European Territorial Cooperation Programme

Greece-Italy 2007-2013

INTERSOCIAL: Unleashing the Power of Social Networks for Regional SMEs

Deliverables D1.2.1, D1.2.2, D1.2.3, D1.2.4: Part a -Kick-off Meeting Report

Action 1.2: Project Meetings

WP1: Management and Coordination

Priority Axis 1: Strengthening competitiveness and innovation
Specific Objective 1.2: Promoting cross-border advanced new technologies

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Kick-off Meeting Report

Deliverable D1.2.1-4a Action 1.2

Workpackage WP1: Management and Coordination

Responsible Partner:	UOI (LP)		
Participating Partner(s)	UNIBA (P2), UPATRAS (P3), APCE (P4)		
SAT:	Management Team		
WP／TaskNo.:	WP1	Number of pages:	15
Issuedate:	2011/12/5	Dissemination level:	Internal, JTS, MA

*Purpose:*Report of the kick-off meeting including moments, decisions and administrative issues

*Results:*Targets, quality assurance, financial and administrative issues, eligible expenses, how to conduct the initial state of the art and requirement analysis phase.

*Conclusion:*A detailed guide for project implementation has been derived.

Approvedbytheprojectcoordinator:Yes
Dateofdeliverytothe JTS/MA: 12/3/2012

Documenthistory

When	Who	Comments
2011/12/04	Evaggelia Pitoura	Initialversion
2011/12/05	Ioannis Fudos	Financial and administrative issues
2011/12/06	Management Team	Minor corrections
2012/01/10	IoannisFudos	Compliance to publicity guidelines
2012/02/16	IoannisFudos	Changed due date of final meeting report
2012/03/12	IoannisFudos	Changed date of second seminar report
2012/06/01	IoannisFudos	Changed deliverable numbering according to JTS modifications

Table of Contents

1. Introduction

The kickoff meeting of the INTERSOCIAL project took place in the Computer Science Department of the University of Ioannina, Greece on Friday, December 2, 2011. The meeting was attended by 11 participants from the University of Ioannina (UOI), University of Patras(UPATRAS) and University of Bari (UNIBA). Representatives from the Euromediterranean Cultural Heritage Agency (APCE) were unable to participate due to unexpected events. The full list of participants and the detailed agenda can be found in the Appendix.

The meeting started with a presentation of the research interests and activities of the participants. The presentations confirmed the complementarities of the expertise of the partners and their mutual interest in social networks. The presentations were followed by a detailed presentation of the project by the project manager and the financial manager and in-depth fruitful discussions.

This report summarizes the discussions during the meeting and outlines the main decisions taken by the participants with regards to the overall goal and specific objectives of the project as well as the first steps towards achieving them.

All presentations can be found in the web page of the project.

2. General Issues and Management

1. Project Logo

The participants agreed to accept the logo shown in the cover page of this document as the official logo of the project.

2. Acknowledgement

The coordinator informed the participants about the proper acknowledgement of the funding agencies on all related reports. The respective logo is the one appearing on the cover page of this document.

3. Formation of Management Teams

A *Management Team*(*Project Coordination Board* (*PCB*)) was formed consisting of the project manager (EvaggeliaPitoura, UOI), the financial manager (IoannisFudos, UOI) and the technical team leaders (NikolaosAvouris (UPATRAS), FilippoLanubile (UNIBA), Mauro Martina (APCE).

In terms of the *Self-assessment Team (SAT)*, the participants decided for a rotating membership to this team per deliverable. The selection of the appropriate members will be based on their expertise. They will be responsible for identifying the success criteria for each workpackage, comparing actual progress with the targets initially set and if necessary recommend correcting actions. A preliminary assignment of the institutions of the SAT members per deliverable can be found in the Appendix.

A *Dissemination and Exploitation Committee* was also formed consisting from IoannisFudos (UOI), and EftychiaKoletsou (UOI). This committee is responsible for preparing a dissemination and exploitation plan by the end of the third month of the project, after collecting input from all partners (i.e., January 2012).

4. Preparation of Deliverables

The participants agree that the draft of all deliverables will be available for review by the corresponding SAT at most 30 days after the respective deadline and the SAT team should provide input no later than 10 days after receiving the draft report.

