

Go & Learn - An international catalogue of study visits in SMEs
[MULTILATERAL NETWORK 517780-LLP-1-2011-1-IT-LEONARDO-LNW]

WP2 Concept Development Group Meeting 1
Monday 19th - Tuesday 20th of March 2012

Meeting minutes

Place: REGIONE FRIULI VENEZIA GIULIA – TRIESTE PREMISES

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Participants to the meeting

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|------------------|---|
| REGIONE FVG | GIOVANNI TONUTTI |
| REGIONE FVG | VERONICA FERLICH |
| ENAIP FVG | GILBERTO COLLINASSI |
| ENAIP FVG | BARBARA DAINELLI |
| ENAIP FVG | MICHELA CASTIGLIONE |
| CCIAA UDINE | ANNA GENERO |
| CCIAA UDINE | KETTY BRUNETTI |
| VOKA | WIM KWYGNAERT |
| TRANSLAKE | STEPHANIE BEE |
| BSM | BETTINA KÜHN-KRÄUSSLICH |
| BSM | MARGUERITE DANEGGER |
| CCISSB | KATALIN VARGA NAGYNE |
| CCISSB | ZSOLT SARKADI |
| UNI-FLEXYS | EVA ZSAK |
| SCCI PRC | HELENA VIRCIKOVA |
| SCCI PRC | JURAJ KUPCIHA |
| SMA | ANDREJ FERENCZY (absent due to health problems) |
| PZPP | LECH KUNC |
| TNOIK | RAFAL ROLKA |
| KAHO SINT LIEVEN | KIMMY GOUBERT |

Agenda

March 19th, 2012

- 09.00 – 13.00**
- Welcome
 - Setup of the CDG
 - In depth illustration of the G&L format idea
 - SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
 - Definition of the Standard Reference Documents index
(see deliverable 2.2 pag. 51 of the project)
 - Distribution of the development task between CDG members **LUNCH**

LUNCH

- 14.00 – 17.00**
- Documents draft analysis and/or development, i.e.:
 - Standard G&L idea description

- Standard descriptors of visits and seminars (schedule, schemes, timeline, quality standards, etc.)
- The format of the agreements with companies
- Insurance and copyright issues
- The services that the G&L network will propose to its customers (booking and enrollment rules, feed back data collection, transport and accompanying standards services, etc..)
- Any other issue the CDG will decide to add.

17.00 Guided tour of Trieste

09.00 – 13.00 - Documents draft analysis and/or development, continued.

LUNCH

- 14.00 – 17.00**
- Choice of the project logo and graphic design.
 - Development of the Draft Index and guidelines of the G&L Website Specification (see deliverable 2.1 pag. 50 of the project).
 - Website general aim
 - Recommendations about interface characteristics
 - Draft of Site Map
 - Abridged Project and partners description texts
 - Draft of catalogue sheets
 - List and description of the on-line services to be included
 - Terms of use, copyrights specifications, privacy policy.
 - Any other issue to be discussed.

March 19th, 2012

On March 19th, 2012, in the premises of the Friuli Venezia Giulia Region, took place the Concept Development Group Meeting **1** relative to Go&Learn – An international catalogue of study visits in SMEs. The agenda and list of participants is listed in the page above.

Lech Kunc, PZZP, thinks that the contract is too general and the deadlines aren't specified. Tonutti answered that they will add an annex to the contract to specify some details and the deadlines.

Mister Kunc also said that we have to correct the bilateral agreement; we have to put the same article that's written in the agreement between EACEA and Friuli Venezia Giulia Region. Then he asked how much money will they get from the first installment; mister Collinassi explained that in the bilateral contracts Friuli Venezia Region will give the 30% of the partners' quote.

The meeting went on with a short presentation of the project and of the day agenda.

Mister Collinassi started talking about the project idea. The three main objectives are:

1. to promote mutual knowledge
2. to foster transnational mobility
3. to exploit SME's training role.

Some partners didn't understand the meaning of *economic fabric*: with this word we refer to the representation of the economic characteristics of a territory; we want to know the size, the dimension, the number, the products of the local firms.

The discussion went on talking about the Go&Learn company visits circuit: it is usually from 3 to 5 days and there must be at least 3 companies. Then we'll have to transform SME companies into training companies. A person that works in the company will be the teacher and he will be paid.

The companies may have two roles:

1. evaluation of the competencies (training role)
2. teachers and counselors for the Go&Learn project.

