

MEETING MINUTES

CERDEE

Kick-off meeting, Ljubljana
Place: National Museum of Slovenia

Version 1
08 to 10 July 2019





Attendees:

PARTNER	CONTACTS
New Design University Privatuniversität GesmbH	Univ.-Prof. Mag. art. Hans Stefan Moritsch Ass.-Prof. Mag. Andrea Moya Hoke Petra Wieser
University of West Bohemia - Faculty of Economics - Ladislav Sutnar Faculty of Design and Arts	Dr. Ing. Jan Tlučoř Ing. Jana Hřebcová Černořorská Mgr. MgA. Zdeňka Kučerová MgA. Jiří Hanek
Porzellanikon – Staatliches Museum für Porzellan in Hohenberg a. d. Eger / Selb	Wilhelm Siemen Dr. Jana Göbel Wolfgang Schilling Melanie Steinel
Technical University Ilmenau	Prof. Dr. Andreas Will
The international Museum of Ceramics in Faenza	Dr. Monica Gori Dr. Claudia Casali
Museum of Ceramics in Bolesławiec	Tadeusz Orawiec Jacek Chlastawa Dariusz Glaz Stanisław Ratajski
National Museum of Slovenia	Barbara Ravnik Assist. Prof. Mateja Kos Saša Rudolf Zbontar Zora
Tourist and culture board Kranj	Tomaž Štefe Simona Mohorič

ASSOCIATED PARTNERS	CONTACTS
Karlovy Vary Region	Ing. Jana Bělohoubková Mgr. Monika Slipková

JOINT SECRETARIAT EU	CONTACT
Joint Secretariat Interreg Central Europe programme	Alexandra Kulmer

EUREGIO EGRENSIS	CONTACT
Euregio Egrensis, Bavaria	Robert Jodlbauer



Date and time: Monday, 8 July 2019, 9:00 a.m. - 6 p.m.

Official Welcome

Opening: Barbara Ravnik: Welcoming to Ljubljana and to National Museum of Slovenia

Welcoming of the lead partner through Wilhelm Siemen, Porzellanikon

Short introduction of each partner to the group. Also short introduction of the associated partners, which will be supporting the project with their knowledge.

The aim of the project to develop the future of ceramics and to be successful and acting together with the European spirit.

Presentation of Dr. Claudia Casali, ISIA Faenza: Some reflections and perspectives on today´s ceramics

Questions are: What are the problems and challenges that the ceramics sector faces?

Important is getting together the areas of application:

1. Tradition
2. Research and innovation: Functional dimension
3. Artistic dimension: More clay - less plastic

Today the ceramic world has great possibilities:

- New university courses of design include ceramic art
- New approach of research linked to antique language
- New contaminations arise in the creativity of young makers
- New events related to ceramics from different perspectives

Need to find the space of the market - not just work for us - consider the whole procedure and the experiences.

What will be the future? Or better, which kind of future are we going to give to our tradition?

What will be the future of glass? And to give young people a chance to explore the best practices in the field.

Young generations do not care about settings for a table; they want now simple, functional designs.

We have to put energy into this new designs.

Example of the ISIA Faenza:

Experiences of the Argillá Faenza and Aubagne:

- Comparison 250 workers staying together
- Local market - but a part of a network - a lot of networks we have to enter - have a goal and a big picture grow up
- 250 exhibitors from all over Europe and international presence
- 70 events, 90.000 visitors
- **1.800.000 Euros of outcome on the territory around 5.000 Euros of sells for each stand**
- A great impact on the local workshops
- A different awareness on the ceramic material

We need to have an overview of ceramics and we have to consider other events as well.

Other projects:

- Franz Rising star project 2019
- ICAA-Blanc de Chine

What are we looking for with this CERDEE project?

- Share ideas - inspiration by the best practice
- Support the youngest artists → main goal! (new creative visions)
- Support people with means and accessibilities
- We have to be concrete in this project



- Some questions of this project will also be:
 - o The role of 3D-printing in the research field
 - o The role of the interactive ceramics

Especially - “Less plastic - More clay” - therefore CerDee is the key!

Presentation of Prof. Hans Stefan Moritsch - Manual & Material Culture

We are not just looking at ceramics also other materials are important to consider. There are different ideas of designs in a new way. The ceramic school, as an Austrian example (see link), is creating a Network where Ceramics Artists can reconnect from all over the world.

