

# Development of the community and the digital hub

## I.O. 10

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**ITL Group - Budapest, Hungary**  
**December 11, 2017**

**KA2 Strategic Partnership Project n° 2015 -1-IT01-KA202-004745 CUP Code: G76G15000440006**

Partnership



CONFINDUSTRIA  
Veneto SIAV S.P.A.



**WINNET**  
SVERIGE



INSTITUTO INTERNACIONAL  
DE LA INNOVACIÓN, EL  
CONOCIMIENTO Y LAS  
COMPETENCIAS

**ITL GROUP**  
YOUR GATE TO HUNGARY



REGIONE DEL VENETO

**IAF** INSTITUTO  
ARAGONES DE  
FOMENTO

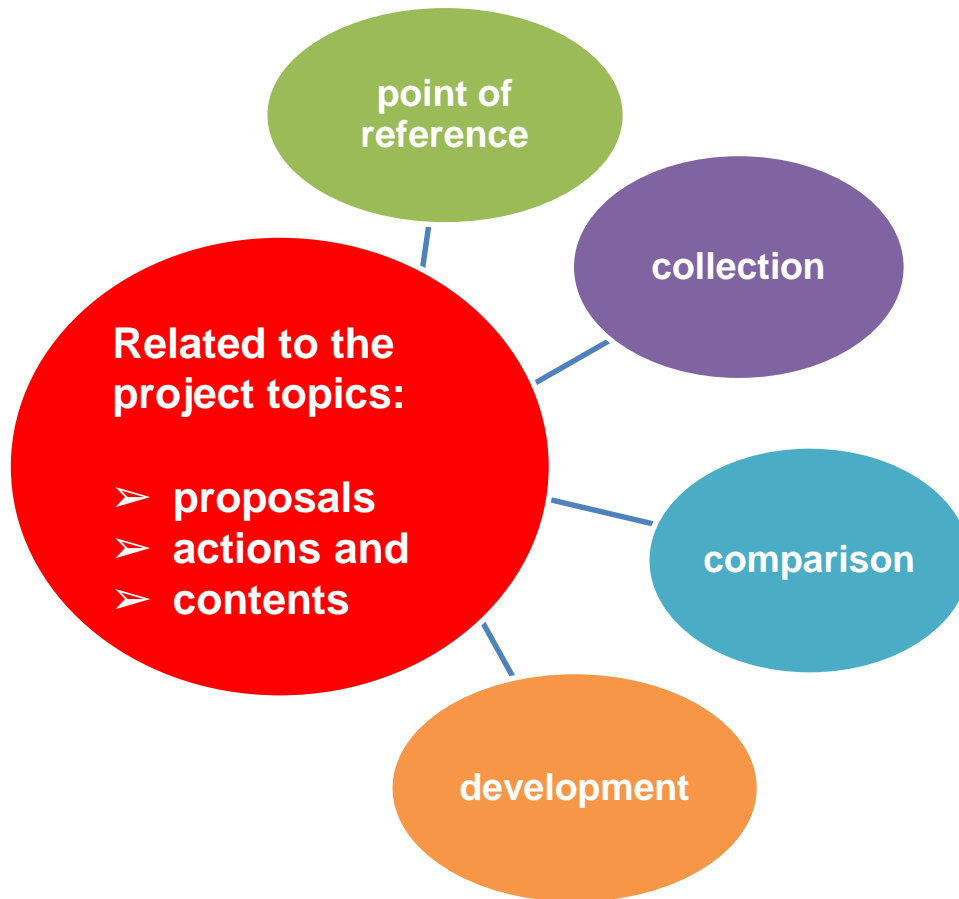
## **( 2 ) TARGET of the Community / Digital hub SMART JUMP**



- Female/young entrepreneurs of the creative industry, manufacturing companies and SMEs;
- Women /youth intending to develop business opportunities in the creative industry;
- Networks of teachers and consultants;
- Networks of VET centres, business schools and universities;
- Networks and staff of partner companies;
- Local and regional policy-makers;
- R & D institutions; technological transfer centres; business incubators;
- EU networks and organisations to support the SMART JUMP digital hub (i.e. CEDEFOP, Eurofound, the European Network of Female Entrepreneurship Ambassadors, Winnet Europe);
- Foundations/associations supporting youth and female entrepreneurship

