

# B.I.G-Businesses' International Growth

## Project Management and Communication

October 30<sup>th</sup>, 2020

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## REMIND ABOUT THE COMMUNICATION PLAN

The overall action will be coordinated by [Camera di Commercio delle Marche](#) and foresees the use of the various [media](#). There is a significant delay in the fulfilment of the communicative actions due to the lockdown that affected Europe in the first half of this year. We can consider this meeting as a new starting point.

### COORDINATED GRAPHIC LINE

**Objective:** identify the project in a clear, immediate and communicative way

### WEBSITE

**Objective:** provide specific and up-to-date information about the project and its progress.

It contains sections regarding the description of the project, partners, activities, intellectual outputs, the learning environment with the OER and other in-depth materials, the tools to conduct the company check-ups, the handbook, the educational sketch-coms made by the project beneficiaries, to favor an overall and detailed vision.

### ELECTRONIC BROCHURE

**Objective:** provide the project presentation in a clear, concise and easily understandable way in all the partnership languages and in English

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## COMMUNICATION

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### TELEMATIC NEWSLETTER

**Objective:** provide timely updated information on project development in all the partnership languages and in English

### EDUCATIONAL SKETCH-COMS

**Objective:** to entertain and train the general public in a light and immediate manner on issues related to digital internationalization. The educational sketch-coms will be made in the partnership languages, subtitled in English and diffused on the main social networks.

### SOCIAL MEDIA

**Objective:** use materials catalogued in the learning environment; exchange and share experiences, enabling a wide audience of recipients to gather impressions and opinions.

1 project Twitter channel, 1 Youtube project channel. [These two channels will be activated after the 2nd Partner Meeting](#) and they have to be regularly updated with information about the project or about project items.

Furthermore, each partner will use their own social networks (Facebook) to give the widest possible dissemination of the results achieved in the context of the B.I.G. project. No specific Facebook page for the project.

### WEBSITE

[www.businessesinternationalgrowth.eu](http://www.businessesinternationalgrowth.eu)

Project websites has sections that must be updated with the support from all the partners, in particular “Tender and Analysis” and “News” which can host economic information (reports, surveys, focus) and local initiatives as calls, tenders, financial support actions.

Please, send to the Lead Partner contacts every information that you think could be interesting to share and linked to the project topics as innovation, digitalisation, new technologies for SMEs, international digital strategies.

### NEXT STEPS

**Twitter and LinkedIn** channels will be activated immediately, CCIAA Marche is responsible for their update, each partner has to send to the LP one news concerning project's activities or topic strictly related to the project **once a month**. The same deadline is foreseen for the institutional Facebook pages (we haven't planned to have a specific project FB page, then partners pages must be used to share news about the project).

**Newsletters** are planned to be sent every 2 months. CCIAA Marche is in charge for its graphic editing, all the partners have to prepare and share (sending to the LP) information for it.

## REMIND!!!!

ANNEX I, ARTICLE II.8 — VISIBILITY OF UNION FUNDING II.8.1 Information on Union funding and use of the European Union emblem

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### MANAGEMENT BODIES

To make project management more efficient partners have to create 4 bodies:

**Secretariat Office:** it deals with **Management, Administrative, Financial and Reporting** issues and it is composed of 11 members, one for each partner. SO members should meet online periodically (between General Partner meetings) or in every moment is necessary to check the progress of the project and of the WPs and they will have the task to solve any potential conflicts among partners;

**Steering Committee:** it is responsible for **Quality Control and Evaluation** and it is composed by staff from Lead Partner. It will support Project Managers to ensure that partners and stakeholders will be effectively involved in the project phases according to the relevance of their role;

**Communication Unit:** it is responsible for the **Communication and Dissemination strategy** and it is made of Lead Partner staff;

**Scientific Committee:** its members have to be decided collectively by Project Partners.

### SECRETARIAT OFFICE

11 members:

1)CCIAA MARCHE:

2)UNIVPM:

3)CONFORM:

4)CPU:

5)BSC:

6)ASECOM:

7)FEI:

8)ITA-GRE CHAMBER:

9)AKMI:

10)POZNAN UNIVERSITY:

11)POLSKA CHAMBER:



### STEERING COMMITTEE

3 members from CCIAA Marche (Lorenza Natali, Paola Fogante and Andrea Mosconi) with the technical support from Conform (Virginia Rosania and Alfonso Santaniello).

