

Memory protocol of the 4th working meeting
Transnational Adapt-Partnership COP and TaT
16. October 1999, Berlin

■ **Participants**

Cop Tarja Slotte
TaT Thomas Becker, Juergen Reckfort

■ **Purpose of the meeting**

- Exchange of information and experience concerning activities within the national projects
- Planning future activities of COP-TaT co-operation

■ **Time schedule**

1500	Top 1 Actual state of the national projects
1600	Top 2 Brainstorming session about products and outcomes of the VITE-project
1700	<i>Coffee Break</i>
1730	Top 3 Best practice project VITE: Actual state of affairs and planning necessary steps and activities
1800	Top 4 Plans for 2000
1900	Top 5 Other things of interest
1930	<i>End of meeting</i>
2000	<i>Dinner</i>

■ Results

Top 1:

Actual state of the national projects

COP

COP reported about their project activities after the transnational meeting in Paris. In detail COP reported

- about main points of the feedback from the participating companies (questioning took place in June),
- that workshops and training has been come more focused for needs of individual companies,
- about co-operation with other local and national projects,
- about how the collaboration between COP students and the companies has enhanced and
- about activities with other transnational partners.

COP also presented the tentative outline of the programme of their transnational seminar and meeting in Kokkola on 2.12.-3.12.1999, titled "ADAPT Connect Go!" COP pointed out that the transnational partners will have the possibility to hold a short lecture about the results and experiences within their national ADAPT projects. COP also suggested to invite the participating companies of the transnational partner projects to join the meeting.

TaT

TaT reported about

- (1) works which have been done within the participating companies since the last meeting in Paris in June 1999,
- (2) the Going Online workshop,
- (3) upcoming Intranet and Internet training for the companies, and
- (4) the actual state of TaT's survey.

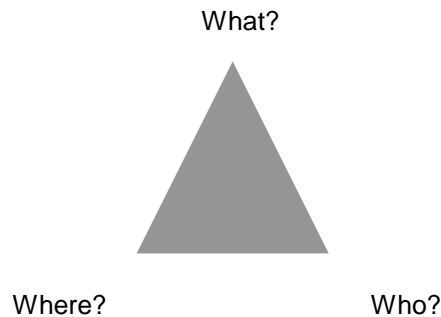
ad (1)

TaT reported that meanwhile 5 companies are participating within their national ADAPT project TexNet. Within two of the companies the necessary technical and organisational works for the exchange of standardised business data have been finished so far that the companies are able now to do test runs. At the moment TaT is developing training modules to impart the effected employees to handle the new technologies. Qualification is also necessary regarding the use of the Internet, especially concerning the question of how to organise the Internet presentation of the firms.

ad (2)

TaT described the concept and structure of the Going Online workshop, they developed in the frame of their national ADAPT project. The workshop is designed for two days. Target group are managers and interested employees from different firm departments. Three workshops already took place. Main aim of the workshop is to support companies to develop an appropriate concept for their Internet presentation. Furthermore it aims to describe the necessary steps of a Going Online project.

First module of the workshop is a short theoretical input about the different phases of the Going Online project and about the three core questions (see figure):



- **What** shall be the contents of the web site? (web strategy)
- **Where** shall the web site be physically located? (web hosting / domain)
- **Who** shall produce the web site? (web design)

The **second module** is about web hosting and is meant to impart the necessary know-how for evaluating advertisements and offers from web hosting firms.

The **third module** is the core module of the workshop. The participants shall develop a firm-specific strategy for the Internet presentation, which fits to the image and to the general strategic aims of the company. An analysis of the web presentation of selected competitors is also part of this module.

Based on the strategic considerations the **fourth module** is designed as a brainstorming session within which the participants shall develop the contents and the basic structure of the web site.

The following **fifth module** starts with a short overview about web design and web production techniques. Demonstrated on the basis of Frontpage 2000 the participants come to know what html-source code, frames, layout, gif-animation, hyperlink setting, navigation techniques mean. Furthermore they learn about the necessity of developing an homogenous look and feel of the web site which fits to the general image of the company and uses the existing corporate design and its elements (logo, colours, figures).