<https://ceramic.school/>

Presentation of Wilhelm Siemen: CerDee - content, mission and objectives

Project budget in EUR	2.228.493,16 €
ERDF funding in EUR	1.822.127,55 €
Project duration	5.2019 - 04.2022

The key of a good project is to find the right partners. It is a structural project, where we need new ideas and need new ways to compete. It helps to find a new way for artists - saving natural material, therefore good partners with knowledge will be needed. We have to optimize the transnational work.

In this kick-off meeting we have to introduce each work package and what every partner has to do.

The mission of the project is what is the future for ceramics and promoting ceramics now and in the future.

Presentation of work package Management: Dr. Jana Göbel

General information:

Project cloud:

- There you can find all relevant documents and information
- It is an exchange platform
- It has been showed to all partners, how it works
- It was recommended to download a client to the desktops/notebooks

Project website (logo, description, link to EU) has to be up to date! Joint Secretary will check it regularly!

eMS: Electronic Monitoring System:

→ supplementary information controller:

Missing information from:

- Porzellanikon
- Museum of Ceramics Bolesławiec (address)
- MIC Faenza
- NMS (name)
- ZTKK

→ Supplementary information documents and Partnership agreement:

Missing information from:

- TU Ilmenau

Deadline: Include all missing information as soon as possible

Steering group meetings:

- NMS, Ljubljana: 8 to 10 July 2019
- NDU, St. Pölten: wn 47: 20 to 22 November 2019 (together with Future Lights)
- UWB, Karlovy Vary: wn 21/22: 18 to 29 May 2020
- MCB, Bolesławiec: wn 47: 16 to 20 November 2020
- Mid-Term-Meeting: wn 5/6: 1 to 12 February 2021 (supposed to be a Skype-Conference)



- MIC Faenza: wn 21/22: 17 to 28 May 2021
- Porzellanikon, Munich beginning of March 2022

What will be done during the meeting of steering group:

- first results, problems, next steps
- progress of the project
- linked to workshops and other project events

Steering group:

- right to vote:
 - partners
 - associated partners

Present partners agreed that a vote will be granted to project partners only, not to the associated partners.

Stakeholder meetings:

- organised by the work package leader
- during steering group meeting and/or via Skype

Always at least 2 people of each partner have to take part on steering group meetings, to be able to contribute at stakeholder meetings as well.

Mid-term-meeting: will hold by Skype or other means for a videoconference.

Voting:

It was agreed by all partners to hold the steering group meeting in presented time periods.

Reports - Content:

Types of reports:

Progress reports → We will use full reports in each reporting period!

Voting:

It was agreed by all partners to use full reports in each reporting period.

Monitoring period: 6 month → after that the Lead Partner has 2 months to prepare the joint report and PP's to submit all documents to the controller (nationally this period can differ).

Submit the first report in such manner, that the LP can finish the joint report by beginning of the Christmas holidays! → December 20th 2019 at the latest!

Procedure → Insert any information into eMS as soon as possible → on a regular basis!

Output factsheets → published on the website → One factsheet for each pilot action, tool, training, strategy, network

Annexes to reports:

- Communication strategy with first PR (template)
- Documentation of outputs and deliverables
- Control documents (certificate of expenditures, control checklist)
- LP verification checklist
- LP payment request

Finances - Internal Management tools:

- **List of expenditure → National Controller has to check if everything is right!**
- To control the Controller → Jana Göbel and Wolfgang Schilling
- Passes in the Euro-Zone have always include everything in Euros! → also when you paid in another currency (CZK or PLN)!



- Deadlines for list of expenditures to be submitted to national controllers are to be watched. Any expenditures submitted later than in the next monitoring report are **ineligible!**

Proofing documents:

Travel costs:

- every bill is important! → please collect the originals (Tickets, boarding passes etc.) → in case of e-tickets please print them
- The most efficient flight/train/bus etc. needs to be taken
- If you have to take a flight, which is very expensive on the day the meeting ends, you can stay one day longer in the hotel, when the hotel night and flight ticket in total are smaller than the flight on the day the meeting ends.

