

Interreg Project Knowledge Exchange

Innsbruck, 2nd of April 2019

KWF – Jürgen Kopeinig

LSP – Martin Krch

build! – Julia Guggenberger

t2i – Enrico Segantin, Fabiana Mei

Friuli innovazione – Claudia Baracchini



Project: EES AA | Entrepreneurial Ecosystem Alpe Adria

Partner: 5 (LP KWF)

Duration: 01.01.2017 – 31.12.2019 (36 month)

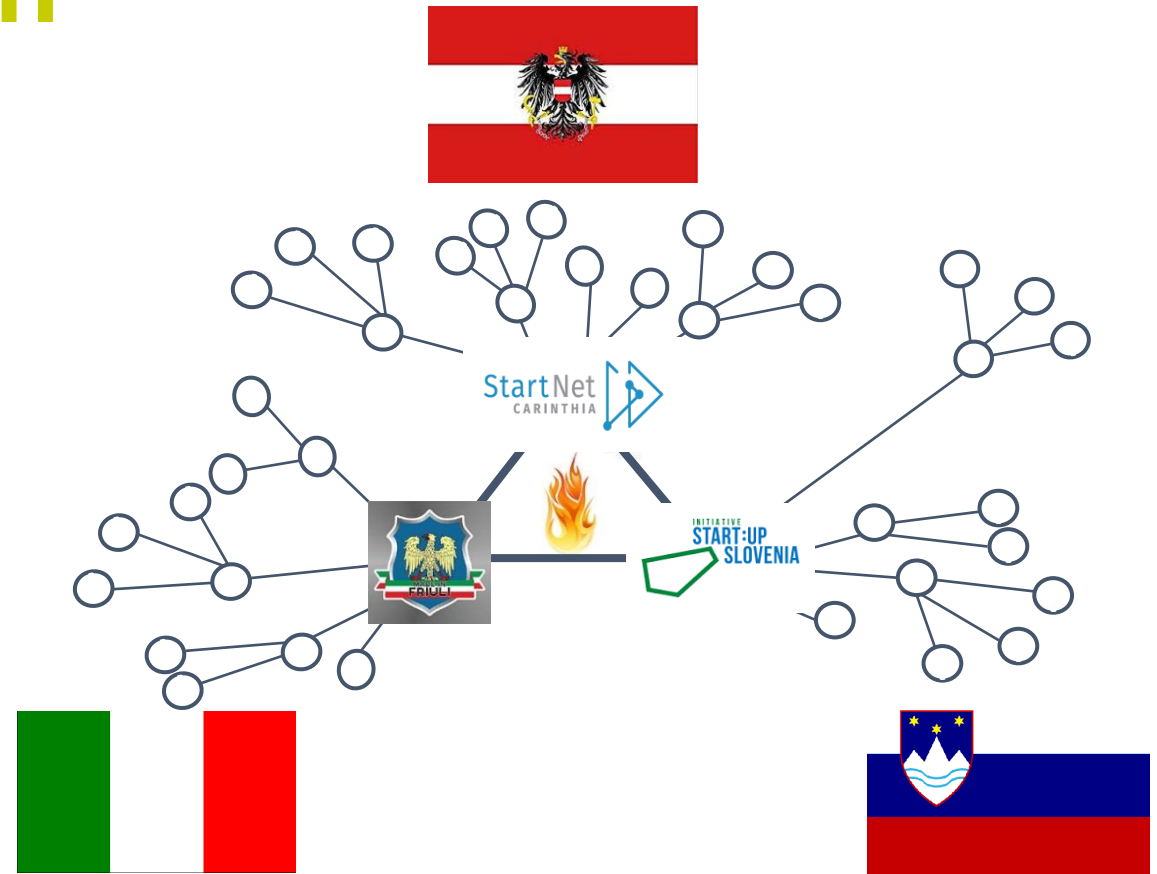
Interreg-Priority: 1b - Strengthening research, technological development and innovation

Specific goal: Improving the innovation base for companies in the program area

Budget: EUR 1.214.500,-

Background and Vision

- Since 2013
- Trilateral = 3 times bilateral
- Smart Specialisation Strategy
- Clearly committed core group (high level of trust and confidence, common decision-making processes)
- Strong networks behind core group (expanding and transforming into a virtual full service agency)
- Standards defined (further outlining concerning requirements, quality standards)
- Linked to www.startupalpeadria.eu



