

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

**WP5 ENMG DISSEMINATION Meeting 8**

**Wednesday 20<sup>th</sup> - Thursday 21<sup>st</sup> - Friday 22<sup>nd</sup> November 2013 – Meeting minutes**

**Participants to the meeting**

ITA1) Regione Friuli Venezia Giulia	- Giovanni Tonutti, Loredana Lombardo (coordinator) Sandra Simeoni (evaluator), Veronica Ferlich
ITA2) Enaip/EFFE.PI	- Gilberto Collinassi
BE1) VOKA	- Wim Keygnaert, Elle De Kuyper
BE2) KAHO Sint Lieven	- Bart Henssen, Karen Brabant
DE1) TRANSLAKE GmbH	- Stephanie Bee
DE2) BSM GmbH	- Olga Werner
HU1) CCISSB	- Katalin Varga Nagyne, Zsolt Sarkadi
HU2) UNI-FLEXYS University	- Eva Zsak
SK1) SCCI PRC	- Helena Vircikova, Juraj Kupčiha
PL2) PZPP Lewiatan	- Romuald Pestka
PL2) TNOIK	- Rafal Rolka

**1<sup>st</sup> day, 20<sup>th</sup> November 2013**

**> Chamber of Commerce and Industry of Sz. Sz. B. County, Nyiregyhaza**

**Welcome Ms. Katalin Varga**

Welcome to the participants and illustration of the meeting program and schedule by Ms. Katalin Varga. The activities and visits foreseen by the agenda are confirmed. All the partners are present.

**Dissemination and exploitation Mr. Wym Keygnaert**

The meeting starts with the discussion about the Circuits proposals and their further development and the common form for on line and paper descriptor sheets. Mr. Keygnaert introduces the program and the aims. of the presentations, asking to each partner to illustrate its own circuits, the criteria of choice of the sectors and the companies, the companies' expectations, the problems. and positive elements encountered during the circuit's building phase. The floor is then given in turn to:

- Ms. Katalin Varga to illustrate the LNMB Nyiregyhaza circuits: Two circuits planned in the manufacturing and production sectors. The contact with companies was easy. The expected groups from the companies are trainees or entrepreneurs.
- Ms. Elle De Kuyper and Ms. Karen Brabant to illustrate LNMB KAHO-VOKA circuits: two circuits in the food sector, with attention to the themes of cross border and green themes. Contact with companies was challenging; the involved ones are mainly family businesses, startups and young entrepreneurs. The expected groups from the companies are mainly entrepreneurs.
- Ms. Steffi Bee and Ms. Olga Werner to illustrate LNMB Constance lake circuits: food production sector has been chosen for the international circuit, biotechnologies for a local -for now- circuit. Companies are mainly small, and chosen on a cross-border territory (also a Swiss company is part of the circuit). In the future a wider network of companies of the food sector will be involved. The contact with the companies has been easy. The main expectation is to host potential candidates for jobs or entrepreneurs, the tech companies are looking for very specialized students and trainees.
- Mr. Juraj Kupčiha to illustrate LNMB SCCI circuits : two circuits, one about marketing and the other one about the SME'S best practices in Presov region. Companies has been chosen because leader in their sector and active with the export in foreign countries. These companies expect especially entrepreneurs to come.

- Mr. Raphal Rolka to illustrate LNMB POMERANIA circuits: one circuit is about tourism combined with other business activities (training or wellness), the other one is about advanced technology in the Pomerania region. The companies decided to join the catalog mainly for promotion, to promote them around Europe. They expect other entrepreneurs to collaborate.
- Mr. Gilberto Collinassi to illustrate LNMB FVG circuits: there are 5 circuits already closed (2 agric-food production, 1 precision mechanics, 1 metal manufacturing, 1 lean production) and one under development (ICT sector). Most of the circuits foresee a number of companies which allows to adapt the circuit to different lengths: from 3 to 5 days circuits. The subset of companies will be chosen on the base of the customers needs and the availability of the companies in the requested period. The relationship with companies has been easy but time consuming. The target groups are students, workers, entrepreneurs.

Mr. Collinassi gives to every partner a printed copy of the G&L circuits catalogue DRAFT. Illustrating the criteria adopted to design the layout. The descriptors of the circuits have been all reviewed to shorten them, also the companies descriptions in the circuit text have been simplified.

After the presentation a roundtable is made by Mr. Keygnaert asking to all the partners if they had gathered enough information to describe themselves the other partner's circuits, and if the provided information were satisfactory.

Most partners agree that a more homogeneous and captivating way of depicting the circuits is needed, both for the web site pages and for the printed catalogue.

A work in subgroups (composed by members coming from different LNMB and coordinated by a different LNMB representative) is then proposed by Ms. Keygnaert: every subgroup had to work out a "one minute" presentation of the circuit, companies and the region of a different LNMB, based on the information that all the participants heard during the morning. This exercise helped to rise the awareness of every partner about the need of every other to be able to promote its own circuits and how crucial for the group is to be cohesive.