Staff costs:

- All partners have to fulfil timesheets by their own! → template is available in the cloud!
- The partners have to proof their timesheets

Suggestion by LP: All employees of the project have to fill out timesheets. **Although not all staff has to fill out timesheets, (see page No. 97 implementation manual), all time of the project has to be proofed anyway.**

Discussion: **Technical University Ilmenau and University of West Bohemia did not agree to such proceeding. They suggested that the timesheets should be done for those staff, where it is foreseen in the implementation manual, for other staff (e.g. staff working full time or part time to a fixed percentage) it should be voluntary.**

Voting:

All partners, except for Technical University Ilmenau and University of West Bohemia will be using timesheets for all staff positions.

Staff costs (real costs) - TIMESHEETS!

- Staff working full time for CerDee: total gross salary is eligible
- Staff working part time for CerDee to a fixed percentage: this percentage of the total gross salary is eligible
- Staff working part time for CerDee with a flexible number of hours - calculation of the hourly rate EXCLUSIVELY through this formula:

$$\text{Hourly rate} = \frac{\text{latest documented annual gross employment costs}}{1720 \text{ hours}}$$

This hourly rate will remain **UNCHANGED** until the end of the project! (see page 92 implementation manual)

Staff costs documents for reports:

- Employment contract
- Job description
- Proof of the latest annual gross salary (payslips,...)
- Official assignment to the project
- Periodic staff report (template)
- Timesheets
- Proof of payment

External expertise:

- Procurement rules - the stricter rule applies!
- National language

Audit trail - Essentials:

- Separate accounting system/code for CerDee
- Stamp, with CerDee number (CE1324 CerDee)



General principles:

- Partnership - minor modifications
- Budget - minor modifications - Flexibility threshold for increase of the budget
- Increase not for ERDF funding!
- Work plan
- Stay within the budget → higher budget staff → then lower budget somewhere else!

Major modifications:

- Exceptional!
- Duly justified!
- Only possible after mid-term review

General Requests/Wishes/Information:

- Sign documents!
- Share documents over the cloud!
- Use brand manual!
- Use poster and put it somewhere it is visible → lobby, entrance!
- Read the guidelines!
- Use the cloud!
- Use eMS continuously!
- Inform us about any changes, before you implement them!
- Handover of the CerDee sticks for each partner (with: design templates, guideline, toolboxes etc.)

General information/FAQ's:

- For what to vote? → Troubles? Problems? → needs to be discussed!
- Clarification on the timelines → How long? → More than 3 month → Need of deadlines!
- For payments use the date when you paid it by your own! → not the date when you get the money reimbursed!
- Each of us are responsible for the report → main partners have to include everything for the associated partners as well!

Presentation of Alexandra Kulmer: General information project implementation

Legal framework - project management structure:

- Joint secretary → just in contact with the lead partner!
- Subsidy contract → need to be signed
- Partnership agreement → follow template available on program (Timeline: May 01, 2019)

Start-up-phase:

- Set up management structure → who deals which with topic:
 - Project manager
 - Finance manager
 - Communication manger

Supplementary information

- to be inserted into eMS within 3 months
- Required information:
 - Name and contact details of project management team
 - Location of official project documents for LP and each PP
 - Bank information of LP
 - Name and contact details of the national controllers of LP and each PP
 - Evidence of all PPs having signed the partnership agreement
 - **Funds will only be paid once this information is provided!**



General eligibility principles:

→ General principles of sound financial management (expenditure is economic, efficient and effective) are respected

Public procurement:

- EU level
- National law level
- Procurement rules also apply to private partners

Branding and communication:

→ see project brand manual!

Reporting:

- Partner submit partners reports to the national controllers and Lead Partner
- 6 months reporting period
- Clarifications → how long? → around 2 months

Progress report:

- is very important → provides programme bodies with an overview on project progress and is the basis for the reimbursement of funds!
- Templates show how to write it
- Key annexes and progress report (template is published on the Interreg-website)

Support:

www.interreg-central.eu → implementation documents and toolbox available

General information:

- The Logo has to be there
- eMS: do not archive any documents there, just the list of expenditures!
- **staff calculation:**
 - November 2018 - October 2019 → you can take the salary of one year → we can use one option
 - it has to be documented
 - 1.720 hours fixed! → half time contract → %-percentage share
 - you can only change the assignment document, at the beginning of a period

Presentation of Prof. Dr. Andreas Will: Work package Communication part 1

Aim of the workshop: getting ideas and opinions of all partners!

Ceramics in Europe - Social media:

Communication:

- Internal: Partner Meeting, Cloud...
- External (formal): Project website, Roll-ups, Brochure...
- External as (a) result(s): Platform: Database, E-Commerce...