Challenges and goals of the project

- “Battle for talents” boosting the outflow of talents with entrepreneurial mindset
- Lack in crossborder cooperation, in networks regarding the topic
- Lack in entrepreneurship education
- Link of local entrepreneurship activities to a crossborder entrepreneurship cluster (with vision, strategy, action roadmap)
- Creation of crossborder services (mobilization, softlanding, mentoring)
- Promotion of the AA-region regarding the topic
- Development of an entrepreneurship education program

WPs and Budget

Begünstigter	LP	PP1	PP2	PP3	PP4	Gesamtsumme
WP 1	88.139,83	45.350,00	38.461,00	10.893,60	11.931,00	194.775,43
WP 2	80.688,00	21.900,00	59.484,00	13.708,80	0,00	175.780,80
WP 3	165.312,00	76.100,00	35.830,00	21.908,39	69.983,00	369.133,39
WP 4	54.858,00	119.350,00	24.770,00	12.240,00	15.728,99	226.946,99
WP 5	12.300,00	51.300,00	41.455,00	141.739,20	1.107,00	247.901,20
Gesamtsumme	401.297,83	314.000,00	200.000,00	200.489,99	98.749,99	1.214.537,81

WP 1: Projectmanagement

WP 2: Communication

WP 3: Strategic Entrepreneurial Activities in AA-region

WP 4: Entrepreneurial Business Support Program in AA-region

WP 5: Entrepreneurial Education in AA-region

KWF | Kärntner Wirtschaftsförderungsfonds

Jürgen Kopeinig

Economic Development and Cooperation (since 2009)

Ongoing Interreg Frame:

- Interreg ITAT – EES AA | Entrepreneurial Ecosystem Alpe Adria
- Interreg SIAT – Start-up AA | Development of a Crossborder Start-up Alpe-Adria-Ecosystem
- Interreg Alpine Space – Scale(up)Alps | Scale up your SME in Europe

Implementation

WP 3:

- AA Ecosystem Study (S3)
- AA Manifest (Commitment)
- Lighthouse Events – Alpbach (core cooperation), Udine (activation of talents)
- Studyvisits: Vienna-Linz, Tallinn-Helsinki

WP 4:

- Industry Incubator (concept and pilot)
- Piloting of crossborder support programs (e.g. Crossborder Mentoring)

WP 5:

- Entrepreneurship Education (concept and pilot)

Lakeside Science & Technology Park

One and One is Eleven

- Martin Krch
Projects & Cooperation
- ICT
- Interdisciplinary development
- Start-Up Ecosystem
- Education
- Attractive work | life environment



ITAT1037, EES AA

Entrepreneurship Education

- Project Education Program and Student Shuttles
- Development of a focus field within the Educational Lab
- LEGO Education Innovation Room
- Product Life Lab
- Transport School Lab
- Educational Summer Lab, Hackathon
- Specific Educational Trainings (Experimental Learning, Gamification)
- Networking (StartNet, Gemeinsam Gehen)

SIAT126, Start-up AA

Start:up Hubs and Resource Container

- Analysis of Startup-Hub-Models (Study Visits)
- Development of Startup-Hub-Model (build!) and Campus development
- Network of Startup-Hubs
- Cross-border Resource Container (Analysis, Description, Access, Promotion)
 - StartNet Carinthia
 - Start:up Slovenia
- Training of Service providers
- Recruiting Services
- Networking (Gemeinsam Gehen)

build! Incubator

build! your business – step by step

Julia Guggenberger, MSc

Corporate Communication, Case Management since Nov. 2018

EU Project Experience:

Interreg EES AA – Entrepreneurial Ecosystem Alpe Adria

Interreg SIAA – Social Impact for the Alps- Adriatic Region

Implementation Activities

WP 1

Participation in steering group meetings, project progress reports etc.

