

# IO 4.4

## WORK PLAN INSTRUCTION

Work plans for target companies and students  
to implement new services with the entrepreneurs



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The logo for VISIJ, featuring the word 'VISIJ' in a stylized blue font with green dots above the 'i's and 'j's. Below it is the website address [www.visit-islands.eu](http://www.visit-islands.eu) in green text.

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### ITERATIVE IMPROVEMENT

This plan will be improved  
iteratively with the feedback  
collected in IO4 (T4.6).



## INTRODUCTION AND GENERAL DESCRIPTION

### Dear Readers,

before introducing the implementation plans which could be adopted by students to each internship, we would like to give you some insights to the project and the cooperation between students, teachers and local companies.

VISIT stands for 'Versatile Islands cooperating for new Services and Innovation in Tourism'. One of the major goals of VISIT is to strengthen the intercultural relationship between education, research and business. But how could we do that?

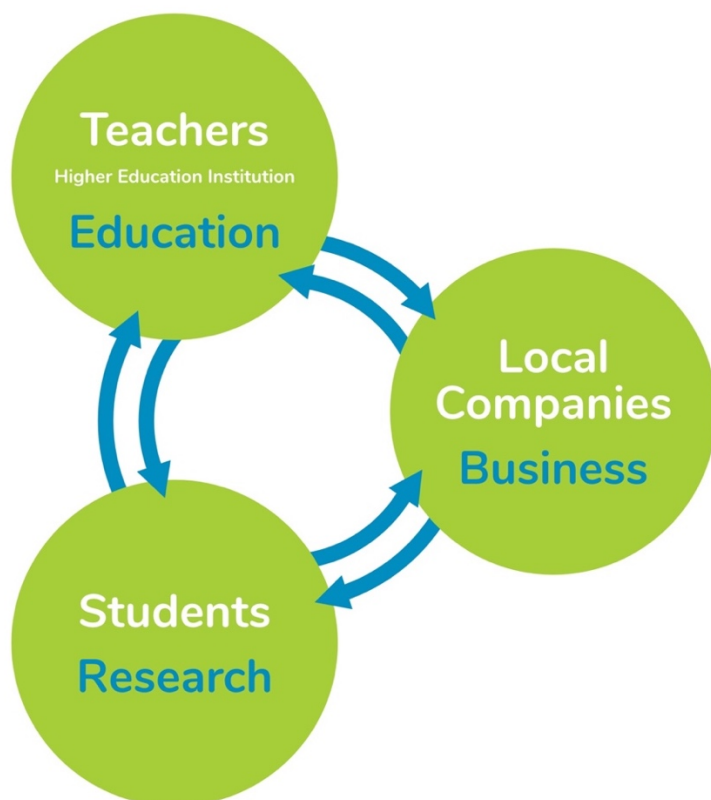
Key activities of VISIT are five Intensive Study Programs (ISP) on selected islands. During these ISPs students work together with teachers and businesses to develop new service ideas at the location of the ISP. Activities are designed to produce new knowledge for each of the participants.

The pedagogical aim of VISIT during the ISP is to equip the students with skills and knowledge that are relevant in working life. Students are placed in multinational teams with members representing different study programs and having different kind of backgrounds. The student teams meet small and medium enterprises (SME) with which they will be working with from the first day of the ISP. The businesses will equip the students with relevant and important information and facts so that the students are able to start generating new innovative and suitable ideas. The businesses are seen as clients for the students.

While the students are working in teams they are supported by teachers. Teachers provide students with theories, methodologies and practical workshops. They get theoretical knowledge that they can transfer into practice right away. So, students are able to work efficiently and learn at a rapid pace. If the students need more information about the businesses, they can ask their clients for the missing content or pay a visit if it is necessary. Students also get the chance to test their ideas or the developed prototype at the ISP. Therefore, they get in touch with customers or potential customers of their client, investigate the environment or interview people to finetune or adjust their ideas or prototypes. At the end, the students present their final results to their clients, all students and all teachers. They receive feedback from all listeners that they can use for the next steps.



The economic objective of VISIT is to stimulate tourism through sustainable and innovative services. Business plans need to be written to achieve this. Therefore, business plans are created afterwards. This business plan gives information about the basic facts of the business, the prototypes and suggestions about how to implement the ideas into practice. During the implementation the companies are supported by students who do an internship on the islands. The project is based on the concept, that the participating companies can use external ideas and manpower to develop and implement new services and products instead of only using their in-house resources.



The whole project is a co-creational process: The local companies are just as involved as the students and teachers.

- The businesses on participating islands benefit from the fresh unconventional and fruitful ideas of the students. And get new scientific approaches from the teachers.
- The students broaden their horizons and come home with new theories, scientific methods, creativity tools and practical knowledge.
- The teachers improve partnerships with companies, start new partnerships and develop also their network to other universities.

## 1 REQUIREMENT

Before starting the implementation of new services please check the following points

- ✓ All formal matters are settled.
- ✓ Intern is on site.
- ✓ Questionnaire is set up and available.
- ✓ SME are ready to introduce new services. They must be really interested in creating a better future. This includes change mentality of small business owners to be brave to dare something new.

