

B.I.G-Businesses'
International Growth
Project Management
and future evolution of the
project
Chamber of Commerce of Marche Region

February 14th – 15th 2022



AGENDA OF THE BIG CHALLENGES

- Call for interests: 80 workers from 5 countries.
- Conclusion of the training programme by workers (OER, check-ups and Movie education).
- Recover the budget for transnational meeting that the Consortium risks to lose.
- New activities to recover at least 60% of the budget for virtual transnational meetings;
- Final meeting in Ancona (and not virtual!);
- Should we hurry up or think about a second and definitive prorogation until 30 October 2022 (and continue to hayy up)???

STATE OF THE ART

STATE OF THE ART

IO	START	DEAD LINE	TITLE	COORDINATOR	ACTIVITIES	STATUS
IO1	11/2019	08/2020	LEARNING PROGRAMME	PUEB	Definition of the organisational-management aspects of the training programme	completed and validated
IO2	09/2020	07/2021	OER	GZS-CPU + support of CONFORM for the technical part	Release of the multimedia products in Partners' languages with English subtitles	completed and validated
IO3	07/2021	old: 10/2021 new: 04/2022	CHECK-UPS	ITALIAN CHAMBER OF COMMERCE OF THESSALONIKI	1) Selection of 80 beneficiary (20IT, 15SI, 15EL, 15PL, 15ES) 2) Company check-ups with 80 traineris beneficiaries selected	1) selection 80 workers: to do 2) structure, models and methods of check-up: done 3) testing: to do
IO4	10/2021	04/2022	SKETCH-COM	UNIVPM	Realization, with 80 trainers beneficiaries selected, of 5 sketch-coms (1 for each participating country) subtitled in English	1) mobility: done 2) skech-coms: to do
IO5	11/2020	04/2022	LEARNING ENVIROMENT	FEI: didactic management and work organization CCIAA MARCHE: creation of the working environment	Completion and activation of the training platform	1) website for the training workers: done 2) mobility: done 3) OER: uploaded 4) testing: to do

NEXT ACTIVITIES

IO3 – Company check-ups

REMEMBER:

This IO is a product of the testing activity of the training programme which will be realized directly by the beneficiaries in the context of their own companies. Thessaloniki Chamber has already introduced the methodology for the check-ups which aim to define the starting level of the company in terms of familiarity with digital skills and their use to open new international business.

Check-ups should also make emerge the will of the entire organisation to adopt these instruments; identification of an action plan and a road map with the necessary steps toward a more efficient process of digital internationalisation.

NEXT ACTIVITIES - 1

IO3 – Company check-ups

DONE:

(Coordination by Italian Chamber of commerce of Thessaloniki)

- Definition of the criteria for the selection of the participants to the project: 80 workers of SMEs
- Definition the aims, objectives, investigation fields, timing and methods of conduction
- Definition the tools/grids to produce internal/external analyses to prepare the action plan
- Validation the methodological structure, the aims and tools for the check-ups

TO DO:

- Reporting activities
- Evaluation the check-up results

Start: July 1th 2021

Deadline: October 31st 2021



NEW: April 30th 2022

NEXT ACTIVITIES - 1

IO3 – Company check-ups

NEXT STEPS

First step, Partners have to create their own group of participants through the call for interest within few weeks;

Second step, participants have to login on the platform and use the OER videos and further materials;

Then, introduce beneficiaries to the specific task of check ups;

Beneficiaries must conduct directly check ups, partners should be supervisors and assistants in case of any difficulties;

Finally, evaluate the results of these activities, both in general terms and in the single company cases (national reports, then Thessaloniki Chamber have to collect them in one single final report).

NEXT ACTIVITIES

IO4 – Educational sketch-coms on conversational digital marketing

REMEMBER:

Participants will benefit from action learning sessions conducted by the trainers involved in the transnational mobility to learn the techniques to elaborate a narrative text that can be used to design, script and interpret sketch-coms.

Sketch-coms describe typical situations of Conversational Digital Marketing and are useful to put participants into direct relationship with customers dynamics.

Role of partners is essential also during these activities: they have to give to the beneficiaries the instructions to achieve the objective, the instruments to realise the sketch-coms, lead the activities among different companies' workers, produce the final product and subtitle in English.