Based on this input the participants shall create a paper-based model site (e.g. product site), which should also contain the general web site elements (frames, navigation elements, general look and feel, etc.).

The workshop closes with the question of how to proceed with the Going Online project. The participants fix the next steps, e.g. register a domain, find a web host and an appropriate web designer, compile the already existing and the yet missing material like photos, graphics, text and so on.

ad (3)

In addition to the Going Online workshop TaT has developed a training module for a firm specific Intranet- and Internet training. First training sessions within two companies will be held in November.

ad (4)

Regarding TaT's survey "Electronic Commerce, EDI and Internet: Acceptance and Actual Use within the North Rhine-Westphalian Textile Sector", TaT reported that about 700 questionnaires have been sent out in August. Unfortunately only 50 questionnaires were sent back. As the evaluation of these questionnaires has not started, nothing can be said yet about the potential outcomes.

Top 2:

Brainstorming session about products and outcomes of the VITE-project

COP told TaT that it is not quite clear yet, if the distance learning module will be finished at the end of 1999. TaT reported that the English translation of the survey and of the export guides of Novalys has started. As soon as the translation will be finished, the files will be placed onto VITE's web site for download.

Top 3:

Best practice project VITE:

Actual state of affairs and planning necessary steps and activities

COP reported that no further activities took place since the sending of the questionnaire of their national ADAPT authority.

TaT reported that the German national ADAPT authority has directed a professional company for doing interviews with selected best practice projects to identify the success factors of their transnational co-operation. The interview with TaT took place in late August.

TaT furthermore reported that to their information at the moment the originally planned ADAPT event in Paris will probably not take place. Based on this information COP and TaT agreed, that there is no need for further activities.

Top 4:

Plans for 2000

Transnational workshop

TaT and COP tried to concretise the idea of a transnational workshop for ADAPT projects. They agreed the workshop to take place in Spring 2000 (April, beginning of May), preferably in Rome/Italy. Target group of the workshop should be textile related ADAPT projects of each member state of the European Union. The workshop should last two days. Designed as a combination of a classic workshop and an Open Space conference the workshop should animate a transnational discussion and experience exchange regarding to the following core questions:

- What are the instruments to successfully involve small and medium sized companies into the project?
- What are the factors for successful transnational co-operation and partnership?
- What are successful instruments to dismiss project results?
- Can we organise a textile resource net based on the experiences in ADAPT?
- How will we proceed after ADAPT?
- Are there potential partners with regard to EQUAL?

TaT and COP did some brainstorming about a potential heading of the workshop. Suggestions were: Get Connected – Get ConnecTex – Get Adapted – Get AdapTex.

As far as COP is concerned there seems to be a problem in financing the workshop, because their own national ADAPT authority is continually pointing out, that the projects should not reduce their transnational activities to contacts with their direct co-operation partners, but work on installing transnational business contacts for the participating companies.

TaT suggested to immediately check the conditions for an additional funding with their national ADAPT authority and to also get some further information about EQUAL and about the possibility of getting a lecturer from Brussels for the workshop. The next step would be to compile a list of textile related projects and contact persons coming into question for participation (target time: end of November). COP suggested to share the necessary works for preparation.

IMB 2000

TaT suggested a meeting in Cologne at the occasion of the International Clothing Machinery Fair in Spring 2000. This event may be of special interest also for the participating companies within COP's project. COP and TaT agreed that this would be interesting, too, but they did not make a final decision.

Top 5:

Other things of interest

TaT asked COP if it would be of interest for COP to place some design studies of their students onto the VITE web site, firstly for the purpose of promoting their students and, secondly, to upgrade the layout of VITE's web site. Back home COP will discuss this suggestion.

Protocol: Juergen Reckfort, Tarja Slotte
Kokkola and Rheine, 28 October 1999