



Funded by the
Erasmus+ Programme
of the European Union



EUROKEY PROJECT KICK OFF MEETING CONCEPT

26 February - 1 March 2018

BURSA / TURKEY



KOC
UNIVERSITY



PROJECT INFORMATION

PROGRAMME:

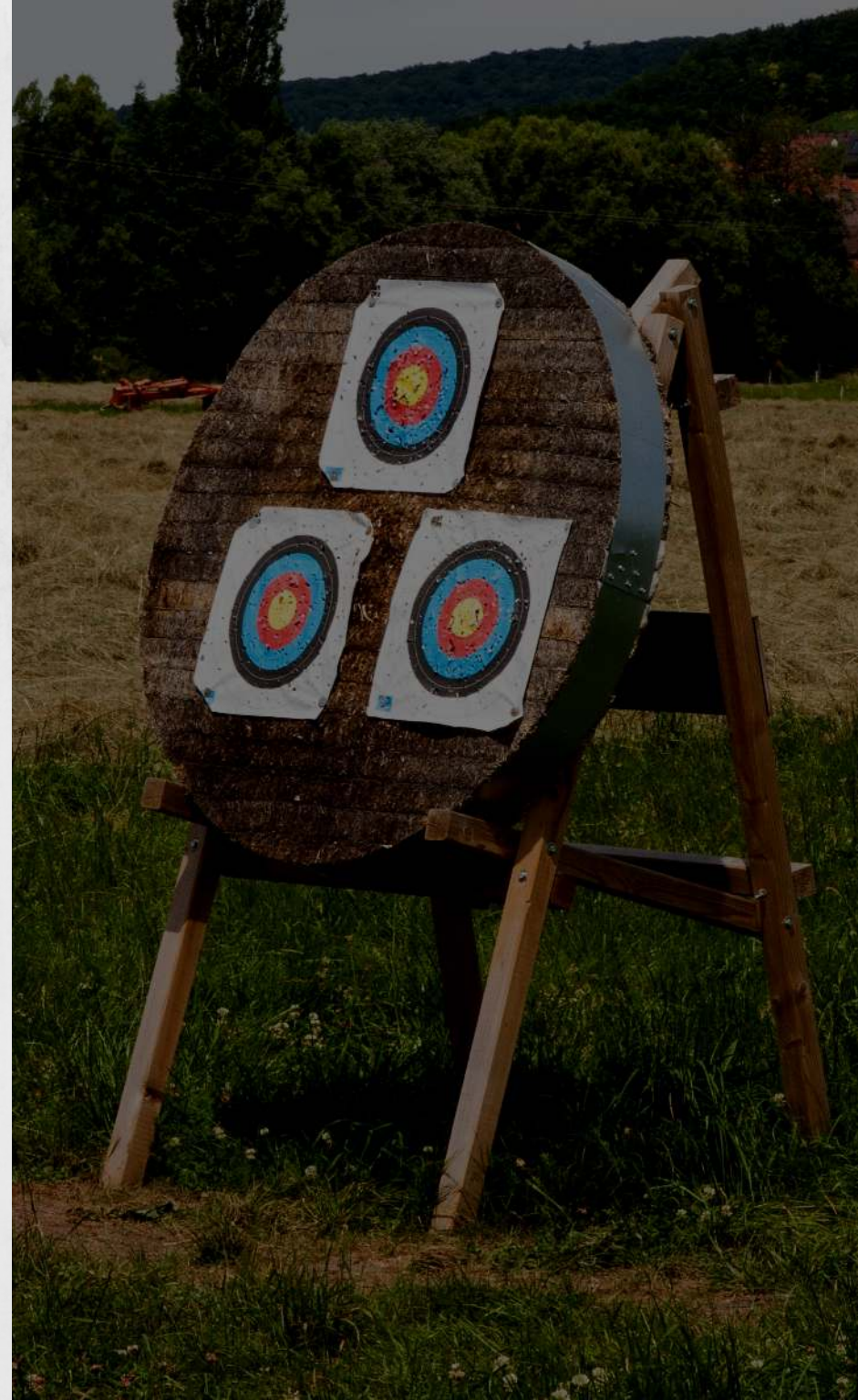
**KA2 Cooperation For Innovation And The Exchange Of
Good Practises
Strategic Partnership For Vocational Education And
Training**

DURATION:

36 Months

GENERAL OBJECTIVE

- Creating an open, accessible, knowledge – skill focused vocational education environment for SMEs and digital entrepreneurs
- To increase the labor productivity
- To provide competetiveness
- To provide an environment for better cooperation for domestic and foreign investments.