**Individuals, companies, communities and existing Networks of experts and stakeholders**

## { 3 } AIMS of the Community / Digital hub SMART JUMP



### WHO AND WHEN

Number of entrepreneurs and operators involved in the community (at least):

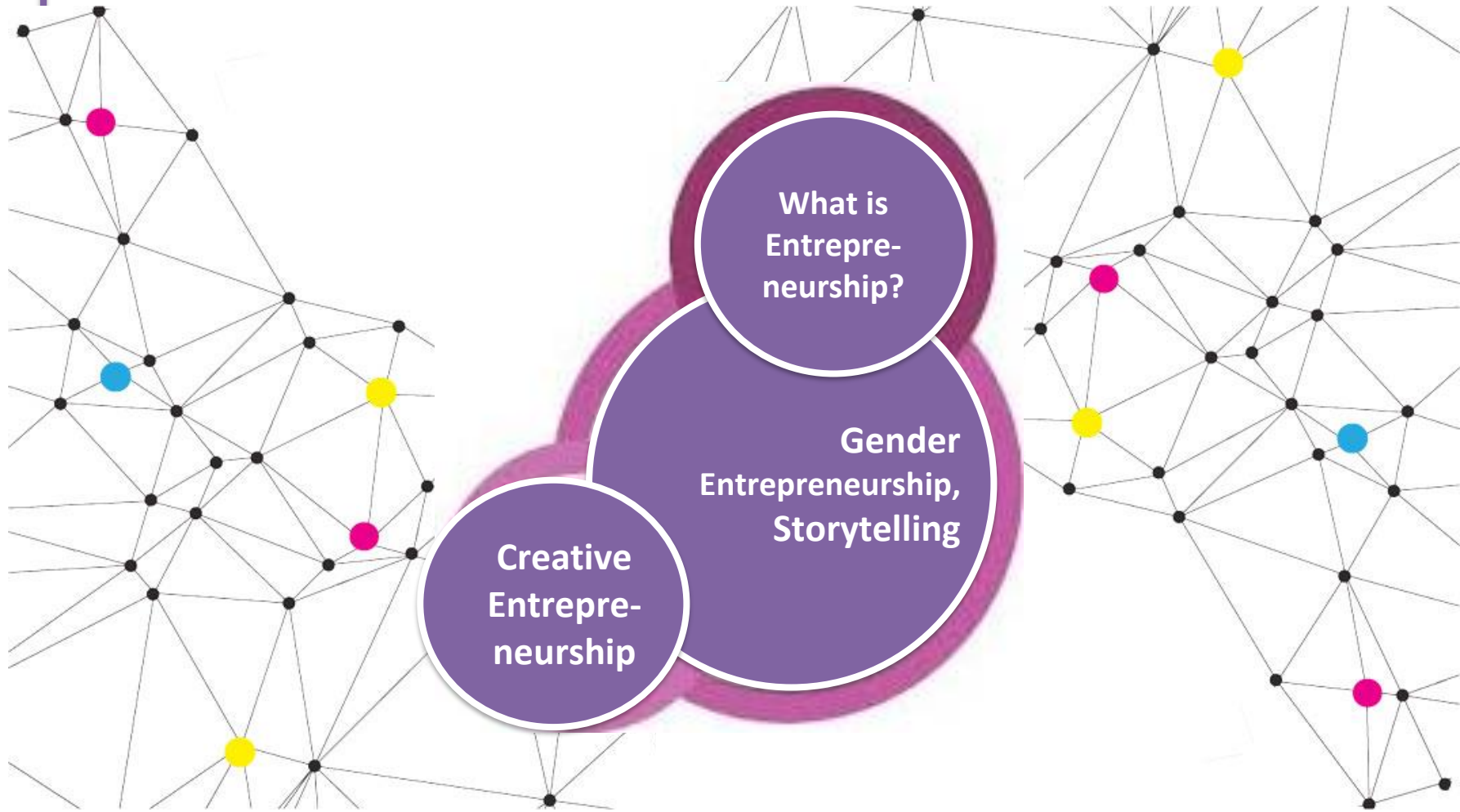
- **10 per partner at the launch of the community;**
- **20 per partner at the end of the project.**

### ACTIVITIES DONE:

Online Stimulus Exchange around **3 identified topics:**

- stimulus launched and animated by the Community manager from SIAV with Partners contributions
- M.E.s and Blended training live sessions
- opened calls for funding, research papers, events around EU on the project's topics