Some recommendation emerged from the partners after the dissemination brainstorming:

- try in each country to have similar thematic cluster, in particular in the food, logistics and tourism sectors this should be possible. The issue of the freedom or not in the choice of the cluster by the LNMBs should be discussed. In general terms.. each territory can show only what it has, so the companies and the sectors are depending on the characteristics of the local economic fabric, but the general guidelines about the catalogue address (sectors and themes to be looked for) will be given and decided by the ENMG every year.
- the sustainability theme is a common issues, of interest for all the partners
- associate to each circuit a number of companies allowing some degree of flexibility (in case of last minute replacement needs or planning difficulties)
- target groups restrictions should be specified only if they are a real constrain: that because they apply to the whole circuit, thus are very strict. Partners should remember that the project is building a training and discovery catalogue, not a catalogue of business matching visits
- a list of benefits for the companies, useful to ease the contact moment, should be developed

At 12.00 the transfer to Újfehértó and following lunch Zsindelyes Farm ([www.zsindelyes.hu](http://www.zsindelyes.hu)). During the lunch the organoleptic characteristics of the various kinds of Palink produced by the company are illustrated. Then the visit to the Zsindelyes Brandydistillery ([www.zsindelyes.hu](http://www.zsindelyes.hu)) and Pa-Comp Ltd ([www.pa-comp.hu](http://www.pa-comp.hu)) factories followed. Last visit at

17.30 was made to the Tuba Farm ([www.tubatanya.hu](http://www.tubatanya.hu)) where we had dinner and enjoyed a cultural program.

## **2<sup>nd</sup> day, 21<sup>st</sup> November 2013 Hotel Central, Nyiregyhaza**

### **Piloting plan** Mr. Raphal Rolka

Due to a problem with the timetable of the transfer of Mr. Rolka to Budapest of the following day, the original agenda is modified, and the Piloting plan update is put forward and switched with the Administrative issues point.

Mr. Collinassi introduces Mr.. Rolka speech recalling the work and decision taken in the last meeting in Gdansk and the approval of the modification proposed to the EACEA to the utilization of the dissemination budget.

Mr. Tonutti informs that the EACEA gave approval by email to use the dissemination budget (with the amounts agreed in Gdansk for each partner) to pay travel and subsistence costs for relevant stakeholders identified by each LNMB which will be invited to participate to the pilot visits. Thus the piloting can have a more relevant feedback than that given by students participating to the pilot visits. We want to do an effective piloting!

Mr. Rolka illustrates to partners the Piloting planning update. He prepared a schedule of pilot circuits: some of them will be open for stakeholders (their called open in the excel file), the others will be reserved to the ENMG members.

Partner's agree on the general planning, and are then asked to check the real costs of each single participation in the different countries, because the amount used to simulate the plan is just an average amount. We need a precise verification of the expense, which can require an adaptation in the number of people going in the various countries. Every partner has the same overall amount of money (3.000 Euros) but the Italian ones. A check in the budget to verify if the Slovak partner has only 3.000 Euros or also the same amount coming from the other Slovak partner that left the project. In the budget file, dissemination expenses are listed in the column "other costs".

Every partner must check the costs and give a feedback to Rafal by the end of January.

It is important that every tour has people coming from all the countries; it will be better for the visit and for the entrepreneurs to have mixed groups. The average number of participants will be 10.

Mr. Collinassi proposes to the partner to conclude the printed catalogue by the end of January. For the partners that have more than one circuit, the receiving partner decides in which circuit to organize the piloting visits. When the dates will be fixed, we'll create an edition on the Go&Learn on line catalogue, and insert the participants' names to check if the "feedback" and the "enroll" features of the platform.

One edition for each visit will be created in the platform, thus the participants will give a feedback that will be collected and elaborated on-line for all the visits carried out.

At 10.00 the group moves on to the Career Exhibition of Nyiregyhaza, were encounters with representatives of social partners, schools and students took place.

After the lunch in the Széchenyi Restaurant (Nyíregyháza, Széchenyi str.1.,<http://szechenyietterem.com> ), at 13.30, the group moves to visit the LEGO factory.

## **3<sup>rd</sup> day , 22<sup>nd</sup> November–Hotel Central, Nyiregyhaza**

### **Administrative Issues**

The meeting starts at 9.00. Mr. Tonutti introduces the administrative and financial issues.

As far as the payments, the region FVG paid four installments. The next deadline to send to the coordinator the expenses account (for the expenses made to the end of March 2014) is the

15<sup>th</sup> of April 2014. Those partners who didn't send yet the documentation for the last period (BSM, VOKA and UNIFLEXYS) are asked to do that ASAP.

