

**MINUTES FROM  
III MEETING of Leonardo da Vinci innovation transfer project "Sustainability and social responsibility through learning in SME",  
No. LLP-LDV-TOI-2008-LT-0021  
05-06.10.09, Nicosia, Cyprus**

**5<sup>th</sup> of October, 2009**

Partners represented:

<b>Name, surname</b>	<b>Organization</b>	<b>Country</b>
Aušra Rūtelionė	KTU, Economics and management faculty	Lithuania
Rūta Čiutienė	KTU, Economics and management faculty	Lithuania
Žaneta Piligrimienė	KTU, Economics and management faculty	Lithuania
Grazyna Swiatowy	Wroclaw University of Economics	Poland
Anna Sliwa	Wroclaw University of Economics	Poland
Fernando Leon	Pau Casals Institution	Spain
Jose Gonzalez	Pau Casals Institution	Spain
Elina Gaile Sarkane	Riga Technical University, Faculty of Engineering Economics	Latvia
Natalija Lace	Riga Technical University, Faculty of Engineering Economics	Latvia
Oana Voicu	Fiatest SRL	Romania
Alina Costache	Fiatest SRL	Romania
Celia Hadjichristodoulou	European University Cyprus	Cyprus
Athanasios Hadjimanolis	European University Cyprus	Cyprus
Vanda Viera	Cecoa	Portugal
Alexander Krauss	ISOB	Germany
Alexi Alexov	NAMSB	Bulgaria
Eleonora Negulova	NAMSB	Bulgaria

There were 17 participants *at the first day* of the third meeting of the project "Sustainability and social responsibility through learning in SME".

The meeting on 5<sup>th</sup> of October has started at 9:00 a.m. The hosting organization EUC representatives have welcomed all partners in Nicosia. The agenda of the meeting has presented

Then A. Rūtelionė has introduced the progress of the project. It has been indicated that almost all activities have done on time and as have been estimate in the evaluation guidelines created by internal evaluator ISOB. Project coordinator has stressed several points where the more attention should be attached:

- more active dissemination of the project in www of relevant associations, chambers, written articles (in business press), conferences related with CSR, SME, seminars and events (exhibitions, days for social responsibility, etc.) related with the topic, etc.
- Every partner has be acknowledged with the project self-evaluation research design and be ready to provide the information asked from IE quarterly
- finance administration: tables have to be filled on regular basis and be presented when coordinator need it.
- Feedback on e-mails from coordinator.

Then reflections on the final SOCIALSME package from partners have followed. Partners have filled questionnaires of SOCIALSME evaluation made by internal evaluator ISOB.

Then Alexander Krauss (ISOB) has facilitated the discussion on the SOCIALSME package: step by step. Most important discussed points were following:

- Professional facilitators are those who are foster the learning process, he/she has to help solve problem and find SME's solutions. They are developing the process but not providing the solution. Facilitator has technically coordinate and «inspire» the learner. Also the facilitator proposes some creative method to solve a problem; to help people to find their own solution.
- Learning needs analysis phase: help to interpreter the gaps and problems of companies and provide priorities.

- Concepts of instructor/ facilitator/consultant can be found in Resyfac Project glossary plus CSR glossary from CECO's project.
- Appreciate Inquired. Start of resources and not with the problems. Strong strategy. Interpretative perspective/approach. Conceptually is important but which partners must use their own terminology. Focusing on positive elements. Focusing on positive inquired. Use the resources more constantly and systematically.
- Reflective interviewing. Is about two effects: data for the interviewer and make manager speak about their own situation. To get new ideas to explaining your work as a explicit strategy. Explicitly the concept of the company, exchange their «histories». Guiding interviewing.
- Focus groups. Managers generally don't talk with employees about the problems; its better to promote focus – groups with other managers, from other companies.
- Facilitator is a professional profile. Its not certified. Its a preliminary outcome.
- Reflection: field of practices and try to step back and think about those practices in a conscientious way. Take different perspectives of your work, motives,... realize that there are more opportunities and develop other strategy. Its usefully to have a partner to explain to someone who has no idea about it. Last workshop there is a reflective action regarding the activities. Ex: 63604 exercise.

Then partners have discussed possible design, style of SOCIALSME package in CD format. Alexander Krauss has presented <http://.....>

- It has been decided to make offline of [www.socialsme.org](http://www.socialsme.org) to CD. The CD will be in all languages (except DE and EN). CD will be produce by the promoter.
- Manual steps as navigation and after that to reach the worksheets, with the tools address to those steps. In the application, its mentioned the interaction website and CD, not just with PDF files.
- Its connects with other pages with additional information as the list of facilitators or learning assessments.
- To find some nicer colors. Different way of navigation. Download files. Links to the materials as final conference presentations.