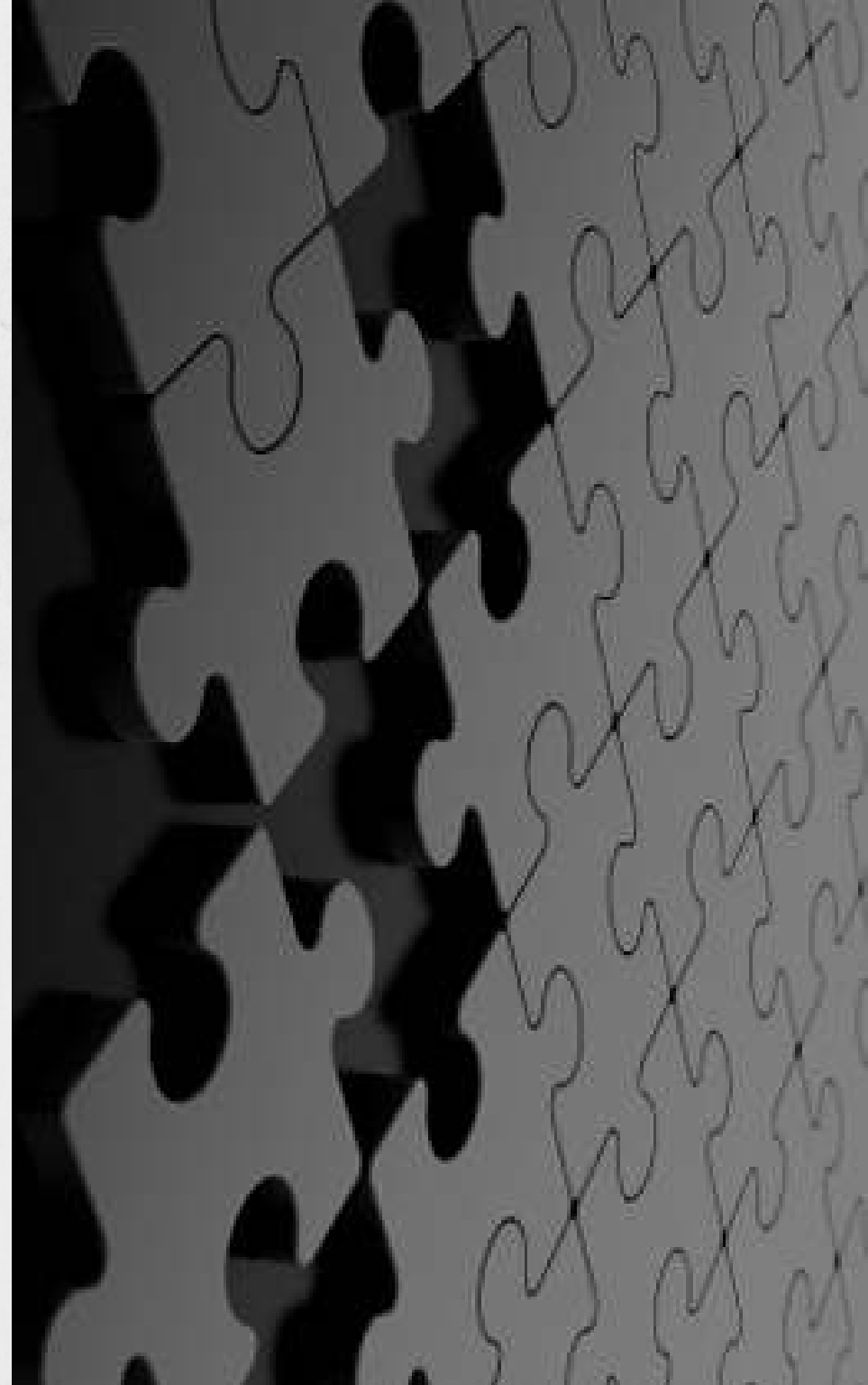
TARGET GROUP

- Directors and employees of companies who want to be in the global market .
- The enterpreneurs in the field of digital area.
- University Students from advertising, marketing, communication and design.



