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Project Index
Project Acronym
Project Full Title

621398-EPP-1-2020-1-FR-EPPKA2-KA
ProCESS
Processing Complexity with Emotional, Sensorial and Spiritual capacities

ProCESS Project

WORK PACKAGE 7: Disseminating and exploiting ProCESS results

Deliverable 7.5

Final Conference

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WP7	D7.5. Final Conference
Authors	Ciprian Lapusan
Short Description	The report presents the organization setup and implementation of the ProCESS Final Conference that was organized in 25 Jan 2024 by Technical University of Cluj-Napoca
Status	Final Version
Distribution level	Confidential
Date of delivery	19.03.2024
Contributions by:	
Project web site	www.processproject.eu

Document History

Version	Date	Author/Reviewer	Description
0.1	15.03.2024	Ciprian Lapusan	First Draft
0.2	15.03.2024	Violeta Firescu	Final Draft
1	19.03.2024	Ciprian Lapusan	Final



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1. Introduction

The report presents the organization setup and implementation of the ProCESS Final Conference that was organized on 25 January 2024 at Technical University of Cluj-Napoca.

The event aimed to share with different stakeholders (Erasmus+ officer, education authorities, companies, and other external entities) the project conclusions and results, and to present directions explaining how the activities will continue after the end of the EU funding.

In charge of organizing the event was P4 TUCN.



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2. Agenda of the event

The agenda of the event was structured in three sessions/parts (Fig. 1, Fig. 2, Annex 1). The topics addressed during these sessions covered: ProCESS methodology, the SES Skills evaluation tool developed during project implementation, the Best Practices & Experiences from the perspectives of students, SESS trainers, and companies, ProCESS sustainability and Follow-up charter.

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Project Acronym	ProCESS		
Project Full Title	Processing Complexity with Emotional, Sensorial and Spiritual capacities		
ProCESS Project Final Conference Program 25 January 2024			
Location: Technical University of Cluj-Napoca (TUCN), Romania, Muncii Bld., No. 103-105			
9.00 - 9.30	Registration and participants welcome to Final Conference <i>Main Hallway, 1st floor</i>		
PART 1	 <i>Building A, Centenar Aula</i> Conference link: [MS Teams link]		
Duration	Activity	Presenters	
9.30 - 9.45	Opening ceremony	Violeta FIRESCU, Project Manager, TUCN, Romania (facilitator) Silviu Dan MĂNDRU, Vice-Rector <i>International relations</i> , TUCN Daniela POPESCU, Vice-Rector <i>University management and the relationship with the socio-economic environment</i> , TUCN Corine BĂRLEANU, Dean, <i>Faculty of Industrial Engineering, Robotics and Production Management (HIRMP)</i> Christophe PONS, Project Coordinator, UCLY, France	
9.45 - 10.00	The Knowledge Alliances objectives and their connection to ProCESS	Mireia FABREGA-IGLESIAS, Erasmus+ officer, EACEA - European Education and Culture Executive Agency [online participation]	
10.00 - 10.15	Complexity and ProCESS methodology	Vincent GOUBIER, ProCESS WP leader, UCLY, France	
10.15 - 10.30	The SES Skills evaluation tool	Arnaud TRENVOUEZ, Project Manager, <i>Performanse</i> , France & Elaine LEEN, Coach, <i>Performanse</i> , France	
10.30 - 11.00	Best practices from multiple perspectives		
	<ul style="list-style-type: none"> SESS trainers' network 	Iveta LUDVIGA, ProCESS WP leader & RISEBA SESS trainers RISEBA, Latvia	
	<ul style="list-style-type: none"> Students experience in solving complex management cases 	Adriana SAVA, academic coach, TUCN & Cristina Gogozan, ProCESS student, HR Recruiting Specialist, <i>AppNiv Technologies</i> , Romania	
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Fig. 1. Agenda of ProCESS Final Conference – Part 1

