

FINAL MEETING OF THE PROJECT: RESULTS AND LEARNED LESSONS

The project B.I.G. – Businesses International Growth – financed by the programme Erasmus+ KA2 – finally reached its conclusion. Partners were hosted by the lead institution – the Chamber of Commerce of Marche – in Ancona (Italy) on 17th and 18th October 2022.

B.I.G. began in December 2019 with its kick-off meeting held in Poznan (Poland) aiming to increase the digital, international, business and financial management skills of 80 workers of small companies in Italy, Spain, Slovenia, Greece and Poland, thus supporting the definition of the correct and sustainable planning of digital, international company projection.

The development of the activities wasn't always as simple as expected at the beginning; the pandemic emergency forced the Consortium to change the programme, forbade the organisation of the in presence meetings among companies that were scheduled in the proposal and stopped all the activities for 6 months. For these reasons the Consortium asked for a prorogation of the deadline and this decision appears exactly right as we analyse the results.

Applicants have been required to engage in an innovative program structured in 3 different phases: OER training method; SME check-ups and the Movie education labs.

The target of **80 participant workers** to the pilot training programme has been achieved with 89 subscribers (23 from Italy, 19 from Slovenia, 17 from Poland and 15 from Greece and Spain)

The target of **10 check-ups**, 2 from every participant country, has been achieved with 13 companies: 2 from Italy (Damiano Latini and Teamsystem), 2 from Slovenia (Triglav and M-Orel), 2 from Poland, 3 from Greece (Alter Ego

NGO, Geogastronomy George Palisidis and Italian Chamber of Thessaloniki) and 5 from Spain.

The target of **5 Movie education videos**, 1 from every participant country, has been achieved and the videos are: "A volte basta poco per cogliere un'opportunità..." produced by Italian participants; "Holy cow Milka" produced by Slovenian participants; "Importancia de la investigación de mercados" produced by Spanish participants; "Once upon a time without a cloud..." produced by Polish participants and the Greek video "The first weeks of a new employee in the company" (not yet available online).

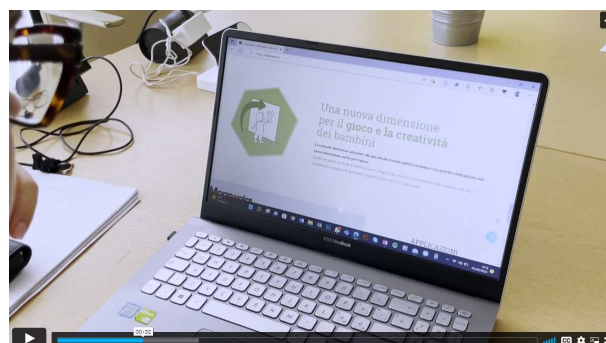
Videos are available online:

ITA: <https://player.vimeo.com/video/756738498>

POL: <https://player.vimeo.com/video/756738823>

SLO: <https://player.vimeo.com/video/756738823>

SPA: <https://player.vimeo.com/video/756738823>



EDUCATIONAL TV PROGRAMME

Partners agree on the extension of the activities of the project with the purpose to offer a new interactive instrument for workers and companies which aim to strengthen their skills on digital and internationalisation management.

The Educational TV Programme adopts and integrates streaming and interactivity models as distinctive elements, which allow users to choose if and when to access the different types of content provided and how to modulate their learning paths according to their needs.

The programme is divided in 3 sections, the first concerns the topic “International Marketing and Sales”, the second is focused on the topic “Digital technologies to support the internationalisation process” and the third on “Communication and interculturability”.

Among the skills supported by this programme are: inline market research, data analytics, international payments and logistics, inside sales and selling remotely, the importance of online market & research and the role of the cloud.

The second section proposes the following topics: web design and content development for international markets; SEO and SEM; social media marketing; ecommerce and international marketplace, new opportunities with artificial intelligence and deep learning and how to seize an opportunity.

The third section analyses the online communication and related tools, cultural differences and intercultural competencies in international marketing; cross-cultural communication.

Partners gave their contribution to the production of the programme, involving companies, managers, consultants and professors with specific and significant experiences on the topics.

The final version of the Educational TV Programme is available here:
<https://risorse.erudire.it/BIG/TVPROGRAMME/index.html>

The Educational TV Programme



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SATISFACTION QUESTIONNAIRE

The Consortium intends to verify the quality of the programme that it has proposed to workers and companies. All the participants in the 5 countries can give us their evaluation through a quick and simple questionnaire, available here:

https://docs.google.com/forms/d/e/1FAIpQLSe5GUmvKVnTMNXnmS_SZXSkXB5IYjtnUCCdB8t-cVZm9wzn5w/viewform

It will be really important for the Consortium knowing how participants have taken advantage from the project B.I.G.

MULTIPLIER EVENTS

In September and October each partner organised an event to disseminate the methodology and results of B.I.G., involving more than 150 persons. Among the long term aims of the project there is also the diffusion of the opportunity connected to an innovative way of learning as OER and Movie education are.

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