# 4 Development of the community and of the digital hub: 3 main topics



## **5** INITIAL STRATEGIES & TOOLS to extend the Community / Digital hub

**How to exploit the Women Resource Centres experiences in a quadruple helix perspective?**



**During multiplier events:**

- short dedicated sessions



**After each multiplier event:**

- email & invitation to participants to join the SMART JUMP online Community



**All along the project and transversally:**

- provide information to networks both in terms of dissemination of project and the opportunity to join the SMART JUMP online Community
- connect to other existing and consolidated networks (e.g. ITWIIN - Italian Association of Women Innovators and Inventors)



Other networks to be reached: e.g. European Women Platform Entrepreneurship - WEP?

## { 6 } WEB PLATFORM FUNCTIONS:

### FACTORY OF KNOWLEDGE



- **Open access** to information
- Members registration forms
- Smart Jump news area
- Social network Tweeter integrated: continuous update on last tweets, shares, likes
- Part of a wider Hub, bigger impact and connections
- All completed outputs available and downloadable
- All M.E. materials available and downloadable
- Values chart available in all Partners languages to be subscribed when joining the community

### TWITTER ACCOUNT @SmartJumpEU

- **Accessible by both Twitter members or not**
- Tweets on: last news, stimulus, research papers and any event related to Smart Jump topics
- Fast and “lean” interaction (max. 140 characters)
- Analytics on the audience

# { 7 } Smart Jump Community:

...on the INTERNATIONAL HUB  
[www.factoryofknowledge.net/smartjump](http://www.factoryofknowledge.net/smartjump) ->



**SMART JUMP**  
Smart entrepreneurial skills for Creative Industries:  
an inclusive perspective

Erasmus+

funded with support from the European Commission. This contents reflects the views only of the author, cannot be held responsible for any use which may be made of the information contained therein.

TWEET 64 FOLLOWING 950 FOLLOWER 208 MI PIACE 22

**SMART JUMP Community**  
@SmartJumpEU

SMART JUMP - Smart entrepreneurial skills for Creative Industries: an inclusive perspective. Sponsor authority: European Commission

EUROPEAN UNION  
smartjump.eu  
Iscritto a giugno 2016

**Tweet** | Tweet e risposte | Contenuti

SMART JUMP Community ha ritwittato

**HERIZONT** @Herizont - 2 h  
Os invitamos este viernes al Encuentro Europeo para el Emprendimiento Creativo del que somos empresa colaboradora  
[indico.info/smartjump/](http://indico.info/smartjump/)

**Creatividad**  
Confianza en si mismo  
Motivacion  
Tener muchas 'ganas' Responsabilidad

**SMART JUMP: Encuentro europeo para el emprendimiento creativo.**  
7 de abril (9-30h), viernes. Zaragoza Activa. c/ Mar de las Matas 20 (Zaragoza).


SMART JUMP - Smart entrepreneurial skills for Creative Industries: an inclusive perspective

Organizan: IAF INSTITUTO ARAGONES DE FOMENTO, Zaragoza Activa, Horizont

Colaboran: IAF INSTITUTO ARAGONES DE FOMENTO, Zaragoza Activa, Horizont

IAF, Azucarera/ Las Armas e SMART JUMP Community

...on Twitter [@SmartJumpEU](https://twitter.com/SmartJumpEU)



**SMART JUMP**  
Smart entrepreneurial skills for Creative Industries: an inclusive perspective

Project code: n° 2015-1-IT01-KA202-004745 Codice CUP G76G1500440006  
Project owner: *Confindustria Veneto SIAV S.p.A.*  
Sponsor authority: *European Commission*  
Financing line: *Erasmus Plus - KA2 - Strategic Partnership*  
Website: [www.smartjump.eu](http://www.smartjump.eu)  
Project state: *open*

**WHAT**  
SMART JUMP project:  
4 HELIX MODEL  
MEANINGFUL INTERNATIONAL COMPARISON

**WHO**  
Smart entrepreneurial skills for Creative Industries: an inclusive perspective

- Female/young entrepreneurs of the creative industry, manufacturing companies & SMEs
- Women/youth intending to develop business opportunities in the creative industry.
- Networks of teachers and consultants
- Networks of VET centres, business schools and universities.
- Networks and staff of partner companies.
- Local and regional policymakers.
- R & D institutions, technological transfer centres, business incubators.
- International networks and organisations to support the SMART JUMP digital hub.
- Foundations/associations supporting youth and female entrepreneurship.