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	<ul style="list-style-type: none"> Introducing Part 2 and „Poster contest – audience award“ 	Violeta FIRESCU, TUCN (facilitator)	
PART 2	Main Hallway, 1st floor		
11.00 - 11.40	Networking and coffee break <ul style="list-style-type: none"> Students posters sessions SESS trainers promotion (SESS trainers network and catalogue collage running on presentation screens in the main hallway) Press conference (FIIRMP Dean office) 		
PART 3	Building A, Centenar Aula		
Duration	Activity	Presenters	
11.40 - 12.20	Best practices from multiple perspectives		
	<ul style="list-style-type: none"> SESS Pilot trainings in companies 	Iveta LUDVIGA, ProCESS WP leader, RISEBA, Latvia	
	<ul style="list-style-type: none"> Experience of Partner Companies taking part in ProCESS (panel discussion) 	Christophe PONS, Project Coordinator, UCLy, France & Vincent GOUBIER, Project Chairman, UCLy, France	
12.20 - 12.30	Follow-up charter and project sustainability	Ciprian LĂPUȘAN, ProCESS WP leader, TUCV, Romania	
12.30 - 12.40	Final conclusions	Christophe PONS, Project Coordinator, UCLy, France & Vincent GOUBIER, Project Chairman, UCLy, France	
12.40 - 12.45	Closing of the Final conference	Violeta FIRESCU, TUCN (facilitator)	

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Fig.2. Agenda of ProCESS Final Conference – Part 2

The second session included a student poster contest. During this part the students involved in ProCESS project 3rd round had the opportunity to share their creative solutions to complex management cases, demonstrating the practical application of their learning and the impact of the ProCESS project on improving their problem-solving skills.

The event also included a Press Conference where the national TV - Studio TVR Cluj participated.

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3. Event promotion

ProCESS Final Conference was organized by Technical University of Cluj Napoca, Romania. The event addressed the target groups mentioned in the project proposal and dissemination and exploitation plans of the project. Invitations to participate at the events were sent to all these target groups.

In order to promote the ProCESS Final Conference a dedicated event poster, social media posts and a web page on project website were created (Fig. 3, https://processproject.eu/the-3rd-process-projects-winter-school-and-process-final-conference-at-tucn/?fbclid=IwAR3sRb_5aJmJGZCZBG0lxz-DmtpYpuowGjMIHldv-y7RK4kphpi27JC5FCAU). For the same purpose, TUCN ProCESS manager attended a TV interview on January 9th, 2024 (Fig. 4) and TUCN Image and Public Relations Office sent an email invitation (press release) on January 19th, 2024, to different media stakeholders: radio stations, online newspapers, and televisions (Fig. 5).

The figure displays promotional materials for the ProCESS Final Conference. On the left is a poster for the 'Winter School @ Technical University of Cluj-Napoca' held from 22-25 January 2024. The poster lists events such as 'Complex Management Cases - final presentations', 'TUCN ProCESS Multiplier Event', and 'ProCESS Final Conference and Press Conference'. It also provides the location: 'Technical University of Cluj-Napoca, Muncii Blvd, No. 103-105, Cluj-Napoca, Romania, Centenar Aula'. The poster includes logos for ProCESS, EUT, and various partners like UCLY, jamk, RISEBA, and others. A QR code with the text 'Scan ME!' is also present.

On the right is a Facebook post from 'ProCESS Project' dated 16 January. The post text reads: 'Exciting news! 🎉 Join us for the 3rd ProCESS Project Winter School and Final Conference, taking place from January 22-25, 2024, at the Universitatea Tehnica din Cluj-Napoca, Romania.' The post details the Winter School (16 student teams, academic and company coaches, teachers and company representatives), a Multiplier Event (Jan 23) for networking, and the Final Conference & Press Conference (Jan 25) for dissemination. It concludes with an award ceremony on Jan 25 and a call to join for an unforgettable experience. The post includes hashtags: #ProCESSProject #WinterSchool #FinalConference #NetworkingEvent #sesskill.

