

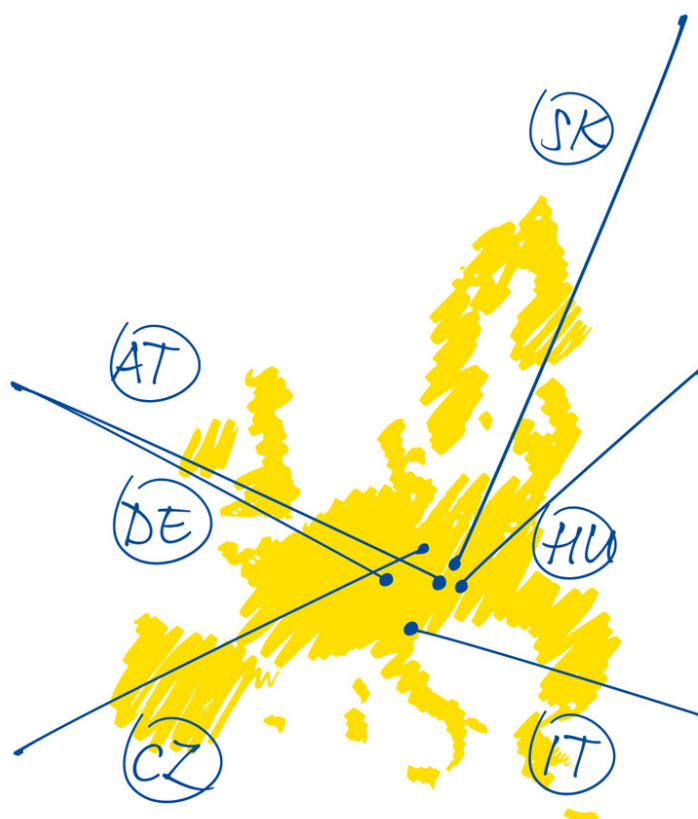


Newsletter

July 2013

i. e. SMART – A NEW APPROACH TO INNOVATION AND ENTREPRENEURSHIP TRAINING

Until the end of 2014, 12 partners from seven urban areas (Bratislava, Budapest, Modena, Prague, Stuttgart, Venice, and Vienna) will work together towards creating a unique, integrated, sustainable seedbed for innovation and entrepreneurship growth across Central Europe.



i.e. Smart



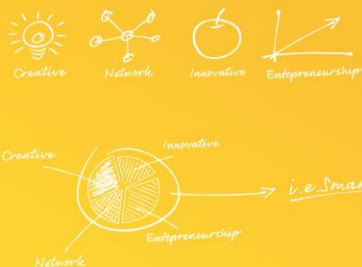
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Newsletter

July 2013

News from the project partner regions

Region: Vienna (AT)

The Vienna Region is very proud to announce the procurement of our new Smart Point center strategically located next to the Stephan's Cathedral in the heart of Vienna. In cooperation with the University College of Teacher Education Vienna/Krems, the Smart Point Vienna will share the generous and modern facilities of the University College in its historical 400 year old building. Apart from the Smart point office, there will be two, large fully equipped conference rooms.

The Vienna Smart Point is easily accessible for our targeted audience (students ages 14-19) due to its location on one of the main metro hubs.

The Vienna Region is planning to launch the opening of the Smart Point sometime in September 2013.

We are in the process of developing a curriculum that caters to a more "Transformative business approach" in entrepreneurial education. In addition to the multidisciplinary curriculum, our region has targeted five trainers representing each of the specialized sectors of Viennese schools as well as an emphasis to include youth from diverse cultural and linguistic backgrounds.

In addition to trainers encouraging participation among Vienna schools, they are also going to provide training by visiting schools on site. This is very advantageous in that it will maximize project participation.

We are also in the process of developing a virtual Smart Point for our Smart work, so that our entrepreneurs can connect transnationally, get educational tools, and have access to trainers.

Train the SMART Trainer: getting Smart Budapest, Hungary May 13-17, 2013

Trainers from the seven regions travelled to the mountainous, remote area "Dobogókő" just outside Budapest to attend the first of a series of *Train the SMART Trainers* workshops. Over the course of a week, participants were challenged to empathize and gain perspective of the i.e. SMART Transformative Business Approach. The two external companies, IBC from Denmark and Mannitou from Austria, co-facilitated the five day training which was hosted by the Budapest Enterprise Agency.

