



**Minutes of the Meeting of Working Group  
WP 2 "Communication and Information"  
QUICK Project on 19 November 2010 in Wrocław**

Participants

Rene Grund, Cottbus Chamber of Crafts  
Andrej Bovykin, Chamber of Crafts Leningrad region  
Sergej Babikov, Chamber of Crafts Leningrad region  
Maxim Khmelnitski, Brest Chamber of Commerce  
Marta Jankowska, Chamber of Crafts in Lublin  
Lucyna Döding, Hanseatic Parliament  
Irene Bastron, Hanseatic Parliament  
Jürgen Hogeforster, PhD, Hanseatic Parliament

Agenda

1. Welcome address
2. Exchange of information and experience concerning the current state of works
3. Inquest concerning the existing internal and external communication
4. Consultation of the communication plan and works resulting from it
  - a) General consultations
  - b) Particular consultations
    - Direct Communication
    - Written Communication
    - Electronic Communication
    - Mass Media
    - Indicators
5. Demand analyses and specification of requirements (brainstorming)
6. Cooperation within the framework of press work
7. Appointments concerning further procedures
8. Miscellaneous

Results

**TOP 2. Exchange of information and experience concerning the current state of works**  
WP 1 management: difficult FLC; 1<sup>st</sup> period cleared without 8 Partners from Poland; Results of the JTS are expected to be known at the end of November/beginning of December. Then, documents for the 2<sup>nd</sup> period will be sent to all the Partners.

WP 3 Networking + Clustering: in plans; cluster studies are in progress; beginning of the innovation transfer; preparation of an application for 7<sup>th</sup> Research framework Programme. Also a survey of enterprises concerning the demand for innovation for chambers. It is proposed that an identical survey among the advisors of chambers.

WP 4 R&D: in plans; business and investment plans as well as R&D works are allocated to the Partners; these works should begin only until Milestone 5 is completed.

WP 5 + 6 Qualification + Cooperation: well in plans. 3 courses of further education are developed, first practical tests on 23 and 24 November 2010 in Szczecin. The existing course of training should also be transferred to in Milestone 2. Second business forum on 19 and 20 November 2010 in Wroclaw. The future business fora should possibly be conducted in connection with fairs and similar events. Implementation on Friday and Saturday each time is good. Since enterprises do not have much time, a lot should happen on one day.

WP 7 Policy Change: in plans. Strategy of economic policy is ready, open for written expression of opinions for Partners, publication in January 2011. Draft strategy of educational policy is received. Meeting of the Hanseatic Parliament "Education" conducted in October 2010, Meeting of the Hanseatic Parliament "Energy" is being prepared.

WP 2 Communication + Information:

- 4 press declarations
- 3 press conferences in Hamburg + Minsk
- 3 television broadcasts DE + PL
- Internet platforms: 2 operated; 2 under construction + already on the net  
[www.hanse-parlament.eu](http://www.hanse-parlament.eu) the existing one is further developed  
[www.baltic-cooperation.eu](http://www.baltic-cooperation.eu) the existing one is further developed  
[www.bsr-quick.eu](http://www.bsr-quick.eu) a new one for the Project  
[www.balticsea-academy.eu](http://www.balticsea-academy.eu) new and permanent
- 3 Newsletters
- All planned events in plans: altogether 19 in Milestone 1 and 2 completed.

### **TOP 3. Inquest concerning the existing internal and external communication**

- When concrete results are available, the information for enterprises should be improved.
- Partners need more information on the ideas for future projects with extensive explanations so that they could contribute. To this end a link with concrete information should be installed on the homepage of the Hanseatic Parliament.
- Results from the Working Groups of the last Meeting of the Hanseatic Parliament has not been presented and discussed. This should take place in the future. Moreover, cards with key words concerning the results should be published on the Internet.
- There is too little information on the other Working Groups. Protocols should be sent in English to all the Partners.
- Flyers, brochures and roll-ups should be created and made available to the Partners with the information concerning third parties. Also, if applicable, a survey should be conducted among partners.
- Complete presentations, speeches, etc. should be made available on the Internet.
- Too little feedback and information from Partners to the Secretariat concerning press publications etc. of the Partners