In the Appendix, there is a list of the deliverables along with the delivery deadline. Note that in the original proposal, there were no specific deadlines for the deliverables; the dates specified in the Appendix of this report are set so that they are in compliance with the duration of the corresponding actions.

5. Meetings

The progress meeting is scheduled to take place in Bari around October 2012.

3. Dissemination Activities

1.   UNIBA agreed to prepare the first version of the project web page.

2. UOI will open a dropbox and invite other participants to join for sharing documents and other material.

3. The *first seminar* will be hosted by the University of Patras in May 2012. The topic of the seminar will be on social networks and related tools. There will be participants from all partners. There will be efforts to target women and young people.

There were discussions on the form of the seminar. There was a suggestion that the seminar could be collocated with a field study. There were also thoughts of presenting success stories of the use of social media in SMEs.

4. Schedule of Work

1. The participants agree to perform a study as follows. Each partner will contact the chamber of commerce in the corresponding region to acquire a list of the local SMEs. Then, a *sample* of these

SMEs will be selected. The status of the selected SMEs with regards to their presence in social networks will be studied.

Issues to be determined are the specific size and the form of sampling. Sampling may be either random or stratified (based for example on the size or the activity type of the SMEs).

The participants consider that the results of this study will be useful and potentially publishable.

Then, based on these results, a small number of SMEs may be selected to be studied further. The findings of this study will be also used to select the 8 SMEs to be used in WP4.

2. Tools

The participants agreed to select a number of social network tools and evaluate them in terms of their support for cooperation (UNIBA), usability (UPATRAS) and performance (UOI). The specific dimensions and exact criteria of this evaluation will be made clearer later on during the project.

3. Cultural Heritage Dimension

The APCE will perform a study of the use of cultural heritage in (a) social networks and (b) local SMEs.

5. Other issues and Further Discussions

During the meeting, there were various interesting discussions regarding the exact definition of an SME and a social network.

It was also stressed that a concrete example of a success story would be inspiring and as such the case of a local company in Bari (www.tortedecorate.com) was mentioned as a concrete example.

There were also discussions with regards to the relation of cultural heritage and SMEs and how cultural heritage can act as a competitive advantage in the regions. Cultural heritage is clearly relevant for the SMEs involved with tourism, but other types of SMEs could also benefit.

It is also important that simplicity and training are keys to sustainability, since the SMEs themselves should be able to support their presence in social media.

Appendix A: Deliverables and respective deadlines

In the original proposal, there were no specific deadlines for the deliverables. The deadlines specified below are based on the duration of the corresponding actions. These deadlines are subject to change based on the progress in the corresponding actions as long as the deadlines specified in the proposal for the actions are respected.

The letter (e.g., a, b, etc) attached to the deliverable number differentiates among deliverables of the same title produced at different times during the corresponding action.

The tables also include the partner mainly responsible for producing the report. More than one partner may be involved in each deliverable; the role of its partner in the specific deliverable is specified in the proposal. For readability, we have used the partner institution acronym instead of numbers.

SAT stands for a preliminary assignment of an assessment team.

Deliverables are listed per workpackage.

Action No	Deliver. No	Deliverable Title	Partner	Deadline	SAT
1.2	1.2.1-4.a	Kickoff Meeting Report	UOI (ALL)	15/12/2011	UPATRAS
1.2	1.2.1-4.b	Progress Meeting Report	UNIBA (ALL)	15/11/2012	UOI
1.2	1.2.1-4.c	Final Meeting Report	UOI (ALL)	31/10/2013	UNIBA
1.3	1.3.1.(*)	Management (or Progress) Reports	UOI	(*)	APCE
1.3	1.3.2 (**)	Assessment Reports	ACPE (**)	(**)	(**)

(*) Management reports (or progress report) include administrative and financial issues. They are scheduled every three months in each year covering the corresponding period (the first reporting period being Nov. 1, 2011 – Dec. 31, 2011), as follows:

Reporting Period	Report deadline
Jan. 1 – March 31	April 20
April 1 – June 30	July 29
July 1 – Sep. 30	Oct 20
Oct. 1 – Dec 31	Jan. 20

(**) As explained, assessment reports are planned per deliverable and their results will be included in the corresponding progress reports.

