



TRANSNATIONAL PARTNER MEETING
KICK-OFF MEETING
MINUTES

Kick-off (first) transnational partner meeting

Date: 8-9 November 2019

Venue: Budapest Business School, 29-31 Markó utca, H-1055 Budapest

Host partner: Budapest Business School



Participants of the meeting

Budapest Business School (BBS), HU (P0) – Coordinator, Host partner

- Andrea SZIRMAI
- Barbara KARDOS
- Zsuzsanna GYŐRI
- Judit SÁGI
- Miklós LOSONCZ
- Péter SOLTÉSZ
- László VARGA

Leeds Beckett University (LBU), UK (P1)

- Brian JONES
- Fiona ROBERTSON

Hochschule Rhein-Waal (HSRW), DE (P2)

- Philipp SCHORN
- Ralf BAUER
- Anne TEMPEL

University Babeş-Bolyai (UBB), RO (P3)

- Adriana TIRON-TUDOR
- Gianluca ZANELATO

Wroclaw University of Economics (UEW), PL (P4)

- Joanna DYCZKOWSKA
- Tomasz DYCZKOWSKI

University of Udine (UDSU), IT (P5)

- Luca BRUSATI
- Diya RANUT

MAC-Team aisbl (MAC), BE (P6)

- Pascal ECHARDOUR

EFAA – European Federation of Accountants and Auditors for SMEs (EFAA), BE (P7)

- Paul THOMPSON

BUSINESSHUNGARY – Conf. of Hungarian Employers & Industrialists (MGYOSZ), HU (P8)

- Katalin KLAJKÓ
- Gabriella TOMCSIK

External expert:

- Piotr PYZIAK
- Mario IANNIELLO
- Branko LJUTICH



AGENDA

DAY 0 – 7 November 2019, Thursday

'Beyond Financial Reporting' Conference 2019 – organised by Budapest Business School connecting to the INTEREST project

Title: Future of Competitiveness: Digitalization and Working Knowledge" in the World of Finance and Accounting

The keynotes' presentations will be in English with the following keynotes:

Keynotes:

- Paul THOMPSON, European Federation of Accountants and Auditors (EFAA), director: Future of Accountancy Profession
- Balázs GÁBOR, PwC, partner: Finance in the Digital Age - The next generation of finance professionals
- Szabolcs CZÖNDÖR, Hungarian Tax Authorities, head of department, taxation and customs: Digitalization of taxation in Europe and Hungary
- Krisztián KURTISZ: CEO of Uniqa and Cherrisk: FinTech

19:00 Conference and Project dinner (*financed by Budapest Business School*)

DAY 1 – 8 November 2019, Friday

Morning session

Timing	Programme	Lead/responsible
09:00	Arrival, coffee, registration	
09:30	Welcome by the Host	Andrea SZIRMAI, BBS
09:45	Introduction of the participants and the partner organisations	10 minutes/partners focusing on the experience on the project topic
11:15	Coffee break	
11:30	Summary of the project background, its rationale and the proposal phase	Andrea SZIRMAI, BBS

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12:00 Introduction of the project work plan – work packages (WPs), Intellectual Output(IOs), activities and timing
Planned cooperation, communication methods

12:30 Lunch break

Afternoon session

Timing	Programme	Lead/responsible
13:30	Work packages in details WP2 – Preliminary analysis IO1 – IR Framework for SMEs	Fiona ROBERTSON, LBU Paul THOMPSON, EFAA
14:30	C1 – Short-term joint staff training event in Cluj-Napoca (RO)	Adriana TIRON-TUDOR, UBB
15:00	Current tasks (first project period) WP2 – Preliminary analysis IO1 – IR Framework for SMEs	Fiona ROBERTSON, LBU Andrea SZIRMAI, BBS
15:30	Coffee break	
15:45	Work packages in details WP3 – Guide redaction IO2 – IR Guide for SMEs	Philipp SCHORN, HSRW
16:15	Work packages in details WP4 – Training content development IO3 – IR Curriculum for SMEs	Joanna DYCZKOWSKA, UEW Andrea SZIRMAI, BBS
16:45	Work packages in details WP5 – Piloting the Guide and the Curriculum	Adriana TIRON-TUDOR, UBB
17:15	Wrap-up, open questions	
17:30	End of the day	