Then Alexander Krauss has presented the process of testing and needed documents from this process. ISOB provide a set of questionnaires (three) that will have to be filled by facilitator/consultant, manager and peer reviewer. These questionnaires are one of documents to deliver to prove the implementation process. The questionnaires aims at demonstrate the need of the target groups and facilitators are reach.

- Questionnaires for facilitators: usability of the materials (the guideline). Some general questions about the package as a whole and more detains about different parts. Remarks can also be explicit.
- The questionnaires will be online and partners will receive a paper version to validate.
- The questionnaires don't need to be translated unless people don't really understand EN language.
- Also Alexander Krauss will ask for documentation of the process: 2 or 3 pages with description of activities within each company (how the process was about...). Diverse practices according to the SMEs needs. Partner can organize meetings or individually interviews with facilitators who will test the innovation in SME.
- One facilitator: one questionnaire. Questionnaire about the field test.
- Questionnaires for managers and social partners: only two pages also.
- For peer facilitators: people from the advisory board (guideline and website and deliver comments about those elements/products).
- No rule about the number of peer facilitator evaluation but can be «see» as a way of dissemination, but min 5, max could be 10.
- The draft version of questionnaires was provided by email. Partners will receive the final version after validation.
- Peer facilitators: one questionnaire. Attractive means helpful in these sense.
- Learner exercises: how to attract more apprenticeships to the company? Define exercise with a define group of target groups will be important to listening to all elements.
- One main result for the Filips project was "who needs to be involved in the pilot group? To work with the people who are responsible for the production and decide about the learning conditions. In German, for examples, the companies have a personal department however the production people are more important because they decide about the learning conditions day-by-day bases.

- Years of schooling: to collect information about the academic background. People with no formal education. Men or women.
- 4 weeks before the end of the project to provide the peer test questionnaires as part of the dissemination.
- The innovation has to be tested in 5 SME in each innovation transferring country
- How workshops could be organized: 1 day for preparation and we can also two 1 or 2 workshops together. 1st workshop is one important one. Its better to do it individually. But it depends how long they need a facilitation process. The interviewer should be done individually, specially, when vision and focus on construction of strategy is address.
- The experience from ISOB was to reach companies in the companies facilities: more informative approach. Sometimes its better to have coaching situations.
- Duration of the field test. Some weeks in between the workshops. Collection of feedback questionnaires about 4 weeks. Then the materials have to be integrated into the website.

Leonora invite partners to upload their contacts into the community of practices of EUFACINET Project. Where facilitators communicate and request about the questions.

Then Alexander Krauss has asked partners how they are going to test the innovation and organized workshops:

- *Bulgarian partners:* results are more than 98% don't have any strategy. They will combine the approach to combine the strategic plan with the benefits of CSR. Entrepreneurial cultural / strategic planning / less access to resources and to call for grants. General management skills is one really deficiency in the Bulgarian companies. The guideline is methodological because its providing some introduction to planning and mission statements. People are aware about the European legal legislation.
- Romanian / Spanish / Polish partners/Lithuanian/ Latvian partners: Will reach the companies individually.
- Portuguese partners: Will reach the companies through focus – groups and individuals.

In conclusion, there are two ways of testing process: some partners will test individually in every SME separately; others will integrate the testing process to other trainings, seminars.

Then the issue regarding further use of the guideline – commercial agreement has been discussed. It has decided top use materials for dissemination but without changes and no way for commercialization the products, just the time for consultants.

The SOCIALSME project was build on the results of another Leonardo da Vinci project. Each partners should be free to use the material as a products for development. Partners cam work on the materials in the future.

Regarding the guideline and the website, everyone can use it, because it's free. Also partners can use the materials for training courses. It has agreed that guideline and content will be online during and after the project.

