

## E-COMMERCE FOR START-UPS

ERASMUS+ STRATEGIC PARTNERSHIP PROJECT  
2018-1-ES01-KA229-050819

### MEETING MINUTES

4<sup>th</sup> Transnational Learning/Teaching/Training Activity  
Sliven, Bulgaria 07-11 October 2019

#### Sunday, October 6<sup>th</sup> 2019

##### **1. Arrival of participants**

11:30 – 16:00 Scottish, Spanish, Turkish and Italian groups arrived at Sofia Airport

16:00 – 19:30 Transfer Sofia – Sliven. The Greek group arrived in Sliven.

##### **2. Meeting of the steering group**

20:00 – 21:30 The steering group had a working session on the interim report: project implementation; budget control; cooperation in the partnership. The partners discussed on the overall progress and results of the project. They evaluated the dissemination instruments – Project Facebook, eTwinning, media. Evaluation of the quality of project activities was done. The summary of the evaluation questionnaires of the meetings in Greece and Italy was presented by Popi Ntolou and Simona Ugliano.

**3. Ice breaking activities** were organized for the students by their Bulgarian hosts – games to know each other's.

#### Monday, October 7<sup>th</sup> 2019

##### **1. Opening of the meeting**

9:00 – 10:30 The meeting was opened in The Secondary Vocational School of Economics “Prof. Dr. Dimitar Tabakov”. The partners had a tour of the school. They were introduced to the Bulgarian education system, met the school staff and students, and visited classes.

##### **2. Presentation of Bulgarian team**

11:00 – 12:30 The Bulgarian students presented their product – 3 types of Energy Bites, made of dried fruit and nuts; the principles of effective logo design; the logo design process; the choice of their logo; the slogan of their company and the research they had made on food packaging and labelling regulations. The students explained the idea behind their package design and the mandatory information on the boxes of their products.

##### **3. Workshop**

13:30 – 15:00 The Bulgarian students demonstrated the manufacturing process and packaging of their products. All participants received samples of the products.

##### **4. Cultural activities**

15:30 - 17:00 The hosts organized a concert with the participation of the school folk dances club.

17:00 - 18:30 The participants had a sightseeing tour of Sliven center – The Town Clock with the municipality, the monument of the national hero Hadji Dimitar and “Saint Dimitar” cathedral temple.



## Tuesday, October 8<sup>th</sup> 2019

### **1. Presentation of Spanish and Scottish teams.**

9:00 – 10:30 The Spanish students presented their product – 3 types of jams: Mango with pepper from Jamaica, mango without sugar and custard apples and nuts. They explained the process followed to get the final logo, labelling and packaging regulations and instructions how to create the box design.

The Scottish team presented their product – shortbread biscuits. The students focused on their product logo design and the slogan. They showed the box design chosen for their product and the procedure to manufacture it.

### **2. Presentation of Turkish and Italian teams.**

11:00 – 12:30 The Turkish team presented their product – handmade soap in different shapes and colors with the name “Miss Soap”. The students explained the design and meaning of their logo, the election process, the box design and the requirements for packaging this kind of products.

The Italian students presented their product – a digital clock/alarm that proposes a restyling of old cuckoo clocks, configurable via app, with the name “KooReminder”. The students explained the steps of the logo design and the process to get the final logo, the slogan, the box design and the instructions how to manufacture and label it.

### **3. Visit of Zheravna village**

13:30 – 18:30 The meeting participants visited the village of Zheravna - an architectural and museum reserve with well-preserved and restored wooden houses from the Bulgarian Revival Period. The participants visited the exhibition in the House of Rusi Chorbadzhi where the different crafts practiced in Zheravna are demonstrated.

## Wednesday, October 9<sup>th</sup> 2019

### **1. Visit of Colorit Press print house**

10:30 – 12:30 The partners visited Colorit Press print house in Gorna Oryahovitsa. The visit was related to the topic of the meeting – “Packaging design and regulations”. The participants learned about graphic design and prepress operations; printing and gluer machines; packaging and boxes and printing techniques.

### **2. Trip to Veliko Tarnovo**

13:30 – 20:00 The participants had a trip to Veliko Tarnovo – the medieval capital of Bulgaria. They had a lecture on Bulgarian history in the historic fortress Tsarevets. In the Multimedia Visitor Center wax figures recreate the glory of the Second Bulgarian Kingdom (XII-XIV century). The lecture there was on the life of Bulgarian people in this period.



## Thursday, October 10<sup>th</sup> 2019

### **1. Presentation of Greek team.**

9:00 – 9:45 The Greek team presented their product – traditional biscuits called “ICON kourabie”. Their presentation focused on the process and reasons of choosing the final logo. They presented their slogan, the requirements for food packaging and labelling and the box design of their product.

### **2. Meeting of the steering group**

9:45 – 10:30 Meeting of the steering group – The coordinators of the teams discussed on the tasks for the next meeting in Turkey:

- ✓ Legal base for exportation.
- ✓ Brochure design.
- ✓ E-commerce web-page creation.
- ✓ Funding sources.
- ✓ Dates of the next meetings in Turkey and Scotland.

**3. Ice breaking activities with the students** were organized for the students by their Bulgarian hosts – games to know each other’s.

### **4. Conclusions and assessment of the meeting.**

11:00 – 12:30 The participants filled in the evaluation questionnaire about the meeting in Bulgaria. They received their certificates from the host institution.

### **5. Trip to Nessebar**

13:30 – 20:00 The partners had a trip to Nessebar, which is a UNESCO World Heritage site, an ancient city and one of the major seaside resorts on the Bulgarian Black Sea Coast.

## Friday, October 11<sup>th</sup> 2019

### **1. Transfer and departure of Scottish group.**

6:00 – 10:00 Transfer Sliven-Sofia and departure of Scottish group.

### **2. Sofia sightseeing tour**

10:30 – 12:30 Spanish, Turkish, Italian and Greek groups had 2 hours sightseeing walking tour of Sofia center. The tour was educational - an introduction to the city and its thousands of years of history.

### **3. End of the meeting**

13:00 – 14:00 Departure of Italian and Turkish groups.

14:00 Free time in Sofia of Greek and Spanish groups.

Coordinator:   
Pepa Golemanova

Headmaster:  
Dimitar Dobrev