## 2 TARGET GROUP

We have three main target groups which should be mainly involved in the implementation of new innovative services:

- Higher Education Institutes (HEI) / teacher (coordinator)
- Small Medium Enterprises (SME) / clients
- Students / interns

In addition to these people, the local coordinator who wrote the business plan is an important contact person for any questions you may have.

On the following pages you will find one implementation plan for each target group including a checklist.



### 3 FOR HEI / TEACHER

#### 3.1 Implementation plan

First of all, all persons involved must be provided with the relevant information. Therefore, the business plan should be provided to the intern and to the business owner or management. Afterwards the coordinator/teacher of the HEI makes an appointment with the business owner to discuss the business plan. The coordinator/teacher collects the feedback from the interview and makes an appointment with the intern. They also discuss the business plan to clarify open questions. The coordinator forwards the feedback from the business owner so that the intern knows what the business owner attaches great importance to. Now everything is well prepared, and the coordinator introduces the intern to the business owner or management personally.

The coordinator/teacher should guide the intern all times and arrange feedback meetings at least every four weeks. After the successful implementation process the link to questionnaire should be sent to business owner and intern. (IO4 T4.6) Please collect and compiled feedback on internships and work carried out. (IO4 T4.6)

#### 3.2 Checklist

To Do	Check
1. <b>Business plan</b> provided to the intern and to the business owner or management	
2. <b>Appointment with the business owner</b> or management to discuss the business plan	
3. <b>Appointment with the intern</b> to discuss the business plan and forward the feedback from the business owner or management	
4. <b>Personal introduction</b> of the intern to the business owner or management	
5. <b>Feedback sessions</b> with intern at least every 4 weeks	
6. Send <b>link to questionnaires</b>	
7. <b>Compilation</b> of the Feedback	



## 4 FOR ENTREPRENEURS / SME

### 4.1 Implementation plan

You will get the business plan from the coordinator of the HEI. Please read the business plan carefully and make a note of any questions you have. In an appointment with the HEI/teacher open questions can be clarified. If not, please contact the local coordinator who wrote the business plan. The business plan should be discussed with the intern and clear goals should be set in a personal meeting including feedback. Please coach the intern regularly while implementation process in order to achieve good results.

Launch the new service when it is ready. Once the service is implemented and ready to use document the usage of the service (photos/videos). Please collect any comments and feedback and provide it to the HEI.

After the successful implementation you will get a link to a questionnaire to give feedback to HEI/teacher.

### 4.2 Checklist

To Do	Check
1. <b>Read business plan</b> carefully and note any questions	
2. Attend an <b>appointment with the HEI/teacher</b>	
3. <b>Discuss business plan</b> with the intern and <b>set clear goals</b> in a personal meeting	
4. <b>Coach the intern</b> regularly while implementation process	
5. <b>Launch the new service</b> when it is ready	
6. <b>Document the usage</b> of the new service and <b>collect comments and feedbacks</b>	
7. <b>Give feedback</b> to the HEI	



## 5 FOR STUDENTS / INTERNS

### 5.1 Implementation plan

You will get the business plan from the coordinator of the HEI. Please read the business plan carefully and make a note of any questions you have. Get in touch with the local coordinator who wrote the business plan to get answers to the open questions so that you can go well prepared in the personal conversation with the business owner or manager.

Discuss the business plan in an appointment with the business owner or management and listen carefully. Develop and set clear goals together with the business owner or management if they are not explicitly stated in the business plan. If clear goals for implementation and new services are set, you can complement these.

After this interview you should draw up a project plan with relevant tasks, resources and timetable to implement the new service. For this it is helpful to use software tool with which you can define or set milestones, for example. Please discuss the project plan with your local coordinator and the business owner or management.

Now you are ready to start the implementation. **IMPORTANT:** Keep in mind that the whole implementation process must be documented with photos and videos. Every four weeks there is a feedback session with the HEI/teacher in which you discuss the current status of the project.

Once the service is implemented and ready to use document the usage of the service (photos/videos). Collect feedback from all parties involved.

At the end of the whole project/internship you have to send a report to the HEI/teacher, in which all steps are documented (as well as all digital files (e.g. photos/videos)).

Finally, please give feedback to your local coordinator. You will get a link to a questionnaire.





## 5.2 Checklist

To Do	Check
1. <b>Read business plan</b> carefully and note any questions	
2. Get in touch with the local coordinator to <b>clarify open questions</b>	
3. <b>Discuss business plan</b> with the business owner or manager and <b>set clear goals</b> in a personal meeting	
4. <b>Draw up a project plan</b> with relevant tasks, resources and timetable	
5. <b>Discuss the project plan</b> with your local coordinator and the business owner or management	
6. <b>Start the implementation</b> <b>IMPORTANT:</b> Keep in mind that the whole implementation process must be documented with photos and videos	
7. <b>Discuss the current status</b> of the project in regularly feedback sessions	
8. Once the service is implemented and ready to use <b>document the usage of the service</b> (photos/videos; please document the privacy permission to use the fotos)	
9. <b>Collect feedback</b> from all parties involved (also defined KPIs)	
10. Send a <b>report to the HEI/teacher</b>	
11. <b>Give feedback</b> to the HEI	

