



Quality & Innovation  
in Vocational Training for  
Enterprise Cultural Heritage

**Welcome to  
the MNEMOS Project Newsletter.**

***In this fourth issue you will find an article on the Training Material that has been developed from the MNEMOS Project, together with an item on the creation of the “Enterprise Cultural Heritage Open Community” on LinkedIn, and a brief interview with a young Czech customer on Branding.***

***An innovative training approach in managing the Enterprise Cultural Heritage (ECH).***

Thanks to the interview participants in the Czech Republic, Finland, Greece, Italy and the UK who helped us to identify the training needs of Small and Medium Sized Enterprises (SMEs). Based on these findings, an innovative vocational training approach is now available to support companies in recognising and managing their Enterprise Cultural Heritage when doing business. The MNEMOS project team are currently working on testing of the training material, the learning environment and the ECH methodology proposed - and anyone who would like to help us with this should contact the relevant project partner in their country – see last page of this newsletter for details!

The training material is based on an original ECH methodology, and is organised in 4 learning modules: Brand Management, Heritage Management, Change Management, Intellectual Property Rights (IPR) Management and aims to allow companies to:

- Identify the key elements of a brand and plan new brand strategies.
- Enhance creativity and quality;
- Organise both tacit and explicit knowledge;
- Effectively carry out and manage business change;
- Understand the benefits of protecting the intellectual property related to Enterprise Cultural Heritage.

You can download the draft PDF version of the material from the MNEMOS website in English, Italian, Finnish, Czech and Greek and/or follow your personal training path on the e-Learning Platform. You can assess your

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knowledge about the topics, take quizzes for each module and obtain a certificate, which documents your new competencies and skills.

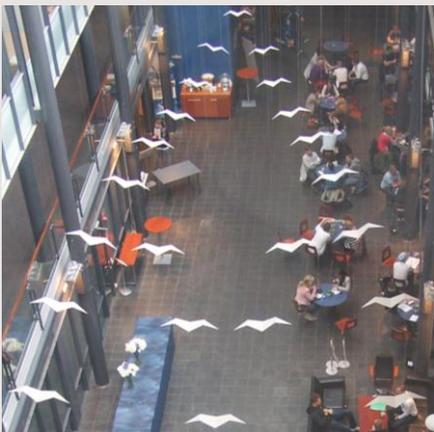
The training material offers entrepreneurs, managers and employees the opportunity to develop new competencies and skills and to enhance the competitiveness of their organisation by exploiting the added value to be gained from their unique cultural heritage.

## ***The Enterprise Cultural Heritage on LinkedIn.***

The MNEMOS project team wishes to start a debate to develop the methodology for the management of Enterprise Cultural Heritage (ECH) in Small and Medium Sized Enterprises (SMEs) with 25+ years of business activity in the craft sector. This debate will take place within the ECH Open Community established by the project. The MNEMOS partners agreed to do this at the Spring 2011 coordination meeting held in Turku, Finland.

The ECH methodology consists of a synthesis of best practice, based on the four pillars of Enterprise Cultural Heritage Management, i.e. Brand Management, Change Management, Heritage Management and Intellectual Property Rights Management, to increase creativity in production and develop innovative knowledge management skills, thus boosting the productivity and performance of SMEs which have a long and rich history and can be found at:

[www.enterpreseculturalheritage.org](http://www.enterpreseculturalheritage.org).



The ECH Open Community is based on a collaborative approach to the integration, improvement, sharing and creation of knowledge making it available to everyone.

Those interested in ECH: SME managers, employees, professionals, SME associations and experts, who actively participate in the Community will enhance the potential of this collaborative approach to knowledge.

The objectives of the ECH Open Community and conditions for joining are specified by the [Enterprise Cultural Heritage Open Community Manifesto](#) which can be found at:

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[http://www.enterprise-cultural-heritage.org/images/stories/ECH\\_Open\\_Community\\_Manifesto.pdf](http://www.enterprise-cultural-heritage.org/images/stories/ECH_Open_Community_Manifesto.pdf)

Participation can be on different levels: **theoretical** contributions to the enrichment of the Wikipedia definition of ECH, documentation, posting on the LinkedIn lists, **research** and **practical** through the sharing of examples and resources which can enhance the functional application and use of the ECH concept.

The content of the MNEMOS project created and shared within the ECH Open Community is covered under a [Creative Commons Attributions 3.0 License](#).

[Click here](#) to join the Enterprise Cultural Heritage Open Community forum anywhere at any time!

### A Customer's View of Branding

When choosing a product, many factors influence the consumer's choice. A company can influence this through branding. Branding can affect the way a product and its quality are perceived as well as many other things. Branding can also be used to emphasize the heritage of a company, its longevity and/or its commitment to the market. In fact it can be used to invoke almost any feeling the organisation wishes.

To find out more about the views of today's customers we approached Tomas Lehotsky (25 years old, university educated from the Czech Republic) and asked him about his views on the branding of products and their packaging in relation to the company's heritage and the craft sector.

*"A good example is a comparison of Bake Rolls and its competitor brand, whose name I unfortunately cannot remember right now. I remember that the other day I was shopping at Interspar and I was looking for my favourite snack – Bake Rolls.*

*Bake Rolls is a salty snack in a nice, but not an unusual package. I've always bought it without much contemplation, because I simply like the taste. That day, I went for the usual item on my shopping list and I saw a similar snack,*

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*but in a different packaging. Bake Rolls' competitor had chosen a vintage looking packaging, which to me invoked the mental image of the salty snacks made out of bread being baked probably in a less factory-like bakery, its flavours (the snacks are available in many flavours – garlic, tomato, etc.) being grown and manually gathered. It just invoked a picture of a more traditional, vintage way of the food production process. I wasn't born yesterday, so I know that probably wasn't right, but it kind of made me feel that the second product is more "real" or uses "fresh and better" ingredients than the first product does and simply appealed to me more."*

To go further into this particular customer's views on the subject, we also asked about his views and preferences regarding the baking industry. *"When I personally compare big bakeries to the smaller, local ones, a couple of key points come to my mind. Big bakeries tend to have a fully or semi-automated manufacturing process, they no doubt produce quality products, but you can't really feel any personal touch there. On the contrary, if you go to a nice little pastry shop on the corner in your neighbourhood that sells fresh handmade pastry, it may have its specialties and pastries in unusual shapes or tastes, but you just feel the personal touch there. Also, just the notion that the pastry was made by an actual baker and baked in an oven in real bakery and not in something that resembles more of a car plant than a real bakery, does sound more appealing and justifies my purchase there."*

**Can you help the MNEMOS team with testing and refining the ECH concept? Please get in-touch with your local contacts:**

**University of Salford:** Aleksej Heinze - [A.Heinze@salford.ac.uk](mailto:A.Heinze@salford.ac.uk)

**Id Technology:** Giuseppe Ielpa - [g.ielpa@idtech.it](mailto:g.ielpa@idtech.it)

**TIS Praha:** Anna Klosova - [klos@volny.cz](mailto:klos@volny.cz)

**Spin:** Dorella De Tommaso - [detommaso@consorziospin.it](mailto:detommaso@consorziospin.it)

**Turku School of Economics:** Satu Aaltonen - [Satu.Aaltonen@tse.fi](mailto:Satu.Aaltonen@tse.fi)

**Urenio:** Nitsa Papadopoulou - [npap@arch.auth.gr](mailto:npap@arch.auth.gr)

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