DAY 2 – 9 November 2019, Saturday

Morning session

Timing	Programme	Lead/responsible
09:00	Arrival, registration, coffee	
09:30	Work packages in details WP6 – Dissemination, exploitation and sustainability	Luca BRUSATI, UDSU
10:15	Work packages in details WP7 – Quality Management	Pascal ECHARDOUR, MAC-Team
11:00	Coffee break	
11:15	Work packages in details WP1 – General Project Management	László VARGA, BBS
11:45	WP1 – Action planning Next (web-) meeting, To Do List	Andrea SZIRMAI and László VARGA, BBS
12:15	Wrap-up, open questions	
12:30	End of the meeting – Lunch break	



MINUTES

DAY 1 – 8 November 2019, Friday

General introduction

Andrea Szirmai, professional project leader gave a welcome speech expressing her pleasure to receive some old partners in the consortium as well as new institutions selected according to their profile fitting with the project's requirements. She mentioned her satisfaction with the active participation of most of the partners in the conference "Beyond financial reporting", organised by BBS the day before. She took this a proof of the partners' commitment to the planned cooperation.

László Varga, project manager presented the agenda of the kick-off meeting and asked the partners to ensure interactivity of the meeting.

Introduction of the partners

In a special agenda point, the partners had been asked to introduce themselves and their institutions with special interest in experiences corresponding to the objectives of the project. The presentations proved that the partnership is composed of a rather diversified set of institutions and that this diversification is in concordance with the work distribution foreseen by the proposal. It was not by chance that the six university partners, when they had been asked to select one capital of the SMEs to treat with special emphasize in the project had selected different capital each. Andrea underlined the importance of engaging outstanding non-university partners with strong integrated reporting profile.

Background and rationale

Andrea described the story of the proposal, the rationale behind and the innovative elements of the project. She thanked warmly the contribution of the partners to the conceptualisation of the project and thanked in particular the proposal writers to make the application a success.

Work plan and cooperation scheme

László presented the project work plan in detail. Activities (Work Packages) and time-tables were given by the Gantt chart and László enumerated the Intellectual Outputs together with the time periods given for their development. He also depicted the planned working methods and the Organogram defining the responsibilities of the partners. The communication methods, the regular web-meetings included, were also forwarded to the Steering Committee (SC). The SC discussed and accepted the work plan.



Work Packages

The afternoon session was entirely devoted to the presentations of the Work Packages in the order of their implementation. As it is foreseen in the application (see: Organogram) each WP will be implemented by a digital Working Group (WG) and each WG has a leader partner responsible for the organisation of the work of the group. Showing the commitment of these WG-leader partners, each of them prepared a detailed written programme of their planned activities and these documents are attached to this minutes of the meeting. This is a proof of the fact that the partners seriously studied the application before the kick-off meeting, which is not always the case.

The more detailed WP plans were, of course, the plans of WP2 and WP3 (let alone WP1 and WP6 and WP7, see: 2nd day) which WPs are supposed to start at the very beginning of the project implementation.

WP2 Preliminary analysis

WP2 was introduced by Fiona Robertson (Leeds Beckett University) whose presentation is in Annex 1. Fiona led a discussion on the structure and content of the national reports on IR in the partner countries. Fiona will be buttressed by Paul Thompson of EFAA, high ranking representative of the international organisation partner specialised in the field of Integrated Reporting of SMEs. Paul revealed already some points which will be important to discuss after the kick-off meeting and before the 2nd partner meeting: number of the necessary capitals to be taken into consideration by the SMEs' IR in different industry branches; IR must be presented as a strategic planning tool; since SMEs are more integrated with customers and stakeholders than the large enterprises, the way of thinking on IR may differ significantly, etc. Paul's presentation is in Annex 2. WP2's outcome is one of the two major innovations of the project.

WP3 Guide redaction

On the basis of WP2's first results the Working Group of WP3 starts its work immediately on the conceptualisation of the IR Guide for SMEs. The planned work is described in Annex 3, redacted by Philipp Schorn, representative of the German partner university and leader of WP3.