- Good activities of particular partners e.g. television broadcast in Poland or press conference in Minsk. The Partners should use such opportunities more intensively in the future.
- A translation application should be installed on the webpage of the Hanseatic Parliament for the use of the Partners.
- All Partners should report to the Secretariat quarterly what happened at their organisation. The Secretariat should prepare a summary of these events and send to all the Partners. Therefore, strict deadlines should be determined for reports (always in the middle and at the end of Milestones).
- 1 – 2 editors of specialist journals should possibly be invited by a Partner to the Meetings of Working Group WP 2, to the venue of these meetings.
- Each Partner should instal and publish topics/results for enterprises under a specified link "Hanseatic Parliament".
- The Chamber in Brest would like to have charts for presentation of the QUICK Project for a conference which takes place at the Black Sea.

#### **TOP 4. Consultation of the communication plan and works resulting from it**

##### **a) General consultations**

- The plan was developed at the first meeting of Working Group
- Lead Partner took part in the communication seminar in Berlin in April 2010
- The communication plan was developed and submitted timely; it received a very good note from the JTS
- The plan was sent to all the Members of the Working Group along with the invitation

##### **b) Particular consultations**

###### Direct Communication

6 steering group meetings (WP 1)

22 working group meetings (WP 2 - 7) on specific topics involving project partners, representatives of SMEs and beneficiaries

4 general meetings (2009 - 2012) involving project partners, representatives of SMEs, politicians, scientists, stakeholders

3 Hanseatic Conferences (open, public event) with scientists, SMEs, promoters, politicians and administrations to allow for direct exchange, present different positions and work out common results. Each Conference will focus on one topic.

6 international business forums for SMEs and representatives from chamber

4 workshops for trainer and consultants of chambers/associations and universities

3 courses of the advanced professional training for SMEs and its employees

18 presentations on results at third parties events

Regional events and meetings for SMEs organised by partners to transfer project results, knowledge and technologies

###### Written Communication

- regular newsletter for project partners, other SME promoters and multipliers  
Once in the quarter by Secretariat
- flyer on the services of the Baltic Sea Academy in MS 3 by the Secretariat
- manual “Service SME” in MS 3 by Baltic Institute of Finland
- manual “Innovation cluster” in MS 4 by Secretariat
- manual “Personnel and organisational development” and booklet  
“Innovation processes” (together in one book) in MS 4 by Uni Lund  
+ Astorp + TU Gdansk
- 3 books with results of Hanseatic Conference by secretariat: Qualification in  
MS 3, Energy in MS 4, Regional Policy in MS 6
- 1 book with all project results by the Secretariat in MS 6
- 3 books/booklets “Strategic concepts” by the Secretariat: Economic in MS 3;  
Qualification in MS 4; Regional Policy in MS 6
- publication of results, event announcements etc. for SMEs in member  
magazines and on the web sites of partners by all Partners
- exhibition with roll-ups etc. of the project by all Partners

#### Electronic Communication

- ✓ Platform “Baltic Sea Academy” with an integrated forum for new technologies,  
knowledge, best practice, results etc. – by all Partners, e. g. Universities
- ✓ platform “QUICK” for the information and communication of the project  
partners and interested general public - by secretariat and all Partners
- ✓ platform „Baltic cooperation“ for SME promotion (public access) with results,  
electronic tools for SMEs, innovation transfer etc. – by the Secretariat and all  
Partners
- ✓ electronic newsletter "innovations for SMEs" for companies by universities and  
coordination by the Secretariat
- ✓ platform Hanse-Parlament for information Project Partner stakeholders  
and interested general public by the Secretariat
- ✓ All texts, publications etc. are to be presented also on the homepage.

#### Mass Media

- production and broadcasting of up to 6 TV features in North-Germany and further  
Dissemination of the broadcast features over three websites as well as targeted  
consignment of DVDs – by the Secretariat
- publication of at least 10 press releases by secretariat and further dissemination by  
all partners

- organisation of 6 press conferences or exclusive interviews with journalists by the Secretariat
- writing of reports and publications in professional journals by all partners
- The chamber in Lublin suggests additionally radio spots for the information (e.g. over manuals, presentations on the Internet etc.) and advertisement for meetings (e.g. for business fora); Costs of production of 2 minutes spots PLN 3,000 and costs of the radiant emittance PLN 250.

