



# **B.I.G. Businesses' International Growth**

## **B.I.G. PROJECT REPORT OF THE ACTIVITIES CONDUCTED BY THE PARTNERSHIP**

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This report aims to collect the conclusions of the implementation of BIG project in different countries of the partnership.

In the report, we include the main tasks performed by the partnership, the contribution to the intellectual outputs of the project, and the results obtained from the testing of the educational resources developed along the different stages of the project.

## IO1 - TRAINING PROGRAM FOR THE DEVELOPMENT OF DIGITAL AND INTERNATIONAL BUSINESS SKILLS

The partners in the different countries coordinated the efforts to carry out the tasks foreseen in the first intellectual output and deployed the resources accordingly.

Partners in each country conducted **desk research** and a **focus groups** addressing the target groups of BIG project. Each country defined its own strategy. Whereas some decided to join forces for single consultation processes with all target groups, other countries decided to address different target groups with individualized focus groups and interviews.

As a result of the focus groups, partners in all countries were in the position to define the training programme of BIG project. In order to accomplish it in a coordinated way, partners in each different country decided to lead one or two modules according to their expertise in the field.

The main activities performed by the partnership connected with the first intellectual output of the project were, therefore:

1.- Organisation of structured focus groups (2) and desk analysis for the contribution to the training design in each country. As conclusion of this first activity a comprehensive

report was handed out to the project promoter by the partners in each country.

2.- Definition of the training programme, the partners in each country leading the work in one or two of the modules and contributing with inputs to modules led in other countries. These tasks involved both research, training design and technical work to handle templates, formatting the layout and adapting the conclusions of the desk research and focus groups.

3.- Organisational aspects for the selection of the target group following the training programme produced by the partnership: contacts, interview, follow-up of the progress and feedback to the promoter of the project.

In average, all partners devoted two trainers and one technician to this task, and the consultation process mobilized some 20 people in average per country. Most of these individuals were representatives of companies and entrepreneurs, with a specific representation of the training and human resources departments.

## **IO2 - OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALIZATION**

Under the support of the leader of this intellectual output, the partners contributed to the production of the 13 Didactic Units, which were the core of the OERs. This intellectual

output was intensive in work for the teachers, and technical work mainly for translation purposes.

The main tasks of this intellectual output for the partnership were:

1. Preparation of the storyboard for the different parts of the OERs.
2. Content processing for the different didactic units.
3. Translation of the texts of the different partnership languages into Spanish for subsequent subtitling.

Most of this work was internally produced by the partners in the partnership, following the conclusions of the training design.

### **IO3 – CHECK UPs of digital internationalisation**

In this intellectual output, and following the instructions of the intellectual output leader, the partners accomplished the following tasks:

Partners in each country, in a coordinated way, contacted with company representatives to conduct an analysis of the company situation. All partners achieved a significant number of company representatives, achieving the indicator of 15 per country or exceeding it. These company representatives were the ones recruited to follow BIG training methodology, and they provided feedback after their experience.

Partners' strategy in the different countries was adapted to the faced needs. In some cases, partners in the same country

joined efforts to recruit the companies. In other cases, partners in the same country segmented the target group and each partner focused on a specific group.

In general, in all countries, partners managed to agree with a reduced number of participants a more specific consultation process in the format of interviews. From 3 to 5 participants per country were interviewed following the methodology agreed by the partnership, in order to profile better some of the answers collected in check-up questionnaires.

A significant effort was put on contributing to a common report about the results of this consultation process with BIG developed OERs users. Partners in each country produced separately a excel table with scores obtained by interviews, in accordance with the indicators defined by the partnership. These results are part of a specific report.

The check-ups were narrowly connected with the next step of the project: the educational Sketch Coms. This required a strong effort from partners in all countries to involve some of the students from the companies into the field movie education and in the production of Sketch Coms.

## **IO4 – Educational Sketch Coms**

In general, this intellectual output required additional efforts than previously planned. In most of the countries, students from the companies were reluctant to perform live in the



sketches, although they were keen on contributing with ideas and set up the story board of the sketches.

Nevertheless, all partners succeeded in presenting specific sketches (one per country) with the contribution of the company students either in the conception of the plot, in its production or as improvised actors/ actresses.