NEXT ACTIVITIES

IO4 – Educational sketch-coms on conversational digital marketing

(Coordination by UNIVPM with the support of Conform and CCIAAM)

- Provision of action learning sessions for the 80 workers in 5 countries
- Validation of the aims and the methodological framework envisaged
- Creation of 5 sketch-coms (1 IT, 1ES, 1EL, 1PL, 1SI) useful to represent the typical conversational digital marketing processes

Start: October 1th 2021

Deadline: April 30st 2022

NEXT ACTIVITIES

IO4 – Educational sketch-coms on conversational digital marketing

NEXT STEPS

- Partners must provide the **action learning training session** in each country, using the methodology assimilated during the Transnational Mobility sessions held in October: each national group will receive **4 days of training**, we have to discuss about: **structure of the course, who's the trainer, real duration???**;
- Involve workers in the conception and scripting of the sketch-coms: who will build a story? how many workers? All virtual or not?
- The final product will be 1 sketch-com at national level, then 5 overall.
- Subtitling in English of all the sketch-coms.

NEXT ACTIVITIES

IO5 – Learning Environment

REMEMBER:

The IO foresees the creation of a learning environment on the website where beneficiaries can find a multiplicity of open educational resources such as interactive video tutorials, educational materials (OER and further materials selected by partners), a set of tools to conduct sketch-coms and various documents.

The Learning environment is a reserved area where only authorised users can be admitted.

The objective of this IO (and of the project) is the piloting test of the training programme and evaluate its effectiveness and results.

NEXT ACTIVITIES

IO5 – Learning Environment

(Coordination by FEI; graphic by CCIAAM)

- The Learning Environment is ready (for the moment only in English, other languages have been promised, the website is only in English);
- Organisation of a group of trainees for the support to the beneficiaries;
- Testing of the training programme by 80 workers (with Conform);
- Monitoring and evaluation of the training programme;
- Final report on testing and final project report.

Start: October 30th 2020

Deadline: April 30th 2022

MULTIPLIER EVENTS

Remember that the project foresees the organisation of **10 multiplier events** (CCIAAM will organise the final conference in Ancona with all the partners).

These events have the objective to disseminate the results of the project to specific target groups: small enterprises workers, Chambers of commerce, associations of companies, universities and training institutions, trade unions and professionals on training and employment services.

WHEN: May-June 2022 (with the current deadline) or September-October 2022 (with a 2nd prorogation)

WHERE: each partner on its own (or virtual....)

WHAT: introduce the final products of the project (training framework, the Learning environment, the OER pills, the sketch-coms and the handbook with the final conclusions)

WHY: discuss with the experts and companies if the Movie Education instruments are useful to improve SMEs' skills in terms of digitalisation for international business.

POTENTIAL EXTENSION

INAPP gave us the opportunity to extend the length of the project from 24 to 36 months due to the pandemic emergency. The consortium decided to ask for a prorogation of 8 months, until June 2022.

INAPP has already been asked if we can benefit from those 4 month, **until 31 October 2022**: we can obtain it, but we have to motivate this decision and to explain which further results we could achieve (also considering budget problems correlated to the lack of travels' expenses).

A future Secretariat Office could be held to take a definitive decision on this topic, the demand for a prorogation must be submitted close to the current deadline.

PROJECT MANAGEMENT

Activity Type	Start	End	HYPOTHESIS EXTENSION
Intellectual Output 1 : Learning Programme	11-2019	08-2020	CLOSED
Kick-Off Meeting: Poznan	12-2019		DONE
Second Transnational Meeting: Virtual	10/11-2020		DONE
Intellectual Output 2 : OER	09-2020	07-2021	CLOSED
Intellectual Output 5 : Learning environment	11-2020	04-2022	08/2022
Third Transnational Meeting: Virtual	09/10-2021		DONE
Intellectual Output 3 : Check-ups	07-2021	10-2021 / 04/2022	04/2022
Short-term Joint Staff Training Events	10-2021		DONE
Intellectual Output 4 : Sketch-com	10-2021	04-2022	08/2022
Fourth Transnational Meeting: Virtual(or hybrid or in presence?-to verify with INAPP)	02/2022		IN PROGRESS
Multiplier events	05-2022		09/2022
Final Transnational Meeting and Final Event: Ancona	06-2022		10/2022

CALL FOR INTEREST

Introduction

BIG - Businesses International Growth - is a project which intends to develop a blended and innovative European training offer that meets the needs of workers to improve their development opportunities in a globalized economy through a specific learning path. It is directed to at least **80 workers** from European companies of the five adhering countries (Italy, Greece, Spain, Poland and Slovenia).

