

BDF Newsletter July 2016 for  
business, education and government  
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## BDF Newsletter July 2016

Dear partners and associates,

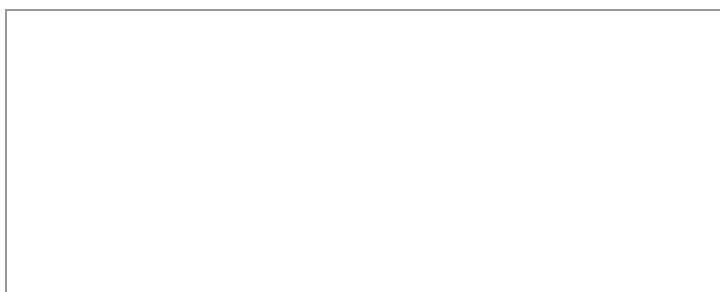
In recent months we have been able to combine our local and international activities. We had Phillip Blond of the ResPublica think tank over from the UK for a masterclass, we provided project financing workshops to 3 universities, and our cooperation with the municipality of Leeuwarden in INTERREG kicked off.



We are excited to continue our efforts to support the transnational ambitions of our local and international partners after Summer break.

We will recharge our batteries over the coming weeks, meanwhile I wish you very pleasant Summer holidays!

*Lennard Drogendijk,*  
*Managing Director Business Development Friesland*



**Upcoming events &**



## ENTERPRISE Learning Mobility

BDF is excited to be awarded the job to **host 36 students from Cyprus and their accompanying teachers** in Leeuwarden early 2017! After successfully hosting similar groups earlier this year, BDF will yet again engage international students for two full weeks. Via practical methods such as Business Model Canvas and Lego Serious Play, they will work on innovative ideas in a simulated business start-up environment. Start-ups from our Incubator Leeuwarden will be involved as well to give them real life examples and case studies for them to work on. This so-called KA1 Learning Mobility project within the Erasmus+ framework is called ENTERPRISE.

**BDF is happy to host your student groups as well!** We have the training capacities, the meeting room facilities, accommodation, catering, logistics and leisure connections to host you from A-Z. Contact [Lennard Drogendijk](#) if you would like to come over to Leeuwarden and experience a dedicated training programme.



## activities

**Sept 8th - 9th**

[FITR](#) project meeting  
in Nitra, Slovakia

**Sept 15th - 16th**

[ENTER](#) project meeting  
in Rijeka, Croatia

**Sept 28th - 30th**

[EBN congress](#)  
in Guimaraes, Portugal

**Oct 6th - 7th**

[SFOFR](#) project meeting  
in Banbridge, UK

**Oct 13th - 14th**

[SESAME](#) project meeting  
in Lahti, Finland

**Oct 18th - 19th**

*UpGrade SME* project  
meeting in Portugal

**Oct 20th - 21st**

[RESTART](#) project meeting  
in Leitrim, Ireland

## Masterclass with Phillip Blond

On the 2nd of June BDF organised a masterclass with **Phillip Blond** in cooperation with Bedrijf 79 and Innovatiepact Fryslân. Phillip Blond is **director of ResPublica** (one of the most influential think tanks in the UK), author of Red Tory (2010), and considered **one of the leading political philosophers** of the United Kingdom. Mr. Blond talked about how a city faces depopulation when a city does not innovate. Companies will leave, talented youth will leave.

To prevent this, Mr. Blond beliefs in creating attractive **'ecosystems'**. If we want to keep the talented youth and the growing companies in the area, we need to create an ecosystem that **enables and stimulates creativity and innovation**.

It was a very inspiring masterclass with a high turnout that brought together politicians, innovation experts, entrepreneurs, students and city councilors.



## Contact

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## BDF project financing workshops

In June, Erna and Frank hosted two workshops on project financing for Stenden, NHL and Van Hall University staff. Invited by Stenden's SubsidyPoint, we covered important aspects of **project proposal writing** and **project management** in relation to i.a. Erasmus+, INTERREG and national programs. The first workshop covered the basics and the second workshop was an advanced course. Participants gained insights into the strategic considerations involved in the processes of project proposal writing and project management, illustrated by some **practical tools**

**developed by BDF** to this end. The case studies sparked discussion among the participants as they shared their own **experiences, success stories and pitfalls**.

We are keen to follow up with the participants and other people interested in project financing. If you like to get involved as well or discuss your project ideas, please contact [Erna](#) and [Frank](#).



### **Dedicated to improve internationalisation policy**

The Municipality of Leeuwarden and BDF joined forces in the Interreg Europe project UpGradeSME on policy instruments that enhance **internationalisation amongst SMEs**. The project seeks to **improve** these **policy instruments** in several EU regions. Besides Leeuwarden and Fryslân, the cooperating regions are Budapest and Győr in Hungary, the Muntenia region in Rumania, Badenwürttemberg Germany, the Braga district in Portugal and the Basque region in Spain.

BDF and the Municipality of Leeuwarden are dedicated to improve the internationalisation aspect of the Groen Werkt! policy (Green Works!), an instrument of the Municipality of Leeuwarden and the Province of Fryslân that encourages the generation of employment, cross sectoral innovations and the strengthening of human capital. Focus sectors of Groen Werkt! are Water Technology, Agro-Food and Renewable Energy.

For more information about UpGradeSME, contact [Erna](#).

[Website](#)[Email](#)[Twitter](#)

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