

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

PROJECT TASK GROUP MEETING (2021.06/03.1)

MINUTES

Date: June 03rd, 2021.

Time: 12:00 AM (CET)

Location: virtual/zoom

Moderator: Dusko Stojanovic

In Attendance

Stela Raytcheva

Luan Imeri

Ani Chelishvili

Katarina Aškerc Zadavec

Sonja D. Radenkovic

Emmanuel Aman-Morin

Valentina Nicoleta Florea

Mile Vasic

Agenda

1. Adoption of previous meeting minutes (available in the Documents tab at the following [link](#))
2. Final decision on application and assignments
3. OB

Summary

OPENING OF THE MEETING

Dusko Stojanovic opened the meeting and presented the Agenda.

APPROVAL OF MINUTES

Was adopted unanimously

ADOPTION OF THE AGENDA

The agenda, as proposed in the draft, was adopted unanimously.

Item 1.

Dusko Stojanovic stated that the deadline is approaching for submitting an application, and following last meeting, he suggested to present the conclusions and final agreement on the approach for the upcoming call for the project.

It is Erasmus Mundus Design Measure that the Group is going to submit the application for. The details can be found on the following [link](#)

The deadline for this particular call is 17th of June 2021 17:00:00 Brussels time

The project is based on the lump sum financing of 55.000,00 Euros, and there will be close to 2 million Euros available or approximately 36 projects

Details about the entire Erasmus + program can be found on the shared Group google drive, the Erasmus Mundus Design Measure is explained on pages 223-227 of the Erasmus + Program Guide Version 3 (2021) – hereinafter the Program Guide. On the same shared drive is the call description, the proposed project and other relevant information. Dusko thanked Ani for preparing the whole information. The members are advised to review all documents on the Group Google drive.

The decision has been made that the theme will be Digital Marketing and that a consortium of at least two program countries and at least one partner country (the list is in the Program Guide, which basically means, at least two EU countries and at least one non-EU member state). The number of participants/partners is not limited.

The suggestion was that the lead applicant would be either colleagues from Rumania, France or Slovenia and all others in the team will be partners (there is a possibility that other universities will join but this will be discussed later).

The Group will proceed with the writing of the proposal.

As the alternative, there is a Small-Scale Partnership measure (details in the Program Guide pages 192 to 198) and the deadline for this measure is November of this year.

Those who are unable to participate for any reason are kindly asked to inform the Group so that proper arrangements and decisions can be made and reached.

Item 2.

The following has been agreed:

1. The consortium will include all members of the task group + the colleagues from Cyprus, Ani Chelishvili will prepare appropriate form and by Monday 07th of June 2021 will distribute them to all member of consortium. Everybody is kindly asked to fill the forms ASAP and return it to Ani so that the on-line Application can be compiled.

2. Ani Chelishvili is elected as the Deputy director of the Task group and chief coordinator for the writing and sending proposal (registration has already been made and other necessary requirements on the platform) together with the director of TG.

3. Communication will be via e-mail for official record, the funds will be appropriately distributed by the member of consortium and based on the requirements of the call, EUMMAS will advocate for the project as the consortium which represent underrepresented institutions.

Item 3. Other Businesses

There were no other businesses.

ANNOUNCEMENTS

There were no announcements.

Next Meeting

N/A

The meeting ended at 01.00 PM (CET)

DUSKO STOJANOVIC
Director