

**Strengthening clusters
Management
Activities and
Running
Trans-national for
implementation of
nearly Zero Energy
Buildings**



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VIRTUAL EXCHANGES

EVENT in JUNE 2021

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Day 1 - 07.06.2021 - 09:00-12:30 CET - Introduction to Virtual Exchange

Start	End	Activities
09:00	09:30	Introduction - rules, agenda, SMART4NZEB project presentation
09:30	10:45	Presentation of each SMART4NZEB Partnering Cluster
10:45	11:00	Break
11:00	12:00	Getting to know each other
12:00	12:25	Daily Workshop - Communication activities
12:25	12:30	Daily conclusions and Goodbye

The first day will be about getting to know each other.

Each organisation will be able to present its activity, products, or services to other participants, and will learn about the SMART4NZEB partnering Clusters.

We will learn about communicating effectively and how to better promote the activities and businesses of the participants during the Daily Workshop on Communication Activities, which will be repeated each day of the event.

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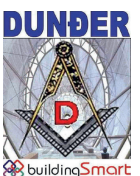
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Day 2 - 10.06.2021 - 09:00-12:30 CET - The role of Clusters and "Clustering"

Start	End	Activities
09:00	09:10	Introduction on Daily Activities
09:10	11:00	Training part 1: Presentation
11:00	11:15	Break
11:15	11:45	Training part 2: Case study / success story
11:45	12:15	Training part 3: Brainstorming / open discussion / B2B meetings
12:15	12:25	Daily Workshop - Communication activities
12:25	12:30	Daily conclusions and Goodbye

Trainer:

Vladimir Gumilar holds a Master of Science in Construction and has been deeply involved in the construction industry R&D coordinating different R&D projects activities since he graduated. Since 2004 he is the cluster manager of CCS (CONSTRUCTION CLUSTER OF SLOVENIA), coordinating different RTD and other cluster projects. In FP7 REGCON project he developed the ICM333 methodology for the development of the innovation clusters in construction. He was a coordinator of the EU COSME project ECCA, where the European Circular Construction Alliance was set up and prepared a joint internationalization strategy. In a couple of weeks, he will start coordinating a new European Strategic Cluster Partnership for internationalization, called ICBUILD. He is the initiator of the International circular construction cluster (ICCC), an international cluster of change supporting the transition to circular construction. He is active in the European cluster community and as a cluster manager collaborates with several clusters in the EU and beyond. Within his career, he gained a lot of expertise and experience in cluster development and cluster support policies.

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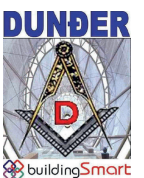
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Day 3 - 14.06.2021 - 09:00-12:30 CET - Writing project proposals (1st part)

Start	End	Activities
09:00	09:10	Introduction on Daily Activities
09:10	11:00	Training part 1: Presentation
11:00	11:15	Break
11:15	11:45	Training part 2: Case study / success story
11:45	12:15	Training part 3: Brainstorming / open discussion / B2B meetings
12:15	12:25	Daily Workshop - Communication activities
12:25	12:30	Daily conclusions and Goodbye

Trainer:

Ewa Kochańska, PhD in economics (specialization: economics & cybernetics). Expert in the field of technology transfer and cooperation between science and industry, with particular emphasis on environmental protection and energy. She managed several dozen national and international research and consulting projects. Since 1996 she has been the President of the Research and Innovation Centre Pro-Akademia, and since 2011 she has been the publisher of the scientific journal Acta Innovations. She serves as an expert and evaluator at European Commission - evaluator of research projects under Horizon 2020, German Space Agency (Deutsches Zentrum für Luft- und Raumfahrt) - evaluator of international research projects, Polish National Center for Research and Development - evaluator of national research and innovation projects, Polish Agency for Enterprise Development - Promoter of Innovative Projects under the EU Programmes. She has been also a member of several expert bodies, including the European Commission's Advisory Group on Horizon 2020 for societal challenge 5: Climate change, environmental protection and natural resources, and the Civil Society Forum as part of the Eastern Partnership at the European Commission.

