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CSR FOR ALL PROJECT
1ST PROJECT STEERING COMMITTEE MEETING
11.01.2013
ANKARA/TURKEY
MEETING MINUTES**

Participants:

1. Mile Boskov	BCM	7. Tuba Burcu Şenel	TİSK
2. Matthias Thorns	IOE	8. Özgür Doğaç Gürsel	TİSK
3. Biserka Sladovic	CEA	9. Nil Mit	TİSK
4. Jelena Ognjenovic	MEF	10. Irmak İnan	TİSK
5. Oana Bara	CNIPMM R	11. Önder Özdemir	TİSK
6. Ferhat İlter	TİSK	12. Aişe Akpınar	Eduser Consultancy

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The first PSC meeting of 'CSR for All' Project, funded by the European Commission was held at TISK Premises on 11.01.2013 with the participation of all PSC members of partner organizations, aiming to take decisions regarding the project inception phase.



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Agenda:

1. Short presentation of the project inception and implementation phases, steps forward
2. Approval of the Project staff by the PSC
3. Draft agenda of the Project kick-off meetings
4. Draft power point presentations to be presented at the kick-off meetings
5. Presentation of the project draft visibility materials
 - Brochures
 - Logo
 - Posters
6. Presentation of the Project web-site
7. Presentation of the draft reports to be prepared during the inception phase
 - Project road map
 - Project implementation strategy
 - Operational plan
 - Communication and Dissemination Strategy
 - Inception Report
8. Planning of Project Opening Conference in Brussels
 - Approval of the power point presentation to be made at the Conference
 - Planning the strategy to be followed in Brussels
9. Determination of the date and place of the next PSC meeting

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10. Financial issues
11. Any other business.

TISK Deputy General Secretary Ferhat İlder, welcomed the PSC Members of all partners and expressed TISK's best intentions for a successful Project implementation. He highlighted that, TISK perceives itself as the organization assuming responsibility rather than being the only conductor of the Project. He indicated that, TISK considers each partner as equal organizations.

Özgür Doğaç Gürsel gave a brief outline of the Project implementation including main activities which will be undertaken throughout the Project life cycle.

Matthias Thorns asked if there is a timeline specified for Project activities. He indicated that it is necessary for partners to see which point they are on at the moment.

Tuba Burcu Şenel clarified that, during the inception phase of the project, timeline will be organized together with all partners although there is already a draft version available. She stated that, a draft version of the timeline will be prepared and sent to partners before the second PSC meeting.



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Aişe Akpınar proposed in commenting on the timeline of activities, Partners should consider within their own perspective in terms of looking out for previously committed events, official holidays etc. She also added that a Road Map was prepared by TISK and additional activities and events may be considered during the implementation of the Project.

Tuba Burcu Şenel indicated that the agenda of kick-off meetings prepared for the PSC meeting was a draft version and each organization may revise it according to its own priorities and timeline.

Jelana Ognjenovic stated that, 60 people targeted to participate to the national conference may be problematic for Montenegro considering its population in general.

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Aişe Akpınar clarified that the number of participants is provided with the proposal which is important to meet. However, if due to practical reasons this target is not likely to be met, then it is possible to revise and perhaps redefine the agenda to make it more attractive to a wider audience.

Mile Boskov indicated that it is important to have these conferences and trainings as comprehensive as possible. He stated that, there would be many companies and NGOs interested in the topic and that it would be very beneficial if the partners could convince various organizations to



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participate to these events. He also added that it would be useful to have additional materials to promote these events.

Jelana Ognjenovic marked that they would try to meet the 60 people target and that it is not necessary to revise number.

Aişe Akpınar recommended that in configuring the National Task Force teams, Partners should primarily consider the professional staff of the organization rather than to appoint someone from outside the organization as this is going to be a capacity building activity. Also with regard to methodology, data collection and other materials, she added that support and contribution of IOE will be sought.

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Matthias Thorns indicated that IOE is going to provide necessary tools for partners and stated that the Project must be more comprehensive by integrating other organizations from different countries into the Project, since the round table discussions are for the aim of sharing experience.

Biserka Sladovic indicated that within the context of the project, use of the term ' South East Europe' should be preferred instead of 'Balkan Region'.

Tuba Burcu Şenel clarified that this sensitivity for the term 'South East Europe' is going to be immediately taken consideration and the



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necessary changes will be done through the project documents.

Oana Bara proposed to invite some other projects which were previously selected as best practices before, the kick-off meetings to see how they implemented CSR and share their experiences.

Mile Boskov indicated that his organization is deeply involved in CSR projects and added that he is going to disseminate the agendas as an example to be able to prepare the agenda of Project kick-off meetings based on IOE and EU principles.

