



Europäischer Sozialfonds  
im Land Brandenburg



**SPEED UP: 4th Interregional Thematic Seminar**

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# Assessment of the Brandenburg Startup Support Programme: From Counting the Input to the Measurement of Impact



EUROPÄISCHE UNION  
Europäischer Sozialfonds

## Socio-economic Profile



- 2,495 mio inhabitants (2016)
- Average age: 46.8 years (2015)
- 29,478 square km
- 845.600 employees (2017)
- Unemployment rate: 7.0 % (2017)
- 109.545 companies
- 97.8 % micro/small
- Self-employment level (2016):  
BB: 10.3 % (DE: 10.0 %)

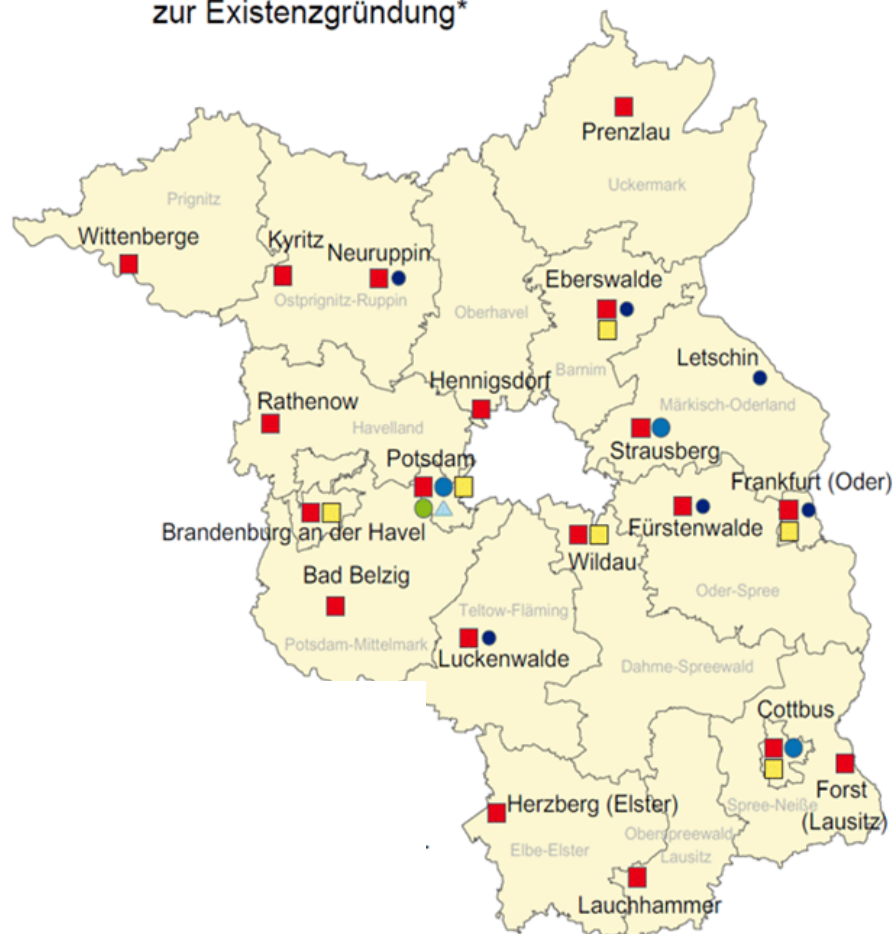
## Network of Counseling Services (Startup Phase/Formation)

### Legend:

-  18 regional business mentoring services (Lotsendienste)
-  3 entrepreneurship laboratories for young people (Gründungswerkstätten für junge Leute)
-  entrepreneurship laboratories for young people – regional branches
-  8 start-up support services at HEI's (Gründungsservices an Hochschulen)
-  1 business mentoring service for migrants (Lotsendienst für Migrantinnen und Migranten)
-  „Innovationen brauchen Mut“ (IbM) – business mentoring service for innovative start-ups and enterprises



### Beratungs- und Qualifizierungsangebote zur Existenzgründung\*



Stand: April 2016

## Orientation & Guidance Services for Startups in Brandenburg 2015-2020

- Volume: € 36 million (30 million ESF, 6 million regional co-financing)
- Goals:
  - mindset activation for entrepreneurship and business succession
  - support of **more than 1.000** entrepreneurs/successors in Brandenburg in the Startup Phase **per year**
  - securing the sustainability of supported startups

## Process of Startup Support



## Initial Consultation

### input

#### project

- costs of staff
- working time

#### programme

- none

### output

#### project

- number of participants
- number of finished initial consultations

#### programme

- number of participants

### outcome

#### project

- number of participants who were advised against starting a business
- number of alternative career plans

#### programme

- none

## Qualification

### input

#### project

- costs of qualification
- number of DC
- number of DC days
- number of qualifications
- number of coaching days

#### programme

- costs of qualification
- number of DC

### output

#### project

- number of qualified participants

#### programme

- number of qualified participants

### outcome

#### project

- number of startups
- enterprise birth rate (in relation to qualified participants)

#### programme

- number of startups
- enterprise birth rate (in relation to qualified participants)