Technical tasks were demanding as well, in order to achieve a relevant level of quality in the production of the sketches. They required post-production for consistency between the sketch-coms in all the countries. The approach of the sketches was different in all countries which provided an attractive variety of solutions in the implementation of BIG training strategy.

In general, the number of students from the companies involved per country were 2 or 3. They were assisted by partners' team members, which proved also to be useful to break the ice.

## **IO5 – Learning environment**

The learning environment experienced different approaches in line with the project process. The leader of this intellectual output contributed since the beginning of the project to design in close cooperation with the project promoter the templates for the resources and the scheme of integration to optimise the appropriate visibility and access to them.



In line with the difficulties to travel abroad during the peak of the COVID pandemics, the partners decided to apply for different extensions and for the relocation of the travel funds that could not be expended. The suggestion was to use a TV show as a means of integration of all the resources created along the project and to host the access to it through a specific dedicated webpage in the promoter's webpage ([www.marche.camcom.it](http://www.marche.camcom.it)).

To enrich the TV show, additional interviews were suggested to the partnership, with the resources of the unused travel costs.

The approach by the partners to these interviews was different from country to country. In some cases, they based it on research of opinions in those aspects of international digital marketing less tackled in BIG training course. In other cases, they recorded specific interviews collecting the opinion of professionals from this field. In some cases, these professionals had been involved in different phases of the project.

## **CONCLUSIONS**

The results of the implementation of BIG methodology proved to be very successful for the partnership and the stakeholders involved.

Movie education has been inspiring to design other future applications connected to the needs of the participating companies.

The consultation process has been enriching as well to establish closer bonds between the partners, the participating companies and the teams.

As a closing task of this intellectual output, the leader prepared an evaluation form, which was discussed with the partnership and open to the different stakeholders participating in the different phases of BIG project. This form was filled under voluntary basis by external participants in the project belonging to the involved companies. The results are represented in the following charts. A total of 10 participants filled the questionnaire in the 5 participating countries.

B.I.G. TRAINING AIMS

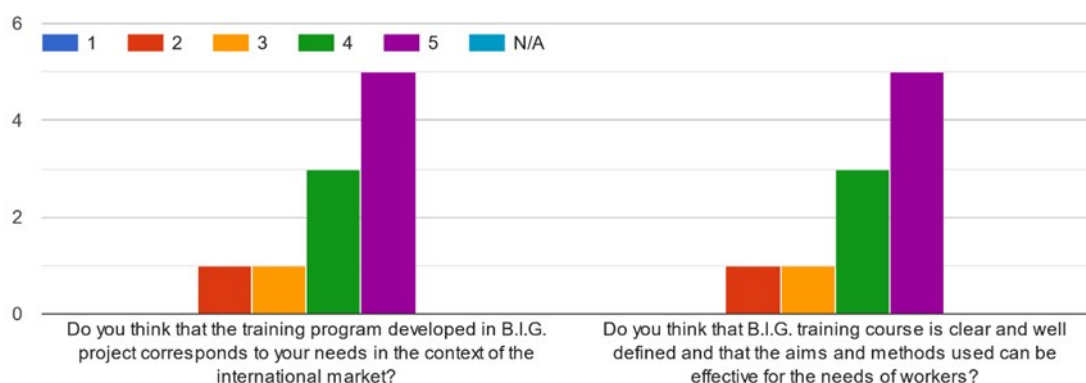


Figure 1. Training aims as evaluated by external participants

The appraisal from external participants indicate that BIG training aims corresponded to the needs of 80% of the participants to a high extent or fully. The same percentage of external participants indicate that the training course is clear and well defined.