**WHY**

1. Collected some international practices
2. To be experimented & implemented
3. At an international level
4. Smart Jump opportunity: international network for Creative Industries

**CHARTER OF VALUES**

Community SMART JUMP REGISTRATION REQUEST *PERSON*

Community SMART JUMP REGISTRATION REQUEST *COMPANY*

**LAST NEWS**

**SMART JUMP met ROSE 'n' BLUE – A Confindustria Veneto SIAV project**  
15/03/2017 | TAG: *Rose 'n' Blue, Smart Jump, Gender, Inclusive Entrepreneurship*  
The 8th march 2017 – II Workshop “The plural Dimension of the Organisation: the organisational dimension”

**Article “Time for a new gender-equality playbook”**  
13/02/2017 | TAG: *Smart Jump, Inclusive Entrepreneurship, Gender Equality*  
McKinsey & Company – February 2017

**EASME Report “Boosting the competitiveness of cultural and creative industries for growth and jobs” by Austrian Institute for SME Research and VVA Europe**  
07/02/2017 | TAG: *Smart Jump, Inclusive Entrepreneurship, Creativity, Innovation*  
June 2016

Tweets by @SmartJumpEU

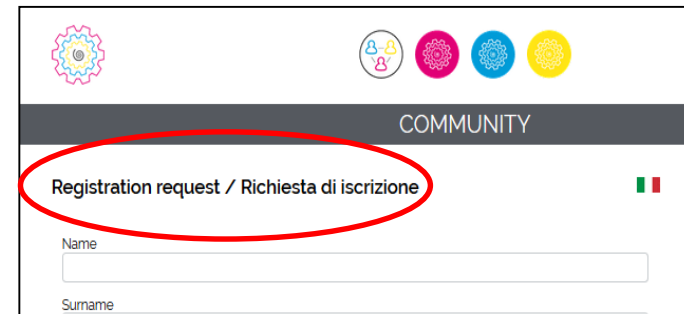
SMART JUMP Community Retweeted

# { 9 } MEMBERS REGISTRATION REQUEST:

1. Smart Jump community webpage  
<http://www.factoryofknowledge.net/smartjump>




2. «Registration request»



Available in all partners languages!!

SMART JUMP COMMUNITY



SMART JUMP - Solicitud de inscripción

Nombre

Apellido



# (9) MEMBERS REGISTRATION REQUEST:

## 3. Accept principals & values...

### PRINCIPLES AND VALUES of SMART JUMP COMMUNITY

As a member of the SMART JUMP hub I declare my interest in generating and sharing knowledge actively, as a way to innovation, competitiveness and growth, in line with the Europe 2020 strategy and I pledge to follow and promote the following Smart Jump values:

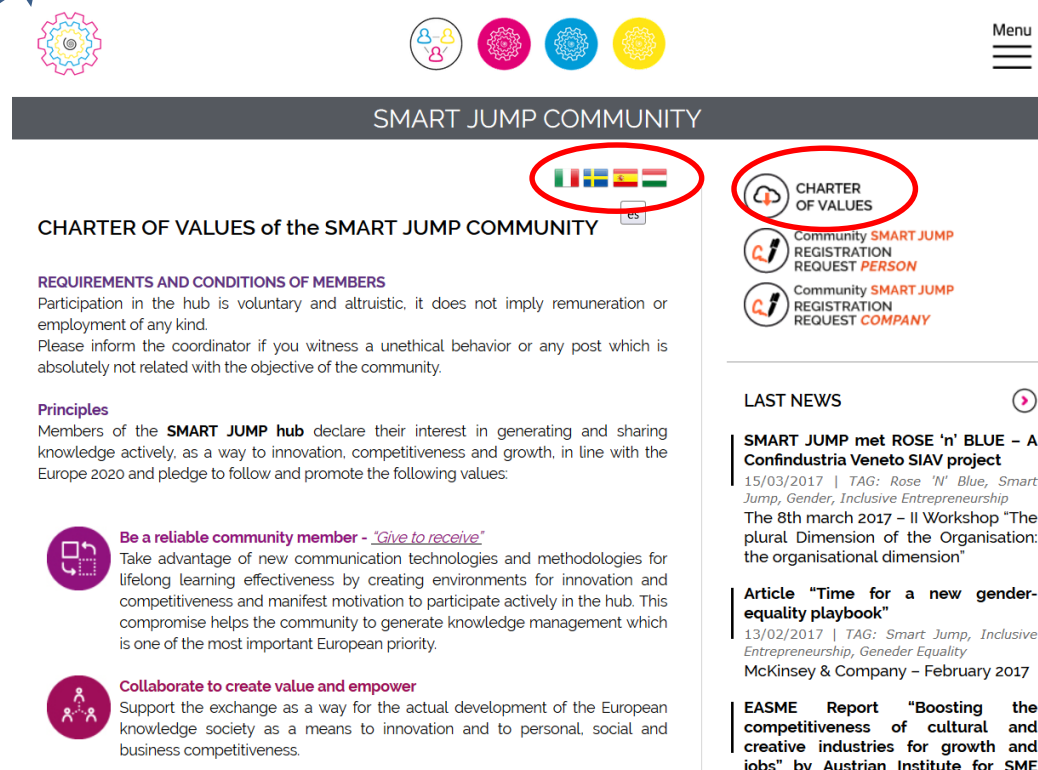
## 4. Accept privacy authorisation, and **SUBMIT!**

