Kick off meeting
Venice, 13 March 2018

AGENDA

9.30 Welcome by the Lead Partner – Mr. Roberto Crosta – Secretary General of Unioncamere del Veneto
10.00 Presentation of the Programme Interreg V Italy – Croatia – Mr. Ivan Curzolo - Head of Joint Secretariat
10.30 Introduction to the project and administrative/financial issues by LP
11.00 Presentation of the contents of the project:
   WP 2 - Communication activities (Concentro)
   WP 3 – Cross border cluster development on maritime technologies for knowledge sharing – (University of Rijeka Technology Transfer office)
   WP4 – Analysis of the innovation capabilities of blue SMEs and enhancement of their innovation skills – (University of Trieste)
13.30 Buffet Lunch
14.30 Discussion of the main relevant aspect of the WP 3 and WP 4, definition of the timetables of the implementation of the activities
16.00 Conclusions

Welcoming Greetings by Secretary General Mr. Roberto Crosta.

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State of the art of the Interreg V A Italy – Croatia CNC Programme 2014 – 2020 by JS Mr. Marin Miletic: it has been given some information concerning the total project approved of the first call of standard plus and standard calls. Concerning the projects approved within the standard plus call at the moment the MA is working for the preparation of the Subsidy Contract between MA and LP the signature are expected to be signed on March 2018, after it the LP will provide the partnership agreement with the PPs. Mr. Miletic informed that the fact sheet 6. “Project implementation” to be soon approved by the MC and made available on Programme website. Regarding the selection procedure of the FLC specifications per Country will be available soon on the Programme website too. Moreover a LPs seminars is expected in late Spring 2018 before the first reporting period. Mr. Miletic gave a short presentation about the project implementation, in particular financial management, project reporting due on 6 monthly basis and project
communication – fact sheet 8 “Project Communication” where information to the projects’ communication approach. Each “Standard +” project will be provided with its own Communication kit material:

- Logos;
- Posters, plaque/Billboards;
- Office models (word, excel, ppt);
- Cover pages for reports, minutes, press kits;
- Layout for project meeting invitations.

Mrs. Roberta Lazzari informed the partnership that Unioncamere del Veneto will be assisted by the Chamber of Commerce of Padua and the University of Padua for the WPT 3 and WPT4. Mrs Lazzari gave a short introduction of the project proposal. Main aim of project is to strengthen innovation processes of main economic actors and cooperation levels between SMEs, cluster and research centers/universities operating in Italy and Croatia, as qualified segments of shipbuilding and maritime sectors of “blue value chain”. By capitalizing on the feasibility study implemented in the Blue Tech project, the partnership aims at creating a cross – border cluster in maritime and shipbuilding sectors including operators of other sectors operating in the same value chain, to help SMEs operating in this sectoral space that we name “blue value chain” to improve their ability to organize and manage their innovation processes in more effective way. The project is structured in four WPs:

- WP 0 - Project preparation
- WP 1 - Project management and coordination of activities - LP
- WP 2 - Communication activities - Concentro PP2
- WP 3 - Cross border cluster development on maritime technologies/blue technologies for knowledge sharing – University of Rijeka – PP6
- WP 4 - Analysis of the innovation capabilities of blue SMEs and enhancement of their innovation skills – University of Trieste – PP3

**The main output:**

- Involvement of firms – 30 for creation a cross border cluster in shipbuilding and maritime sector;
- Involvement of 2 research institutions participating in cross – border innovation initiatives, cross- border training activities on blue technologies, depth analysis to the selected SMEs for their innovation capabilities to improve their organizational and managerial routines to better manage their innovation processes;

Open training sessions on organizational and managerial routines that foster innovation.
· BEAT will involve around 60 SMEs, 90 participants that will take part to opening training sessions, 2 research institutions and 5 local/regional/national authorities in charge of cluster initiatives.

The WP Management is composed by four main activities:
· Activity 1.1. Start up activities: within April 2018 it will be send the Reporting guidelines following the Program rules;
· Activity 2 – Day to Day project management, coordination and internal communication;
· Activity 3 Steering and monitoring of the project implementation;
· Activity 4 – Financial Management.

Finally Mrs. Lazzari presented, briefly the draft fact sheet n. 6 and underlined the following aspects:
· Project Management is crucial for the good implementation;
· Definition of the project team: project manager, finance manager and communication manager;
· Composition of the Project Steering Committee (PSC): the main tasks are the following: monitoring and validation of project contents; monitoring of project finance; monitoring of project communication; review of the management performance and of the quality progress: reporting towards the programme bodies;
· Selection of the FLC;
· Staff: Real costs (4 possible methods: full time, part-time with a fixed percentage of time worked per month; part-time with a flexible number of hours worked per month; contracted on an hourly basis). The beneficiary must document that expenditure has been incurred and paid out; Flat rate of 20% of direct costs other than staff costs (travel and accommodation, external expertise and services, equipment, small scale infrastructure and construction works). No need to document that the expenditure has been incurred and paid out. IMPORTANT: the choice is made at project level during the application phase and cannot be changed during project implementation;
· External expertise: travel and accommodation costs of staff of external speakers and external participants (stakeholders/target groups) in project meetings and events can be reimbursed only under this budget line. Such costs must comply with all provisions on eligibility applicable to the travel and accommodation budget line, as described in chapter C.2.3.3;

