

Leonardo da Vinci Coordination

Graça Gonçalves from APCC (Associação de Paralisia Cerebral de Coimbra), one of the Portuguese Partners with the responsibility of top coordination and management of the program talks about the Community Program Leonardo da Vinci, a multistakeholders project involving national and international players.

How do you characterize the Leonardo da Vinci Program – Transfer of Innovation Symbiosis?

The Leonardo da Vinci community program is a project that addresses both teaching and learning needs of all players in teaching and professional training.

The “*Transfer of Innovation Symbiosis*” Project from the community program Leonardo da Vinci, originates from a laboratory transfer example towards other economical and social players within different contexts from those of the major corporations.

The selected organizations in Spain, Italy, Poland and Portugal (Corporations, Public Organizations, and Non Governmental Organizations) will incorporate and test within their own organizations and others who accepted the invitation to undertake the exercise of stakeholders¹ International Standard AA1000. During the development of the project, the multidisciplinary exchange regarding the Corporate Social Responsibility, will be promoted as well as strategies and actions related to the implicated parties on a European level, mainly regarding their impact upon competitively and territorial development. In this matter the assimilation of universities and skilled professionals are essential, as well as the discussion and cooperation with the civil society.

We believe this subject is the most innovative and complex, within social responsibility.

As major outputs we can point out as follow:

¹ (IPAM in Portugal and Bona Gent and CTL in Spain)

Which are the major outputs of this project?

- A structure based upon curriculum and workshops, conferring ECTS (*European Credits of Transnational System*). This tested structure implements teaching and training structures, with the scientific supervision of two universities – Coimbra and Valencia.
- **Self-diagnostic KIT** to implement the plan of action;
- **A practical guidance Textbook** for the use of the methodology in the different stages of the application.
- **Publication** of the transfer experiments – European case studies – carried out in the different countries of the *consortium*;
- **Recommendations** based upon the transfer of accomplished innovation within the advantages of the **incorporation of Sustainable Development and Social Responsibility**, regarding the learning opportunities of training and teaching areas.

Who are the partners and their individual role in this project?

This European project, with its' training and practical transfer element, it's aimed to corporations, but also to other relevant social partners, becoming practical communities who are able to develop their own capacity for innovation. This project has mixed organizations:

- NGO's, Faculties, corporations and public institutions; - Top coordination and management of multi-nationality – under the responsibility of the Associação de Paralisia Cerebral de Coimbra (**APCC**).
- Transfer of knowledge, methods and strategies of action, Training and the elaboration of the KIT and the practical Textbook – Sair da Casca
- *Benchmarking*, coordination and elaboration of the European case studies – **IVADIS** – Spain

- Monitoring and Evaluation – **Eurodesk** – Italy
- Recommendations - **Procesy InwestyCyjne** – Poland
- Setting up a Workshop and/or curriculum training valued with ECTS. Scientific Supervision – Coimbra and Valencia Universities.
- Accountable for the transfer of innovation: **Associação de Paralisia Cerebral de Coimbra** (Portugal), **Instituto Português de Administração de Marketing** (Portugal), a **Eurodesk** (Italy), **IVADIS** and two **SME** (Spain and Poland).

The Marketing Business School (IPAM) since the beginning accompanies the project as associated partner and more recently we welcome the University of Valencia.