### Authorisation to use personal data

I have read and accepted the conditions related to the Italian Personal Data Protection Code - section 13, Legislative Decree no. 196/2003 and I hereby authorize according to section 23 et seq the processing and communication of my personal information according to the above mentioned Decree.

Submit Reset

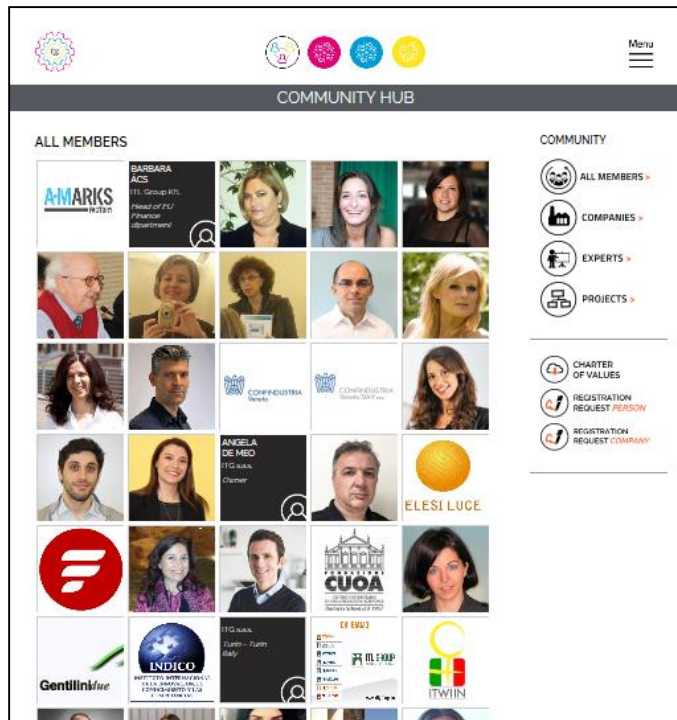
Charter of values available in **all partners languages!!**



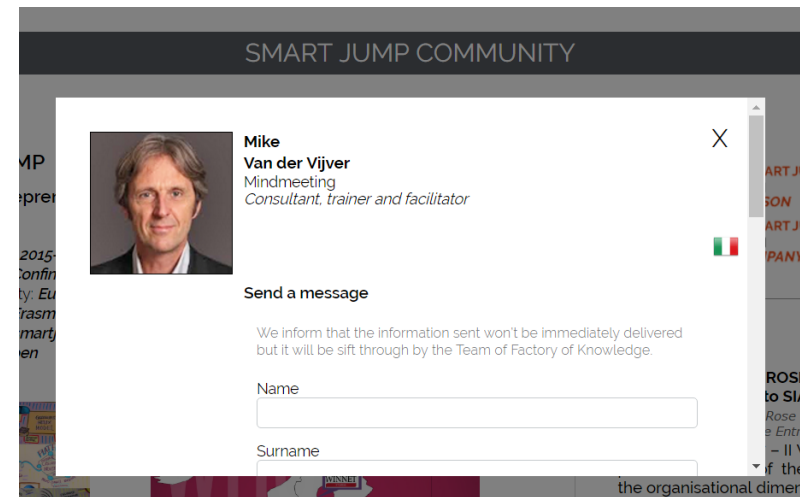
The screenshot shows the SMART JUMP COMMUNITY website interface. At the top, there are navigation icons and a 'Menu' button. The main header reads 'SMART JUMP COMMUNITY'. Below this, there are several key elements:

