

SUPPORTING SERVICES TO ENCOURAGE INTERNATIONAL MOBILITY OF NEW ENTREPRENEURS

ASSISTANCE TO ERASMUS FOR YOUNG ENTREPRENEURS- REPORT

The Chamber of Commerce, Industry and Services of Terrassa is Intermediary Organization of Erasmus for Young Entrepreneurs programme, for this reason, the contribution and synergies with Chimera project are very important.

One of the main important aspect of internationalization of Creative Industries is encouraging both the international dimension and the entrepreneurial skills, both elements greatly facilitated by Erasmus for Young Entrepreneurs programme.

Chamber of Terrassa, has made special efforts promoting Erasmus for Young Entrepreneurs programme among creative industries and among creative young entrepreneurs in the framework of Chimera project pilots:

- 1) At the Matchmaking event in Terrassa on the 13th June 2018, there was a special stand of Erasmus for Young Entrepreneurs programme where brochures of EYE programme were distributed and more than 50 entrepreneurs were informed on how they could take part in it.



- 2) At the Matchmaking event in Bari on the 25th October 2019, Chamber of Terrassa (ES) and Matera Hub (IT), both intermediary organizations in EYE program, informed CCIs participating in the matchmaking event about the advantages of taking part in EYE program.



- 3) Chamber of Terrassa has agreed with two organizations members of Regional Working Group that have greatly contributed to Chimera project to promote among their members the EYE programme. In concrete, two presentations on EYE programme took place:
 - a. EYE programme stand at Audiovisual Talent Week hosted by Audiovisual Cluster of Catalonia on the 21st, 22nd, 23rd November 2018.



- b. EYE programme presentation at Municipal School of Arts of Terrassa, on the 29th May 2019.



NUMBER OF CCIS INFORMED ON EYE PROGRAM AT CHIMERA PROJECT ACTIVITIES:

162

ChIMERA

Innovative cultural and creative clusters in MED area

P.A. 1: Promoting Mediterranean innovation capacity to develop smart and sustainable growth

Obj. 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area

<https://chimera.interreg-med.eu/>

D.4.3.2. Reports on the supporting services to encourage international mobility of new entrepreneurs

WP 4. Testing

act. 4.3. Pilot 2 – Services for Internationalization and Innovation

Responsible partner: PP06

Status: final

Distribution: confidential

Date: 30/06/2019



SUPPORTING SERVICES TO ENCOURAGE INTERNATIONAL MOBILITY OF NEW ENTREPRENEURS

One of the CHIMERA project main objectives is to improve innovation capacities of entrepreneurs of the cultural and creative industry (CCI) sector in MED area. In order to achieve this purpose, the project advocates an approach that integrates: 1) supporting innovation capacities of CCIs entrepreneurs to develop stronger and sustainable businesses; and 2) acting at transnational and regional level to create and stimulate direct links and synergies in CCIs sector among enterprises. Both, contributes to program's objective *"to promote sustainable growth in the MED area by fostering innovative concepts and practices"*.

Therefore, the project implemented a set of different activities. One of those activities, is related with the development of **supporting services to encourage international mobility of new entrepreneurs**. In short, the University of Algarve, under these supporting services develop 3 main activities:

- 1) Dissemination of the Erasmus for Young Entrepreneurs (EYE Program) in the UAlg Careers Fair 2019 (Report 1) – 14 of March of 2019;
- 2) General presentation of Erasmus for Young Entrepreneurs (EYE Program) to the Regional Working Group (Report 2) – 2 of May of 2019;
- 3) Individual clarification sessions for companies (Report 3) – 2 of May of 2019.

This document concerns to **Report 1. Erasmus for Young Entrepreneurs (EYE Program) in the UAlg Careers Fair 2019**.