Then the further WP: organisation of Work, tasks, Partner Meetings etc., has been presented and discussed. It has been decided on these deadlines:

#### WP4. Testing of innovation

Activity	Responsible	Deadlines
Sending of template of leaflet to partners for translating	KTU	15th of October, 2009
Translations of package: put into PS and send to KTU	All innovation adapting (IA) partners	15th of October, 2009
Self evaluation report for ISOB	All IA partners	26th of October, 2009
Self evaluation report sending to project coordinator	ISOB	15th of November, 2009
Translation and printing (also inserting in www) of <u>1) leaflet</u> and <u>2) translating of three questionnaires for testing</u>	All IA partners	31st of October, 2009
Instruction seminars for consultants/facilitators	All IA partners	1st of October- 1st of November, 09
Testing of innovation in SME, invoking consultants (5 SME each partner)	All IA partners	1st of November, 2009 – 30th of April, 2010
IV meeting CSR conference (?)	Pau Casals (Barselona)	<b>18-19</b> of March, 10

Peer review of innovation (5-10 training provider, university, etc. depending on partner context) give feedback to material )	All innovation adapting partners	1st of November,2009 – 30th of April, 2010
Sending results of testing to ISOB (filled questionnaires, other evidence docs)	All innovation adapting partners	Till 30th of April, 2010
Report of testing the innovation and evaluation results	ISOB	Till 15th of May, 2010
Adjustment of innovation in English version and send to partners	ISOB	15th of May, 2010
Adjustment of innovation in other partners languages	All innovation adapting partners	31st of May, 2010

#### WP5. Development of innovation

Activity	Responsible	Deadlines
Translation for CD	All innovation adapting partners	1st of June- 15th of June, 2010
Creation of CD design, style, content managing and send to partners for comments	KTU (subcontracting)	30th of June, 2010
Review of CD by partners and comments send to KTU	All	7th of July, 2010
Final version of CD creation and integration into www	KTU (subcontracting)	31th of July, 2010
CD sending to partners	KTU (subcontracting)	7th of August, 2010
Dissemination seminars ( <b>min one per country, min 20 participants</b> )	All innovation adapting partners	7th of August - 20h of September, 2010
Final meeting –conference	KTU	23-24 of September, 2010

It has also discussed what should be done during next year in order to disseminate and valorisate the innovation in the best way. The documents, etc. that should be selected have presented also.

Activity	Data (responsible)
1. Information in Project Web site	Documentation of website (KTU)
2. Project products dissemination through Project Web site	Documentation in Contact records provided by IE, downloads from website of RA and newsletter (KTU)
3. Links of project www in partners organizations websites (also relevant www)	Documentation of links (All) i.e. CSR portals in every country, info in chambers www, etc.
4. Project products delivery to target groups (information meetings, group e-mails, direct mailing of CD to consultants)	<ul style="list-style-type: none"> <li>List of SME and persons contacted (All)</li> <li>Minutes from meeting with target group, AB</li> <li>Data of direct mailing of products</li> <li>If it has presented in event, seminar, etc.- list of participants, information about event</li> </ul>
5. Leaflet distribution (direct mailing to SME, distribution in seminars, conferences, other events)	<ul style="list-style-type: none"> <li>Number of downloads and/or delivery by Email or Mail or personally</li> <li>List of companies and persons contacted (All)</li> <li>Exact name of conference, seminar, other event (possible evidence documents, etc. information about conference (agenda, info from www), photos, list of participants (or how many participants have participated in event), presentations)</li> </ul>
6. Information (articles) given in scientific and public press and internet (newsletter in www) about the project <ul style="list-style-type: none"> <li>Conferences dedicated for CSR (1)</li> <li>Articles in business media (1)</li> <li>Newsletters in project www (4)</li> </ul>	Documentation of publications (All) <ul style="list-style-type: none"> <li>Data of newsletter downloaded and sent directly</li> <li>Exact name of conference in every country where the project will be disseminated (i.e. National ? Conference and International in Wroclaw, CRS conference in Cyprus)</li> <li>Exact title of media (newspaper, magazine, etc.) where info will presented</li> </ul>