Quality control needs continuous check-ups through surveys after Partner Meetings and at the end of the main activities. WP leaders will support the Steering Committee through virtual meetings or specific reports.

### COMMUNICATION UNIT

CHAMBER OF COMMERCE OF MARCHE REGION is the leader of WP2 (Communication and dissemination) and its staff will be in charge of the coordination of the Communication Unit with the support of Conform and, when necessary, of all the partners.

Control on communication and dissemination activities will be continuous; Lead Partner could organise Virtual Calls with all the partners or a part of them according to the needs during the co-financing period.

### SCIENTIFIC COMMITTEE

11 members:

1)CCIAA MARCHE:

2)UNIVPM:

3)CONFORM:

4)CPU:

5)BSC:

6)ASECOM:

7)FEI:

8)ITA-GRE CHAMBER:

9)AKMI:

10)POZNAN UNIVERSITY:

11)POLSKA CHAMBER:

### CONTACT LIST

- Each Partner has to indicate two Officers as official reference for B.I.G.; a wider staff can be involved in the project but remind who you have selected as Staff involved in the project and introduced in the Grant Agreement;
- We suggest you to create an alias email address in order to reduce the number of addressees for each communication;
- Skype will support us for a long time, also for general partner meeting, and it accepts maximum 25 participants (today we have already 25 invited participants!) to each meeting, then we should limit different contacts for each partner.

## PROJECT MANAGEMENT

Activity Type	Start	End	NEW DEADLINES	
Intellectual Output <b>1</b> : Learning Programme	11-2019	04-2020		<b>08-2020</b>
Kick-Off Meeting: Poznan	12-2019			
Second Transnational Meeting: Lubiana	05-2020		<b>10/2020</b>	
Intellectual Output <b>2</b> : OER	05-2020	01-2021	<b>11/2020</b>	<b>07/2021</b>
Intellectual Output <b>5</b> : Learning environment	06-2020	10-2021	<b>11/2020</b>	<b>04/2022</b>
Third Transnational Meeting: Thessaloniki	01-2021		<b>06/2021</b>	
Intellectual Output <b>3</b> : Check-ups	01-2021	03-2021	<b>07/2021</b>	<b>10/2021</b>
Short-term Joint Staff Training Events	02-2021		<b>09/2021</b>	
Intellectual Output <b>4</b> : Sketch-com	04-2021	09-2021	<b>10/2021</b>	<b>04/2022</b>
Fourth Transnational Meeting: Madrid	05-2021		<b>11/2021</b>	
Multiplier events	09-2021		<b>05/2022</b>	
Final Transnational Meeting in Ancona and Final Event	10-2021		<b>06/2022</b>	

## **NEXT ACTIVITIES**

### **IO2 – Open Education Resources on Digital Internationalisation**

(Coordination by CPU)

- Validation of the Training Programme
- Definition of the criteria for the selection of the participants to the pilot training programme
- Preparation of the storyboard for content processing
- Creation of the OER contents (harmonisation for translation in the national languages)
- Translation into the different partners national languages
- Video tutorial creation
- Release of the multimedia product

Start: October 30<sup>th</sup> 2020

Deadline: July 31<sup>st</sup> 2021

## NEXT ACTIVITIES

### IO5 – Learning Environment

(Coordination by FEI)

- Selection of the open educational resources to be contained in the knowledge hub;
- Criteria for the development of the materials;
- Graphic solutions for the environment;
- Definition of the educational planning of times, resources, activities and logistic/organisational aspects to develop courses in the different countries;
- Undertake testing by 80 workers from the SMEs involved in the partnership territorial context (OER, classroom seminars, didactic material and operational tools).

Start: October 30<sup>th</sup> 2020

Deadline: April 30<sup>th</sup> 2022

## **2nd PAYMENT: After of the conclusion of IO1 - 11/2020**

It's mandatory that each partner sends timesheet of ALL the staff involved in the project (some documents are still missing, please send them as soon as possible).

## **3rd PAYMENT: After progress report sent by 1/2021**

The 3rd payment is scheduled on January 2021, partners must submit a progress report about the activities along with the job contract of each staff member involved in B.I.G., pay slips, travel documents referred to the 1<sup>st</sup> Partner Meeting in Poznan on December 2019 (flight electronic tickets, boarding cards, hotel invoices, taxi receipts, bus or train tickets, restaurants receipts) .

Documents for the 3<sup>rd</sup> payment are requested within November 15<sup>th</sup> 2020.



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# Thanks for the attention!