CONSORTIUM

- Universities
- Public Institutions
- NGOs
- Cluster
- Incubator
- Organized Industrial Zone



EUROKEY PARTNER ORGANISATIONS



GOVERNORSHIP
OF BURSA
TURKEY/BURSA



HASKOLINN
REYKJAVIK EHF
ICELAND/
REYKJAVIK



IRISH LATVIAN
CHAMBER OF
COMMERCE
LATVIA/ RIGA



ETN SCHOOL
S.R.L
ITALY/
POTENZA



KOC
UNIVERSITY
TURKEY/
ISTANBUL



BUIKAD
TURKEY/
BURSA



CLUSTER
EXPERTS BALTIC
SEA REGION
LATVIA/ RIGA



TOBB ECONOMY
AND
TECHNOLOGY
UNIVERSITY
TURKEY/
ANKARA



BURSA
ORGANISED
INDUSTRIAL
ZONE
TURKEY/
BURSA



FUNDACJA
SALUS PUBLICA
POLAND/
KRAKOW



EUROKEY

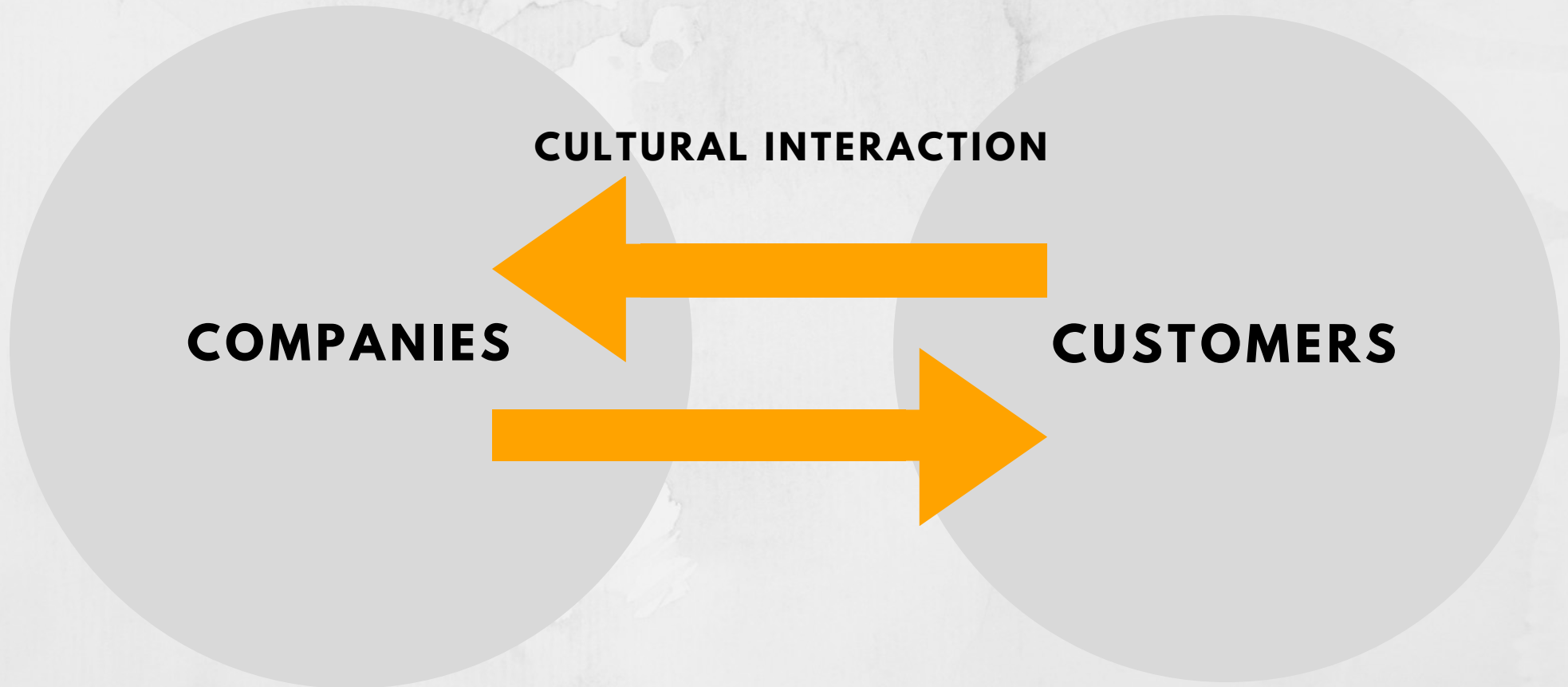
TARGETS OF THE PROJECT

- Developing new business models for SMEs and digital entrepreneurs who want to be in the global market by paying attention to the cultural differences which effect the sales and marketing .
- Providing strong international cooperation between vocational education providers and other stakeholders and by this way increasing the harmony between education systems and economic development strategies.