Survey tool was used for this workshop:

Part 1: → Who is our target group? → Define target groups

Part 2: → Describing the Creative Ceramist? Imagine and “create” the creative ceramist

Part 3: → Evaluation of the platform design → Choose a website design

Group work: all partners build 4 groups; each group will work on describing target groups:

Part 4: → Describing target groups: Target groups motivation:

1. Functional, Social, Emotional
2. Gains
3. Pains



Work package 3: Roll out to entrepreneurs and education of future entrepreneur: Dr. Claudia Casali

Hand book roll out:

Young designers have no possibilities to start a business. They need connection to local associations. There are different fields of interests.

The Future Lights working with young designers already. They need co-working space - open to the creative people to share experiences.

Conditions are everywhere → it has to be adapt to all partner needs - basic needs. 12 training places → not just regional → students come to every place. Courses, software, hardware needed. Give young artists the tools to going on and forward.

Presentation of Wolfgang Schilling: Work package 4

Long-term strategy on innovative marketing:

Development set of strategic marketing elements: presentation/negotiation/entrepreneurial skill:

→ Start: November 2019 End: May 2020

- **All PPs discuss long-term marketing strategies, that can enable creative professionals in the ceramics sector to succeed in the market**

Development of transnational strategy:

→ Start: May 2020 End April 2022

Technical realization of virtual display of archive:

Comprehensive concept of IT-base for archive

→ Start: May 2020 End: October 2020

Activity title Content of Ceramic City and user guidance:

Documented update of City of Ceramics

→ Start: May 2020 End: April 2021

Monitoring concept for progress made through Ceramic City

→ Start: May 2021 End: January 2022

- **Virtual City of Ceramics portal presents bundled the results of various deliverables and activities**

E-commerce-platform for Marketing of young entrepreneurs in ceramics sector

→ Start: May 2020 End: April 2021

- **E-Commerce: A common platform for creative actors in the ceramics sector is being developed. It enables commerce via the internet:**

→ Big questions:

- Will it be possible?
- Market and demand?
- How to make it visible to more people?

Marketing on fairs and start date of supra-regional platforms:

Application and participation at Argilla 2020 in Faenza

→ Start: October 2019 End: August 2020

Application and participation at ceramic fairs in Germany

→ Start: August 2019 End: August 2021

- **Tradefairs**
- **Exhibitions**

Movie Competition:

Concept for short movie competition, call for proposals and dissemination

→ Start: May 2021 End: November 2021

3 Awarded Movies

→ Start: December 2021 End: January 2022



Documentation of Movie competition

- Start: December 2021 End: March 2022
- Film movie competition at MIC - Selb (Youtube, Social media)

Targets professional travel concepts for educational journeys:

- Adaptation of existing tourism concepts to more targeted, entrepreneurial concepts
→ Start: November 2020 End: January 2021

Two travel offers elaborated and published

- Start: February 2021 End: July 2021

Date and time: Tuesday, 9 July 2019, 09:00 a.m. - 04:00 p.m

Presentation of Prof. Dr. Andreas Will: Work package Communication, part 2

Teambuilding: 4 groups (same as the day before)

1. CerDee platform content: Brainstorming contents of the CerDee platform
2. Brainstorming contents
3. Brainstorm presentation formats (blog, static...)

→ Andreas Will collected the brainstorming contents of all partners and will sort it out!

Further steps: Following information will be collected of all partners:

- Basic information about all partners
- Media profile about partner location
- Existing material
- Network and content access

Deadline: TU Ilmenau will send all of the partners a list in which information is needed → Please send back your input until July 31.

Presentation of Dr. Ing. Jan Tlučhoř: Work package 1: Transnational capacity assessment & mapping

WP 1 Output: Due 08/2020 → Activity 1+2 are very important!

Existing documents/information → leave them in local language for instant → if needed we ask for translation of abstracts

Database of stakeholder → contact lists → put it together like a map → categorize it

Marketing:

- How to sell it
- How to promote it
- How to distribute it

We need a vision → maybe different visions for different regions

Open questions:

- Where will be the industry in 20-30 years?
- Trends in ceramic sector?
- Business models of existing enterprises → we need to get information about how they do it
- Personalities, innovators, “heroes” → find our “heroes” → how they did it 50 years ago?/ how are they doing it now?
- What is the need?
- Inspiration from other fields?