Action No	Deliv. No	Deliverable Title	Partner	Deadline	Short description	SAT
2.1	2.1.1.a	1000 leaflets in Greek	UOI	31/5/2012	Preparation, production and dissemination of leaflets	UPATRAS
2.1	2.1.2.a	1000 leaflets in Italian	APCE	31/5/2012	Preparation, production and dissemination of leaflets	UNIBA
2.1	2.1.1.a	1000 leaflets in Greek	UOI	31/8/2013	Preparation, production and dissemination of leaflets	UPATRAS
2.1	2.1.2.b	1000 leaflets in Italian	APCE	31/8/2013	Preparation, production and dissemination of leaflets	UNIBA
2.2	2.2.1-2.a	Project web presence	UNIBA (UOI)	15/12/2011	Creation of the web page	UOI
2.2	2.2.1-2.b	Project web presence	UOI (UNIBA)	31/10/2013	Hosting, maintenance of the project web page.	UNIBA
2.3	2.3.1-4.a	Publication Report	UOI (ALL)	30/11/2012	Report with listing of related publication for the 1st year of the project	UPATRAS
2.3	2.3.1-4.b	Publication Report	UOI (ALL)	31/10/2013	Report with listing of related publication for the 2nd year of the project	UPATRAS

Action No	Deliv. No	Deliverable Title	Partner	Deadline	Short description	SAT
3.1	3.1.1	Report on the state-of-the-art	UOI	31/1/2012	Preparation of state of the art report on social networking tools	UNIBA
3.1	3.1.2-3	Requirement analysis report, field study and data collection. Data	UOI, ACPE	31/1/2012	Preparation of requirement analysis report, field study and data collection. Advice on promoting cultural heritage on	UPATRAS, UNIBA

		Collection for cultural heritage			social web	
3.2	3.2.1-2	Report on policies and mechanisms for social web presence	UPATRAS (UNIBA)	31/6/2012	Report on the available mechanisms and policies (focus on performance, collaboration, and usability issues)	APCE
3.2	3.2.3	Software tools for automating the local deployment of social web functionality inside SMEs	UNIBA	31/10/2012	Implementation of a tool suite for automating local deployment of social web (through wikis, blogs, forums, etc)	UOI
3.3	3.3.1	Social networks monitoring tool	UOI	31/10/2012	Implementation of the monitoring tool, gathering of online data, data storage, further analysis and statistics	UPATRAS
3.4	3.4.1	Report on Strategies for Social Presence	UOI	30/9/2012	Preparation of the report on policies and strategies for social web presence	UNIBA
3.4	3.4.2-4	Tools for enhancing SMEs social presence	UPATRAS (UNIBA, UOI)	31/1/2013	Implementation of tools for enhancing SMEs social presence (emphasis on exploiting collected data cooperation and Human-Computer-Interaction issues)	APCE
3.5	3.5.1a	Report on the role of cultural heritage in social web and local SMEs	APCE	31/8/2012	Preparation of the report. Consultation in the development of the innovation devices	UOI
3.5	3.5.1b	Report on the role of cultural	APCE	31/1/2013	Preparation of the report. Future impact of the development	UOI

		heritage in social web and local SMEs			of the innovation devices	

Action No	Deliv. No	Deliverable Title	Partner	Deadline	Short description	SAT
4.1	4.1.1-2	Requirement analysis report for the specific SMEs	UOI, APCE	31/10/2012	Contact with specific Italian and Greek SMEs and preparation of the report	UNIBA
4.2	4.2.1	Deployment of tools for social web local enhancement	UNIBA	31/7/2013	Deployment of tools for social web local enhancement	UPATRAS
4.2	4.2.2	Deployment of tools for social web local enhancement (evaluation)	UPATRAS	31/10/2013	Evaluation of the deployment of tools for social web local enhancement	UNIBA
4.3	4.3.1	Deployment and Adaptation of the Monitoring Tools	UOI	31/7/2013	Deployment, Adaptation and evaluation of the Monitoring Tools	UPATRAS
4.3	4.3.2	Deployment and Adaptation of the Monitoring Tools (evaluation)	UPATRAS	31/10/2013	Evaluation of the deployment and adaptation of monitoring tools	UOI
4.4	4.4.1-2	Deployment of tools for social-based promotion of	UOI (UPATRAS)	31/7/2013	Deployment of tools related to data and cooperation	UPATRAS

