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CSR FOR ALL PROJECT  
2<sup>ND</sup> PROJECT STEERING COMMITTEE MEETING  
06.03.2013  
BUCHAREST/ROMANIA  
MEETING MINUTES**

1. Matthias Thorns	IOE	6. Biserka Sladovic	CEA
2. Tuba Burcu Şenel	TİSK	7. Jelena Ognjenovic	MEF
3. Nil Mit	TİSK	8. Oana Bara	CNIPMMR
4. Irmak İnan	TİSK	9. Gabriela Ciuciula	CNIPMMR
5. Viktorija Mitrikeska	BCM		

**Participants:**

The second PSC meeting of 'CSR for All' Project, funded by the European Commission was held at Novotel City Centre Bucharest on 06.03.2013 with the participation of all PSC members of partner organizations, aiming to take decisions regarding the project activities.

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**Agenda:**

1. Approval of the decisions and meeting minutes of the 1<sup>st</sup>PSC Meeting
2. Short evaluation of Opening Conference in Brussels, Project Follow Up Meeting and Romanian Kick-off Meeting
3. Presentation of draft Communication and Dissemination Strategy Report
4. Presentation of the project draft visibility materials
  - Brochures
  - Posters

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- Promotional materials
5. Presentation of the Project web-site
6. Presentation of the draft reports:
  - Project Road Map
  - Project Operational Implementation Plan
7. Determination of the strategies for the Implementation Strategy Document
8. Requests to be included in Inception Report
9. Planning of the Turkish Kick-off Meeting
10. Determination of the date and place of the next PSC meeting
11. Partnership Agreements and financial issues
12. Any other business / Questions and Answers

**Project Coordinator Nil Mit**, welcomed the PSC Members of all partners and expressed her greetings for the successful Romanian Kick-off Meeting. She asked the thoughts of CNIPMMR regarding their Kick-off Meeting.

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**Oana Bara** stated that they were not expecting that much participants. CNIPMMR was very pleased with the crowd and interest.

**Gabriela Ciuciula** indicated that the participants coming from different areas such as private sector, media, government, NGOs and academia, expressed their greetings in the end of the meeting. She also added that they managed to gather 58 feedback forms from the participants which will be included to the reports.

**Biserka Sladovic** expressed her greetings and appreciated CNIPMMR's effort.

**Jelena Ognjenovic** stated that the first lesson learned from Romanian Kick-off Meeting was that the afternoon session is more effective. She asked which documents were put for the meeting file which was distributed among participants.

**Gabriela Ciuciula** clarified that the agenda of the meeting, leaflet,



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technical and political presentations, IOE fact sheet and feedback form were included to the file of the meeting. She also added that they had send press release before the meeting and there was a TV show recording during the meeting.

**Matthias Thorns** stated if the number of panelists is high, the length of the meeting must be longer as well. He congrats CNIPMMR for their attractive meeting and he added his greetings regarding the crowd which includes successful CSR Projects' managers too. He also noted that it was very smart idea to invite those managers since it would open the doors for future collaborations and chance to benefit from their network. Mr. Thorns added that 58 feedbacks was a great accomplishment and it was enough to write a one paper summary regarding the meeting. He also congrats CNIPMMR for the invitation to a TV Show which recorded during the meeting. He indicated that would be very effective if each partner could get the translation of the meeting paper and presentations which were done during the meeting.

**Gabriela Ciuciula** noted that she will be preparing the paper and translations and share them with partner.

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**Nil Mit** asked CNIPMMR if they managed to reach their target groups in their Kick-off Meeting?

**Gabriela Ciuciula** stated that they have managed to reach target group since the participants were coming from trade unions, associations which are doing CSR, SMEs, academia and NGOs. She also added they have shared invitations through CSR portals and their members to be able to raise the amount of people show up.

**Matthias Thorns** asked CNIPMMR if they could provide the list of participants.

**Gabriela Ciuciula** stated that she will be sending the participant list together with other translated documents and the meeting minutes of Kick-off meeting to all partners.



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**Jelena Ognjenovic** asked if there was an item on the budget regarding translation for Kick-off meetings. She clarified that they were thinking to invite a representative from the European Delegation to their own Kick-off Meeting.

**Tuba Burcu Şenel** clarified that there was no item in the budget for the translation but it might be possible to make transfer among budget items without increasing the total amount which was appointed for this particular activity. She added that, in need of this kind of change, Project office must contact with European Commission for approval.