Note: Although this service is in the scope of activity 4.3, for communication reasons and optimization of WP4 results, the team decided to foster all WP4 activities under the Living Labs "umbrella". In the past few years, the experience in other projects involving companies and public organizations in the Algarve has been showing the difficulty in ensuring and maintaining their presence during the implementation of the activities, whether due to lack of time/human resources or lack of interest in these same activities. In order to give a follow-up line to the project sessions, and to simplify their nomenclature, a "marketing strategy" was adopted that allowed participants to unambiguously identify and get interested in the activities of CHIMERA project. Further, it was found that, according some of the entities contacted from the Regional Working Group, it would be better, more assertive, less confuse and thus guaranteeing better assiduity to CHIMERA activities, to assign an "umbrella" name for the whole set of activities as "Living Labs". Each of these Living Labs would be having the exact same goals and specific theme, as corresponding to outputs and deliverables foreseen. In practical terms the predicted contents for each particular session were kept (Services for internationalization/innovation for CCIs cluster/innovation ecosystems; Financial Tools; Bootcamp; Design Workshop; Innovation Camp), just changing the overall designation to the series of events implemented in the same frame. The choice for this nomenclature was justified by the partner and by the RWG as being more appealing, since it gives the feeling of more dynamic and participated events/sessions where the contents and results are produced by the participants (being this one of the main objectives of CHIMERA project).

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Every year the University of Algarve organize the UAlg Careers Week initiative. This year (2019), the UAlg Careers Fair ran from March 11 to 14, in different spaces of the Campus. During this week UAlg students, graduates and companies will be able to participate in workshops, lectures and exposition.

This initiative aims to contribute to the entry of students and graduates of UAlg in the labor market, facilitating the process of finding employment, developing a professional career, developing their own business ideas and creating their own companies.

Considering the target group of ChIMERA project and Erasmus Young Entrepreneur Program, CRIA – the Division of Entrepreneurship and Technology Transfer of the University of Algarve, disseminated the ChIMERA project and EYE Program during the event through:

- Presentation of the project and Eye Program in one of CRIA workshop to ICT and CCI companies (photos - Annex I);
- Dissemination of the project and EYE Program in UAlg Careers Fair Exposition (photos - Annex II)

Date	14 of March of 2019
Name of the Company	N.a.
Name of the contact person	N.a.
Country	Portugal

Type of assistance (detailed description)	<ul style="list-style-type: none"> • Promotion of the ChIMERA project: goals, activities and results; • Dissemination of EYE Program, with brochures and clarifications regarding the program; • Coaching for young entrepreneurs regarding business ideas development, intellectual property and internationalization. <p>The photos of these activities attached in this report.</p>
Signature of the company's representative	<p>N.a.</p>
Assistance provided by	<p>University of Algarve - CRIA, by Hugo Barros, Ana Lúcia Cruz, Susana Imaginário, Sofia Vairinho.</p>

ANNEX 1 – CHIMERA PROJECT AND EYE PROGRAM IN ONE OF CRIA WORKSHOP TO ICT AND CCI COMPANIES





Annex II





SUPPORTING SERVICES TO ENCOURAGE INTERNATIONAL MOBILITY OF NEW ENTREPRENEURS

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- 3) Individual clarification sessions for companies (Report 3) – 2 of May of 2019.

This document concerns to **Report 2. General presentation of Erasmus for Young Entrepreneurs (EYE Program) to the Regional Working Group**.