The pilot training course offers participants free access to OER - Open Educational Resources – and innovative tools which include company checkups, phases of learning, video production and acting on specific subjects connected to the digital and international business for training in the field of International and Digital Business.

What we offer

Participants will receive an in-depth insight into state-of-the-art of skills and knowledge in the field of International Business, and then have the opportunity to test them in a practical way in the business field giving researchers and companies valuable feedback.

List of all the 13 training modules.

Engagement of the participants

Applicants will be required to engage in an innovative program structured in 3 different phases:

1. **Training through the OER method:** 13 online, standalone modules. Duration: approx 3h (this section also provides a wealth of further insights if participants want to further study the topics).
2. **SME check-ups:** each participant will produce an analysis of the digital internationalization processes of his/her own company to identify strengths, critical areas, improvement actions to improve and increase the internationalization processes and their foreign business volume. **Duration: approx. 40 hours**
3. **Movie education labs:** participants will emulate behaviours related to the specific topic, completing a training session which consists of both technical and behavioural skills; the final output is a short video clip produced by teams of participants with the support of Project partners. **Duration: approx. 40 hours**

What we offer

<i>Activities</i>	<i>Timing</i>
Access to the OER	from 14/03/2022
Undertake company check-up	from 04/04/2022
Movie education labs	from 25/04/2022
Testing (OERs quiz, Check-up report and short films production)	By 31/05/2022

Modality of submission - 1

The call for expressions of interest is open to:

- SMEs' entrepreneurs citizens and/or residing in the 5 EU Partner Countries (Italy, Spain, Greece, Poland and Slovenia),
- SMEs' employees or direct collaborators, citizens and/or residing in the 5 EU Partner Countries (Italy, Spain, Greece, Poland and Slovenia),
- at least secondary level education (corresponding to EQF level 4)

Modality of submission - 2

Registration is open from **21/02/2022 to 11/03/2022 (12:00 am)**. Applicants will be informed by e-mail about selection results in **7 days after** the call is closed. The selected applicants will be provided access to the e-learning platform, containing the OERs and the additional tools.

The application form must be sent to the following e-mail or certified e-mail address (for Italy: cciaa@pec.marche.camcom.it) and must be drawn up using the specific form attached to this call (**Annex 1**), which can be downloaded from site: _____

(for Italy: www.marche.camcom.it; www.dm.univpm.it; www.businessesinternationalgrowth.eu/).

The applications must be submitted with the following object: Call for expressions of interest Erasmus+ BIG project - NAME OF THE APPLICANT AND NAME OF THE COMPANY

The application must be digitally signed or with a handwritten signature attaching a copy of a valid identity document by the applicant workers.

Modality of submission - 3

The worker must attach the consent to participate in the course from his/her company using the form attached to call (**Annex 2**).

Candidates who meet the requirements will be admitted to participate considering the order of arrival (the date and time of arrival of the certified e-mail or e-mail will be considered) and within the limit set for each country (20IT, 15SI, 15EL, 15PL, 15ES).

Any complaint can be placed before 7 days after result communication and will be treated by the academic members of the BIG Project.

Critical aspects about the Call for interests

- Lack of time: how many days/weeks can we spend to receive applications?
- Lack of interest: is the programme really interesting and engaging for companies and workers?
- Are benefits and advantages really clear?
- Is the engagement/effort in terms of time well balanced?
- Organisation of the communication: which channels? which kind of companies?
- Plan B: it doesn't exist a real alternative, we can only try to extend the "opening time" of the call.
- Annex 1 and 2 will be shared in the next days.