Organized randomly or by region, in small groups, participants were immediately placed out of their comfort zone by being thrown into a variety of situations without



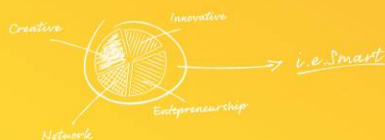
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Newsletter

July 2013

much clarification. Visiting the city of Budapest to assess potential human centered needs combined with action based methods for psychological profound teamwork in natural surroundings, were just a few of activities to demonstrate how entrepreneurs feel when starting up a new business; risk taking and unpredictability.

During the final days of the workshop, regional groups raced against the clock to develop what would be an “ideal” product based of the needs-based assessment conducted in Budapest. Regional projects were highly creative ranging from a virtual shopping companion to help young people decide more quickly on what clothing to buy, to a virtual golf course that would train the avid golfer on world famous golf courses before he/she ever set foot on them.

The final evening was celebrated with a cultural exchange of giant hanging pots of Hungarian Goulash over an open fire. Participants were each allowed to season their own version.

Feedback from the training was in general very positive in that participants expressed their appreciation for learning something new and extending their knowledge in the realm of entrepreneurship education.

The next “Train the SMART Trainers” workshop will take place in Prague from Sept 23-Sept 27, 2013. For more information please visit our website: www.ie-smart.eu.



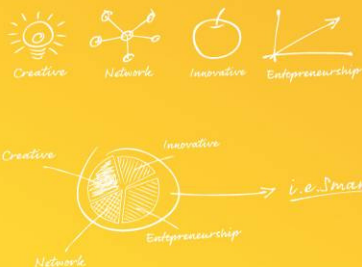
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Newsletter

July 2013

Region: Bratislava (SK)

I-Europa Ltd. (PP8) in cooperation with the Vienna Board of Education (LP) and University of Vienna (PP2) and with contributions of all Project Partners launched the i. e. SMART project website (www.ie-smart.eu) in February 2013. It contains information on the project objectives and philosophy, project partners and provides possibilities to become a SMART trainer or participate in SMART trainings. The website will be continuously updated, so please keep visiting the website.

i.e. SMART project also started communication on Facebook and Twitter:

- Facebook: <http://www.facebook.com/pages/ieSmart/489010524489438?ref=stream>
- Twitter: https://twitter.com/ie_smart_eu

From these two social networks, Project Partners can share ideas, experiences and inspiring quotes. Also the latest news, new event information, as well as pictures and videos will be uploaded on Facebook and Twitter.

On February 28, 2013, the Bratislava Municipality and I-Europa Ltd. held a Bratislava Urban Creativity & Smart Camp#1 workshop. The SMART Point concept for Bratislava was presented to stakeholders and shareholders from different fields – students, startups, creative sector representatives, academics, representatives of the public agencies for the development of SMEs or investment support and consultancies. They stated that the role of the SMART Point Coordinator will be crucial for the project success. Academics advised that the **SMART Point Coordinator** has to be active and directly visit schools. In order to attract students, a DEMO Workshop will be organized at universities. According to stakeholders the potential entrepreneurs should be provided with more training than help and thought that failing early and failing cheap is OK, to create ideas, to work in multi-sectoral teams and to be handicap-friendly and environmentally friendly when creating in order not to design interesting garbage.

The Bratislava Municipality (PP7) and I-Europa Ltd. (PP8) finalized the SMART trainers selection process. There are three trainers representing Bratislava region.



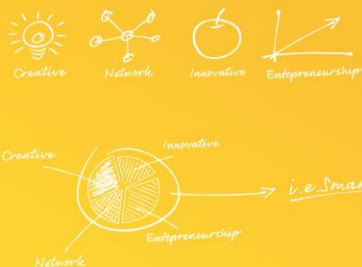
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Newsletter

July 2013

Nad'a Stránska, who is experienced in the coordination of creative co-working center and employed by the City of Bratislava, is responsible for coordination the national SMART training and SMART Point. Katarína Chomová with the University of Economics in Bratislava and consultant Richard Lipovský will be providing support. They participated in the first SMART Trainers Workshop held near Budapest, Hungary (13. – 17. May 2013) and will participate in the second module planned in September 2013. On May 30, 2013 four workshops with stakeholders and shareholders took place to validate the preliminary *Train the Trainers* concept, SMART Site concept, SMART Network concept and SMART campus concept. The workshop was led by Project Coordinators from Bratislava Municipality and I-Europa. Participants consisted of representatives from companies, the National Agency for development of SMEs, Slovak Investment and Trade Development Agency, support programmes experts from the University of Economics of Bratislava and SMART Trainers.