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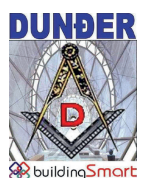
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Day 4 - 17.06.2021 - 09:00-12:30 CET - Writing project proposals (2nd part)

Start	End	Activities
09:00	09:10	Introduction on Daily Activities
09:10	11:00	Training part 4: Presentation
11:00	11:15	Break
11:15	11:45	Training part 5: Case study / success story
11:45	12:15	Training part 6: Brainstorming / open discussion / B2B meetings
12:15	12:25	Daily Workshop - Communication activities
12:25	12:30	Daily conclusions and Goodbye

Trainer:

Ewa Kochańska, PhD in economics (specialization: economics & cybernetics). Expert in the field of technology transfer and cooperation between science and industry, with particular emphasis on environmental protection and energy. She managed several dozen national and international research and consulting projects. Since 1996 she has been the President of the Research and Innovation Centre Pro-Akademia, and since 2011 she has been the publisher of the scientific journal Acta Innovations. She serves as an expert and evaluator at European Commission - evaluator of research projects under Horizon 2020, German Space Agency (Deutsches Zentrum für Luft- und Raumfahrt) - evaluator of international research projects, Polish National Center for Research and Development - evaluator of national research and innovation projects, Polish Agency for Enterprise Development - Promoter of Innovative Projects under the EU Programmes. She has been also a member of several expert bodies, including the European Commission's Advisory Group on Horizon 2020 for societal challenge 5: Climate change, environmental protection and natural resources, and the Civil Society Forum as part of the Eastern Partnership at the European Commission.

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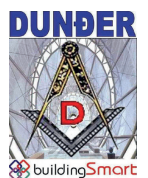
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Day 5 - 21.06.2021 - 09:00-14:00 CET - Building partnerships (1st part)

Start	End	Activities
09:00	09:10	Introduction on Daily Activities
09:10	10:40	Training part 1
10:40	10:55	Break
10:55	12:25	Training part 2
12:25	12:40	Break
12:40	13:55	Training part 3
13:55	14:00	Daily conclusions and Goodbye

Trainer:

Wioletta Sylwia Wereda, Ph.D. in economics in the field of management sciences, M.A. in economics, since 2000 an academic teacher. Currently she is employed as an assistant professor at the Institute of Organization and Management, Department of Security, Logistics and Management at the Military University of Technology in Warsaw. Her research interests focus on customer relationship management, sales management and customer service, as well as building inter-organizational relationships and creating a leadership model in the private and public sectors. She is a business advisor in the field of communication, leadership competences, planning development paths, building positive interpersonal relationships, team building, relationship sales and professional customer service, an accredited trainer and coach, and licensed consultant in the field of mental resistance testing and training (MTQ Product Family).

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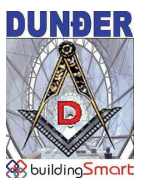
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Day 6 - 24.06.2021 - 09:00-14:00 CET - Building partnerships (2nd part)

Start	End	Activities
09:00	09:10	Introduction on Daily Activities
09:10	10:40	Training part 4
10:40	10:55	Break
10:55	12:25	Training part 5
12:25	12:40	Break
12:40	13:55	Training part 6
13:55	14:00	Daily conclusions and Goodbye

Trainer:

Wioletta Sylwia Wereda, Ph.D. in economics in the field of management sciences, M.A. in economics, since 2000 an academic teacher. Currently she is employed as an assistant professor at the Institute of Organization and Management, Department of Security, Logistics and Management at the Military University of Technology in Warsaw. Her research interests focus on customer relationship management, sales management and customer service, as well as building inter-organizational relationships and creating a leadership model in the private and public sectors. She is a business advisor in the field of communication, leadership competences, planning development paths, building positive interpersonal relationships, team building, relationship sales and professional customer service, an accredited trainer and coach, and licensed consultant in the field of mental resistance testing and training (MTQ Product Family).

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