

**Program for the Kick-off meeting**  
**CINetwork of Entrepreneurs'**  
**Leonardo da Vinci (2013-1-PTI-LEO05-15504) Project**  
**Lisbon – 14 and 15<sup>th</sup> of November 2013**

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**Day 1 - 14<sup>th</sup> of November**

**9:30 – 10:00 – Welcome (Portuguese team)**

**10:00 – 10:30 - Formal Presentations (all)**

**10:30 – 11:30 – Financial and Administrative Rules for LdV Projects (by PROALV's National Agency)**

**11:30 -11:45 - Coffee Break**

**11:45 – 12:15 – Project Overview, Budget & Milestones (by José Porfírio)**

**12:15 – 13:00 – Presentation of Work Package 1 (Project Management) by UAb (Portugal)**

**13:00 – 14:00 – Free Lunch**

**14:00 – 15:30 – Presentation of Work Package 2 (Quality Management) by AESD (Romania)**

**16:00 – 16:15 – Coffee Break**

**16:15 – 18:00 – Presentation of Work Package 3 (Entrepreneurs Network Transferability Analysis) by UKWON (UK)**

**Day 2 - 15<sup>th</sup> of November**

**9:00 - 10:45 – Presentation of Work Package 4 (Methodological Strategy and Materials Conception) by UAb (Portugal)**

**10:45 - 11:00 – Coffee Break**

**11:00 – 11:45 – Presentation of Work Package 5 (Pilot Implementation and Evaluation) by UPRC (Greece)**

**11:45 – 13:00 – Presentation of Work package 6 (Dissemination) by UOC (Spain)**

**13:00 – Lunch**

**Place of Venue:**

**Universidade Aberta - Palácio Ceia**

**R. da Escola Politécnica, 141-147**

**Lisbon – Portugal**

## Project CINetwork of Entrepreneurs – Kick Off Meeting

Lisbon, 14<sup>th</sup> and 15<sup>th</sup> of November

### LIST OF PRESENCES



<b>PARTNER</b>	<b>Name</b>	<b>Day 1</b>	<b>Day 2</b>
UKWON	Petter Totterdill	X	X
UOC	Inma Rodriguez-Ardura	X	X
UPRC	Joseph Hassid	X	X
UPRC	Poppi Christopoulou	X	X
AESD	Andreea Panaitescu	X	X
DNA	Marco Fernandes	X	X
Media Deals	Louis Solomon	X	X
UAb	José Porfírio	X	X
UAb	Tiago Carrilho	X	X
UAb	Carlos Pinho	X	X
UAb	Marc Jacquinet	X	-
PROALV	Joana Afonso	X	-

## Notes of the CINetwork Project Kick-Off Meeting

Lisbon – 14th and 15th November 2013

### 1- Brief presentation of the project: main goals, milestones and links between main working packages (José Porfírio). Main issues discussed:

- Overview of the project, its goals, and milestones
- Project touching four key domains of the EU 2020 strategy: Networking; eLearning/Distance Learning; Entrepreneurship; and Creative Industries (C. I.)
- WP4 should have a direct participation of P0 (UAb) at its final stage (2 months). Then, a chronogram should comprehend this type of work for P0 team.
- Prospects of a third meeting, by mid-September 2014, which means budget changes. This third meeting may be done in Greece, France, or Romania, having the presence of just one member of each partner. For this, the final Barcelona Meeting should comprehend less one person than initially foreseen.
- Quality Plan it's crucial to motivate team and assemble efforts in order to reach the goals proposed with the best possible quality.
- Need to look at similar past projects with similar aims, to profit from their experience and to advance both in knowledge and in effective results
- Need to share reports and relevant information with partners...
- Proposal of a management organization with four main bodies: Administrative; Scientific; Executive Management and General Management (Plenary).