The Bratislava region has already opened their SMART Point.



Region: Budapest (HU)

i.e SMART project – the first SMART Point trainers

In cooperation with the Budapest Enterprise Agency, the i.e. SMART project has reached an important milestone. The first five-day training of „Train the SMART Trainers” was conducted by the Agency and the Lead Partner, the Vienna Board of Education.



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Newsletter

July 2013

The SMART Point opened in June 2013 aimed at helping young people to become the next generation of entrepreneurs. The first six trainers from Budapest participated the first part of a in the five-day training which was held in Dobogókő from May 13-17, 2013. In total, 33 future trainers representing seven partner regions attended. Five of the six trainers represented the Agency. The second and final part of the training is scheduled to take place in September 2013.

During the workshop, all participants were invited to the Agency headquarters where executive director Dr. Miklos Nagy gave a warm welcome and made a brief presentation about the Agency's new programmes. Finally, in collaboration with the Agency, the planning for the SMART Points facility and the SMART Site online platform has been done.

Region: Veneto (IT)

Creative start-ups: strategies and innovation in Veneto region! Following the start of the project, activities in Veneto focused along two parallel lines. On one hand, the Region of Veneto proceeded to contribute to the designing of tools that will be the focus of the whole project experimentation (the competence centre for creative entrepreneurship SMART Point, the SMART Network, the training path for the project staff *Train the Trainers*, the knowledge management platform SMART Site, and the transnational SMART Campus). The result of this first designing phase has been the common definition, understanding and sharing of each concept/tool. At the same time, the Region of Veneto was largely dedicated to the promotion of the initiative in the region and strengthening of strategic relationships at the local level. For this purpose, the Region of Veneto has first identified the group of most relevant local actors in terms of entrepreneurship, which are the main Venetian Universities, the Regional Education Office, the representatives of VET institutions, the instrumental bodies of the Region of Veneto that deal with policies for labour, entrepreneurship and innovation, the most representative entrepreneurial representatives, the national Central Europe contacts point. The first workshop on March 8 was dedicated to presenting to the project's stakeholders. During the event, the project coordinator of the partner Region of Veneto – Directorate of Labour explained the initiative in its general lines, in order to share the goals, philosophy, strategy and methodologies with particular attention to the regional customization of the proposed initiatives. Stakeholders expressed much enthusiasm about the project as well as made very significant constructive observations. Much discussion was spent on how the network could have closer cooperation between businesses in Veneto (Confindustria Veneto) for the opening at its headquarters of the regional SMART Point. New staff,



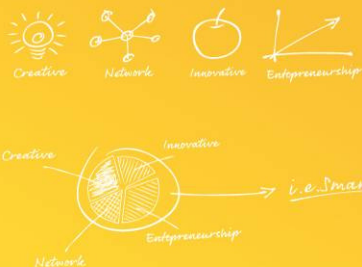
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Newsletter

July 2013

who also attended the first *Train the Trainer* module in Hungary were recruited to work at the regional SMART Point. Other promotional and communication activities completed during this period was also a Peer Review (comparative analysis) conducted by international experts (team of experts, entrepreneurs and professionals from Sweden, Holland, Greece, Romania and Emilia Romagna Region) on the sustainability of the venetian innovative start-ups. The purpose of the study is to identify and evaluate the so-called "anchors of innovation", which can potentially accelerate the diffusion of innovation and stimulate the creation of innovative jobs. The initiative is part of the European "Smart Europe" project (Interregional Territorial Cooperation Programme INTERREG IV C) to which the Region of Veneto - Directorate of Industry and Crafts and the regional agency for the promotion of innovation, Veneto Innovation, are partners. In the analysis two other directorates of the Region of Veneto were involved (the Directorate of Labour and the Directorate of Social Services). This due to the cross interest nature of the topic and since it requires integrated interventions and prospects from both directorates. This occasion was important to create the "Smart Europe" network and to successfully present our ieSMART initiative!