BUDGET

GENERAL OVERVIEW

BUDGET

	tot contribution EU	tot already paid (60%)	tot to be paid (40%)	4th account	final balance	tot to be recovered if 5th TM and ME on line	tot to be recovered if 5th TM and ME in presence	max tot to move in IO5 if 5th TM and ME on-line	max tot to move in IO5 if 5th TM and ME in presence	max amount lost if 5th TM and ME on-line	amount lost if 5th TM and ME in presence
CAMERA DI COMMERCIO DELLE MARCHE	39.389,00 €	23.633,40 €	15.755,60 €	7.877,80 €	7.877,80 €	3.255,00 €	2.255,00 €	1.953,00 €	1.353,00 €	1.302,00 €	902,00 €
AKMI ANONIMI EKPAIDEYTIKI ETAIRIA	23.922,00 €	14.353,20 €	9.568,80 €	4.784,40 €	4.784,40 €	5.077,00 €	3.502,00 €	3.046,20 €	2.101,20 €	2.030,80 €	1.400,80 €
ASOCIACION DE EMPRESAS CONFEC Y MODA MADRID	19.504,00 €	11.702,40 €	7.801,60 €	3.900,80 €	3.900,80 €	4.687,00 €	3.112,00 €	2.812,20 €	1.867,20 €	1.874,80 €	1.244,80 €
BSC POSLOVNO PODPORN I CENTER D.O.O. KRANJ	16.824,00 €	10.094,40 €	6.729,60 €	3.364,80 €	3.364,80 €	3.647,00 €	2.072,00 €	2.188,20 €	1.243,20 €	1.458,80 €	828,80 €
POLSKA IZBA GOSPODARCZA IMPORTEROW EKSPORTEROW I KOOPERACJI	16.331,00 €	9.798,60 €	6.532,40 €	3.266,20 €	3.266,20 €	4.502,00 €	2.927,00 €	2.701,20 €	1.756,20 €	1.800,80 €	1.170,80 €
CAMERA DI COMMERCIO ITALO-ELLENICA / ELLINO-ITALIKO EPIMELITIRIO	21.569,00 €	12.941,40 €	8.627,60 €	4.313,80 €	4.313,80 €	3.927,00 €	2.352,00 €	2.356,20 €	1.411,20 €	1.570,80 €	940,80 €
CONFORM Scarl	49.154,00 €	29.492,40 €	19.661,60 €	9.830,80 €	9.830,80 €	5.372,00 €	3.797,00 €	3.223,20 €	2.278,20 €	2.148,80 €	1.518,80 €
FORMACION Y EDUCACION INTEGRAL	26.613,00 €	15.967,80 €	10.645,20 €	5.322,60 €	5.322,60 €	3.927,00 €	2.352,00 €	2.356,20 €	1.411,20 €	1.570,80 €	940,80 €
GOSPODARSKA ZBORNICA SLOVENJIE CENTER ZA POSLOVNO USPOSABLJANJE	29.092,00 €	17.455,20 €	11.636,80 €	5.818,40 €	5.818,40 €	3.647,00 €	2.072,00 €	2.188,20 €	1.243,20 €	1.458,80 €	828,80 €
UNIWERSYTET EKONOMICZNY W POZNANIU	21.891,00 €	13.134,60 €	8.756,40 €	4.378,20 €	4.378,20 €	4.502,00 €	2.927,00 €	2.701,20 €	1.756,20 €	1.800,80 €	1.170,80 €
DIPARTIMENTO DI MANAGEMENT - UNIVERSITA' POLITECNICA DELLE MARCHE	29.369,00 €	17.621,40 €	11.747,60 €	5.873,80 €	5.873,80 €	2.725,00 €	1.725,00 €	1.635,00 €	1.035,00 €	1.090,00 €	690,00 €
	293.658,00 €	176.194,80 €	117.463,20 €	58.731,60 €	58.731,60 €	45.268,00 €	29.093,00 €	27.160,80 €	17.455,80 €	18.107,20 €	11.637,20 €