### 2- Overview of project administrative and financial rules presented by Dra. Joana Afonso (PROALV National Agency). Main issues reported:

- Budget changes are allowed but just between direct costs and can not exceed 10% of each item;
- Exchange rate to be used is the same of the first payment (that occurred by mid November)
- Interim Report should be delivered in one copy, one and a half years after the beginning of the project
- Final report in two paper copies, two months after the end of the project

### 3- Presentation of Work Package 2 – Quality Issues (Andreea Panaitescu)

- Overview of a general table with expected performance
- Overview of some KPIs to adapt to the project's characteristics
- Discussion of the Quality Plan issues to consider
- Discussion about the role of the Romanian partner in the overall project

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#### 4- Presentation of Work Package 3 (Peter Totterdill)

- Brief history of Lace Market: from its inception to present days
- Discussion about the collaborative advantage characteristics that may be observed in the Creative Industries' sector within Lace Market
- Discussion on the concept of a kind of Creative Ecology existing in Lace Market
- Examples of Broadway Café Bar; Antenna Events (in partnership with the Digital Media Company and the City Council); and New College Nottingham courses of fashion, design, IT, etc.). The City Council created a Modern Arts Gallery that it is revealing very important to feed some developments in the C.I. sector...
- It is not just a geographical agglomeration but an agglomeration of social dimension, that creates the conditions to develop specialized entrepreneurship
- Need to perform informal interviews, during our visit to Nottingham, with key actors like Antenna, Broadway, the City Council, Creative Quarter, New College, etc... Peter will do a kind of map to systematize their perceptions about what happened there that promote entrepreneurship in CI
- Develop an initial roundtable discussion with a sample of creative enterprises, trying to study: the psycho-geography of Lace Market; the associated development of networking and collaborative advantage; learning journeys and resources; and finally, the role of public policy.
- Instead of asking Lace Market entrepreneurs what kind of training do they need, it is better to think about what kind of learning have they had...
- The main goal of WP3 is the development of a conceptual model of entrepreneurial learning in a creative cluster...
- This present a challenge of promoting the adequate bridges between the local and the virtual places (**Question: how to promote the psycho-geographic characteristics of physical places within virtual places/networks?**) **This may represent a dual challenge: in the short-term, the development of these type of communities in an online environment; in the mid-term, its displacement to real physical environments, to promote locally in the countries involved... This has also implications in terms of the type of organizations and business models to consider, e.g. brick-and-mortar versus virtual organizations; and the dimensions of business to create...**
- Nottingham Trent University developed the so-called thirsty Thursdays, where they joined people with different interests and skills in the same environment, to promote the creation of joint businesses...
- UKWON will produce and deliver four in-depth "entrepreneurial biographies" in text and video...
- Dialogue seminar for Creative Enterprises: developing and testing propositions
- Framework for testing transferability
- Possibility of using a platform like the Facebook to increase collaboration
- **Question: possible Index for the eBook to be produced:**
  - **Introduction: the project; the scope and the aim of the study**
  - **Some figures for entrepreneurship in UK, Portugal, Spain and Greece (description and statistics) – 4 chapters**
  - **General characteristics of the entrepreneurship ecosystems in Portugal, Spain, Greece and the UK – 4 chapters (Possibility of using Babson's system to characterize entrepreneurial environment)**

- **General comparison of the entrepreneurship ecosystems among the 4 countries involved – to define scope of comparisons, domains to compare, and pairs to use (6 chapters: PT-GR; PT-SP; PT-UK; SP-GR; SP-UK; GR-UK)**
- **The creative industries in each of the four countries and the entrepreneurship ecosystem for these industries – 4 chapters**
- **General comparison of the creative industries' environment in each country and the entrepreneurship ecosystems for these industries (6 chapters?)**
- **Conclusions and Remarks (one chapter)**
- **Additional proposals for the eBook:**
  - Definition of a scale to analyze and compare different issues that affect the capacity of territories to promote entrepreneurship (for instance, that may be between -3 and +3)
  - Perceived training needs for entrepreneurs – new eBook chapters...
- Needs of learning in the UK Lace Market – Possible subjects to develop in the training to conceive:
  - Problem Solving
  - Productive Reflection
  - Communicating and Building Networks
  - Usual subject matters for entrepreneurship courses, adapted to specific characteristics of C.I. Entrepreneurs, maybe introduced in the middle of case studies to develop, specially adapted to the C.I, characteristics...
  - Resources to see or to think for inspiration: Online Caroline/Online Drama
  - **Develop proper scenarios on the basis of a template to be provided by our Greek Partner (before Christmas) – By end January partners will propose their suggestions of problems, accompanied for some more issues to answer, that may be included on the template...**
  - Define 2 or 3 problems for start, have entrepreneurs answering to them and then resume their discussions and propose solutions based on some theoretical and practical knowledge of the Creative industries entrepreneurial experiences,,,
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- 5- **Presentation of WP4 (Tiago Carrilho)**
  - Main issues about course development,
  - Main characteristics of eLearning courses and methodologies,
  - Ideas for the production of pedagogical materials,
  - Main intersections foreseen between WP4 and WP3 and,
  - Interaction between WP4 and WP5
- 6- Presentation of some practical issues about materials already available for this type of courses (Marco Fernandes)
  - Book: Start Up Communities: Building an Entrepreneurial Ecosystem in Your City (Brad Feld and David Kaplan)
  - Book: The Lean Entrepreneur (Brant Cooper)
  - Risk Mitigation Startup Model Developed within DNA Cascais, considering the different main types of risk presenting to new businesses: Market risk; Teal Risk; Operational Risk; Legal Risk; Financial Risk; Technological Risk
  - [Entrepreneurship.org/bmc](http://Entrepreneurship.org/bmc)
  - Business Model Canvas Video