		SMEs				
4.4	4.4.3	Evaluation report on the overall use of social networking	UPATRAS	31/10/2013	Evaluation of the overall use of social networking	UOI
4.5	4.5.1-2	Report on current cultural awareness and future policies	APCE (UOI)	31/8/2013	Preparation of the report (input from tool deployment, SMEs and other players)	UNIBA

Action No	Deliv. No	Deliverable Title	Partner	Deadline	Short description	SAT
5.1	5.1.1-4.a	Seminar on social web	UPATRAS (ALL)	30/6/2012	Organization and report of the seminar.	UOI
5.1	5.1.1-4.b	Seminars on the use of tools	APCE (ALL)	31/7/2013	Organization and report on the seminar	UNIBA
5.2	5.2.1-3	Course on Social Networking	UOI(UNIBA, UPATRAS)	31/7/2013	Course development	APCE

Appendix B: List of Participants

Name	Organization	email
NikolaosAvouris	University of Patras	avouris@upatras.gr
Fabio Calefato	University of Bari	calefato@di.uniba.it
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Appendix C: Agenda

HELLENIC REPUBLIC

MINISTRY OF ECONOMY AND FINANCE

GENERAL SECRETARIAT FOR

INVESTMENTS & DEVELOPMENT

Regione Puglia

EUROPEAN TERRITORIAL COOPERATION PROGRAMME GREECE-ITALY 2007-2013

INTERSOCIAL: Unleashing the Power of Social Networking for Enhancing Regional SMEs

KICK-OFF MEETING AGENDA

WHERE: Conference Room, Ground Floor, Computer Science Building

WHEN: 10:00 am, Friday, December 2, 2011

10:00-10:15 Welcome/Introduction, UOI

10:15 – 12:00 Short presentation of each partner

15'-20' talks by each partner introducing their group, background and research with respect to INTERSOCIAL, followed by discussions and coffee

University of Ioannina (UOI)

University of Bari (UNIBA)

University of Patras (UPATRAS)

Euromediterranean Cultural Heritage Agency (APCE)

12:00-13:00INTERSOCIAL project presentation, UOI

Project structure (WPs, tasks and deliverables)

Involvement of SMEs

Financial and administrative issues

13:00-14:30 Lunch

14:30-15:30 Working session I: 1st Year Plans for **WP3** (Development of Innovation Devices)

Goal is to set a detailed workplan: Brainstorm, set specific goals and actions, plan cooperation among partners, discuss deliverables especially,

D3.1.1: Report on the state-of-the-art, UOI

D3.1.2: Requirement analysis report, field study and data collection, APCE, UOI

D3.2.1: Report on policies and mechanisms for social web presence, UNIBA, UPATRAS

D3.2.2: Software tools for automating the local deployment of social web, UNIBA

D3.3.1: Social networks monitoring tool, UOI

15:30-16:00 Working session II: 1st Year Plans for **WP5** (Training and Knowledge Transfer)

Goal is to plan for the 1st seminar and discuss other activities

16:00-17:00 Working session III: 1st Year Plans for **WP1, WP2, WP4**

WP4 (Deployment and evaluation of innovation devices in specific SMEs): discuss and plan activities of the WP that start at the end of the 1st year

WP2 (Information and Publicity): Discuss the following deliverables

D2.1.1: Multi-lingualLeaflets, UOI, APCE

D2.2.1: Project Web presence, UOI, UBARI

D2.3.1: Publications at conferences and other fora

WP1 (Management and Coordination):

Plans for the Progress Meeting and other working meetings

17:00-17:15 Closing of the meeting

Directions: After taking the exit from Egnatia highway to Ioannina, turn left at the third traffic light following the signs to University