- Language Selection:** A row of flags representing different languages, with the 'es' (Spanish) flag highlighted by a red circle.
- Charter of Values:** A section titled 'CHARTER OF VALUES of the SMART JUMP COMMUNITY'. It includes a sub-section 'REQUIREMENTS AND CONDITIONS OF MEMBERS' and 'Principles'. The principles listed are:
  - Be a reliable community member - "Give to receive":** Focuses on lifelong learning and innovation.
  - Collaborate to create value and empower:** Focuses on supporting the exchange and development of the European knowledge society.
- Registration Options:** On the right side, there are two registration options, both circled in red:
  - CHARTER OF VALUES** (with a document icon)
  - Community SMART JUMP REGISTRATION REQUEST PERSON** (with a person icon)
  - Community SMART JUMP REGISTRATION REQUEST COMPANY** (with a person icon)
- Last News:** A section titled 'LAST NEWS' with a right-pointing arrow icon. It contains two news items:
  - SMART JUMP met ROSE 'n' BLUE - A Confindustria Veneto SIAV project** (dated 15/03/2017).
  - Article "Time for a new gender-equality playbook"** (dated 13/02/2017).

# { 9 } MEMBERS of the Smart Jump Community:



...Are able to contact/ to be contacted by other members/ users by clicking on their profile sending a message



...Are part of the wider International Community Hub  
[www.factoryofknowledge.net](http://www.factoryofknowledge.net)

{ 10 }

# WHO are the followers on Twitter : ...the last update shows almost 300 followers!

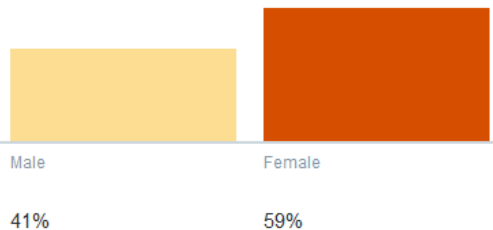
## Interests

Interest name	% of audience
Business and news	66%
Business and finance	63%
Technology	62%
Entrepreneurship	62%
Tech news	57%
Business news and general info	56%
Politics and current events	55%
Startups	50%
Marketing	43%
Leadership	40%

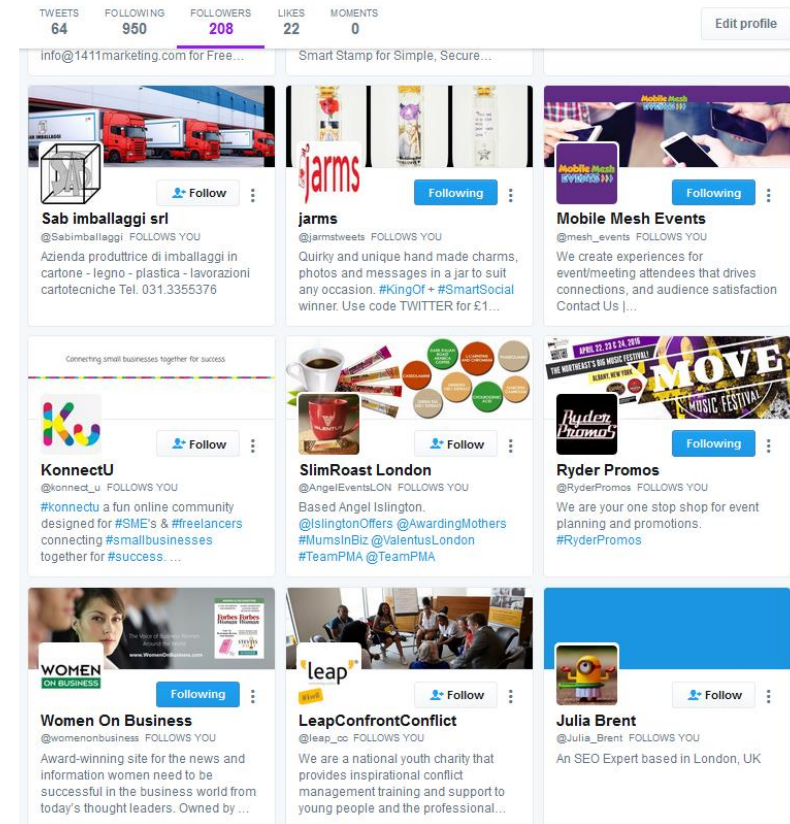
## Country

Country name	% of audience
United Kingdom	41%
United States	21%
Italy	13%
Ireland	6%
Spain	5%
Canada	3%
Australia	2%
Germany	1%
Saudi Arabia	< 1%
Kazakhstan	< 1%

