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## FIRST MEETING OF EU SECTOR 3 PROJECT IN GERMANY

### NEWSLETTER 1

The kick-off meeting has taken place at the Technical University of Dresden on 24<sup>th</sup> and 25<sup>th</sup> November 2015.

#### **The purpose of the first meeting was to ensure the following:**

A common understanding of what the project is about;  
Confirmation of plans – activities and budget;  
Partnership agreements;  
Communication protocols.

#### **Some fundamental points to remember from the successful application:**

**Project aim:** The project aim is to develop an integrated pan-European approach to the educational and training support of social business in all of its forms.

#### **Project objectives**

1. To identify and analyse stakeholders and existing Social Business Support Providers (SBSPs) across Europe to identify specific needs by February 2016.
2. To establish the *OnlineIncubator* which is a platform for communication, co-operation, training and resources by August 2016.
3. The exchange of training and best practice of SBSPs/ infrastructures across Europe by March 2017



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4. To develop a model of social business support (SBSM) by October 2016
5. To establish a European (global) network of social business support providers (SBSPs) by March 2017

The innovations of this project:

- The unification, development of shared good practice to support SBSPs to in turn support new start SMEs, social enterprises and the third sector;
- The sharing of good practice, especially with respect to innovative and interactive methodologies, to enable both TVET, higher and adult education meet the needs of social businesses.
- The development of internships and work experience across the third sector of the EEA/ EU as a sustainable dimension of the OnlineIncubator.
- The greater use of social media platforms for marketing, dissemination and communications may not be innovative per se but is for the third sector.



**Some key decisions** - External evaluators to be identified.

**Setting up working groups** - to be identified within project management teams

**Branding and Image** - It was agreed that the name should change from EU Sector 3 to ESE(European Social Enterprise)

and branding developed accordingly. Students from the technical university of Dresden will produce the logo.

**Dissemination** - a dissemination strategy will be developed

**Communication Strategy** - Communication and dissemination will be by using social media such as Facebook, Twitter and LinkedIn. A web page has



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been produced on the TEC web site and links made to partners. JN proposed the use of Google docs for working on documents and Adobe Connect for fortnightly on-line conferences.

**Intellectual Outputs** - State of the Art report – each partner should produce a 2,000 word report on the state and scope of social enterprise in their region. Each regional report should include Scope/ Introduction/ Case studies/ Conclusions and summary The reports will be collected together to produce one document which will be added to the Online Incubator.

**Research Methodology-** Colleagues at TUD/ DE presented initial preparatory work on identifying questionnaires and interviews. The purpose of the research is to identify training needs of SBSPs or their local equivalents.

**Development of SBSM** - The Social Business Support Model is anticipated to provide training and advisory support on a range of themes. Currently, it is expected that the following themes are to be developed but will be confirmed as a consequence of the research that is to be undertaken:

- Marketing with social media (UK)
- Finance (ES)
- Management and leadership (TR)
- New technologies (UK)
- Social Impact assessment (PT)
- Legal policies, procedures and regulatory environment (CY)
- Setting up of platform (LT)

**Development of Online Incubator** -The target of the Online Incubator is to provide a platform for the SBSM which has training content and advice which is useful and practical. It is also a platform and a resource for developing future projects and establishing networks of partners and appropriately thematic projects.

**Planning for Multiplier Events** - The first ME is the mid-term conference in Cyprus in September 2016. Other events are in Valencia (the launch of the SBSM) and the Final Conference in Aydin in 2017.

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## **Agenda for Kick-Off meeting.**

### **Tuesday 24<sup>th</sup> November 2015 at Dresden Technical University**

Start 0900.

0900 – 0930: Welcome and introductions

0930 – 1030: Contracts

10.30 – 11.00: Coffee

11.00 – 13.00: Review of newsletter Number 1

Overview of application (PPT)

Overview of project team

Overview of budget

Overview of timeplan

Overview of reporting process and evaluation

13.00 – 14.00 LUNCH

14.00 – 17.00: Continuation of the above plus

Roles and responsibilities

Setting up working groups

17.00 – 17.30: branding and Image

### **Wednesday 25<sup>th</sup> November 2015**

Start 0900

0900 – 10.30: Start of IO1 and IO2 (open discussion)

10.30 – 11.00: Coffee

11.00 – 12.00: Planning for IO3 and IO4

12.00 – 13.00: Planning for ME1, 2 and 3

13.00 – 14.00: LUNCH

14.00 – 15.00: other roles – Management, Dissemination and Evaluation

15.00 – 15.30: Communication Strategy