**THE REPORT FOR THE KICK-OFF MEETING HELD ON 22.01.2015**

In order to form a platform and maximize the benefit derived from establishing such a platform within the field of consumer protection, activities of the project are to be conducted with the cooperation of Turkish, Hungarian, Polish and English partners from public sector, private sector, universities and NGOs and as the first concrete stage of the cooperation, a Kick-off Meeting was held in Ankara, Turkey on 22/01/2015 between 9 a.m. - 5 p.m.

Generally, the meetings to be held in Turkey will be organized under the Ministry’s coordination. The communication necessary for a smooth organization will be carried out by the Ministry through the contact persons declared by the partners after the acceptance of the project. For the kick-off, project evaluation, introductory and education meetings in Turkey and the establishment of Consumer Academy, the Ministry will employ its resources in terms of the personnel capable of carrying out projects, lodging tenders and organizing national and international level meetings. The personnel profile of the Ministry and its recruitment policy are both available to assign staff of sufficient calibre.

Within this context, before the meeting, as a preparation step, recruitments for translation and organization were made according to the Ministry recruitment policy. For each payment, initially, three price offers were taken from three different translation and organization agencies/bureaus. Among all, the best and cheapest price offering agency was destinated as the service provider through signing a contract and tender bid confirmation document between regarding parties.

A total number of 51 participants were attended to the meeting and the range of participants were wide. Among these participants;

29 participants were from Turkish Ministry of Customs and Trade (Project owner)

8 participants were from Turkish NGOs (including Project partner participants of TÜKÇEV)

2 participants were from the Ankara Provincial Directorship of Trade (Project partner)

2 participants were from Turkish National Agency

2 participants were from an the Center of Consumer and Market Research Consulting Test and Education (Project partner)

3 participants were from UK – Docklands Academy (Project partner)

3 participants were from Hungary – Hungarian Authority for Consumer Protection (Project partner)

2 participants were from Poland AVIVA (Project partner).

The meeting was opened up with the address of General Director of DG for Consumer Protection and Market Surveillance (project owner) Ramazan ERSOY. Subsequently, between 09:30 - 10:00 the participants introduced themselves and the organizations they represent via a speech or a presentation formed up. The core part of the meeting started at 10:00 a.m. and finished up at 4 p.m. in which following subjects were clarified in depth;

***- General Project Definition***

- ***Consumerclassroom.eu Web Site:*** In this section, a video on European Commission financed Consumerclasssroom.eu website was presented and it was explained that the website aims to promote consumer education and in particular to encourage its teaching in European secondary schools.

- ***Partnership Structure of the Project:*** Whole local and international project partners were presented.

- ***Roles and Responsibilities of the Stakeholders:*** Project partners’ roles during the Project were presented.

- ***Project Outputs:*** The *O1- consumeracademy.com, O2- Analyses on Consumer Profile, Tendencies and Behavioral Patterns and O3- Online Education Tool* intellectual outputs of the Project were unclosed.

- ***Time Sheet***: The documents needed to be recorded by the Administrative Support Staff, Manager, Technician and Researcher positions of the Project for regarding project facilities were explained and samples were presented.

- ***Activity Plan:*** The Project progress up to now projected timetable of the Project activities for each Project partner were clarified and discussed.

- ***Budget Items:*** “H1 - Project Management and Implementation”, “H2 - Transnational roject Meetings”, “H3 - Intellectual Outputs”, “H4 - Multiplier Events”, “H7 - Exceptional Costs” and “Total budget” were explained in detail.

- ***Mobility Tool:*** The web based system created to record the information regarding all the mobility activities of the Coordinator within the Project and to complete and submit the Interim and Final Reports was discussed.

- ***Division of Labour***

- ***Partnership Contracts:*** The provisions of contracts between the Project owner and the partners were explained and handed to the partners for the sign of the two parties.

After all, whole questions of the related parties were answered and discussed during the Questions and Answers part.

As a general evaluation, the meeting was useful for each party in special. Initially, the ultimate participation of the participants is targeted to be ensured in order to provide the presentation and dissemination of the education platform via the key actors. As the content of the platform will be formed directly by the participants, the awareness of the platform among the participants is the one of the most essential issues of the project. Besides, meeting planted the seeds of future collaborations between the English, Hungarian and Polish public bodies, NGOs and the other national partners and participants and contributed to the warm up of the relations among parties.

In special, for the Turkish Project owner and project beneficiaries, participants were informed about the abroad practices and amendments on consumer protection and the meeting had a great effect on the future legislation, policies and measures of Turkey on the field of consumer protection. All these acquisitions are expected to contribute the national practices to reach up the EU level and accelerate the Chapter’s closing process by taking the general consumer protection system of Turkey to a further level. What is more, the personnel of the Ministry became more aware of the content of the project and participate in the dissemination of the results as voluntary agents.

On the other side, all the transnational partners had the opportunity to get to know the different practices enforced in the field of consumer protection within Turkey such as the Arbitration Committee for Consumer Problems structure and reporter position.