

KARELIA

CBC // Cross-border cooperation



KA4049

SpeakBusiness

SPEAK BUSINESS: STRATEGIC
PLANNING AND PROJECT
MANAGEMENT FOR
CROSSBORDER AREAS



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Partners

Karelian Education Development Fund	Russia	Republic of Karelia	Lead Partner
Russian Presidential Academy of National Economy and Public Administration (RANEPA), Karelian Branch	Russia	Republic of Karelia	Partner
University of Eastern Finland	Finland	North Karelia	Partner
Management Institute of Finland MIF Oy	Finland	Oulu Region	Partner



Objective of the project

- ✓ **Overall objective of the project**
Increased cross-border economic interaction and trade

- ✓ **Specific objective of the project**
Business management skills for establishing and promotion of cross-border cooperation in the field of social entrepreneurship and business are improved in the Programme area



Target Groups

- ✓ MA students of Economics and continuing education students from North Karelia;
- ✓ aspiring social entrepreneurs and business owners from Oulu region and the Republics of Karelia (predominantly of Russian descent);
- ✓ district administrations officials from the Republic of Karelia;
- ✓ teachers of management and project management disciplines of the project area.

Final beneficiaries:

- ✓ professional managers and administrative officials
- ✓ NGOs
- ✓ Social entrepreneurs
- ✓ SMEs
- ✓ students and trainees of participating educational institutions,
- ✓ communities of the project areas.



WP 4 Conduct study on the most common issues preventing cross-border business cooperation

01/11/2018

29/03/2019

- ✓ Conduct study with target groups in Russia and Finland to determine the substance and themes for the practical module of the training programmes
- ✓ OUTPUT: Focus-group studies are conducted to determine the needs of target groups for the practical part of the training program.

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WP 4 Conduct research

05/11/2018

01/09/2020

- ✓ Conduct research and analysis: issues preventing CBC from the perspective of lacking skills/knowledge, research from the perspective of business relationships/partnerships development. Investigating obstacles and possibilities related to international business and sales, and competitive resources of target areas to be used for regional development
- ✓ OUTPUT: 2 research results are published, and presented on the project seminars. The first results are presented after year 1 of the project.

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WP 2 Train teachers for project management and strategic planning courses

10/10/2018

30/04/2019

- ✓ RANEPА Teachers complete extended education courses on project management and strategic planning in SaintPetersburg/Moscow training centers.
- ✓ Go on an exchange trip to partner organizations to learn about international practices of development and running training courses (**5 persons go to UEF**).
- ✓ Within the trip they **determine the substance of the educational program, and develop the program in close cooperation with partners via electronic means.**
- ✓ Complete Business English course to ensure better communication with partners.





WP 1 Develop a study Programme

01/04/2019

30/09/2020

- ✓ The programme is devoted to project management and strategic planning (field of social entrepreneurship and business, international business & sales):
 - 1) Theory of project management and strategic planning (UEF + participation with other partners);
 - 2) Practical issues of CBC projects for social entrepreneurship, and business development (MIF + based on a focus-groups study (WP 4)).
- ✓ Both parts are developed in cooperation between Finnish and Russian experts.
- ✓ The program is to be implemented by all 3 partner educational organizations. Parts of the Programme are available on-line as a study course and for further use.
- ✓ Each partner slightly adjusts the program

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WP 2 Establish an international capacity building center

13/05/2019

30/09/2020

- ✓ The International center for social entrepreneurship and project management is aimed at education and expert support for development of local and CBC initiatives. The center uses the new program for project management and strategic planning, gathers groups for trainings, and ensures capacity building for teachers.
- ✓ The center renders educational and consultation services to target groups.

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WP 3 Capacity building seminar in Finland

14/11/2019

16/11/2019

- ✓ The seminar gathers project participants to review the progress of the project, exchange ideas for development, and present research results for further work.
- ✓ 40 project participants
- ✓ Project group meeting organized within the seminar.

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WP 1 Run training courses in North Karelia

01/10/2019

30/09/2020

- ✓ The course on project management and strategic planning theory will be piloted among students of MA programs in Economics and continuing education students, they will incorporate tandem language training (Finnish and Russian) in the course.
- ✓ Trainees from Finland and Russia first study theory of project management and strategic planning (10 continuing education students and MA students of Economics)
- ✓ and then during study trips trainees gather together and implement tandem studies, and develop ideas for cooperation and joint projects (social entrepreneurship or international business (startups/business plans)).
- ✓ In Finland within the study course students learn Finnish and Russian language (tandem studies).

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WP 1 Run training courses in the Republic of Karelia

01/10/2019

30/09/2020

- ✓ The training course is piloted among the target groups in Russia: young officials from regional administrations, aspiring social entrepreneurs and business owners, project managers of NGOs.
- ✓ two levels extended education program: basic level (theory of project management and strategic planning, 72 hours), and advanced level (72 hours + 36 hours of practical course of CBC issues of project management, +72 hours of practice - internship in Finland or joint project development with Finnish students)
- ✓ In Russia 50 trainees completed the course. 15 trainees participated in exchange trip, 15 trainees went for internship to Finland.

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WP 1 Run training course in Oulu region

01/10/2019

30/09/2020

- ✓ The training course is focused on practical issues of CBC. The course is developed based on focus-group study conducted in the beginning of the project and reflects the needs of target groups. The course covers topics of border proximity as a development recourse, social entrepreneurship and business in cross-border cooperation projects, and other related issues.
- ✓ 15 Trainees completed the practice-oriented course (36 hours).

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WP1 Establish relations between project partners for conducting regular international exchange of trainees / interns

01/10/2019

30/09/2020

- ✓ 1-week internships for trainees from Russia in Finland (Oulu region)
- ✓ Exchange trips (1 week) for students to meet face-to-face and plan joint projects together in tandem. Participants are selected according to their preferences and study plans.
- ✓ 40 trainees participated in exchange activities. At least 10 project ideas for CBC in the field of social entrepreneurship and business are developed by international trainee teams. Trainees maintain communication on-line after face-to-face work, developing their project ideas. Projects are prepared for presentation at the final seminar.

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WP 3 Final seminar in Petrozavodsk

15/09/2020

17/09/2020

- ✓ Final seminar concludes project results, allows trainees to present their cooperation project Ideas
- ✓ 40 participants
- ✓ Project group meeting

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WP 5 Communication activities

03/10/2018

30/09/2020

- ✓ Project group meetings (every 6 months): meeting in Russia/Finland, taking turns.
- ✓ Programme seminars (once a year): mandatory meeting for project partners in Finland or in Russia.
- ✓ European cooperation days (once a year): Presentation of projects to the general public
- Publishing newsletters on project activities (every 6 months): newsletters of 2-4 pages in Rus/Fin/Eng.
- ✓ Project reporting: project updates every 6 months, interim report & audit, final report & audit.
- ✓ Project partners publish information on project activities in their websites and communicate them to the local media sources.

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