TRANSNATIONAL MEETINGS

BUDGET

	Transnational Project Meetings	KOM	tot to be recovered if V TM on-line	tot max to move in IO5	max amount lost	V TM Italy - Ancona	tot to be recovered if V TM in presence	actual tot to move in IO5	actual amount lost
CAMERADI COMMERCIO DELLE MARCHE	2.875,00 €	1.150,00 €	1.725,00 €	1.035,00 €	690,00 €	- €	1.725,00 €	1.035,00 €	690,00 €
AKMI ANONIMI EKPAIDEYTIKI ETAIRIA	3.060,00 €	- €	3.060,00 €	1.836,00 €	1.224,00 €	575,00 €	2.485,00 €	1.491,00 €	994,00 €
ASOCIACION DE EMPRESAS CONFEC Y MODA MADRID	2.670,00 €	- €	2.670,00 €	1.602,00 €	1.068,00 €	575,00 €	2.095,00 €	1.257,00 €	838,00 €
BSC POSLOVNO PODPORNII CENTER D.O.O. KRANJ	2.300,00 €	575,00 €	1.725,00 €	1.035,00 €	690,00 €	575,00 €	1.150,00 €	690,00 €	460,00 €
POLSKA IZBA GOSPODARCZA IMPORTEROW EKSPORTEROW I KOOPERACJI	2.485,00 €	- €	2.485,00 €	1.491,00 €	994,00 €	575,00 €	1.910,00 €	1.146,00 €	764,00 €
CAMERADI COMMERCIO ITALO-ELLENICA/ ELLINO-ITALIKO EPIMELITIRIO	2.485,00 €	575,00 €	1.910,00 €	1.146,00 €	764,00 €	575,00 €	1.335,00 €	801,00 €	534,00 €
CONFORM Scarl	4.600,00 €	1.150,00 €	3.450,00 €	2.070,00 €	1.380,00 €	575,00 €	2.875,00 €	1.725,00 €	1.150,00 €
FORMACION Y EDUCACION INTEGRAL	2.670,00 €	760,00 €	1.910,00 €	1.146,00 €	764,00 €	575,00 €	1.335,00 €	801,00 €	534,00 €
GOSPODARSKAZBORNICA SLOVENJIE CENTER ZA POSLOVNO USPOSABLJANJE	2.300,00 €	575,00 €	1.725,00 €	1.035,00 €	690,00 €	575,00 €	1.150,00 €	690,00 €	460,00 €
UNIWERSYTET EKONOMICZNY W POZNANIU	2.485,00 €	- €	2.485,00 €	1.491,00 €	994,00 €	575,00 €	1.910,00 €	1.146,00 €	764,00 €
DIPARTIMENTO DI MANAGEMENT - UNIVERSITA' POLITECNICA DELLE MARCHE	2.875,00 €	1.150,00 €	1.725,00 €	1.035,00 €	690,00 €	- €	1.725,00 €	1.035,00 €	690,00 €
	30.805,00 €	5.935,00 €	24.870,00 €	14.922,00 €	9.948,00 €	5.175,00 €	19.695,00 €	11.817,00 €	7.878,00 €

LEARNING, TEACHING AND TRAINING ACTIVITIES

BUDGET

	Learning, Teaching, Training Activities	max tot to move in IO5	max amount lost
CAMERA DI COMMERCIO DELLE MARCHE	530,00 €	318,00 €	212,00 €
AKMI ANONIMI EKPAIDEYTIKI ETAIRIA	1.017,00 €	610,20 €	406,80 €
ASOCIACION DE EMPRESAS CONFEC Y MODA MADRID	1.017,00 €	610,20 €	406,80 €
BSC POSLOVNO PODPORNİ CENTER D.O.O. KRANJ	922,00 €	553,20 €	368,80 €
POLSKA IZBA GOSPODARCZA IMPORTEROW EKSPORTEROW I KOOPERACJI	1.017,00 €	610,20 €	406,80 €
CAMERA DI COMMERCIO ITALO-ELLENICA / ELLINO-ITALIKO EPIMELITIRIO	1.017,00 €	610,20 €	406,80 €
CONFORM Scarl	922,00 €	553,20 €	368,80 €
FORMACION Y EDUCACION INTEGRAL	1.017,00 €	610,20 €	406,80 €
GOSPODARSKA ZBORNICA SLOVENJIE CENTER ZA POSLOVNO USPOSABLJANJE	922,00 €	553,20 €	368,80 €
UNIWERSYTET EKONOMICZNY W POZNANIU	1.017,00 €	610,20 €	406,80 €
DIPARTIMENTO DI MANAGEMENT - UNIVERSITA' POLITECNICA DELLE MARCHE	- €	- €	- €
	9.398,00 €	5.638,80 €	3.759,20 €