The SC agreed upon the programme of the short-term joint staff training to be organised juxtaposed to the 2nd partner meeting in Cluj-Napoca.



WP4 Training content development

The 2nd major innovation of the project will be developed in WP4 led by The Polish partner shouldered by the Hungarian coordinator. Though this WP will start later, during the project implementation, Joanna Dyczkowska, after having meticulously studied the application, presented a work plan for this WP. She emphasized the importance of the delicately measured inner proportions of the face-to-face, the e-learning and the work based learning parts of the curriculum. Her presentation can be found in Annex 4.

WP5 Piloting the Guide and the curriculum

Piloting the IR Guide for SMEs and also the trainings are tasks of all university partners but the work will be harmonised by the Romanian partner. Its representative Adriana Tiron-Tudor (University Babes-Bolyai) presented the piloting scheme and it is open for discussion in the first half of the project's implementation time see: Annex 5.

DAY 2 – 9 November 2019, Saturday

The second day of the meeting started with a short session on the open issues of the first day. The first steps of the IO1 development was in the focus of the discussion. Partners agreed on what should be checked and described on national level and also in international context. Other important issue was the timing of the first activities, which helped also the action planning, see: later).

WP6 Dissemination, exploitation and quality management

Luca Brusati on behalf of the University of Udine as leader of WP6 presented the summary of the planned dissemination activities together with some personal suggestions for the implementation.

In case of the multiplier events he strengthened the mapping of the relevant stakeholders and the completion of a calendar about the dissemination opportunities, which can help a lot in the preparation for the participation in national/international workshops and conferences.

Regarding the dissemination materials, Luca has suggestions on country and consortium level:

FOR EACH PARTNER COUNTRY: List of national professional media outlets Identification of "PR manager"	FOR THE CONSORTIUM: List of EU-wide professional media outlets Publication plan (journals? books?)
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Connecting to exploitation purposes he emphasized the following:

- Application of the IR framework in the theses of master, executive master and doctoral programmes
- Ideally (also on a voluntary basis across a sub-group of HEIs): implementation studies with at least one interested SME →longitudinal, multiple case study on the adoption of the same IR framework across different institutional settings

Luca thinks that the IO can be relevant for (1) Graduate education and (2) Executive education for SME managers and accountants.

László Varga on behalf of the coordinator BBS completed the presentation with the following elements:

- project website development (<https://www.interest-project.eu/>) and project webpages on the partner's sites
- development of the first flyer till the next partner meeting
- usage of the dissemination activity table template for recording the planned and completed activities

Adriana Tiron-Tudor (UBB) suggested the usage of LinkedIn for dissemination, a LinkedIn group for the project can support not only the dissemination, but it can make easy to find external experts for the evaluation of the working materials of the IOs. (see more details in Annex 6)

WP7 Quality management

Pascal Echardour, representative of MAC-Team (leader of WP7) introduced the objectives and the planned activities and tools regarding the work package. The most important is to obtain the expected results – and QM should help in it. Pascal highlighted the roles of the defined Supervising and Working Groups (SGs and WGs) and the importance of the Steering Committee. He mentioned the planned participative process, the collaborative work and introduced the supporting online tools: web-meetings using zoom.us or Skype, Coospace and online GoogleForms.

Three tools were introduced in details:

- the questionnaires connecting to the partner meetings, the multiplier events and the reporting periods
- the QA Dashboard (online + collaborative + continuous monitoring)
- the 6 C's (criteria – Complete, Clear, Concise, Consistent, Correct and Credible) evaluation of the deliverables

Pascal also emphasized that the first 6-month period of the implementation until the C1 Training event in Cluj-Napoca is crucial. (see more details in Annex 7)



WP1 General Project Management

László Varga on behalf of the coordinator BBS summarized the most important issues about project management and coordination, financial management and administration.

He spoke about the preparatory activities before the kick-off meeting, the Grant Agreement and its annexes, and the partner agreements and the necessary administrative steps before the transfer of the first pre-financing payment from the coordinator to the partners. László presented the project budget in detail and listed all the necessary documents for the financial reporting of the project connecting to the different budget lines. He showed templates for the timesheet and for the administration of the real and unit costs. Finally, he answered the questions of the partners regarding the financial reporting and the administrative issues. The detailed presentation of the General Project Management has been uploaded to the Coospace Intranet similarly to all PPTs of the kick-off meeting. (see more details in Annex 8)

Next web-meeting

The next web-meeting is planned for the mid-December 2019. Further web-meetings are planned for January and March 2020.