PPs have to submit their Partner Reports to the LP within the deadlines set in the Partnership Agreement, the Progress Reports are due 3 months after the closure
of the reporting period, for this reason the LP will provide to fix a deadline before the official one;
· Progress Reports have to be submitted by the LP to the JS within the deadlines set in the Subsidy Contract. Reporting is done through the SIU: the information is provided by each PP and then collected by the LP and compiled into the project Progress Report, providing details on the implementation of the overall project;
· At the SIU will be upload only the final activities deliverables. The LP created a drive at project level where all the WPLs will save the final version of the deliverables;
· Minor and Major modifications: Mrs. Lazzari invited the partners do not do major modification during the implementation of the project because the duration is very short.

Mrs. Lazzari invited the PPs to read carefully the Fact sheet 6 when it will be published.

**WP 2 Communication activities**

Mrs. Veronese from ConCentro gave a short presentation of the WP2:

**Communication objectives:**
· Involve stakeholders and attract relevant beneficiaries during project implementation ensuring programme impacts:
· Disseminate the Programme’s main goals and project added value raising awareness on the results achieved, making achievements visible towards stakeholder community;
· Increase knowledge of the capitalized models and transferability in the programme’s area creating synergies with Adrion Program.

**Target Reference:**
· Internal Target: all Project Partners are considered for communication and dissemination activities;
· External Target: SMEs, Universities, technology transfer institutions, research institutions, associations, innovation agencies, Centres of R&D excellence, Regional and local development agencies, Chambers of commerce, Local, regional and national public authorities.

The WP is composed by four main activities:
· Act. 2.1. Start up activities: elaborate a clear communication strategy by defining goals, keys stakeholders, target groups, media and the use of the branding image of the project for the official promotion in order to give a common message to the external audience. Moreover the action is focused on definition of dissemination plan of the goals, best practices and project results. The strategy will include also project website management;
· Act. 2.2. Media Relation and Publication: organise and realize a media communication and dissemination programme through the realisation of press releases disseminated to local media thanks to the elaboration of one media contact list. The WPL will provide a media list and all the PPs will give the contribution;

· Act. 2.3. Digital activities including social media: use of digital tools (Facebook, Linkedin, Twitter, Instagram) to inform and involve stakeholder by invitation to public events, information on project activities and relevant outputs. Setting up of a dedicated social account, the aim is to create a “community” of stakeholders potentially interested in the project and willing to participate in the activities. Social tools will also enhance community engagement and exchange of views between stakeholders on project topics. **The partnership discussed about the social network and it has been decided that at project level will be used the existing of the partners organization and to define a key word. Regarding the web site Mrs. Veronese contacted JT in order to have information concerning the web site and at the moment the JS is waiting the closure for the selection procedures of the service;**

· Act. 2.4. Public Event: partnership will be in contact with the representative of working group of EUSAIR in order to share the achieved output of the project and to have a feedback from their side in order to contribute for the achievements of the action plan of the macro regional strategies. Partnership will identify a pool of relevant dedicated international events (i.e. EUSAIR Forum) in order to present project activities and results. **Mrs. Lazzari asked to JS to be informed about the next event in EUSAIR, in particular the working group of the Pillar 1 in order to present the project aims and the results.**

Finally Mrs. Veronese presented some options of logo and the partnership expressed their preferences and it has been decided for the logo n. 3 with some modification. **WPT 3 Cross border cluster development on maritime technologies/ blue technologies for knowledge sharing – coordinated by University of Rijeka**

The WP aims at developing a cross border cluster in the blue technologies gathering firms in the shipbuilding sector, research centers, technology transfer offices and other stakeholders oriented to support the competitiveness of firms specializing in maritime industry. The WP is composed by three activities:

· Activity 3.1. – Assessment of conditions for transnational cluster development:
will assess conditions enabling the actual development of a cross-border cluster in blue technologies, by leveraging prior outputs of Blue tech project. The activity deliverables: 3.1.1. - Report on technology assessment of firms in the blue sector and blue value chain description, which will summarize the business, technological, and institutional analyses carried out during the activity. Mrs. Petra Karanikić underlined that for the implementation of the activity will work strictly with the Faculty Maritime Studies for the involvement of the 10 SMEs. Moreover will be a strong coordination with the University of Trieste.