REMIND

Virtual Mobility leded online by UNIVM in October 2021. A part of the 40% that risks to be lost could be recovered in the report (the daily allowance for each day: 15 €)

MULTIPLIER EVENTS

BUDGET

	Multiplier events	max tot to move in IO5 if ME on-line	max amount lost
CAMERA DI COMMERCIO DELLE MARCHE	1.000,00 €	600,00 €	400,00 €
AKMI ANONIMI EKPAIDEYTIKI ETAIRIA	1.000,00 €	600,00 €	400,00 €
ASOCIACION DE EMPRESAS CONFEC Y MODA MADRID	1.000,00 €	600,00 €	400,00 €
BSC POSLOVNO PODPORNİ CENTER D.O.O. KRANJ	1.000,00 €	600,00 €	400,00 €
POLSKA IZBA GOSPODARCZA IMPORTEROW EKSPORTEROWI KOOPERACJI	1.000,00 €	600,00 €	400,00 €
CAMERA DI COMMERCIO ITALO-ELLENICA / ELLINO-ITALIKO EPIMELITIRIO	1.000,00 €	600,00 €	400,00 €
CONFORM Scarl	1.000,00 €	600,00 €	400,00 €
FORMACION Y EDUCACION INTEGRAL	1.000,00 €	600,00 €	400,00 €
GOSPODARSKA ZBORNICA SLOVENJIE CENTER ZA POSLOVNO USPOSABLJANJE	1.000,00 €	600,00 €	400,00 €
UNIWERSYTET EKONOMICZNY W POZNANIU	1.000,00 €	600,00 €	400,00 €
DIPARTIMENTO DI MANAGEMENT - UNIVERSITA' POLITECNICA DELLE MARCHE	1.000,00 €	600,00 €	400,00 €
	11.000,00 €	6.600,00 €	4.400,00 €

RISK MANAGEMENT

- IF WE DO NOT RECOVER 60% OF THE BUDGET WITH A NEW ACTIVITY,
WE WILL LOSE: MINIMUM € 29.093,00 (5th MT + ME in presence)
MAXIMUM € 45.268,00 (5th MT + ME online)
- 40% OF THE 3 TMs AND THE LTTA ARE STILL LOST: MINIMUM € 11.631,20
MAXIMUM € 18.107,20
- IF WE DON'T FIND 80 WORKERS, THE CONTRIBUTION WILL BE REDUCED
- AMOUNT TO RECOVER WITH A NEW ACTIVITY: MINIMUM € 17.455,80
MAXIMUM € 27.160,80

From Annex 4 Addendum to the Grant Agreement

The beneficiaries are allowed **to transfer** without amendment up to **60%** of the funds allocated for each of the following budget categories: Transnational Project Meetings, Multiplier Events, Learning/teaching/training activities and Exceptional costs to any other budget category under which the virtual activity is taking place, with the exception of the budget categories Project management and implementation and Exceptional costs.

PROPOSAL FOR NEW ACTIVITIES

EDUCATION TV PROGRAMME

This activity could be the solution to recover 60% of the contribution that haven't been spent for international travels and LTTA.

Proposal by Conform.

NEXT PAYMENTS

4th PAYMENT: After of the conclusion of 4th TM – within ??/2022

It's mandatory that each partner sends timesheet (until December 2021) of ALL the staff involved in the project. **Activities haven't been completed, then this payment can't be done** (ex AKMI in picture 26).

5th PAYMENT (balance payment): within 12/2022 or 04/2023

Provided that the Partner has communicated to the Contractor the activity of the fourth semester of the project, in the form duly agreed by all the members of the partnership. Full payment of this amount is subject to the approval of the final report which must be submitted to the Managing Authority by 29/08/2022 (according to the current deadline) or 31/12/2022 (according to the eventual prorogation). **Payment will be made within 20 days of receipt of the last balance of the project by the National Agency.**

The original budget for each partner could be reduced due to the lack of costs for TMs and learning mobility carried out in virtual mode due to the epidemiological situation due to COVID 19.

