

Learning model testing activity – Action plan

Author: Fondazione CUOA – Business School

Lead partner:



Partnership



Project website: www.smartjump.eu

This project has been funded with support from the European Commission. This content reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

Table of contents

Introduction.....	3
What must be achieved.....	3
Strategy.....	3
Result indicators.....	4
Work plan	5
Blended mobility of VET Learners: “BRAND VALUE MANAGEMENT”.....	5
Blended mobility of VET Learners: “A TOOLKIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS ADDED VALUE in ENTREPRENEURSHIP.....	7

INTRODUCTION

This document is the Action Plan of two Blended Training Activities for testing and validation of the SMART JUMP learning model.

The Action Plan, jointly prepared by partners, has been formulated on the basis of the “Analysis and modelisation” project phase, in particular of the document "SMART JUMP Methodologies and contents" (Output O3) and the analysis of the target groups "(Output O2), as well as of discussion among partners taken place in a dedicated working session during the 3rd project meeting.

The Plan states what must be achieved and related result indicators, defines strategy and spells out activities that have to be implemented to reach the objectives, detailing necessary inputs and resources and time schedule for each step.

WHAT MUST BE ACHIEVED

Through the implementation of two Blended Training Activities Partnership aims to experiment the SMART JUMP learning model with direct beneficiaries and verify on the field its functioning, gathering evidence for fine-tuning and validation of the model itself.

STRATEGY

The SMART JUMP learning model will be tested by means of implementation of two Blended Training Activities.

Each training activity will be structured on the basis of a transnational peer learning approach, through **in-class physical training mobility abroad** and **two distance webinars**. Both sessions will be structured so as to favour as well networking, cross-learning and the connection between creative and manufacturing enterprises at European level.

In detail each training activity will envisage 5 days of activity structured as follow:

- 1 day of distance learning on the planned topics, aimed at preparing and homogenizing the group of selected participants;
- 3 days of in - class activity;
- 1 day of distance learning, designed to gather feedbacks from participants on the activities carried out and subsequent follow up

Both training activity sessions will be open to target groups and partners' staff representatives, taking place in two different partner countries, Italy and Sweden. The testing will be selective and focused on most qualifying elements of the model, both in terms of methodologies and contents, also considering what is most suitable to an international trial setting.

The first Blended Training Activity, organized in Italy, will work on marketing and communication strategies focusing on Brand value management. Participants will be helped to identify the strengths of their product/service, the elements that differentiate it from competitors and develop a strategy to communicate it effectively, learning to share and promote positive images about themselves and their business through storytelling activities and the use of online tools and social media.

The second Blended Training Activity, organized in Sweden, will focus on Gender Equality in Innovation as added value in entrepreneurship management. It will also include Swedish example of technological transfer opportunities for the development of innovation in creative industries. The goal is to transfer a strategic approach to innovation and generate awareness of the creative potential of the individual and the group, encourage the development of a creative approach to problem solving and learn techniques that facilitate the development of ideas for new or improved products/ services.

Partners will resort to “Go&Learn” measures planning best company testimonials and study visits to creative companies and/or companies of other industrial sectors as well as to training centers and universities, research and/or technology transfer centers, in order to promote knowledge and comparison with the economic and cultural contexts and realities of the hosting partner countries, contamination of ideas and experiences for personal enrichment and professional development. Networking among participants themselves as well as among participants and companies in the hosting partner countries, also in a cross-fertilization perspective with other industries, will be encouraged to support internationalization processes and local impact. This will be pursued in class, through group work, during study visits, as well as through informal events in which all participants can freely deepen mutual knowledge and exchange views on possible business opportunities.

RESULT INDICATORS

Successful testing of the SMART JUMP learning model will be measured by a set of indicators, which include:

- Participation rate
- Participants' satisfaction
- Participants' competences improved
- Participants' registered in the SMART JUMP community
- Business relations established.

The reports of transnational learning weeks will provide the basis for the assessment of each learning activity (Ref. IO7).