- Activity 2 Networking and knowledge exchange for transnational cluster development: this activity will focus on the organization of networking activities and knowledge exchange events to facilitate collaboration and reciprocal knowledge among target groups to smooth the set-up of the transnational cluster. Activities deliverables will include: 2 open training on blue technologies targeting firms, provided by universities and TTOs, 1 business matchmaking to foster transnational market development and enhance cross-border knowledge among firms involved in the blue value chain, 4 visits to companies and TTOs/research centers in Italy and Croatia. Mrs. Lazzari shared her point of view concerning the organisation of the B2B, the intention is not organised a “Typical B2B” but focus the event on innovation and opportunities for the SMEs to work together in the next future. The partners suggested to organise the B2B within other relevant events as: Rijeka September 2018, Pola October 2018 and Trieste November 2018. Mrs. Lazzari underlined that the B2B at project level has to take place in Venice, in this case it will be communicate to JS the modification of the location;

- Activity 3.3- Cross border cluster management: governance and organization: this activity will focus on the definition of the most appropriate transnational cluster governance model to support the sustainability of the Croatian-Italian cluster after the conclusion of the project. Activity deliverables; 1 report describing the selected transnational cluster governance model and guidelines for transnational cluster management organization (it will summarize the analysis and the feasibility study related to the context of the blue value chain; 1 memorandum of understanding for cluster development among firms and other stakeholders.

WP 4 - Analysis of the innovation capabilities of blue SMEs and enhancement of their innovation skills – coordinated by University of Trieste

Aim of WP is to help SMEs operating in blue sector and its related blue value chain to improve their ability to organize and manage their innovation processes in a more
effective way. It will be achieved by assessing innovation capabilities of sample of SMEs and then by providing SMEs with individual and collective feedback aimed at healing their deficits. 30 SMEs – 20 in IT and 10 in HR – belonging to the cross-border area and active in blue value chain we be initially involved in activity. The expected outputs of WP4 are the following:

- a total of at least 150 questionnaires collected in, at least, 30 SMEs (20 in ITALY and 10 in CROATIA);
- a total of, at least, 30 self-assessment and benchmarking reports produced for participating SMEs (20 in ITALY) - A total of, at least, 30 presentations (20 in ITALY) held within the firms’ premises
- a total of, at least, 30 feedbacks (20 in ITALY) obtained by participating SMEs;
- a total of 2 open training sessions on organizational and managerial routines that foster innovation - A total of, at least, 80 people participating in the 2 training session (1 in ITALY, 1 in CROATIA) - to be organized between February and May 2019.

- JAN-FEB: UniTS (WP leader) prepares the questionnaire for data collection (in ENG, then translated into ITA and CRO). The questionnaire will be based on managerial and psychological constructs that represent the state-of-art of the innovation management literature. In particular, it will focus on the microfoundation of innovations, such as assumptions, beliefs and individual behaviours. Data collection will involve all the white collars of each participating company

- JAN-FEB 2018: all the partners look for companies available to participate. WP leader will prepare a short presentation explaining all the expected benefits for the participating firms;
- first data collection start in March 2018: companies are assessed and, within 2 months from data collection, a meeting with managers is set. A Benchmarking Report (in form of PPT presentation) is provided to each firm. Results of (internal* and external**) benchmarking are discussed with managers. Managerial suggestions are provided during the discussion;
- the questionnaire is made available on-line to all the SMEs that would like to self-assess their innovation capabilities;

second data collection starts in September 2018: managers only are assessed in relation to the perceived benefits of the information received (benchmarking reports) and the managerial suggestions provided by the research team;
- Two open training session are organized (1 in Italy and 1 in Croatia) (a) to provide
results with maximum exposure; (b) to provide attending SMEs with specific knowledge on how organizing and managing innovation processes and (c) to invite further SMEs to self-assess their innovation capabilities through the online tool. European experts in the field of innovation management will be invited to share their knowledge with attending SMEs;

**A final report of WP4 activity is prepared.**

The partnership discussed about the involvement of SMEs that are not belonging of the maritime sector and take into consideration the dimension of the SMEs, the nautical sector and also the furniture company.

**Conclusion:**

**WPM:**

a. LP will send the minutes to the WPLs in order to receive their remarks, after it the minutes will be sent to all the partnership. Within two weeks the minutes will be approved;

b. LP will finalise the guidelines at project level and send to all the PPs the draft for its approval;

c. LP will complete the file with the working groups for each WPs and share with the partnership;

d. The next CM and first SC will take place in Pordenone the probably the possible dates 7 – 8 June 2018;

e. LP will inform the PPs concerning the signature of the subsidy contract, partnership agreement, Fact sheet 6, FLC procedures for the Italian PPs and reporting activities.

**WPC:**

- Finalization of the logo;
- Implementation of communication strategy;
- Branding image it is necessary to wait the last information from JS;
- Identification of the key word for the social network;

**WP3:**

- Coordination with the University of Trieste for the implementation of the activities planned at WPT3 and WPT4.

**WP4**

- Finalization of the questionnaires for data collection by the WPL – University of Trieste;
- Definition of the data collection from SMEs – WPL will prepare a short presentation about the aim and the benefits.