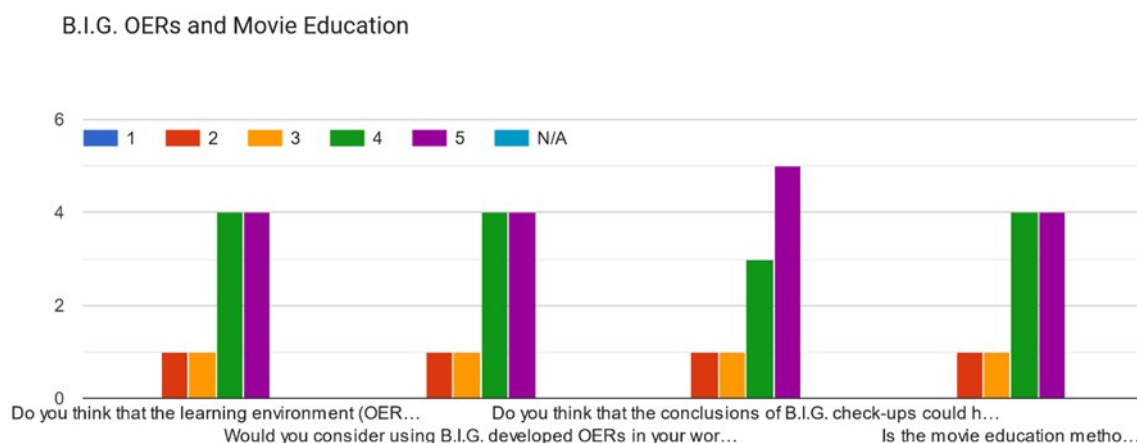


Figure 2. OERs and training methods as evaluated by external participants

The external participants have also a very positive opinion on the quality and utility of the OERs and the Movie Education method. The highest appraised indicator is the one connected with the appropriate guidance offered by BIG check-ups as a tool to establish the company strategy towards international digital marketing.

B.I.G. WEBSITE (<https://www.businessesinternationalgrowth.eu>)

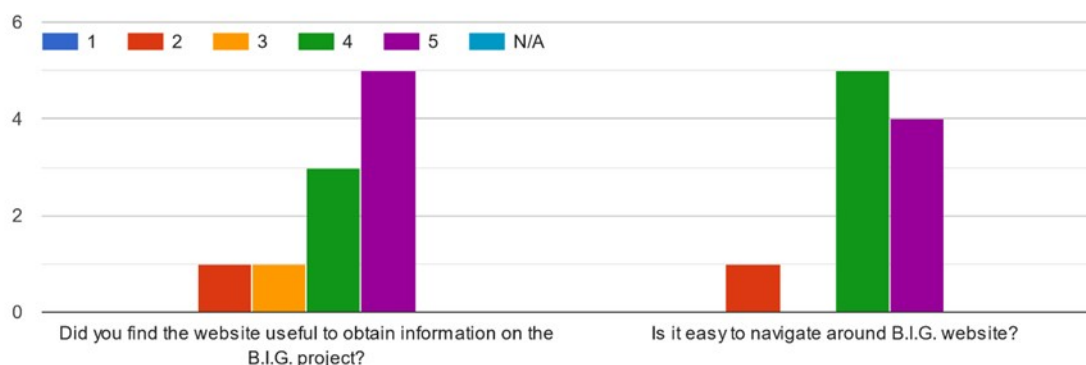


Figure 3. BIG website as evaluated by external participants

The opinion of the external participants on BIG website is also very positive. The qualitative indicators measure to what extent it is useful to obtain relevant information about the project and how easy is navigating through it. More than 80% of participants give high scores.

GENERAL OPINION OF B.I.G. PROJECT

10 respuestas

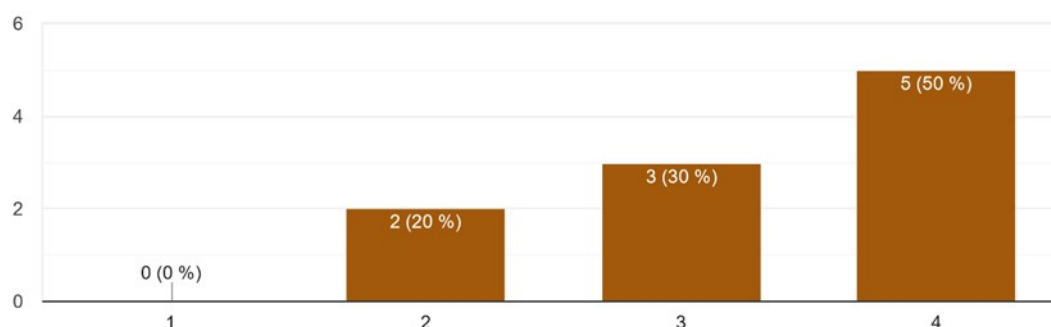


Figure 4. BIG general opinion as evaluated by external participants

Finally, and being consistent with the rest of the opinions, 70% of the opinions from external participants in the project consider the project very good or excellent. None of them have a bad opinion.

**Elaborated by FEI with the cooperation of the rest of the partners**