WORK PLAN
BLENDED MOBILITY OF VET LEARNERS 1st edition: BRAND VALUE MANAGEMENT

Overall purpose: Test and validate SMART JUMP Learning model (IO3)										
Result indicators:	Participation rate	Participants' satisfaction	Participants' competences improved			Participants' registered in the SMART JUMP community		Business relations established		
Means of verification:	Signature sheets	(IO7)	(IO7)			Vist the SMART JUMP Online community at: www.factoryofknowledge.net/smartjump		(IO7)		
Hosting partner: FONDAZIONE CUOA		Location: Altavilla Vicentina, Italy		Timeframe: 18 th May -12 th June 2017		Available facilities: Boarding house (B&B) Cafeteria/Food service (lunch only)				
Foreseen n. of participants: 26	Hungary: 4	Italy: 10	Spain: 8	Swede n: 4	Participants' selection procedure: Call for interest in each partner country; collection of applications; award on a "first come first serve" basis; coherence of the professional profile with the training contents foreseen on the basis of the CV Europass submitted; English Common European Framework of Reference for Languages (CEFR) level of B1 or superior.					
Participants' profiles										
<ul style="list-style-type: none"> - Young creative innovators; - Start-uppers; - Female/young entrepreneurs and SMEs from creative industries sectors; - Practioners skilled in innovation, creativity and technological transfer - VET providers professionals 										
	Activity	Venue	Start time	End time	Learning objectives	Methodologies	Contents	Trainer /Facilitator (name &profile)	Learning aids	Main Learning outcomes (IO6)
Introductory Webinar	<ul style="list-style-type: none"> - Partnership & Participants introduction; - Presentation of learning objectives to be achieved; - Smart Jump Approach: Multisector and international; - Introduction to Brand Value Management & Training Methodology - Homework assignment 	Online distance Webinar	10.00	12.00	<ul style="list-style-type: none"> - Support creative enterprises to strengthen and value their brand internationally; - Set up a multicultural working environment with partners and professionals from Italy, Sweden, Spain and Hungary; - Improve the way creative enterprises face international markets, develop international networks through innovative & creative methodologies and testimonials from best companies in the creative industry. 	<ul style="list-style-type: none"> - Peer- to -peer learning formats - Participant-centered, fun-based, safe learning environment - Lots of exercises, allowing participants put the training topics into practice in their own business environment - Exercises to help participants to structure the creative thinking - Flexible breaks, depending on how exercises are working out - White space for processing 	<ul style="list-style-type: none"> - Definition of learning objectives and customization on the basis of the audience needs and gaps - Brand value management basics - Multicultural environment & Internalization - Innovative methodology added value - Global scenario and VUCA world - Brand key elements - Key concepts for the brand's definition - Key corporate image principles - 7P marketing mix approach - Brand promise 	<ul style="list-style-type: none"> <i>Daniela Bassetto</i> – Marketing and communication expert <i>Mike Van der Vijver</i> – Meeting design expert 	<ul style="list-style-type: none"> - Digital hub - GoToMeeting - Presentations - Videos - Presentations - Videos 	<ul style="list-style-type: none"> - To be able to work and cooperate at European level within the Creative Industries - To properly develop a branding plan: define the right strategy and actions. - Self-branding and performance: to be to operationalize the branding plan maximizing impact
Day 1 International training in Italy	<i>Brand value management:1. From your brand promise</i> <ul style="list-style-type: none"> - Warming-up - Homework assignment debrief: presentations with peer-to-peer / trainer feedback - Global scenario and VUCA (Volatile, Uncertain, Complex, Ambiguous) world in a 	Fondazione CUOA - Altavilla Vicentina	09.30	17.30				<ul style="list-style-type: none"> <i>Daniela Bassetto</i> – Marketing and communication expert <i>Mike Van der Vijver</i> – Meeting design expert 	<ul style="list-style-type: none"> - Presentations - Videos 	