**Biserka Sladovic** proposed to appoint a person from the organization who could interpret by speaking low voice for the representative of European Delegation. She also added that it is possible to kindly ask the representative to bring his own interpreter.

**Irmak Inan** explained the visibility guideline prepared for the activities including Kick-off Meetings, by Project's Communication Expert in close cooperation with Project office. She also added that the Project website has been opened after the approval of European Commission.

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**Jelena Ognjenovic** asked if it is possible to change the address section which directs the address of project office in the letter head to their respective organization's address.

**Irmak Inan** clarified that each partners is free to change the address with their own organization's address.

**Nil Mit** explained the draft Communication and Dissemination Strategy which was prepared by Project's Communication Expert in close cooperation with Project office. She asked partners to comment on it to be able to finalize it.

**Tuba Burcu Şenel** highlighted the importance of having press release

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before and after the Kick-off Meetings. She also added that it would be useful to share these press releases both on Project website and their own organization's website.

**Gabriela Ciuciula** noted that they have shared the press release with media before the meeting and they will be sending the press release after the meeting as well.

**Nil Mit** presented the Communication and Dissemination Strategy and requested the partners to make comments especially to the "aim of the project" section.

**Matthias Thorns** indicated that the aim of 'informing organizations about available tools, development trends and so on' must be added to the 'Aim of the Communication and Dissemination Strategy'. He highlighted that there might be a misleading in the strategy regarding the difference between the aim of Communication Strategy and the objectives of the Project. (Communication and Dissemination Strategy page 4, a-b) He expressed that the target group of the Project is indicated as employer organizations in the Communication and Dissemination Strategy page 4, a-b, while it is stated as both civil society and organizations in the ' Aim of the Communication and Dissemination Strategy'. He noted that the target group shouldn't be indicated as civil society organizations which is a quite broad term; the target group must be specified as employer organizations and companies. He underlined that that the objectives of the project and the aim of the Communication and Dissemination Strategy must be totally related.

**Nil Mit** stated that this note will be taken consideration with the Communication expert for necessary changes and the final version of the strategy will be shared with partners.

**Matthias Thorns** suggested putting a brief article about the Project on the website of IOE and its newsletter.



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**Nil Mit** presented the very draft version of the poster and asked for partners' suggestion. She clarified that this version is designed just to give an idea and poster should stand as a very important visibility material to which all partners must contribute.

**Matthias Thorns** indicated that the center message must be closer to public for their perception and 'One size fits all' might be just a supportive motto.

**Biserka Sladovic** noted that the use of teeterboard is not efficient since it could be misunderstood by different perspectives.

**Nil Mit** stated that the Communication Expert and designer will be working more closely with Project office and the new versions of Posters will be presented to the partners in soonest convenience.

**Tuba Burcu Şenel** noted that the Project has a budget line for posters as 100 per partner language plus English, in total 600. She suggested to use this budget line divided 50-50 for two different posters which could be designed in different times through Project activities. She indicated that one which expresses the intention of the project, could be printed as 50 for each language and the other one which could give a different message through implementation phase could be printed as 50. She also added that, if partners could find a more efficient way to print more posters with the same budget; that would be implemented as well.

**Nil Mit** highlighted the importance of e-mail correspondence between partners since the deadlines are the priority of the Project.

**Tuba Burcu Şenel** noted that during the inception phase, five reports will be written which are Communication and Dissemination Strategy, Project Implementation Plan, Road Map, Operational and Implementation Strategy and Inception Report. She noted that the Road Map and Implementation Plan were prepared by Project team and they are subject to change in case of any requests from partners. She clarified that, although Road Map and Implementation Plan seem similar, there is a

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major difference between those documents which is that the Implementation Plan shows all sub activities step by step.

**Nil Mit** noted that these plans will be sent to partners and their suggestions will be taken through track changes so that each partner could easily see the changes done.

**Tuba Burcu Şenel** explained the implementation strategy which must define the strategic point of view to be used during project life cycle. She added that each partner needs to fulfill these chosen strategies and cross check with their activities. She noted that each strategy which will be written on the Implementation Strategy must be followed by each partners since these strategies will be determined by all partners. She clarified that implementation strategy will be defining how each strategy will be implemented through each activity.

**Matthias Thorns** asked if this strategy will be directly taken from Project TOR since the implementation strategy cannot be different from the Project TOR which was approved by European Commission.

