



Hellenic Republic
Ministry of Education, Research and Religious Affairs
GENIKO LIKIO GLAFKIS



Erasmus+

ERASMUS + KA2 STRATEGIC PARTNERSHIP Meetings Minutes

Project Nr.: 2014-1-PT01-KA202-001059	Project Acronym: TBG
Meeting number: 4	Country: Greece
Period of time: from 27/01/2016 to 28/01/2016	

The participants of the 4th meeting were the following teachers and organisations representatives: Sergio Fernandes (Portugal), Regina Velez (Portugal), Altheo Valentini (Italy), Pieter Van Schie (The Netherlands), Carla de Vreij (The Netherlands), Desiree van der Heydt (The Netherlands), Aysun Akkan Memis (Turkey), Ozlem Bekirogulla (Turkey), Koray Yeter (Turkey), Cigdem Isik (Turkey), Antonio Zapcic (Croatia), Alexandra Nikiforidou (Greece), Marios Vlachos (Greece) and Effie Papadopoulou (Greece). Moreover, there were 26 students from Portugal, Turkey, Croatia and Greece. The location of the meeting was the hall room of Dimokritos hotel, in Xanthi, Greece, as there aren't public transports to our school. The meeting took place in the morning and the afternoon of the 27th and 28th of January 2016.

In the beginning of the 1st day (27th January) the Italian representative of "Egina", Altheo Valentini, played a game with the students, a warming up activity which revealed to all of us the power of cooperation. Then we watched a promotional video of the famous italian jewellery brand, "Pandora". The video showed how the feeling of love to special people in our lifes could be used in a promotional message.

Then students were divided into 4 groups according to the 4 transnational business ideas. Each representative of a national subgroup presented to the other members of their international team the results of their national market research (the different steps of the market research: preparation, swot-analysis, identification of the target group, the questionnaire, analysis of the results). The objective was to combine the results obtained with the market research in all the countries and implement the next day a general SWOT analysis of each business idea. The students exchanged their ideas, while the teachers were always present and were assisting them.

On the 28th the representative of the Dutch organisation "Dutch Foundation of Innovation Welfare 2 Work", Pieter van Schie, developed a workshop on how to effectively communicate an idea through images, social media and marketing tools. With the support of the facilitators, and taking into consideration the results achieved in the previous activities, the groups made 4 international SWOT analyses for their 4 ideas. While the students were left alone to agree and prepare a promotional message of their ideas, teachers went to another place of the hotel in order to discuss the next steps guided by Sergio Fernandes, the coordinator of the project, where financial issues, the dates for the next meetings, the dissemination event were dealt. The next online module to be implemented - the 3rd one - was also explained by Altheo Valentini. When the teachers' meeting ended, the students presented their promotional messages (ppt, videos, posters) providing also an explanation of the process followed and the meaning of the chosen elements. To be mentioned, the portuguese team proposed some interesting logos to be used by the groups.

Date: 2/02/2016	Signature of the contact person of the organisation
	Marios Vlachos, Headmaster Alexandra Nikiforidou, Contact person