Key questions - need to be answered/discussed:

Questions A: Target of the project:

When people are from another region → it is allowed to invite this people to a workshop

Every region has to define their pilot areas!

Question B: Industry:

Vision for ceramic sector in 2030/2040/2050

Question C: Support:

- Start-ups?
- Possible types of support?

Question D: Stakeholders:

- Private sector - Large companies, SME, Entrepreneur
- Educational sector
- Cultural institutions
- Public sector

Question E: Needs of stakeholders -esp. students and entrepreneurs

Questioning/Interviewing:

→ Students/Entrepreneurs → what are they going to do!

3 Pillars of information:

- Database of stakeholders
- Stakeholders opinions
- Best practices

Database of stakeholders:

- Desk research
- Use of current lists

We need to clear handling with information, contact data, use of pictures and videos etc.

Results:

- maps
- short!
- visualize it

Checking back with project activities → Deadlines → see cloud!

Press conference from 1 p.m. to 1:45 p.m:

Presenting the CerDee project from National Museum of Slovenia by Barbara Ravnik and Ass. Prof. Mateja Kos. The Lead Partner Porzellanikon, Selb represented by Wilhelm Siemen who give a short overview of the project - the framework, the partners, objectives, etc.

The Joint Secretariat represented by Alexandra Kulmer with general information about Interreg programs. As well as from Tourist and culture board Kranj represented by Tomaž Štefe.

Presentation of Prof. Dr. Mateja Kos and Sasa Rudolf: Work package 2: Transnational pooling of accessible Central Europe ceramic

Objectives:

Internet-based database of ceramics

Objects and archival documents:

- Objects



- Archival documents
- Techniques (former old techniques)

Database Content:

- 3D-Scans
- Scans
- Photographs
- Pdfs
- short films
- video clips

1. Ceramics:

- Objects: 3-D scans, photographs
- Motives (every region has an own motive): Photographs, drawing

→ Give motives and objects a special search option!

2. Archival documents

- Records: Scans, photographs
- Brochures: Scans, photographs
- Catalogues: Scans, photographs, e-books

→ Also a special search function!

Accessibility:

- City of Ceramics (integral part of the page)
- CerDee webpage (if possible)
- Partner webpages (if desired)

3. Special techniques:

- short films
- Interviews

Outputs:

- Transnational concept of interactive learning
- Virtual library of skills, procedures, objects, lectures

Deliverables:

- Database of design
- Knowledge base
- Object display
- Documentation of skills
- Merging to virtual library

General information/FAQ's:

- Just the best examples of the objects into the database! → select it before!
- Small and fine selection for the database
- **Criteria have to be defined → needs to be discussed!**
- Select from each partner one responsible person and this small group decides about future proceeding.

→ First steering group was established for work package 2 after the official meeting, for further information see separate meeting minutes.

Last Points to discuss: all partners together

- Minor modifications: 30.000 Euros and 20 % is for all of the partners → ask always Jana Göbel before you do this!

- Feel free to add your contacts into cloud list



- All agreed to upload the presentations to the cloud!
- Check the option to put the calendar into the cloud

Next partner meeting:

Voting:

It has been agreed that the next steering group meeting will take place in St. Pölten from 21st and 22nd of November 2019. On 20th of November, 2019, the Future Lights competition will take place!
LP will be in contact with New Design University about setting details for the meeting.

To do list:

- Get in contact with your national controller!
- Put the information about the project on your own project website page! (See page 84 guidelines)
- Deadline from Andreas Will: TU Ilmenau will send all of the partners a list in which information is needed → Please send back your input until July 31.
- Submit the first report by beginning of the Christmas holidays! → December 20th 2019 at the latest!
- Include all missing information into eMS as soon as possible
- WP1 deadlines - check presentation and cloud!

Summary of Steering group decisions:

Present partners agreed that a vote will be granted to project partners only, not to the associated partners.

It was agreed by all partners to hold the steering group meeting in presented time periods. (Always 2 people of each partners have to take part)

It was agreed by all partners to use full reports in each reporting period.

All partners, except for Technical University Ilmenau and University of West Bohemia will be using timesheets (see page No. 97 implementation manual) for all staff positions.

It has been agreed that the next steering group meeting will take place in St. Pölten from 21st and 22nd of November 2019. On 20th of November 2019, the Future Lights competition will take place!