Note: Although this service is in the scope of activity 4.3, for communication reasons and optimization of WP4 results, the team decided to foster all WP4 activities under the Living Labs "umbrella". In the past few years, the experience in other projects involving companies and public organizations in the Algarve has been showing the difficulty in ensuring and maintaining their presence during the implementation of the activities, whether due to lack of time/human resources or lack of interest in these same activities. In order to give a follow-up line to the project sessions, and to simplify their nomenclature, a "marketing strategy" was adopted that allowed participants to unambiguously identify and get interested in the activities of CHIMERA project. Further, it was found that, according some of the entities contacted from the Regional Working Group, it would be better, more assertive, less confuse and thus guaranteeing better assiduity to CHIMERA activities, to assign an "umbrella" name for the whole set of activities as "Living Labs". Each of these Living Labs would be having the exact same goals and specific theme, as corresponding to outputs and deliverables foreseen. In practical terms the predicted contents for each particular session were kept (Services for internationalization/innovation for CCIs cluster/innovation ecosystems; Financial Tools; Bootcamp; Design Workshop; Innovation Camp), just changing the overall designation to the series of events implemented in the same frame. The choice for this nomenclature was justified by the partner and by the RWG as being more appealing, since it gives the feeling of more dynamic and participated events/sessions where the contents and results are produced by the participants (being this one of the main objectives of CHIMERA project).

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According to the official website of the Erasmus program for Young Entrepreneurs, in Portugal there are 8 entities credited as Local Contact Point: ANJE; British Portuguese Chamber of Commerce; C4G-Consulting and Training Network; Conceptwin; Associação ESLIDER Portugal; FabStart- Fabrica de Startups, SA; MADAN Parque; TecMinho; all of them settled in the North and Center of Portugal.

Since there is no Local Contact Point in Algarve (South of Portugal), a link with the nearest Local Point (MADAN Parque) has been established to promote the presentation of the EYE program in the region, and to make known their opportunities and benefits, to organisations and entrepreneurs of the CCIs cluster. This link was of particular importance to the region, since the first steps were taken to prepare a collaboration protocol between the University of Algarve-CRIA and MADAN Parque under the frame of this program.

In order to prepare the session for the presentation of the EYE program, 61 invitations were sent to companies and organisations from several sectors related to the cultural and creative industry of the region, through the MailChimp Platform, and a reinforcement to some entities was made through direct contact (telephone). Despite this we only had 16 presences, which meets the expected difficulties of ensuring the participation of companies and organisations in this type of activities.

Date	2 nd May 2019 (1 st part)
Name of the Company*	Universidade do Algarve; Associação 289; CRIA- Universidade do Algarve; BOTODACRUZ- Creative Studio; Epopeia- Make it Happen; Direção Regional da Cultura do Algarve; 3WX Digital Creative Agency; Loulé Design Lab; Make it Better; Museu Zer0
Name of the contact person*	Alcino Pascoal; Cristina Santos; Fábio Jesuíno; Letícia Quinonez; Bruno Boto; Susana Imaginário; Tiago Batista; Joana Afonso Dias; Alexandra Gonçalves; Luís Caracinha; Adriana Nogueira; Mónica Pereira; Ana Lúcia Cruz; José Nunes; Cláudio Roberto; João Vargues
Country	Portugal
Type of assistance (detailed description)	The agenda of this session (ANNEX 1) consisted in a 2h presentation of the Erasmus for Young Entrepreneurs Program and useful guidelines to several organisations and new entrepreneurs of the CCIs cluster: <ul style="list-style-type: none"> - Presentation of objectives, expected results and program rules;

	<ul style="list-style-type: none"> - Presentation of the website of the program www.erasmus-entrepreneurs.eu and the application registration platform; - Presentation of application procedures for new entrepreneurs and for host entities; - Presentation of The EYE program benefits for new entrepreneurs and for host entities; - Presentation of EYE program local contact points and their role in the process of matching opportunities and managing mobility procedures; - Presentation of the program local contact point to be used in the frame of ChIMERA project; - Presentation of existing mobility opportunities for host entities and new entrepreneurs. <p>The photos of this meeting can be found in ANNEX 2.</p>
Signature of the company's representative	The signatures can be found in the attendance list (ANNEX 3).
Assistance provided by	University of Algarve- CRIA; Alcino Pascoal- Representative of the nearest Local Contact Point of EYE Program in Portugal (Madam Parque); Make it Better.