WP 3

Increasing the attractiveness of incubators in the Alpe Adria region

- Development of an Internalization strategy for incubators
 - marketing and dissemination activities (EN, IT, DE) for start-ups: implementing Italy Focus on our Website; digital service platform www.eesaa-services.eu (online - 06/19), Italy/Austria – Imagevideo,... → *further detailed information after correlation meeting with Leadpartner KWF on 2nd of April, 2019*

Implementation Activities

WP 4

Cross-boarder Mentoring with Mentors and Startups from Italy and Austria
Correlation with tandems (Austrian Mentors, Italian start-ups)
Organisation of Mid-Term Event on 27th March 2019

WP 5

Entrepreneurial Education in the Alpe Adria Region → bring in our experience
Cooperation with University, FH and Lakeside Science& Technology Park

Success Stories

Novaflash – Italian Startup

build! Coaching Program Advanced II

Office in Villach due to connection to INFINEON and support programs in Austria/Carinthia

Silent Quo – Co Founder from Milan

Build! Coaching Program Advanced II

Office in Villach

Cross-border Mentoring - very positive Feedback from the participants

Project Meeting : EES AA Entrepreneurial Ecosystem Alpe Adria 2nd of April 2019

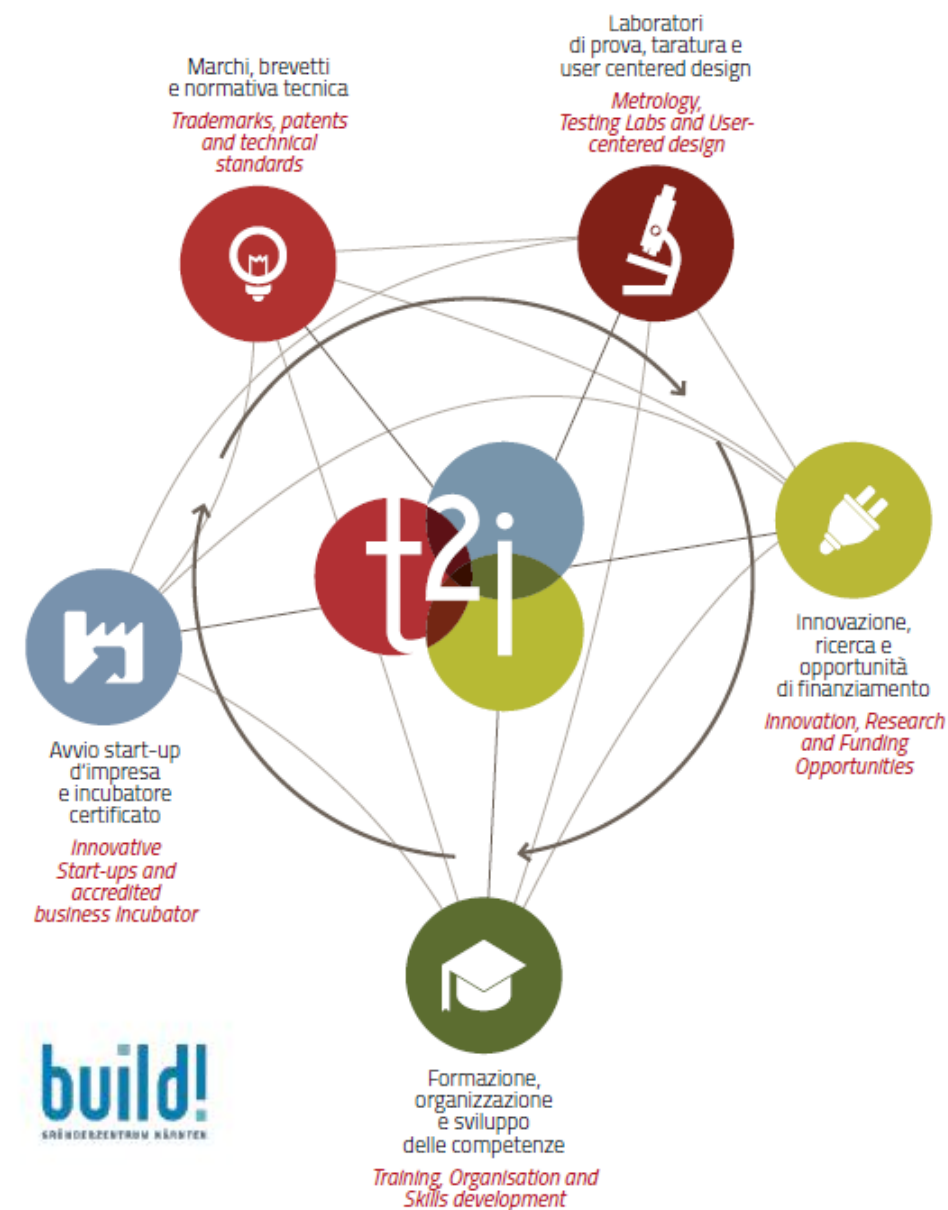
Enrico Segantin - Project Manager

t2i trasferimento tecnologico ed innovazione

is the innovation agency promoted by the Chambers of Commerce of Treviso, Verona and Venice

t2i supports companies in defining and developing innovative pathways through the establishment of networks for technology transfer and the deployment of value-added services for industries and organisations also by means of co-funding programmes at local and european level.