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**Tuba Burcu Şenel** clarified that it is not the strategy of the Project, it is the operational strategy among partners to be used by implementing the activities.

**Oana Bara** noted that a strategy must have a clear structure which shows important points such as objectives, means of actions, expected results, financial-human resources and time frame.

**Irmak İnan** clarified that this was prepared to be able to decide on strategies and it is not the final version of the main strategy document.

**Biserka Sladovic** proposed to add goals and objectives which should be measurable as well as the results.

**Oana Bara** proposed to draft a template for the Implementation Strategy.



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**Nil Mit** highlighted the importance of getting inputs of partners for all documents by **19<sup>th</sup> of March**. She also added Project office will be sharing the second draft of the documents on **22<sup>th</sup> of March** and documents will be finalized on **25<sup>th</sup> of March**.

**Tuba Burcu Şenel** clarified that an Inception Report needs to be prepared in the end of April to be present to European Commission for their approval. She also added that the Inception Report must include the things we have learned during the inception period, suggestions for changes for the implementation period such as the number of people who will attend the activities during the implementation period and so on. She highlighted that the Project will not be able to go on the activities of the implementation period and use the financial resources before the Inception Report is approved by the European Commission. She also added that the Project office aims to send the Inception Report to the Commission before the deadline which is **30<sup>th</sup> of April**.

**Nil Mit** noted that, before sending the Inception Report to European Commission, she aimed to send it to European Delegation for their recommendations so that the deadline for the Inception Report might be **15<sup>th</sup> of April**.

**Tuba Burcu Şenel** requested from partners to read the Project document **once more with that point of view in the mind for changes and if they see any issue which needs to be touched upon in the Inception Report**, inform Project office in soonest convenience, latest by **March 21<sup>st</sup>**. She highlighted that the inception report should be easily readable by the people in the European Commission and directly goes to point.

**Jelena Ognjenovic** asked if Project coordinator prepares the draft Inception report and partners comment or there will be another method.

**Tuba Burcu Şenel** highlighted that in order to prepare the Inception Report, Project office needs to have the requests on necessary changes from partners. She also added that if there are changes on number of people who could attend meetings or anything regarding budget items,





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they must be pointed in the Inception Report. She indicated that the Inception report will have a financial part which must include the financial issues through Inception Period.

**Nil Mit** highlighted the importance of having all Kick-off Meetings until the end of March since the Kick-off Meeting in Turkey on **18<sup>th</sup> of April** would be the final one which all partners are invited.

**Tuba Burcu Şenel** highlighted that the Kick-off Meeting in Ankara could be a good opportunity to have an extra informal PSC Meeting since the Project has two days per diem in the budget for this particular activity

**Matthias Thorns** asked the aim of the Inception Conference which will be taking place in Belgrade in May.

**Tuba Burcu Şenel** indicated that this conference will be similar to the one the Projects attended in Brussels in January. She noted that European Commission committed three meetings during the life cycles of the Projects, which are Opening Conference, Inception Conference and Closing conference. She also added that in the Inception Conference, all Projects who have gained fund from the Partnership Framework, will be sharing their experiences regarding the Inception Period and will be having guidance by European Commission regarding the Implementation Period.

**Tuba Burcu Şenel** explained the required number of PSC meeting which is indicated in the budget as two in Inception Period and three which must once in every four months in Implementation Period.

**Matthias Thorns** suggested to have the third PSC Meeting in Belgrade right after the Inception Conference which could create chance allocate financial source which is committed to a separate PSC Meeting. He indicated that this could be a good way to spend this money which is for flights and accommodations for another beneficiary activity.

**Tuba Burcu Şenel** highlighted that the third formal PSC Meeting will be



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about planning the steps of Implementation Period so that it is very crucial. She added that the third PSC Meeting might be in the beginning of May before the Inception Conference or in the end of May after the Conference. She proposed to have it on 14<sup>th</sup>, 15<sup>th</sup> or 16<sup>th</sup> of May in Croatia.

**Irmak Inan** highlighted the importance of getting Partnership Agreements signed and initiated by partners in soonest convenience in order to transfer their share from the Project budget.

**Biserka Sladovic** indicated that they need the originally signed copy of the contract which is signed between European Commission and TISK to be able to get the VAT exemption.

**Irmak Inan** noted that the contract signed between European Commission and TISK will be send together with signed Partnership Agreement by post to each partners.

**Nil Mit** highlighted the importance of deadlines to be met for the preparation of the reports and closed the second PSC Meeting with her greetings.

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