

LLP Transfer of Innovation project

Retail Management for Adults in Livelong Learning

Meeting in Verzlunarskoli Islands, Reykjavik 14. – 17. Nov 2007

The 1st project meeting was held at Verzlunarskoli Islands in Reykjavik, Iceland on November 14 – 17 2007.

The meeting was attended by:

Kirsten Friðriksdóttir, Verzlunarskoli Islands, Reykjavik, Iceland
Alda Jóna Nóadóttir, Verzlunarskoli Islands, Reykjavik, Iceland
Hrafnhildur Briem, Verzlunarskoli Islands, Reykjavik, Iceland
Björn Garðarsson, Frædslumidstod atvinnulífsins, Reykjavik, Iceland
Hanna Torp, University of Applied Sciences, Tampere, Finland
Marianna Leikomaa, University of Applied Sciences, Tampere, Finland
Anna Ziemecka-Poteraj, WSINF – Wyższa Szkoła Informatyk, Lodz, Poland
Donald MacBeath, The North Highland College, Thurso, UK
Jacky McMillan, The North Highland College, Thurso, UK

Guests:

Andrés Pétursson, Icelandic Leonardo National Agency
María Kristín Pétursdóttir, Icelandic Leonardo National Agency
Sigríður Tryggvadóttir, designer of homepages

The participants were welcomed by headmaster of Verzlunarskoli Islands, Ingi Olafsson.

Agenda:

Thursday, Nov. 15,

09:00 – 17:00

1. Maria Kristin Gylfadottir from the Icelandic Leonardo National Agency made a presentation of the dissemination and valorization of Leonardo products: The aims of transfer, the specific objectives of the LLP programme, the difference between dissemination and valorization, the ways of distributing and guaranteeing the exploitation of results and the how to set up a valorization plan and an action plan.
2. Andrés Pétursson, also from the Icelandic Leonardo National Agency talked about finances in Leonardo project. He advised to set up a system that keeps tracks of expenditure for easier access for the Interim report and the Final report. Andres also recommended as good practice to start collecting invoices and other for the Interim report at once.
3. Introduction of Partners. Each partner introduced themselves and their institutions.
4. Project contents and organization.
Kirsten presented the project's content and organization from her point of view. Then there were discussion about the project:

- What it is, How we are going to do it and target groups
- Work packages for all partners
- Deliverables for all partners.

4a Organization

Meetings were scheduled:

- # 2 meeting scheduled for Thurso on 17-19th April 2008
- # 3 meeting scheduled for Tampere in October 2008 will be moved to November 6-8
- # 4 meeting in Poland in April 2009 – exact dates to be decided on in Thurso in April
- # 5 meeting in Reykjavik September 2009 – exact dates to be decided at a later date.

Summer holidays in partner countries are:

- UK = end of June to mid August
- Fi = Mid Jun – beg. August
- IS = mid Jun – mid August
- PL = start July – end September + winter break mid February

5. Discussions: :What needs does the project meet

- learners?
- institutions?
- teachers?

Vision : The project should not be an on-line version of the book. We will have to identify the content and develop the tools = ITC – templates for others to drop content into.

- Learning objects = lessons
- Should it concentrate on the material or on the teaching

Decisions :

- Deliverables: CD of learning material + CD of lessons (UK and Poland)
 - Diploma course 1 – 2 years
 - Decided to have courses with beginning and end dates with group interaction.
 - Meeting at the beginning and the end. (For people with low technical skills this first meeting will be useful with on-hands instructions in the technique)
 - Group work
 - Web-conferencing
 - Handbook, help to teachers to make a course from the lessons. (Finland)
6. Marianna and Hanna introduced the pedagogy of e-learning for adults: Towards meaningful online education. Points they emphasized were: How can meaningful learning be determined?, Adulthood – learning strategies: The learning should have self direction and not be independent studies + cooperative learning. Initiative and responsibility = reaches better learning. The students take responsibility and the material shows the way.

They cited Jonassen's criteria about how the construction of the course could combine the finest features of both classroom teaching and independent studying.

They also presented some worst case scenarios and how to prevent these scenarios. They ended by stating that we are only able to offer the courses, the “The student herself is responsible to make use of the teaching material”.

After finishing the agenda of today the partners visited one of our Supporting Industries, the Byko at Hringbraut. Byko is one of the largest home supplier stores in Iceland and the purpose of the visit was to get a hand-on information about the work of a retailing manager. This visit ended by a shared dinner at Vid Tjornina.

Friday, Nov 16, 09:00 – 16:00

1. The discussion from yesterday was continued: How will the project evolve – what will we do in between? It was decided that the partners from Finland, UK and Poland (Work packages 2-3), will work very closely together in designing the tools and deciding what should go into the modules.
 - UK writes down the steps of working on the designing of the course.
 - Credits for this diploma course should be the same as for University Courses
2. Next on the agenda were Financial Payments.
 - a. Going over the contracts – will be sent to each and every one in mail. Information needed on the contracts were
 - I. Name and position of legal representative
 - II. Bank information.
 - b. Reminded all partners that promoter has to agree in advance to all costs which will be paid for by invoices. Partners keep copies of invoices. All cost should be in Euros with the rate of the day of payments from Iceland.
 - c. Substances will be paid for by overnights + 1/2 a day for travel.
 - d. Partners should send in an overview of staff cost every 6 months and use the form Collective claim for Leo-projects as well as the Leo timesheet, where they describe the tasks that have been worked on.
3. Evaluation, dissemination and valorization.

Björn Gardarsson introduced a check list for valorization and went through the plan for dissemination and valorization:

 - a. The Aim of the plan
 - b. What can be disseminated
 - c. Target groups
 - d. Dissemination channels
 - e. Why disseminate – the importance of dissemination/valorization
 - f. Subjects of dissemination and
 - g. Timetable for dissemination and valorization.

It was deemed necessary to inform companies as Byko, Hagar and other big companies about the project by sending a leaflet/newsletter when ready.
4. Other

Suggestion from Alda, that people without business education running Sole Traders companies of Micro-businesses should be added as target groups for this project.

We will have to convince the companies of the relevance of the project for them and their staff = the benefit of the project.

The needs analysis for the project should be carried out in

- a. Two bigger companies
- b. Five medium sized
- c. A few smaller companies.

Saturday Nov. 17, 09.00 – 12.00

09:00 Cooperative Platform and Homepage

1. The day started with introduction of the Blackboard Cooperative Platform where everyone received their username and password and then there was a tryout of the system. Some documents were already put on the Blackboard during this session.
2. Sigridur Tryggvadottir came and presented the homepage she is working on. It was decided to try for the sites of retail.org or leo_retail.org/com

Changes suggested were:

1. Page from Donald's presentation of NHC with all four partner countries as a main page
2. Move the Leo logo to end of page and link it to LLP
3. At end of page: Co-ordinator: Kirsten Fridriksdottir, Commercial College of Iceland – kirsten@verslo.is
4. Summary of project
5. Articles
6. Meetings
7. Photo gallery with folders

Sigridur will send templates for links to partners.

Summary of the project should be translated into Icelandic, Finnish and Polish.

3. Preparation for next meeting in Thurso:
 - a. Suggestions for the newsletter/leaflet
 - b. List of companies to send it to

At 13:00 the group left for The Geothermal energy Plant in Svartsengi on Reykjanes where we were received and shown around the plant, were told about the beginning of the Geothermal plant and how it had resulted in the forming of The Blue Lagoon.

Afterwards we drove around the peninsula, visited Gunnuhver and Reykjanesviti before entering The Blue Lagoon, where the afternoon ended by a shared dinner.