TARGETS OF THE PROJECT

- Ensuring the companies and digital entrepreneurs to form creative marketing strategies focusing on the hosting country's culture.
- Increasing the management skills and cultural sufficiency of employees and entrepreneurs in international business environment.
- Contribute to increase the number of women employee and directors in international area.
- Increasing effective digital marketing skills by using ICT

CULTURAL INTERACTION




PHASES

1. PHASE

- The role of culture in the global market will be determined in the changing period of global marketing.
- The role of cultural effects will be investigated in designing and implementation of marketing strategies.
- The contents of different university departments will be compared
- The strategies of companies paying attention to the cultural differences will be evaluated and best practises will be gathered.



 For global markets
The skill of adopting different cultures
is important

 Adopting different cultures will
increase productivity

PHASES

2. PHASE

- Determining the need analysis of the target group
- Intercultural adaptation questionnaire
- Skills map

NEEDS

**TO INCREASE THE CULTURAL
SKILLS**

**TO INCREASE PERSONEL
HARMONY**

PHASES

3. PHASE

- Training modules will be prepared
- Training tools will be developed
- Implementations will be done

PHASES

4. PHASE

- Validation

The contents of the training modules and the training tools will be evaluated after pilot implementation

If needed, the consortium will make the necessary updates.

PHASES

5. PHASE

- Valorisation

It will be prepared at the beginning and will be updated periodically.

It includes the dissemination and exploitation of results.

EUROKEY MAP

ACTIVITIES

OUTPUT

TRANSNATIONAL PROJECT MEETINGS

MULTIPLIER EVENTS

LEARNING/TEACHING/ TRAINING ACTIVITIES

A1. PROJECT MANAGEMENT

O1– International Cultural Environment and SME's Report

O2– Successful Organizations in Global Marketing

O3– Multinational Focused Training in Global Strategies

O4– The Management of (Digital) Multiculturalism at Entrepreneurship

O5– Intercultural Management Skills Needs Analysis

O6– Intercultural Management Skills in a Multi-National Single Market Needs Analysis Report

O7– Intercultural Management Skills Training Program Modules in Global Markets

O8– Intercultural Management Skills Manual

O9– Multilanguage E-learning Platform (Gamification Based)

O10– Digital Measurement Tool prepared using Game Mechanism (Gamification)

M1 KICK-OFF MEETING TURKEY

M2 I. EUROPE PROJECT MEETING ICELAND

M3 II. EUROPE PROJECT MEETING ITALY

M4 III. EUROPE MEETING LATVIA

M5 IV. EUROPE MEETING POLAND

M6 V. EUROPE FINAL MEETING ITALY

E1 I. EUROKEY MEETUP LATVIA

25 FOREIGN
30 LOCAL PARTICIPANTS

E2 II. EUROKEY MEETUP TURKEY/ISTANBUL

25 FOREIGN
30 LOCAL PARTICIPANTS

A6 PILOT IMPLEMENTATION

E1 VOC EDUCATION AND TRAINING LATVIA

18 FOREIGN
2 LOCAL PARTICIPANTS

A2. Eurokey LAB&RESEARCH ANALYSIS

A3. NEEDS ANALYSIS/ SKILLS MAP

A4. METHODOLOGY & DESIGN OF TRAINING MODULES

A5 TRAINING MATERIAL DEVELOPMENT

A6 PILOT IMPLEMENTATION

A7 VALIDATION: THE EVALUATION OF TRAININGS

A8 DISSEMINATION

A9 EXPLOITATION OF RESULTS

A10 PROJECT EVALUATION



Funded by the
Erasmus+ Programme
of the European Union



THANK YOU!

BURSA EU PROJECT AND FOREIGN
RELATIONS COORDINATION CENTER