	<ul style="list-style-type: none"> multi-cultural context - From business idea to brand promise - Fix your SMARTER goals - Target audience: who, why, what, how - Branding Strategy in 7 steps - Interaction, assessments, feedback for improvements 					<ul style="list-style-type: none"> - Professional input and feedback by two experienced trainers - Interactive approach - Key note speech/dialogues with a participatory approach - Networking - Storytelling technique 	<ul style="list-style-type: none"> development: best cases-histories of successful brands; key elements of a successful brand; practical keys to success; - Target market concept and Market segmentation - Target audience vs Target market 		
Day 2 International training in Italy	<i>Brand value management:2. ...to Performance</i> <ul style="list-style-type: none"> - Guidelines for your personal Branding Strategy - Branding keys: 3-levels of content of your brand - Corporate Image: rules for visual effectiveness - 7P marketing mix approach - Visual effectiveness - Effective self-marketing - Putting together your Branding Plan - Test the validity of your project: the Lion's Den - Interaction, assessments, feedback for improvements 	Fondazione CUOA - Altavilla Vicentina	09.30	17.30		<ul style="list-style-type: none"> - Project work/team work 	<ul style="list-style-type: none"> - International market analysis and positioning – focus on Creative Industries - The strategic triangle of marketing: costumers, company, competitors company - Bran value proposition - Self-branding - Direct communication (face-to-face) and Computer-Mediated Communication basic concepts - Brand's visual effectiveness - Branding Plan development: main phases 	<i>Daniela Bassetto</i> – Marketing and communication expert <i>Mike Van der Vijver</i> – Meeting design expert	<ul style="list-style-type: none"> - Presentations - Videos
Day 3 International training in Italy & company testimonials	<ul style="list-style-type: none"> - Branding Plans evaluation and feedback, suggestions for improvement - Homework assignment: fix the milestones of your Branding Plan - Company testimonials & Company visits 	Fondazione CUOA - Altavilla Vicentina	09.30	17.30			<ul style="list-style-type: none"> - Storytelling: key rules - Branding project presentation: verbal and non verbal communication; - Put in practice effective communication techniques for market the brand 	<i>Daniela Bassetto</i> – Marketing and communication expert <i>Mike Van der Vijver</i> – Meeting design expert	<ul style="list-style-type: none"> - Presentations
Day Follow up Webinar	<ul style="list-style-type: none"> - Homework assignment: short individual presentation of milestones - Ideas and suggestions for next steps - Syntegration: synthesis + integration - Follow up & assessment 	Online distance Webinar	10.00	12.00			<ul style="list-style-type: none"> - Identification and presentation of Branding Plan short term and long-term 	<i>Daniela Bassetto</i> – Marketing and communication expert <i>Mike Van der Vijver</i> – Meeting design expert	<ul style="list-style-type: none"> - Digital hub - GoToMeeting - Presentations

BLENDED MOBILITY OF VET LEARNERS 2nd edition: A TOOLKIT FOR INTEGRATING GENDER EQUILITY IN INNOVATION AS ADDED VALUE in ENTREPRENEURSHIP MANAGEMENT

Overall purpose: Test and validate SMART JUMP Learning model (IO3)										
Result indicators:	Participation rate	Participants' satisfaction	Participants' competences improved	Participants' registered in the SMART JUMP community	Business relations established					
Means of verification:	Signature sheets	(IO7)	(IO7)	Visit the SMART JUMP Online community at: www.factoryofknowledge.net/smartjump	(IO7)					
Hosting partner: WINNET SVERIGE, in cooperation with University of Gävle and Winnet Center at the University of Luleå		Location: University of Gävle, Sweden		Timeframe: 19 th September – 19 th October		Available facilities: The Hostel in Gävle, Old town, for further information please, visit http://www.geflevandrarbem.se/ + Hotel Alderholmen www.hotellalderholmen.se				
Foreseen n. of participants: 26		Hungary: 4	Italy: 8	Spain: 8	Sweden: 4	Participants' selection procedure: Call for interest in each partner country; collection of applications; award on a "first come first serve" basis; coherence of the professional profile with the training contents foreseen on the basis of the CV Europass submitted; English Common European Framework of Reference for Languages (CEFR) level of B1 or superior.				
Participants' profiles										
<ul style="list-style-type: none"> - Young creative innovators - Innovation support system at all levels in the Society; - Start-uppers; - Women/young entrepreneurs and SMEs from creative industries and manufacturing sectors and or other with interest and assignment in the areas of concerns; - Practitioners skilled in innovation, creativity and technological transfer; - VET providers professionals; - Policy and decision-makers with assignment for support of innovation and business development, - Other NGO: actors and researchers with interest of combining innovative theory and practices for development of innovative methods in VET. 										
	Activity	Venue	Start time	End time	Learning objectives	Methodologies	Contents	Trainer/Facilitator (name & profile)	Learning aids	Learning outcomes (IO6)
Introductory Webinar	<ul style="list-style-type: none"> - Partnership & Participants introduction; - Presentation of the SMART JUMP project and Quadruple Helix approach - Short introduction to innovation concept and instructions to homework assignment. - Homework: Example of an innovation to be presented in Gävle Day 1. - Short introduction to gender and gender mainstreaming in an innovation system and instructions to homework assignment. 	Online distance Webinar	10.00	12.00	<ul style="list-style-type: none"> - What is needed and How to Promote and managing Sustainable Change Process for Gender in innovation development of service, products, social innovation and or organisations; - How to set up a multicultural working environment, a Quadruple Helix partnership (e.g policy and decision makers, private, researcher and NGO:s) with partners and professionals from Italy, Sweden, Spain and Hungary, to improve the way creative enterprises face innovation both on a national as well as international 	Interactive approach: Interactive and participatory tools and methods in the context of innovation and gender. Interactive workshops. Group discussions. Individual and group presentations. Feedback. Testimonials. Reflections. Challenges driven research and innovation in action	<ul style="list-style-type: none"> - How to promote innovation and innovative and creative thinking - What is needed to secure Innovation with a gender perspective in training and doing? - How to Promote sustainable change involves increased knowledge on; awareness on innovation development processes, methods to be used for implementing gender work in organization for the creation of a innovative system of thinking, in company training, 	Paula Wennberg and Marcus Tynnhammar, University of Technology, in Luleå. Moderator: Britt-Marie Torstensson, Winnet Sweden	Presentation Digital hubs PPT, videos Best practices GoToMeeting Video – internet support	<ul style="list-style-type: none"> - to design and coordinate the introduction, set up and fully application as routine of working habits in line with a gender and diversity vision, as part of an overall governance system - to design and draft effective company's action plan to management the changing process in the