* During this session an attendance list was given to participants to sign (ANNEX 3) so we decided to deliver a joint report rather than an individual report for each of the participating entities.

ANNEX 1- Agenda of the Session

ChIMERA Living Labs #3

02
MAIO
2019
quinta-feira

MUSEU ZERO - Santa Catarina da Fonte do Bispo Programa

- 12h15** Receção de participantes
- 12h30** Início da sessão e *briefing* do Living Labs#3
- 12h45** Almoço *Networking*
- 14h15** Apoiar as organizações da ICC regional, Introdução
- 14h30** O Programa EYE: Erasmus para Jovens Empreendedores
- 16h30** Avaliação das necessidades das organizações da ICC regional, no âmbito do Programa EYE
- 17h10** CO-CREATE: ICC vs. Indústrias tradicionais
- 17h30** Fim da jornada





* *Coffee-break disponível ao longo da sessão*

O ChIMERA e os Living Labs visam contribuir para a inovação das Indústrias Cultural e Criativa (ICC) do Algarve através da cooperação entre empresas, centros de investigação, entidades públicas e sociedade civil. O Living Lab #3 é dedicado à apresentação do **programa EYE**, da UE, com sucesso comprovado em pessoas e organizações das ICC. Alcino Pascoal, do Madan Parque, FCT-UNL (Faculdade de Ciências e Tecnologia da Universidade de Lisboa) apresentará também o **CO-CREATE**. Um projeto que visa apoiar processos de "fertilização" cruzada entre as indústrias criativas e os clusters tradicionais contribuindo para suportar as empresas e organizações na aplicação de métodos criativos e de co-design. **Tem ainda oportunidade de conhecer, em anteprojecto, as instalações onde se instalará o futuro Museu Zero!**

ANNEX 2- Photos

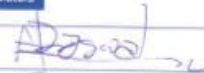















ANNEX 3- Attendance List



 Project co-financed by the European Regional Development Fund

CHIMERA - Living Labs #8
 Encorajando a mobilidade de
 internacional de novos empre-
 endedores

Data: 02.05.2019
 Local: Museu ZEP

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Folia 1



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This document concerns to **Report 3. Individual clarification sessions for companies**.

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After the presentation session of the EYE program (1st part of the session – Report 2), an assessment to identify the type of assistance desired, under the EYE program, was made to the organizations and new entrepreneurs of the CCIs cluster interested in the program. In order to systematize the information collected, a template of individual assistance form was prepared and then filled in by each of the entities (ANNEX 1).

Date	2 nd May 2019 (2 nd part)
Name of the Company	Universidade do Algarve; BOTODACRUZ- Creative Studio; Epopeia- Make it Happen; Direção Regional da Cultura do Algarve; 3WX Digital Creative Agency; Loulé Design Lab; Museu Zer0
Name of the contact person	Alexandra Gonçalves; Letícia Quinonez; Bruno Boto; Luís Caracinha; Cristina Santos; Fábio Jesuino; Joana Afonso Dias; João Vargues
Country	Portugal
Type of assistance (detailed description)	<p>Assessment of several organizations and new entrepreneurs of the CCIs cluster to identify the type of assistance desired under the EYE program. The individual assistance form had the following options:</p> <ul style="list-style-type: none"> - Updating existing mobility opportunities for host entities and new entrepreneurs; - Support in the registration and preparation of applications for EYE program; - Monitoring and supporting the process of matching opportunities and managing mobility procedures; - Other assistance. <p>Individual assistance was given to the organizations and entrepreneurs, according to the needs identified in this session.</p>

	The photos of this meeting can be found in the report of the 1 st part of the session.
Signature of the company's representative	The signatures can be found in the individual assistance forms (ANNEX 1).
Assistance provided by	University of Algarve- CRIA; Alcino Pascoal- Representative of the nearest Local Contact Point of EYE Program in Portugal (Madan Parque); Make it Better.

ANNEX 1