Fig. 3. Materials and social media posts for promoting ProCESS Final conference

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**Promoting ProCESS project and Final Conference
at TVR Cluj, 9 of January 2024**

Fig. 4. TUCN ProCESS manager interview at the national TV, Studio TVR Cluj –

<https://www.youtube.com/watch?v=ygMO6NqcFQ4&fbclid=IwAR2kTU-ILNwLHuHiH8uYoHJOM6PIOf01HqHliL93HKU0myNbr36Tb0xfUGY>

• [UTCN] comunicat de presa	Imagine și Comunicare UTCN	2024-01-19 09:53	1.9 MO	
• [UTCN] comunicat de presa	☆ Imagine și Comunicare UTCN	2024-01-19 09:52	1.9 MO	
• [UTCN] comunicat de presa	Imagine și Comunicare UTCN	2024-01-19 09:51	1.9 MO	

Subiect: **[UTCN] comunicat de presa**
Expeditor: Imagine și Comunicare UTCN <mirela.botan@staff.utcluj.ro>
Destinatar:



Copie (CC): Violeta Firescu <Violeta.Firescu@mis.utcluj.ro>
Data: 2024-01-19 09:52

- ProCESS.jpg (~1.4 MO)

Stimați colegi,

Vă invităm să participați la conferința de presă care va avea loc cu ocazia finalizării proiectului ProCESS, joi, 25 ianuarie 2024, ora 11, Bdul Muncii 103 - 105, la Decanatul Facultății de Inginerie Industrială, Robotică și Managementul Producției. Cea de-a 3-a Școală de iarnă și Conferința finală a proiectului ProCESS

În perioada 22 - 25 ianuarie, va avea loc evenimentul de închidere al proiectului ProCESS început în urmă cu trei ani. Coordonat de Universitatea Catolică din Lyon, Franța, proiectul de tip Erasmus+ reunește trei universități partener: Universitatea de Științe Aplicate JAMK, Finlanda, Universitatea de Business, Artă și Tehnologie RISEBA, Letonia, Universitatea Tehnică din Cluj-Napoca UTCN, România. Companii partener: Sanofi, Franța, De KLAUSEN, România, Keski-suomalainen, Finlanda; Latvijas Pasts, Letonia; Performans, Franța. Evenimentul cuprinde cea de-a 3-a Școală de iarnă a proiectului ProCESS și Conferința finală. Obiectivul major al proiectului a fost să dezvolte și să testeze o metodologie inovativă (metodologia ProCESS) pentru rezolvarea problemelor manageriale complexe, utilizând abilitățile soft, denumite în proiect abilități SES (senzoriale, emoționale și spirituale), pe lângă cele analitice. La Școala de iarnă participă toate cele 16 echipe de studenți ProCESS, mentorii academici și mentorii din companii. Aceștia au lucrat împreună începând cu luna septembrie 2023, pentru a rezolva cele patru provocări din domeniul afacerii, propuse de companiile partener: Sanofi, De KLAUSEN, Keski-suomalainen și Latvijas Pasts. La acest eveniment sunt așteptați peste 100 de participanți: invitați externi, formatori implicați în proiect și managerii de proiect ai universităților și companiilor din toate cele patru țări partener ale proiectului. În cadrul sesiunii de networking, sunt organizate o conferință de presă, o sesiune de postere pentru a prezenta soluțiile propuse de studenți pentru cazurile complexe de management și o sesiune de evaluare a mentoriilor companiei și mentoriilor academici, care oferă feedback studenților participanți. La final, fiecare student primește un raport individual privind dezvoltarea și evaluarea abilităților SES (senzoriale, emoționale și spirituale), creat de compania parteneră Performans, (Franța).

Un alt eveniment în cadrul săptămânii - multiplicarea rezultatelor proiectului ProCESS, are loc marți, 23 ianuarie 2024. La eveniment vor participa invitați externi: universități externe, companii și alte părți interesate. Evenimentul include două ateliere de lucru SES, bazate pe muzică de plan și teatru de improvizație, precum și prezentări privind metodologia ProCESS, valoarea abilităților SES în afaceri și utilizarea abilităților soft pentru a gestiona complexitatea în organizațiile din România. Evenimentul creează un cadru care facilitează schimbul de cunoaștere și extinderea rețelei de cunoaștere între participanți: organizații invitate, experți, formatori SES și studenți, care au fost implicați în implementarea proiectului. Joi, 25 ianuarie 2024, este organizată Conferința finală ProCESS care vizează transmiterea către publicul larg, a rezultatelor obținute. În cadrul acestui eveniment, sunt prezentate obiectivele Erasmus+ și legătura acestora cu proiectul ProCESS, metodologia ProCESS și rezultatele proiectului. În cadrul sesiunii de networking, sunt organizate o conferință de presă, o sesiune de postere pentru a prezenta soluțiile propuse de studenți pentru cazurile complexe de management și o sesiune de promovare a formatorilor SES.