### Indicators

Indicators that will be monitored and reported regard the actual information and communication actions which take place during the project implementation as well as the actually realised quantities, as e.g. number of participants, edition of books, flyers, etc.

Activity	Total number	Number of participants at each meeting / editions
Meetings Steering group	6	7
Meetings working group WP 2	4	10
Meetings working group WP 3	4	35 – 40
Meetings working group WP 4	5	35 – 40
Meetings working group WP 5 + 6	5	35 – 40
Meetings working group WP 7	4	25 – 30
General meetings	4	70 – 80
Hanseatic conference	3	120 – 150
Business forums	6	70 – 100
Trainer workshops	4	16 – 20
Training courses	3	16 – 20
Presentations	18	Average 100 participants each
Newsletter for partners	12	300 readers at least
Flyers Service BSA	1	2.000
Manual service SME	1	500 multilingual copies
Manual Innovation Cluster	1	500 multilingual copies
Manual P&O development	1	500 multilingual copies
Booklet Innovation	1	500 multilingual copies
Books Hanseatic Conference	3	2.000 copies
Book results	1	1.000 copies

Booklets Strategy Concepts	3	1.000 copies each, multilingual
Internet BSA	1	Public access
Internet QUICK	1	Partner/Public access
Internet Baltic cooperation	1	SMEs/ public access
Electronic newsletter	10	SMEs/ public access
Internet Hanse-Parlament	1	Stakeholders/public access
TV features	6	45 minutes each
Press release	10	
Press conferences	6	

#### **TOP 5. Demand analyses and specification of requirements (brainstorming)**

- Information concerning member assemblies of the Partners
- Application of the survey "What innovation demand do the enterprises have?"
- Information aiming at adjustment of demand
- Presenting examples of best practice e.g. Which problem is solved with which technique in an enterprise?
- Changing the ways of thinking and mentality of enterprises e.g. innovations have to be planned

#### **TOP 6. Cooperation within the framework of press work**

- Central preparation of press declarations by the Secretariat and forwarding to all the Partners
- Presentation of press declarations on the Internet to the Partners
- Disclosure to the media by Partners
- Feedback to the Secretariat concerning measures and results

#### **TOP 7. Appointments concerning further procedures**

- Hanseatic Conference "Energy" with 120 - 150 persons: 11. – 13.5. in Hamburg
- 6 meetings thematic working groups with altogether 120 persons
- WP 5 + 6: 7 February in Oslo
- WP 2: 10 March in Riga
- WP 7: 14 April in Vilnius
- WP 4: 14 April in Vilnius
- WP 3: 11 May in Hamburg

WP 1: 11 May in Hamburg

- SME business forum "Personal": 15 + 16 April in Vilnius
- workshop Train the Trainer II: 10 – 11 March in Riga
- Training courses Energy II: 23 – 24 March in Tallinn

### **TOP 8. Miscellaneous**

The Chamber in Lublin proposed that all Partners in cooperation with the Polish Partners within the framework of bilateral projects should use the support of the Polish European Social Funds. Since 2011 there is a tranche with two new focus areas in Poland:

- Innovation topics
- Conducting cooperation with international Partners is required

No further requests to speak are received.

For the Protocol: signed by J. Hogeforster

26 November 2010

Project name: **BSR QUICK**



**LIST OF PARTICIPANTS  
of the working meeting WP 2  
on 19.11.2010 in Wrocław/Poland**

Name of the responsible project partner organisation: **HANSEATIC PARLIAMENT**

No	Name of Participant	Participant's Organisation (Name and address)	Participant's Signature
1	Lucyngė Dėdinytė	House - Parliament	R. Podyp
2	Hmachidze Maxim	Chamber of Commerce and Industry	[Signature]
3	Bovykin Andrei	Leningrad region	[Signature]
4	Babikov Sergei	Leningrad region	[Signature]
5	Jane Bastron	House - Parliament	[Signature]
6	René Grund	Handwerkskammer Cottbus	[Signature]
7	Maria Jankauska	Handicraft chamber in Dublin	[Signature]





No	Name of Participant	Participant's Organisation (Name and address)	Participant's Signature
8	Jürgen Hogelortu	Horn-Parlament	J. Hogelortu