Usually seminars last for one day. The complete training unit has three modules:

1. a discovery module
2. a thematical module
3. a reflective module.

The last one can be held in the company or back to school.

These three module can be combined how we want or prefer. This order is just a suggestion.

One of the outcomes of this project is the creation of a catalog for the companies. They must sign an agreement. It is compulsory for them to host at least 2 seminar visits per year. This is not an occasional agreement, we ask for a long commitment. Every six months there will be a check of the agreement, in terms of willing to go on and date's schedule.

Typology of the catalog.

The combination of the companies can be very different. We can have three possible frames:

1. local level (daily visits)
2. crossborder level (daily visits near our country)
3. international level (weekly visits)

Every partner should set up a local catalog and then choose 2 or 3 companies, that can work in English, selected for an international catalog. An international catalog is more difficult to manage, also for linguistic problems.

Gilberto Collinassi illustrated the SWOT analysis; every partner has to fill in the excel file.

Lunch Break

In the afternoon Gilberto Collinassi illustrated the analysis of the standard reference index. The partners read the Go&Learn Initiative agreement.

A discussion followed, with the suggestion that we should add somewhere that who signs the agreement has been appointed by the local network maintenance body.

The partners decided to modify some parts of the Go&Learn Initiative agreement:

- to put a limit of 20% of big companies into the catalog;
- to correct *SME* with *companies* in the first paragraph;
- to change *geo-economic* into *economic*;
- to change *economic discovery tours* into *economic discovery visits*;
- article 7 will be written in a better way;
- to change in the article 5 students into participants.

Every partner must translate the left part of the document in his language for july!

March 20th, 2012

The analysis of the SWOT analysis went on with the examination of each partner's SWOT analysis.

At the end of the first week of April every partner must put in the platform the excel file of the SWOT analysis fulfilled and complete!

The meeting went on with the discussion of the logo.

Mr. Collinassi will say to the graphic to develop a new logo with three different combination of colours. After that the partners will choose on of them. (In the "G&L Official Documents Index" near every document name it's written the name of the person that will have to write it).

Mr. Collinassi then presented all the annexes and analysed each document:

1. document 1: Go&Learn Networking Rule

Mr. Collinassi presented the Go&Learn Networking Rule's index and proposed to the partners to chose a chapter in which they're expert and write it.

At the end of June, beginning of July this document will have to be finished; in the next meeting the partners will approve it.

The partners decided to add a part about franchising in the chapter "commercialization agreement".

2. document 2: Standard reference for GO&Learn products and services

Helena Vircikova proposed to introduce also individual visits and not only group visits, to give also to single persons this opportunity.

The partners decided to prepare many documents, short and easy instead of one long and complicated; so if they'll have to change something they will not have to print again a long document.

Mr. Tonutti told to everybody that all the partners must sign the contract and send it back as soon as possible to the office of:

Direzione centrale Lavoro, Formazione, Commercio e Pari opportunità
Via San Francesco, 37 - 34100
Trieste, Italia.

Contracts can be modified if a partner doesn't agree with something. As soon as Regione Friuli Venezia Giulia will receive the contracts, it will be able to pay. (We hope in less than a month).

Next meeting days will be in Trieste on the 30th and 31st of August 2012 (second meeting of the Go&Learn Concept development Group)

Dissemination will start in April. Mr. Keygnaert will send to all the partners a copy of the dissemination scheme. He will ask a feedback with a deadline.

In august 30 and 31 every partner will have to analyse the documents and to do a presentation of the Local Dissemination Plan (20 minutes per person).

All the documents of the G&L Networking Rule:

- will have to be ready for the middle of may;
- will be shared and everybody will have to give a feedback for the end of may;
- for the end of june the final version will be on line;
- all the documents will be officially published at the end of August in english.

In the "valorization workpackage" we'll have to add the translation of the regulations.

<http://project.goandlearn.eu> : this is the project website; it is in English. It will have to be translated in all the languages of the partners.

By the end of August every partner must translate all the pages of the website!

If any partner will have problems with translation, he can send the word pages translated to Collinassi. Or if any partner want to choose a person to edit the web pages, Mr. Collinassi will explain to one person per partner how to translate and edit.

www.goandlearn.eu : this will be the real website.

Mr. Collinassi showed everybody the draft of the website with what the partners could publish. They have to decide exactly what to publish and how. Mr. Collinassi will publish a list of content and every partner will have to give a feedback.

The first draft and list of features must be done by the end of July.

Checked and approved by all partners,

Trieste, 2012
Giovanni Tonutti