Săptămâna se încheie joi, 25 ianuarie 2024, cu o ceremonie de premiere a studenților și partenerilor implicați în ultimul an de implementare a proiectului ProCESS. Coordonatorul proiectului din partea UTCN: Conf.dr.ing. Violeta Firescu, Departamentul Management și Inginerie Economică, Facultatea de Inginerie Industrială, Robotică și Managementul Producției. Detalii privind agenda săptămânii - <https://processproject.eu/the-3rd-erasmus-projects-winter-school-and-process-final-conference-at-tucn>.

Vă așteptăm!

Biroul Imagine și Comunicare UTCN
Universitatea Tehnică din Cluj-Napoca
Purtător de cuvânt Mirela Botan
Str. Memorandumului nr. 28
Tel. 072263346
e-mail: contact@utcluj.ro
România

Fig. 5. Content of email invitation (press release) sent by TUCN Image and Public Relations Office

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4. Participants to the event

At the event attended a number of 92 participants from four EU Countries that included: teachers, students, partners from higher education institutions and companies, the project Erasmus+ officer, SESS trainers, company representatives, academic coaches etc.

The attendance lists are attached to this report – Annex 2.



Fig. 6. Pictures from ProCESS Final Conference presentations

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Fig. 7. Pictures from Poster session and Press conference

5. Results and conclusions

This report presented the main aspects related to ProCESS Final Conference organized at P4 TUCN on January 25, 2024. The results of the event can be summarized as follows:

- One TV news was broadcasted on the national network that presented the event to the large audience (<https://www.facebook.com/tvrcluj/videos/886130669819395>)

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- ProCESS best practices, results and conclusions were highlighted during all presentations given at the conference by: Erasmus + officer, project managers, WP leaders, SESS trainers, academic coaches, company coaches and students.
- ProCESS Follow-up charter (Annex 3) was presented to a large audience (92 participants).

6. Annexes

Annex 1 – Agenda of ProCESS Final Conference

Annex 2 – Participants Attendance lists

Annex 3 – ProCESS Follow-up charter (see deliverable D7.6)



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ProCESS Project Final Conference Program 25 January 2024

Location: Technical University of Cluj-Napoca (TUCN), Romania,
Muncii Bld., No. 103-105

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10.15 - 10.30	The SES Skills evaluation tool	Arnaud TRENVOUEZ , Project Manager, <i>PerformanSe</i> , France & Elaine LEEN , Coach, <i>PerformanSe</i> , France
10.30 - 11.00	Best practices from multiple perspectives	
	• SESS trainers` network	Iveta LUDVIGA , ProCESS WP leader & RISEBA SESS trainers <i>RISEBA</i> , Latvia
	• Students experience in solving complex management cases	Adriana SAVA , academic coach, <i>TUCN</i> & Cristina Gogozan , ProCESS student, HR Recruiting Specialist, <i>AppNiv Technologies</i> , Romania



	<ul style="list-style-type: none"> Introducing Part 2 and „Poster contest – audience award” 	Violeta FIRESCU, TUCN (facilitator)
PART 2	 <p>Main Hallway, 1st floor</p>	
11.00 - 11.40	<p>Networking and coffee break</p> <ul style="list-style-type: none"> Students posters sessions SESS trainers promotion (SES network and catalogue collage running on presentation screens in the main hallway) Press conference 	
PART 3	 <p>Building A, Centenar Aula</p>	
Duration	Activity	Presenters
11.40 - 12.20	Best practices from multiple perspectives	
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	<ul style="list-style-type: none"> Experience of Partner Companies taking part in ProCESS (panel discussion) 	Christophe PONS, Project Coordinator, UCLy, France & Vincent GOUBIER, Project Chairman, UCLy, France
12.20 - 12.30	Follow-up charter and project sustainability	Ciprian LĂPUȘAN, ProCESS WP leader, TUCN, Romania
12.30 - 12.40	Final conclusions	Christophe PONS, Project Coordinator, UCLy, France & Vincent GOUBIER, Project Chairman, UCLy, France
12.40 - 12.45	Closing of the Final conference	Violeta FIRESCU, TUCN (facilitator)