## Networking

### input

#### project

- costs of staff
- working time

#### programme

- none

### output

#### project

- number of events
- number of reached participants in events

#### programme

- qualitative report

### outcome

#### project

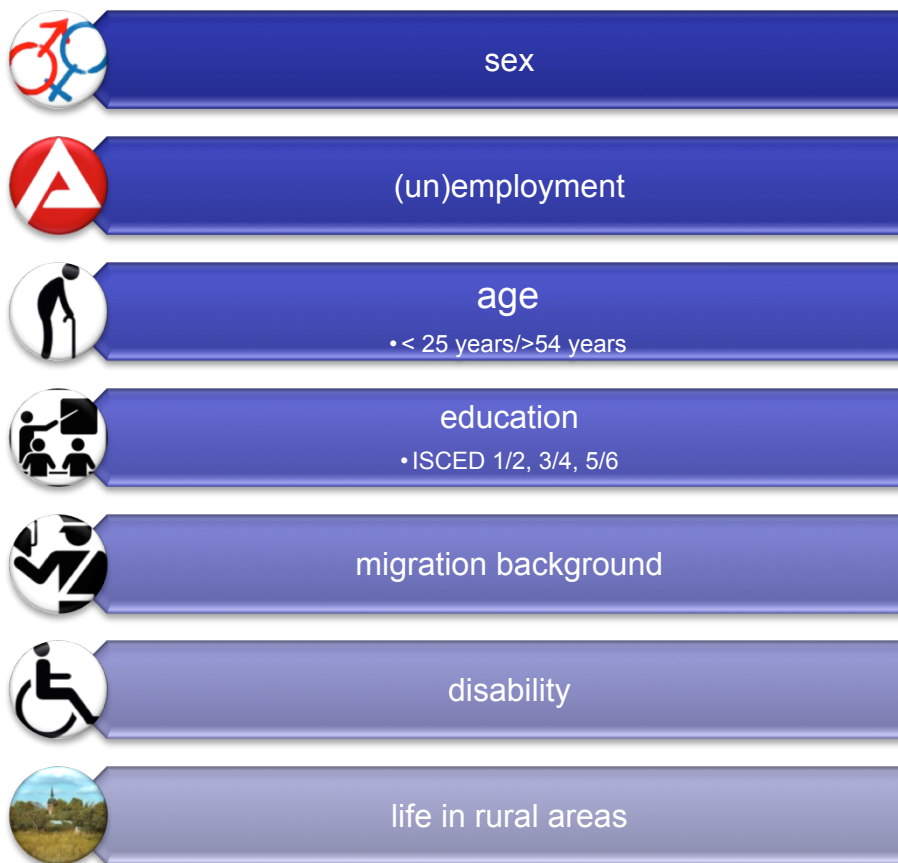
- number of participants with grants from PES

#### programme

- number of participants with grants from PES
- qualitative report



## Specification of participant's data (due to Annex I of the Regulation (EU) 1304/2013)



## Measurement of the Programme's Performance

### effectivity

- number of realised foundations/planned foundations
- actual share of founders/planned share of founders

### efficiency

- invested amount per foundation

### sustainability

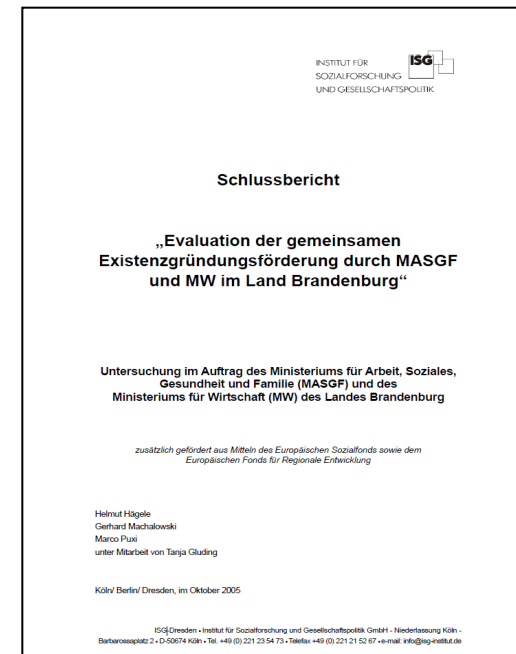
- share of startups on market after one year
- subjective valuation of economic performance of own startup (very good/good/satisfactory/bad)

### range

- rate of supported startups (supported startups/all startups)

# Measurement of the Programme's Performance

- contrafactual evaluation in 2006
- written survey of two groups
  - 1st group: participants of Brandenburg startup support programme
  - 2nd group: founders without support
- results:
  - higher sustainability
  - more employees
  - higher sales
  - increasing income over time



## Overarching Objectives

- directive of the Brandenburg startup support programme (no. 1.2) defines the overarching objectives as follows:
- development of entrepreneurial culture and entrepreneurial mindset
- maintenance and increase of employment and competitiveness
- increase of the number of innovative startups
- self-employment as an alternative to other-directed employment and unemployment
- retaining of know-how and qualified professionals

„How can we measure  
the impact?“



„What are the right  
indicators?“

## Requirements for Impact Indicators

- indicators have to
    - be easily available
    - statistically reliable (over the course of time)
    - not too complex
    - should not be influenced by intervening variables
    - be available at least on NUTS 3-level (with view to the regional structure and for benchmark purposes)
- official statistics can deliver KPI

## Impact KPI

### entrepreneurial culture/mindset

- development of self-employment level (number of self-employed/1.000 inhabitants)
- development of startup concentration (number of startups/10.000 workers)

### employment

- development of employment (number of employees and self employed)
- change of the rate of unemployment

### competitiveness

- development of GDP

### innovative startups

- existence of high-tec-companies (number of companies [specific WZ]/1.000 inhabitants; WZ = German Classification of Economic Activities)
- patent applications

### retaining know-how and qualified professionals

- regional migration balance

# Thank you for attention!

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