FUTURE DATES

Activity	Time
Timesheets: IO2 -full (all Partners), IO5 - partial (FEI, CCIAM, CONFORM) – FEI, BSC (AND UNIVPM???)ARE MISSING	02-2022
Timesheets: IO3, IO4, IO5 partial for all partners until 12/2021	03-2022
Launch of the call	21/02/2022
Meetings of management bodies - at the end of call	Date?
News letter n. 2	end of 02/2022
4th payment	after 80 workers have been selected and if additional activity for moving 60% have been approved
Access to the OER	from 14/03/2022
Undertake company check-up	from 04/04/2022
Movie education labs	from 25/04/2022
Testing (OERs quiz, Check-up report and short films production)	By 31/05/2022

FUTURE DATES

Activity	Time - 2022	HYPOTHESIS EXTENSION
News letter n. 3	05/06-2022	09/2022
Multiplayer events (10 ME: one for each partner) in presence	05-2022	09/2022
Timesheets: IO3 – full (all Partners), IO4 – full (all Partners), IO5 – full (all Partners)	05-2022	09/2022
Final Transnational Meeting and Final Event: Ancona in presence	06-2022	10/2022
5th and last payment (20 days from the reception of the National Agency last balance payment of the project)	By 2022	approx 04/2023

COMMUNICATION PLAN

THE COMMUNICATION PLAN

The action is coordinated by [Camera di Commercio delle Marche](#) and foresees the use of the various [media](#).

All the media adopted in the Communication Plan of the project need to be updated more regularly in the last months before the end of the financing period. The engagement of workers and companies will constitute the most intense phase which requires a detailed and shared action plan in terms of communication.

Every partner has its own role, leading a group of local workers and companies: [every products of the IO5 must be shared on the media of the project](#) and also combined with other initiatives with companies or experts on the topics connected with the digital internationalisation of the SMEs.

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 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

We added specific sections on the “Intellectual Outputs” section concerning the products of IO5. It’s the [Learning Environment](#), the place where participants can find the OER materials and where partners will charge the results of the sketch-coms and the short movies shot during the phase of Movie Education.

The access to the Learning Environment is restricted to participants with username and password.

Newsletter

The first newsletter was released on october 2021, we need at least 2 more newsletters

Newsletter 2: mobility week, call for beneficiaries and first details about the learning program – expected in **FEBRUARY 2022**

Newsletter 3: learning program and its progress – expected in **MAY OR JUNE 2022**

NEXT STEPS

Focus on the Training activities and on the website

Partners should concentrate their efforts in terms of online communication on the website, using it as a mean to disseminate the result of the training sessions and, most of all, the products of the movie education and of the check-ups.

Partners should also work with companies and workers (also outside the group of the selected participants) to produce and upload other products as [videos](#), [interviews](#) or [pictures](#) concerning topics related to the project and the digital internationalisation.

Use your contacts with local companies and engage them in a sort of “game”

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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FUTURE DATES

Activity	Time
Timesheets: IO2 -full (all Partners), IO5 - partial (FEI, CCIAM, CONFORM) – FEI, BSC (AND UNIVPM???)ARE MISSING	02-2022
Timesheets: IO3, IO4, IO5 partial for all partners until 12/2021	03-2022
Launch of the call	21/02/2022
Meetings of management bodies - at the end of call	Date?
News letter n. 2	end of 02/2022
4th payment	after 80 workers have been selected and if additional activity for moving 60% have been approved
Access to the OER	from 15/03/2022
Undertake company check-up	from 04/04/2022
Movie education labs	from 25/04/2022
Testing (OERs quiz, Check-up report and short films production)	By 31/05/2022

FUTURE DATES

Activity	Time - 2022	HYPOTHESIS EXTENSION
News letter n. 3	05/06-2022	09/2022
Multiplayer events (10 ME: one for each partner) in presence	05-2022	09/2022
Timesheets: IO3 – full (all Partners), IO4 – full (all Partners), IO5 – full (all Partners)	05-2022	09/2022
Final Transnational Meeting and Final Event: Ancona in presence	06-2022	10/2022
5th and last payment (20 days from the reception of the National Agency last balance payment of the project)	By 2022	approx 04/2023

Thanks for the attention!