	- Homework: observations	Gender				markets, to develop international networks through innovative & creative methodologies and testimonials from best practices, companies in the creative industry and support of the integration of gender in innovation and methods for Growth.		education etc. collaboration between academia, industry, policy and decision makers at all levels in the Society, NGOs in a so called Quadruple Helix partnerships - Product development - Product service system - Gender and gender mainstreaming concepts		governance structure and in the daily work routine
Day 1 International training in Sweden	TOOL-KIT FOR INTEGRATING GENDER EQUALITY IN INNOVATION AS A VALUE in ENTREPRENEURSHIP MANAGEMENT: 1. From your Innovative idea to Brand Promise... - Welcome and opening of the training - Innovation and gender workshop: presentation of participants' example - Introduction to the toolkit for integrating gender equality in innovation - Entrepreneurship, Multicultural working environment, Quadruple Helix partnership, Methods to Growth: Creativity in a box – challenge drive research in action - Summing up Day 1	University of Gävle, in cooperation with Winnet Center at the University of Luleå	09.00	17.30			- Definitions and concepts of: Innovation and Social Innovation; in a gender mainstreaming perspective - “Promoting sustainable change” as a toolkit involving: processes, methods and tools for implementing gender equality work in research and innovation systems. - Promoting sustainable change main phases: identify, share and genovate - Gender observation tool	Paula Wennberg and Professor Maria Undén/Ewa Gunnarsson, at Luleå Technology University Catharina Hegrelius, Specialist – innovation and research funding, University of Gävle Moderator: Britt-Marie Torstensson, Winnet Sweden	Presentation Digital hubs, videos, methods Study visits, networking meetings	

Project n°. 2015-1-IT01-KA202-004745, CUP Code: G76G15000440006

Day Follow up Webinar	<ul style="list-style-type: none"> - First homework assignment: short individual presentation of concrete actions to take the participant business/service to the next level (in the short term) - Second homework assignment: short individual presentation on how the business plan can be improved through gender equality - Lessons learned from the Swedish training: synthesis and summing up - Follow up & assessment 	Online distance Webinar	10.00	12.00			<ul style="list-style-type: none"> - Business Model Canvas key elements and steps - Business Plans reshaped in a gender equality perspective 	Paula Wennberg, University of Technology, in Luleå. Moderator: Britt-Marie Torstensson, Winnet Sweden	Presentation Digital hubs PPT, videos Best practices Video internet support	
------------------------------	--	-------------------------	-------	-------	--	--	--	--	---	--