## Gender



The last update shows a 50 - 50 %



TWEETS 64 FOLLOWING 950 FOLLOWERS 208 LIKES 22 MOMENTS 0

info@1411marketing.com for Free... Smart Stamp for Simple, Secure...

**Sab imballaggi srl**  
@Sabimballaggi FOLLOWS YOU  
Azienda produttrice di imballaggi in cartone - legno - plastica - lavorazioni cartotecnice Tel. 031.3355376

**jarms**  
@jarmstweets FOLLOWS YOU  
Quirky and unique hand made charms, photos and messages in a jar to suit any occasion. #KingOf + #SmartSocial winner. Use code TWITTER for £1...

**Mobile Mesh Events**  
@mesh\_events FOLLOWS YOU  
We create experiences for event/meeting attendees that drives connections, and audience satisfaction Contact Us [...]

Connecting small businesses together for success

**KonnectU**  
@konnect\_u FOLLOWS YOU  
#konnectu a fun online community designed for #SME's & #freelancers connecting #smallbusinesses together for #success. ....

**SlimRoast London**  
@AngelEventsLON FOLLOWS YOU  
Based Angel Islington. @IslingtonOffers @AwardingMothers #MumsInBiz @ValentusLondon #TeamPMA @TeamPMA

**Ryder Promos**  
@RyderPromos FOLLOWS YOU  
We are your one stop shop for event planning and promotions. #RyderPromos

**Women On Business**  
@womenonbusiness FOLLOWS YOU  
Award-winning site for the news and information women need to be successful in the business world from today's thought leaders. Owned by ...

**Leap**  
@leap\_oo FOLLOWS YOU  
We are a national youth charity that provides inspirational conflict management training and support to young people and the professional...

**Julia Brent**  
@Julia\_Brent FOLLOWS YOU  
An SEO Expert based in London, UK

# { 10 } WHO are the Smart Jump Community members:

Who are the members of the community:

- SMART JUMP partners & staff
- Academia researchers and Professors
  - Female Entrepreneurs
  - Young entrepreneurs
  - Enterprises

Lets see some numbers....  
per partner/ country

(file attached)



# { 10 } WHAT NEXT:

## WHO AND WHEN

Entrepreneurs and operators involved in the community subscribing the values chart of the **Smart Jump Community by getting registered** (minimum numbers foreseen):

- **20 members per partner by the end of the project**

## HOW – some strategies:

- **ASK participants to Multiplier Events to follow the updates by getting registered as a member**
- **ASK both participants and candidates to the Blended Mobility Training actions to follow the updates by getting registered as a member**

## { 10 } WHAT NEXT:

### WHAT POTENTIAL PARTICIPANTS COULD RECEIVE AND WHY SHOULD THEY BECOME A MEMBER OF THE SMART JUMP COMMUNITY

#### 1. To become SMART JUMP testimonials (e.g. in the 1st newsletter and visibility on the ebook)

-> participants to the Blended training actions can release a written/video interview, to be collected by each partner and to be shared through an online newsletter, the Smart Jump community, all the communication channels of all the European Smart Jump partnership

#### 2. Full Smart Jump Intellectual Outputs (e.g. with the 2nd newsletter)

-> research and results they could use in their business, market research, work contexts.

#### 3. To go on stage during the Smart Jump Final Conference (e.g. get a large audience with the event communication and the 3rd newsletter to be released just after the event)

-> in presence/media tools developed

-> as a company best practice of having joined and followed the Smart Jump Values Chart - marketing specialists appreciate visibility

**Proposals, suggestions, comments?**

**Thank you for your attention!**



*Project website:* [www.smartjump.eu](http://www.smartjump.eu)

*Smart Jump Community:* <http://www.factoryofknowledge.net/smartjump>

*Twitter:* [@SmartJumpEU](https://twitter.com/SmartJumpEU)

*email:* [area.progetti@siav.net](mailto:area.progetti@siav.net)