated, i.e. have you been focusing on particular parties? Have you already seen any specific results from your dissemination activities, i.e. are there organisations/clients /associates who want to continue with the LCA scheme and implement it somewhere else? Are there organisations/clients /associates who have said they would like to have staff trained as auditors?

Please add to how many organisations you have disseminated and from what particular interest groups. Charts are useful.

The project was disseminated to different target groups:

Dissemination to the potential Auditors:

The LCA was presented at Kaunas Technology University, Vytautas Magnus University (students of Business Management, Marketing, Business Languages, etc.), Kauno Kolegija (University of Applied Sciences), Business consultants and Lecturers. Totally, 11 auditors were recruited, trained and prepared for conducting audits in selected companies.

Dissemination to the potential SMEs:

The LCA was presented to more than 430 companies, which are members of Kaunas CCIC

EPIC: 2013-1-PL1-LEO05- 37888

EPIC - Enhancing and Promoting International Business Communication

and approx. 970 companies, which are the members of the rest 4 regional chambers in Lithuania. Additionally, companies were visited and contacted by phone. The major part of the audited companies were members of Kaunas CCIC. Therefore, created an additional value by providing innovative, free of charge service.

The project was also disseminated to Lithuanian Business Women Network. In total, 14 meetings with 280 participants.

The short term dissemination was focused on raising awareness of the LCA process, project objectives and results. The short term impact can be measured by the raised interest in the project and the number of trained auditors and recruited SMEs for the LCA process (11 auditors, 22 SMEs).

Annual Chambers' meeting: with 35 participants directly involved in dissemination activities and working with SMEs.

Long Term Dissemination and Expected Outcome - to whom have you disseminated, i.e. have you been focusing on particular parties? What are your main long term expectations from organisations/clients /associates?

Please add to how many organisations you have disseminated and from what particular interest groups.

The long term impact involved all traditionally mentioned tools of dissemination (websites, newsletters, seminars), but also presenting project at all possible European events (international conferences, individual meetings, interviews and etc.).

The long term impact was **assured** by collecting feedback on a regular basis from the audited companies and disseminating the success stories through all possible media channels. Also, by agreed cooperation between Kaunas CCIC and Kaunas Local Labor Exchange, Center for Vocational Training and Research of Kaunas Vytautas Magnus University, KTU and A Stulginksis University to introduce regularly to the LCA to students, lecturers, as well as to business people.

Long term impact could be measured by reached 1400 companies and visited 100 companies, of which 22 audited, by the expression of interest received from School of Economics and Business of Kaunas Technological School to include LCA as a course in their programs.

The target groups remain the same: SMEs, universities, national and international project partners, business support organizations, business consultants, chambers of commerce, industry and crafts. The target groups were approached in order to offer the audit scheme as a cost effective alternative for companies to increase turnover by auditing their communicative aspects.

Geographical target areas: national and international.

National VET systems: the introduced EPIC in Kaunas region and Lithuania has a real potential to create a closer link between the VET sector and world of employment by introducing a new category of workforce in business and communication.

Potential sustainability:

School of Economics and Business of Kaunas Technological School expressed serious interest to adapt and include LCA as a course in their programs for the students willing to study business language and economics. 4 lecturers of business and the English language of Kauno Kolegija University of Applied Sciences became LCA auditors, thus in the future they will proceed with LCA. Also, potential sustainability could be measured by the feedback received from the audited companies. In total received only 11 feedbacks from 22 audited companies.

EPIC: 2013-1-PL1-LEO05- 37888

EPIC - Enhancing and Promoting International Business Communication

The audits with provided recommendations helped companies to create an effective communication strategy: 5 companies indicated that yes. The companies found new resources to solve communication problems: 6 companies indicated that yes. Less mistakes in business communication and business cultures: 6 companies indicated that yes. Increased confidentiality in communicating with business partners: 6 companies indicated that yes. Decreased cultural and communication barriers: 5 companies indicated that yes. Increased confidence entering new markets: 5 companies indicated that yes. Better international perspectives: 4 companies indicated that yes. Signed new contracts: 1 company indicated that yes. Increased turnover: 2 companies indicated that yes. Encouraged more effectively to export to new markets: 6 companies indicated that yes. The companies highlighted they would recommend the audit to other companies: 7 companies indicated that yes.

The project implemented activities, achieved results and feedbacks from companies were disseminated at national level and geographically covered the whole territory of the country throughout business, business support organisations and education institutions networks. Raised awareness about LCA.

Summary

The key strategy of dissemination was marketing and promotion of the LCA scheme to inform Lithuanian SMEs about the consultancy service, to recruit Auditors.

The strategy has been achieved using different tools and means of communication: electronic dissemination, seminars or dissemination events, exporters club activities, publishing articles about project activities and achievements in regional and national business newspapers, distributing flyers, visiting companies and meeting with stakeholders such as universities VET schools and etc.

The goal of dissemination activities was to reach a short term impact and a long term impact. The short term dissemination was focused on raising awareness of the LCA process, project objectives and results. The short term impact can be measured by the raised interest in the project and the number of trained auditors and recruited SMEs for the LCA process (11 auditors, 22 SMEs).

Long term impact could be measured by reached 1400 companies and visited 100 companies, of which 22 audited, by the expression of interest received from School of Economics and Business of Kaunas Technological School to include LCA as a course in their programs.

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