- Design Thinking Video
- Udacity.com
- How to build a start up
- Book: Business Model Generator
- MIT Entrepreneurship Programs through Web
- ToolBox – Section of the website (then we decide what to do...)
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**7- UKWON was nominated as responsible to find, within young creative entrepreneurs of Lace Market, a possible logo for the project**

**8- Presentation of WP5 fine tune, or suggested fine tuning (Greece)**

- Open issues for consideration:
  - Who?
  - What? When?
  - How?
- 2 months of work from P0 should be considered when dealing with the final stage of WP5
- Pilot training should include about 90 participants; 30 from each country involved (Portugal; Spain and Greece)
- Need to define:
  - Eligible participants - Proposal discussed:
    - Young unemployed people
    - Final year students
    - Young people laid-out from other jobs and with interest in the Creative industries sector
  - Candidates should answer to a common (similar in the three countries) questionnaire. This answers should be done at the first moment of their appliance, and at the end of the course. Some quality KPIs should be outlined from here...
  - **Possible consideration of equivalent background for the candidates, in order to facilitate teaching-learning process – Not pacific, since there are different opinions about this question...**
  - **How will the training be organized? In class? 100% Distance Learning? Blended Learning? Duration?...**
  - Trainers should present a profile that show conditions to improve virtual partnership capacities...
  - **How will the course be evaluated and how will the assessments be conducted?**
  - **ECVET Rules? (Romanian partner should research this issue and come back to the partners with news about it...)**

**9- Brief presentation of the timeline of tasks and subtasks, as well as the project's milestones (José Porfírio)...**

**10- Presentation of WP6 (Dissemination) (UOC Partner)**

- Communication: Inside and Outside
- Information: final Results and Intermediate Results
- Regional Development; Entrepreneurship in non-traditional business

- Third workshop versus webinar: when? Where?
- Link to Creative Business Cup?
- **Possibility to reward two trainees from each country that present the best entrepreneurial projects, to be present in the final seminar in Barcelona...**
- **Mailing List: <http://mailchimp.com> (to use for the newsletter)**
- **Opening of Facebook Page plus LinkedIn Group (Inma Rodriguez-Ardura)**
- Internal Organisation on the basis of DropBox; Google Groups, etc. (Need to have updated information about the presence of the project's members in the social media...

#### **SUMMARY OF DISCUSSED ISSUES THAT NEEDED, AND REACHED A DECISION:**

- **Possible dates and work program for the Nottingham mission – decided to go ahead with this visit between February 27 and March 01**
- **Scope of the analysis of the Nottingham's entrepreneurship ecosystem to conduct during our mission in the UK – UKWON will propose and latter, Partners will discuss and arrive to a final model to consider...**
- **Scope of the entrepreneurship comparisons to perform – Use Babson's model, DNA and Media Delas inputs, and inspire in eBook Index proposal**
- **Possible index for the eBook about entrepreneurship systems in each one of the four countries involved (UK; Portugal; Spain and Greece): to develop during WP3 and to conclude during WP4 – Accepted, as principle, the proposed index...**
- **Division of work to be done among partners - Done**
- **Moment for the papers (when; where; who; about what...) – Decided to let to each partner's capacity and willingness**
- **Dates for the management bodies' e-meetings – Timing proposed was accepted. Persons from each institution, and for each management body to be proposed until the end of November**
- **Electronic media to use for these meetings – Skype and Google Groups or any other Videoconferencing tools to decide...**