7. Consulting of consultants and SME seeking to implement the methodology: Number of instruction seminars: minimum 1	Documents of seminar: minutes (All) <ul style="list-style-type: none"> <li>• Consultants list (name, surname, position, experience in topic)</li> <li>• Filled questionnaires from testing field</li> <li>• List of experts who will do the peer review and filled questionnaires by them</li> <li>• SME list (learning companies) that will participate in testing</li> </ul>
8. Open dissemination seminars for potential users while presenting project product (Minimum 1)	Documentation of seminar: minutes and contact records (all) Present aims, duration and target group of the seminar (i.e. <u>invitation</u> , i.e. could be in press, by e-mail) Dissemination seminar plan ( <u>agenda</u> ) The material of dissemination seminar ( <u>slides</u> , etc.) The list of participants with <u>signs</u> , <u>photos</u>
9. Include the innovation in continuous studies for businessmen: Documentation of inclusion in seminars, lectures etc.	Documentation of seminar curriculum, declaration of intent (LT, CY, LV, PL), for example: <ul style="list-style-type: none"> <li>• Module card</li> <li>• Program of study of the module</li> <li>• Prescription of the school director, that the methodology has implemented in the study program, i.e. in practice classes of the subject “?”</li> </ul>
10. Form advisory board in every partner-country	<ul style="list-style-type: none"> <li>• Minutes of meetings or discussion with members (presence or virtual) (all)</li> <li>• List of advisory board members</li> <li>• 4 meetings per project time</li> </ul>
11. Presentation project and product in associations, networks, etc.	Contact records (all), i.e.: <ul style="list-style-type: none"> <li>• EUC: Cyprus Chamber of Commerce, Industry and Crafts</li> <li>• FIATEST: National Union of Romanian Employers and Representatives of UGIR 1903</li> <li>• CECO: 1) Expert group “Mainstreaming CSR among SME’s” in Brussels, European Commission, DG Enterprise to disseminate the project at European level and 2) Portuguese Confederation of Trade 3) National Network of around 50 Knowledge Resources Centers.</li> <li>• RIGA: 1) Business Consulting Association; 2) Latvian Chamber of Commerce and Different Industry organizations; 3) Latvian Chamber of Commerce and Industry organizations and other relevant policy makers</li> <li>• WROCLAW: Western Chamber of Commerce (Zachodnia Izba Gospodarcza)</li> <li>• PAU CASALS: Spanish Chamber of Commerce and Industry</li> <li>• NASMB (in the association)</li> </ul>

Then two leaflets templated have been presented: quadrat and flower form. After discussion, it has decided to take flower format. Coordinator will send crd format of the laefalte till 15 of Oct, 09 and every partner will produce leaflets in their countries. It has also asked to select all info as possible about where, how many and to whom leaflet will be delivered, by Email or Mail or personally.

Newsletter 2. It has decided to produce the newsletter 2 in December, 09. Content will be: information about Sofia and Nicosia meetings, information about CSR conference in EUC, events, conferences in other countries, information about the SOCIALSME product, information about consultants and SME in partners countries, news in the topic in partner countries.

Then the statistics of [www.socialsme.org](http://www.socialsme.org) has been presented. From content management system statistics: 8455 visits from March, 09 ([www.socialsme.org/stats](http://www.socialsme.org/stats)). It has also decided to insert new survey in www in order to find out is it possible to be socially responsible for SME in times of crisis?

The first day has finished on 5:00 p.m. as planned.

## 6<sup>th</sup> of October, 2009

Partners represented:

Name, surname	Organization	Country
Aušra Rūtelionė	KTU, Economics and management faculty	Lithuania
Rūta Čiutienė	KTU, Economics and management faculty	Lithuania
Žaneta Piligrimienė	KTU, Economics and management faculty	Lithuania
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Vanda Viera	Cecoa	Portugal
Alexander Krauss	ISOB	Germany
Alexi Alexov	NAMSB	Bulgaria
Eleonora Negulova	NAMSB	Bulgaria

There were 17 participants *at the second day* of the third meeting of the project "Sustainability and social responsibility through learning in SME". It has started at 9:00 a.m.

After the welcome and reminder of the day agenda all partners have discussed regarding decisions of the first day.

Then Alexander Krauss has talked about information and evidence documents that he will need for Internal evaluation of the project. He asked to follow Project Self Evaluation Research Design.

A. Rūtelionė has also talked about the interim report (content). She has asked to send list of dissemination activities, evidence documents and also attach translations of package in Partner Space till 26th of Oct, 09 by mail (evidence) and e-mail (the list).

Also coordinator has asked to send info about consultants who will work with package in SME, i.e. info about them with picture and appealing claim ¼ page each, i.e. (picture, name, surname, occupation, experience in topic, appealing claim (2 good sentences-¼ page each)). The deadline: till 26th of October, 2009 by e-mail to project coordinator and evaluator (ISOB).

The information about SME in the project: company profiles from the field test, best practices, maybe also best practices we already know who allow us to mention them have to be sent too, i.e. name of organization, sector or activity of organization\_till 26th of October, 2009 by e-mail to project coordinator and evaluator (ISOB). Best practices in SR and learning at workplace and info (www, contact person) of SME will be asked later. Info about consultants and SME will be included in www.

Then finance manager has presented requirement for finance interim report. Ruta Čiutienė has worked with every partner separately till 2:00 p.m. as planned.

After the final reflections and tasks assigned, the meeting of the second day has finished as planned, i.e. 2:00 p.m. At 17:00 the International conference on CSR in Cyprus has taken place in the Cultural Centre of the European University Cyprus