Tuba Burcu Şenel proposed to postpone the kick-off meeting which is planned to take place in Croatia, to be done in the first week of February, since the communication and dissemination strategy is not finalized yet. She also proposed to have second PSC meeting, following the Romania the kick off meeting so that all partners would also participate to the kick off meeting as well.

Biserka Sladovic stated that it would be better to reschedule the kick-off meetings in order to have the communication and dissemination strategy ready until the first kick-off meeting.

Mile Boskov suggested to have the kick off meeting after the PSC meeting in Romania and **Oana Bara** proposed to have kick off meeting in



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Romania on 5th of March and the PSC meeting on 6th of March, and also added that Mondays and Fridays should be avoided while planning such activities.

Tuba Burcu Şenel stated that, TISK is going to prepare communication and dissemination strategy including visibility materials such as brochure and leaflets and share them with the partners to be translated into their own language until the first kick-off meeting. She also added that, following the first kick-off meeting in Romania in March, the kick-off meeting will take place respectively in Croatia, Macedonia, Montenegro and finally Turkey before the inception phase deadline. She indicated that, TISK will reschedule the timeline for the kick-off meetings planned to begin with 5th of March until the end of April.

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Matthias Thorns proposed changes on the project website in terms of adding the 'Management Structure' under the 'Project Overview' section; 'Media Center' replaced with 'Resource Center', and adding a media contact person detail inside 'Contact' link; and a section for adding documents related with meetings and events.

Tuba Burcu Şenel suggested to add the flags of partner countries and a control panel on the website for partners to be able to upload documents in their own language.



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Özgür Doğaç Gürsel indicated that draft design of visibility materials such as brochure, leaflet and posters, will be prepared in English with the guidance of a communication expert and sent to European Commission for the approval. After getting the approval, TISK is going to send draft versions to all partners to be translated into their own languages until the first kick-off meeting.

Irmak İnan gave a summary of the presentation of the project which will be used in the Opening Conference to be held on 21st January 2013 in Brussels. She also explained the details for flights and hotel options in Brussels adding the specific requirement as to that only one person from each organization will be covered by the project budget.

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Matthias Thorns stated that, he would make effort to arrange a meeting for 22nd of January in Brussels in order to discuss the project and get the proposals from experienced guests whom could be from Business Europe, European Economic and Social Council and European Commission.

Irmak İnan indicated that TISK would prepare an agenda including the presentation of the project, activities of partners and proposals for the meeting on 22nd and send it to Matthias Thorns before sending its final version to the partners.



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Özgür Doğaç Gürsel stated that some financial issues, those were not clear, will be discussed with an expert from the European Commission Turkey Delegation in the following days and the results of this meeting will be shared with partners in order to ensure the transparency. He added that, since the project has partners from different countries with different languages; English and a common currency Euro should be used for the invoices.

Oana Bara proposed pre-payments for each partner to be used for their activities and a budget breakdown for each partner.

Özgür Doğaç Gürsel noted that TISK is going to provide the budget breakdown for each partner, project contract with the Commission and the Partnership Agreement in two copies to be signed by partners and TISK.

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Decisions

Item 2: Project staff as PSC members and contact people for the project approved.

Item 3: Draft version of the timeline for kick-off meetings will be prepared by TISK with the contribution of partners and sent to partners before the second PSC meeting. The first kick-off meeting is planned to take place



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in Romania possibly on 5th of March together with the second PSC meeting on 6th of March.

Item 4: Draft presentation of the project to be presented at the kick-off meetings approved.

Item 5: TISK is going to prepare communication and dissemination strategy including the draft version of visibility materials such as brochure and leaflets in English and following the approval of European Commission, they will be sent to partners to be translated in their own languages until the second PSC meeting.

Item 6: Following changes will be done on the project website:

'Management Structure' will be placed under the 'Project Overview' section; 'Media Center' will be replaced with 'Resource Center'; a media contact person detail will be added inside 'Contact' link; a section for adding documents related with meetings and events will be created; flags of partner countries and a control panel on the website for partners to upload documents in their own language, will be added.

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Item 7: Necessary reports will be prepared by TISK together with partners' contribution.

Item 8: The presentation of the project to be used in the Opening Conference approved. Matthias Thorns is going to invite CSR related guests to discuss the project on 22nd January in Brussels. TISK is going to prepare a draft agenda for this meeting and send to partners.

Item 9: Next PSC meeting is going to take place in Romania on 6th of March following the kick-off meeting on 5th of March.



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Item 10: TISK is going to provide the budget breakdown for each partner, project contract with the Commission and the Partnership Agreement in two copies to be signed by partners and TISK. The unclear issues regarding the finance will be discussed with an expert from Delegation of the European Union by TISK and the information will be shared with partners.

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