t2i creates new entrepreneurial realities, innovative companies and startups



Project Meeting : EES AA Entrepreneurial Ecosystem Alpe Adria - Main activity in EESAA Project

Work package 2 – Communication:

- WP Leader: coordination of communication and dissemination strategy.

Work package 3- AA Entrepreneurial Startegic actions

- Support to the preparation and issuing of the AA eco-system, for Veneto Region
- Support to the preparation and issuing of the AA Manifesto, for Veneto Region
- Support to the definition of the AA internationalization scheme for incubators
- Support to organization of Lighthouse Event in Udine
- Participation to study visits organized by LP

Work package 4- AA Entrepreneurial Startegic actions

- Support to start-up and entrepreneurs to be in Veneto Region
 - 5 start-up involved in mentoring programme
 - 10 entrepreneurs-to-be assisted in their idea definition (Treviso Creativity Week)
 - Networking activities for business opportunities development
- Participation to the transregional call for EEsAA mentoring programme

Work package 5 - Education programme

- 5 high-school supported through training path of 12 hours to boost entrepreneurial attitude and idea generation, using interactive and creative methodologies (i.e. Design Thinking).
- Staff and Experts attending training on specific methodologies to boost skills in supporting entrepreneurship education in schools (Ingenuity Method; Lego Serious Play, etc.)
- Support to the issuing of the Entrepreneurship Education Programme, for Veneto – Italia side.

Meeting WP3 – Project: EES AA Entrepreneurial Ecosystem Alpe Adria - Experience in the startups area

SIAA - Social Impact for the Alps Adriatic Region	Interreg Italia Austria	Support to the development of social innovation business ideas through a set of specific tools and dedicated support.
ARTISTIC - Valorization of Intangible Cultural Heritage (ICH) Assets for local sustainable development in CE Regions	Interreg Central Europe	Valorization of intangible cultural heritage through the development of tools to support businesses development in this field.
DesAlps - Design Thinking for a Smart Innovation eco-system in Alpine Space	Interreg. Alpine Space	Support to idea generation and human-centered business development through Design Thinking mindset.
EMBRACE - European Med-clusters Boosting Remunerative Agro-Wine Circular Economy	Interreg. MED	Support to the development of sustainable businesses in the Agro-Wine Economy, through Circular Economy Principle.

We have also **two Erasmus + projects** on entrepreneurial skills boosting, dedicated to immigrants:

- **NEW ENTREPRENEURS** - New Skills for new Entrepreneurs – Attraction and Qualification of Refugees as Successors
- **INTACT** – Integration of newly arrived migrants by means of competency assessment and high-quality further vocational training

Meeting WP3 – Project: EES AA Entrepreneurial Ecosystem Alpe Adria - "Daily" experience with startups

A 2000sqm startup Incubator certified by MISE - Ministry of Economic Development (40 Startups hosted)

t2i accompanies the birth of an innovative start-up with 5 useful tools to: 1) protect the intellectual property of the results obtained, 2) verify the conformity of the product, 3) seek financing, 4) train people, 5) have a physical place with adequate support and assistance

In this way, innovators who initiate an innovative start-up **become temporary research centers** for small and medium-sized industries in the Triveneto area, which, instead of turning to buying technologies abroad, can develop them in the territory in which they reside.

Services:

Training: the Incubator organizes training courses for future entrepreneurs to train technical skills, decision-making skills and human resource management skills, in order to be able to draw up a concrete business project in a market and profitability logic

Advice: to give to those who decide to start a business a greater awareness in the development of the business project, facilitating their stay on the market, providing experts for tax consultancy, marketing plans, administrative consultancy, trademark searches and patents

Loan: the Incubator facilitates the access of aspiring entrepreneurs to a fast and balanced microcredit through the provision of guaranteed loans to the innovative "Start Up" with good development prospects