Doodle will be used for scheduling the date(s) – the link will be sent to the partners by László Varga (BBS).

Next Transnational Partner Meeting – together with the C1 Transnational Training Event
The date of this event will be decided before the end of November 2019 also using Doodle. The event is planned between mid-March and the second half of April 2020 on 4 consecutive days (3 days for the training event and 1 day for the partner meeting).

Doodle for scheduling:

<https://doodle.com/poll/sdfkpg3mnugb83ge>

Feedback form about the meeting

Please do not forget to complete the short evaluation of the Kick-off meeting at the following link (using Google Form)!

<https://docs.google.com/forms/d/1-Mbq0-RHigGN93ez2dlyeBPtqcVQC-70cOKyCJazm-l>



Action planning – To Do List

Task	Deadline	Responsible
WP1 General Project Management		
Decision on the date of the 2nd meeting	30 November 2019	All partners
Transfer of the first pre-financing payment	15 December 2019	BBS
Partner agreements – back to the partners (after signing by BBS)	15 December 2019	BBS
Financial reporting by the partners (about the first 3 months)	15 January 2020	All partners
Project website	31 January 2020	MAC-Team, helped by BBS and UNIUD
Web-meetings	January and March 2020	BBS
Transnational training event in Cluj-Napoca	March/April 2020	UBB and LBU
Second partner meeting in Cluj-Napoca	March/April 2020	UBB and BBS

Task	Deadline	Responsible
WP2 Preliminary analysis – IR Framework for SMEs		
Guideline (structure and instructions) development for the national analysis	30 November 2019	LBU and BBS
Guideline (structure and instructions) development for the 6 Capitals WGs	30 November 2019	LBU and BBS
National reports	31 January 2020	All partners



Synthesis of the existing IR frameworks and Stakeholder analysis	15 February 2020	LBU, helped by all partners
Materials completed by the 6 Capitals WGs	31 January 2020	All partners
Comparative report based on the national reports	15 February 2020	LBU, helped by all partners
Agenda for the C1 Joint staff training event	15 February 2020	UBB + LBU
Draft IR Framework for SMEs	2 weeks before the C1 event	LBU, helped by all partners
Feedbacks by the partners on the draft framework	for the C1 event	All partners

Task	Deadline	Responsible
WP3 Guide redaction – IO2 IR Guide for SMEs		
Guideline (structure and instructions) to the redaction of the Guide	15 March 2020	HSRW
Feedbacks by the partners on the redaction of the Guide	for the C1 event	All partners

Task	Deadline	Responsible
WP4 Training content development – IO3 IR Curriculum for SMEs		
-	-	-



Task	Deadline	Responsible
WP5 Piloting the Guide and the Curriculum		
-	-	-



Task	Deadline	Responsible
WP6 Dissemination, exploitation and sustainability		
Dissemination activity table template for completion	15 December 2019	UNIUD and BBS
Dissemination action plans	15 January 2020	All partners
Dissemination Plan – cumulative version for all partners	30 January 2020	UNIUD
Development of the project website	31 January 2020	UNIUD, MAC-Team and BBS, helped by all partners
Webpage for the project at the institutional websites	31 March 2020	All partners
Draft version of a first project flyer	31 January 2020	UNIUD and BBS
Feedback by the partners	28 February 2020	All partners
Final version of a first project flyer	for the C1 event	UNIUD

Task	Deadline	Responsible
WP7 Quality Management		
Quality management plan – draft	15 December 2019	MAC-Team, helped by BBS
Feedback by the partners	15 January 2020	All partners
Quality management plan – final	31 January 2020	MAC-Team, helped by BBS
Quality management dashboard (draft version – for completion)	15 January 2020	MAC-Team, helped by BBS
Quality management dashboard (completion by the WP/IO leaders)	15 February 2020	All partners, helped by MAC-Team and BBS
Quality management dashboard (final version – ready to use)	for the C1 event	MAC-Team, helped by BBS



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