Mr. Tonutti recalls the audit meeting contents and discussion the coordinator had in Brussels with the EACEA officers. The meeting was satisfactory and the job carried out in the project appreciated. So minor request and answer to specific questions answered by the EACEA were about:

- **the financial documents and the contracts** must not be entirely **translated in English** but only the most important things like the object;
- the **Slovak partner** should to explain the reasons why they need another person in the team. That person will be paid like staff In the project, at the end of the work packages, there are the days of the staff.
- **every change** from the approved project's contents (**not only the budget**) **must be explained and transmitted in written form** to Ms. Lombardo, thus allowing the coordinator to insert those explanations into the final report form. In such way the EACEA won't argue (if the explanation are satisfactory) and the evaluation process will much be easier.
- the fact that **the exchange rate to apply is** that **of the 5<sup>th</sup> of December 2011** has been confirmed again by the EACEA officers. Partners have time till April 2014 to do the update to the exchange rate of all the expenses accordingly **and update travel reports already done.**
- **the travel ceilings**, in case of lump sums (forfeit), **are to be considered the maximum allowed by the EU** but if a partner organization has got and applies a different one which is lower, **the latter must be used.** To allow this check, **every partner must send to Ms. Lombardo a document or a letter in which they explain the internal ceilings in use.**

### Quality and monitoring

Mr. Collinassi illustrates the monitoring and quality paper draft posted on the platform discussion, asking to all the partners to read it carefully and give a feed back as soon as they go back home. It would be very helpful to have a common set of indicators, and the correspondent data to be collected, to apply to the pilot visits during the validation WP.

The partners agree and will send a feed back.

### On line and written Catalogue development

Mr. Collinassi illustrates again the printed catalogue draft and the characteristics of the layout choices. The partners are asked for approval for the layout and editing principles, which are:

- the contents of each circuit will be shown on a double face-to-face page, the circuit description on the right, the seminar's list and the map of locations on the left
- only the logos of the companies will be put, no images, **each partner will collect and send to ENAIP FVG the high resolution logos** (300 dpi, also a good scan from a leaflet or dépliant of the company can be enough) **of all the companies of their circuits within the 20<sup>th</sup> of December 2013**
- in the third of cover there will be the list of G&L project's partners with their logos
- the text descriptor of each circuit will be a subset of the descriptor of the WebPages of the circuit, were more explanation can be put, if needed. The texts of the draft have been shortened by Ms... Collinassi, which asks to all the partners to check the texts and send updates if necessary within the end of December 2013
- all the partners agree to the substitute the LNMB acronym with the term "Agency" for purpose of clarity. This change will be applied to all the WebPages as well and to all the standard documents (were it will be coupled with the existing LNMB term just for matter of compatibility with former papers). The LNMB term will not be changed in the project website.

- all the partners are also asked to check the introductory pages and send any suggestion for update -if any-
- the index with two pictures of the company is also approved, **each partner will send within the 20<sup>th</sup> December 2013 two pictures in high resolution** (300 dpi, also a good scan from a leaflet or dépliant of the company can be enough) **to be put in the index of the circuits, in case of missing pictures we'll use stock photos**
- the last page of the catalogue will carry only the G&L website address, not email addresses
- **ENAIP will guarantee an English proofreading of the final text of the printed catalogue**
- a number of 1.000 copies of the printed catalogue will be made
- **every partner is asked to send to coordinator the marketing sentences worked out during the dissemination workshop (adapted and integrated if necessary) ASAP.** These sentences could be put into the written catalogue.

Mr. Tonutti proposes to the partners to develop a short video spot (about 30 seconds) to promote the circuits on the web and in TV. We'll have common colors and logos. The partners agree on the proposal. **VOKA will be in charge to work out a proposal of common layout for the video.**

Then we discussed some questions:

- Do the partners have complete freedom in the cluster choice? Every partner must have the three sectors agreed.
- Pilot circuits not necessarily must be the same of the catalog. What we put in the catalog will be the final thing that we'll send.
- Target groups: it's better to not specify them because it restricts the possible target groups. We'll have to specify them only if the companies will tell you that they want only a particular target.

### **Training for the companies**

The question is: how will we organize it? We have to work out a solution because the European Commission pointed the attention on that. This is a critical issue because it is not easy to invite companies to a formal meeting for training. The proposal made by Mr. Collinassi is to personalize the training for each company. We'll go in each company before the circuit take place and give them the handbook and leaflet, explain them how to host the group and verifying all the logistics issues. This activity can be considered as "company training". ENAIP will work out a graphic layout of the Company handbook in all the languages. In any case, we'll need a formal demonstration that we did that training, however we do it: we can do group training of the companies or individual but we'll need a register (or a presence sheet) to demonstrate the training has been carried out. A proposal for a common form "company training" will be developed by ENAIP and will put it on the website.

**By the end of work package 4 piloting, we need to carry out all the company training activities (they must be done before going to the companies!)**

### **Next meeting and activities schedule:**

The next international Go&Learn meeting (ENMG implementation +pilot visit) will take place in Prešov (SK) from 12<sup>th</sup> to 14<sup>th</sup> of March.

At 13.00 the meeting ended.

Checked and approved by all partners

Nyiregyhaza, 22<sup>nd</sup> of November 2013

Giovanni Tonutti and Loredana Lombardo