



# Newsletter

**„Fairness, Fitness, Future – from good to top for SMC.  
Fair to success requires specifically professional and social  
competences.“**

On 26 April, we started this project as an Innovation Transfer Project within the EU-programme Leonardo da Vinci for Lifelong Learning. 7 partners from 6 countries would like to give their contribution to become aware of values in European small and medium-sized companies again and define success this way. We are convinced that the right company structure will help to build up constant success in the company and keep the joy for work. The bbw education centre in Frankfurt-on-Oder developed within the EQUAL-project, together with anda and small and medium-sized companies, a model which guarantees long term success of the companies if they apply the model consequently under certain circumstances.

Our model “From Good to Top” contains simple methods for developing competences of entrepreneurs and their staff. Our methods are not new, only adapted so that small and medium-sized companies can easily work with them. We used a metaphor which describes the company itself as a house and enables the company people to step out of their company - “their house” and see all the interrelations of the company from a different point of view. The project’s aim is to furnish the company – “the house” in a way that it can work successfully in the future.

Such a long term success is the result of a specific way of thinking and acting of the entrepreneurs and their employees where the thought of fairness plays an active role. It is an aim to enable the companies to be fair inside and outside the company, to be open for changes and to trust in their own power.

Target Groups of the project are:

- Leadership in responsible positions who are encouraged to make changes and are ready for openness and tolerance.
- Company staff
- Trainees who would like to work in such companies

Our European Partners

- CEFORALP, Lyon (France)
- Noema, Lohilahti (Finland)
- OPZL, Zielona Gora (Poland)
- Skillab, Turin (Italy)
- UPM, Barcelona (Spain)

will win partners within this project over the next two years who are interested in this model and would like to apply it. The many cultural and working differences will be implemented in the model. At the end of the project duration we will have a European model which can show us how European companies can work successfully on the market with fair means and methods.

**Number 1  
April 2010**

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## Kick-off-Meeting in Frankfurt-on-Oder

On 12 and 13 November 2009 we had the kick-off-meeting of the project in Frankfurt-on-Oder.

The partners represented by:

bbw	– Bodo Teubert, Klaus-Dieter Dölves
anda	- Dr Annerose Giewoleit
CEFORALP	- Odile Moincourt, Fanny Lepinay
NOEMA	- Damian Brown
OPZL	- Jaroslaw Nieradka, Bernadetta Holak
Skillab	- Monica Pignatelli
UPM	- Miquel Marsal

The meeting took part in an open and friendly atmosphere. Some of the partners have met in other projects before; some have met for the first time.

From the beginning; the bbw education centre and anda created an informal but creative working atmosphere for all partners. After a getting to know each other and introductions of the attending partners, the bbw education centre and anda informed the partners about the model “From Good to Top – Fair to Success” in a detailed presentation and soon it became obvious that the participants were very interested in the transfer and detailed information about the practical application in the companies.

That is why the third conference „From Good to Top – Fair to Success” took place within this kick-off-meeting. The project partners had the chance to hear from the entrepreneurs who had taken part in the development and realization of the model within the EQUAL- project about the advantages and strengths of the model.

## Bilateral Meetings January to March 2010

### 1<sup>st</sup> Meeting in Barcelona on 28 to 29 January 2010

Participants:

UPM: Isabel Hernández Parra, Miquel Marsal

bbw: Bodo Teubert, Klaus-Dieter Dölves

anda: Dr Annerose Giewoleit

UPM represents numerous companies of the metallurgic industry in Catalonia especially small and medium-sized companies. UPM aims to promote creativity and spirit of enterprise. We could quickly agree on the fact that the offered model is a completely new way of thinking and should reach not only the head but also the heard of a company. Our UPM partners see the house-metaphor as a good basis to work on. They will win suitable companies for the realization of the complete coaching programme although it seems not the easiest task. Brochures will be translated into Catalan and Spanish and companies will be attracted by expert groups. The good communication and friendly atmosphere during the meeting guarantees a good co-operation and we wait for lots of new impulses from Spain.



## 2<sup>nd</sup> Meeting in Lyon on 1 to 2 February 2010

Participants:

CEFORALP: Philippe Ronot, Odile Moinecourt, Fanny Lepinay,

bbw: Bodo Teubert, Klaus-Dieter Dölves

anda: Dr Annerose Giewoleit

Actually, the time in France was too short to discuss all the interesting questions. We could tie on other international projects of CEFORALP such as Project Silver for elderly employees and so we had a great basis for a great cooperation. Our French partners preferred the house metaphor with the coaching programme. They found lots of new ideas. Fanny Lepinay translated the material and worked on a French version for the French market. The “House” metaphor should be used for an entire consideration of companies using the seven step method. Philippe Ronot the new director took part in the entire meeting in order to understand this special way of fairness thinking as a new business factor.

Our French partners will win suitable partners due to their numerous good contacts to small and medium-sized companies and they will accompany interested companies on their way from Good to Top. We are waiting for the news they can tell us.

## 3<sup>rd</sup> Meeting in Turin on 1 to 2 March

Participants:

Skillab: Licia Devalle, Monica Pignatelli, Dr Rita Cannata,

bbw: Bodo Teubert, Klaus-Dieter Dölves,

anda: Dr Annerose Giewoleit

Numerous Italian managers of small and medium-sized companies decide voluntarily for Skillab in order to use Skillab’s competences in training and coaching courses and offers. We can neither find better circumstances to test our new thoughts under Italian standards nor better partners to implement the model in the companies. After two exciting days we found out that we have got lots of things in common and started working on a successful transfer of the house model. With its seven steps it is accepted and considered as a good method to analyze the problems of family businesses in Italy. Our Italian partners are sure to find and accompany suitable Italian companies. Expert groups can be used to multiply the conception.



## 4<sup>th</sup> Meeting in Helsinki on 4 to 5 March 2010

Participants:

Noema: Anna-Kaarina Mörsky-Lindquist, Kennet Lindquist, Juhani Puhakka

bbw: Bodo Teubert, Klaus-Dieter Dölves

anda: Dr Annerose Giewoleit

Noema is a Finnish organization with a lot of experience in international project work and a lot of national and international contacts. During our meeting in Helsinki, Noema presented a special method which deals with the hard skills in small and medium-sized companies; especially with the measurability of economic reference numbers. The more interesting it will be to tie these experiences on our model. Our Finnish partners show a detailed interest in the house model and will win companies which will apply the seven step coaching programme. This co-operation promises great impulses on the issue of how to make the energy of the house measurable. The meeting was completed by information about the work of the Federation of Finnish Companies from Thomas Palmgren, the Manager for International Relations.

## 5<sup>th</sup> Meeting in Zielona Gora on 23 March 2010

Participants:

OPZL: Jaroslaw Nieradka, Bernadetta Holak

bbw : Klaus-Dieter Dölves

anda: Dr Annerose Giewoleit

We had a very efficient and polite meeting in Poland. OPZL as the Federation of Companies of the Lebus Region can only work successfully if the voluntary members are offered new and innovating ideas and methods. Our partners could quickly find the advantage for other entrepreneurs. They will definitely use the seven step coaching programme. The attention of the interesting discussion was put on future orientation as an essential pre-condition and the building up of trust by delegating responsibility. As well as in the other partner countries; the model is considered as useful by our Polish partners although they foresee problems in the realization.

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This project has been funded with support of the European Commission.  
This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