Region: Prague (CZ)

SMART POINTS – free help for start-ups

In March 2013, Smart Points were opened in the Prague business Incubator called InovaJET and in the Office of Prague 14. Smart Points provide startups with comprehensive support and service from experts at the beginning stages for free. Startups can ask for assistance with preparing a business plan, ask for a consultation when choosing a legal form of their business, or receive legal and accountant services in the areas of human resources. The experts can also help in finding some financial support or appropriate grant opportunities. The SMART Point in the Prague business Incubator InovaJET is open every working day from 9 am to 5 pm. The SMART Point Office of Prague 14 is open every Monday and Wednesday from 3-6 pm. SMART Points support people who are risk takers and would like to start their own business. SMART Points have been developed within the European project i.e. SMART.

Help with expansion to foreign markets

The project i.e. SMART joined together 12 partners from six countries to help business startups in their home countries expand to the partnering central European markets. Besides Inovacentrum of the Czech Technical University in Prague and the Municipality of Prague 14 there are partners involved from Germany, Austria, Italy, Slovakia and Hungary.

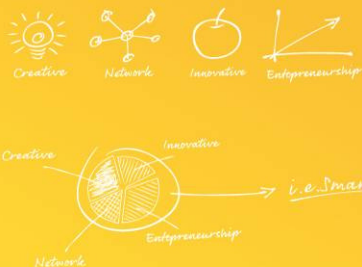


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DEVELOPMENT FUND





Newsletter

July 2013

One of the main goals of the project is to train professionals called SMART Trainers, who will then have the responsibility to advise incoming candidates enquiring about business issues in their respective area of specialization or to be further recommended to a colleague with the appropriate specialization. Another important aim of the project is to connect the international community of SMART Trainers and develop their long-term cooperation. This will make market entry among project partners more possible. Jana Hodbořová, the head of the Prague business incubator – InovaJET, says: "Theoretically the Smart network could function like this - if a Czech startup is interested in entering the German market, we will serve as a liaison to enable communication with a German SMART Trainer for support. The German SMART Trainer can then choose and recommend the best cooperating partner according to needs of the Czech startup provide us with the respective contacts. The trainer will also give valuable advice regarding any specific issues related to the startups' market sector. "

"If everything goes according to plan, we can expect countless opportunities for Czech Startups to expand into foreign markets," says Hodbořová.

The project i.e. SMART began in July 2012 and has a total operating time of 30 months. It is financed by Central Europe (European Regional Development Fund).



Region: Modena (IT)

i.e. SMART RP2 Work Package Leaders Meeting and 2nd WP3 Working Group Meeting

On the 22nd and 23rd of April, Modena Formazione organised the project *2nd WorkPackage Leaders Meeting* and the *2nd Work Package 3 Working Group Meeting* as planned in the Application Form.



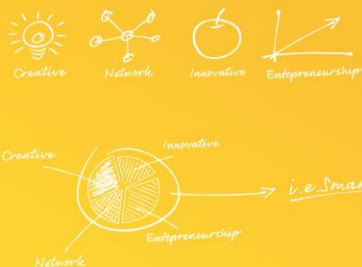
16 partners' members took part in the two-day workshop detailing project regional activities and planning the forthcoming steps to be completed as planned.

The biggest issues at stake are *i.e. SMART Social Media Strategy* and the new communication tools / gadgets to be produced in the project (WP 2), the *regional SMART Points* state of the art (WP 3.1),

the presentation of the *SMART site (ICMS)* concept (WP 4.3) and the discussion of the forthcoming *1st Train the SMART Trainers week* (WP 4.1).

With reference to the SMART Point customisation, all seven regional SMART Points have been presented and shared with full commitment to be completely operative by the end of the summer. Beginning in late September 2013, all *SMART Points* will begin operating as centres for the facilitation of innovative ideas, the promotion of the entrepreneurial culture and the dissemination of the "*transformative business approach*." Also in late September, the *SMART competition* will be launched with purpose of selecting the five best business ideas per region to be supported in their planning / start-up phase. The winners from each region will be "*socialised*" with all the other six





Newsletter

July 2013

partners' regions during the *SMART Campus* in Bratislava in Spring 2014. (for more details over project activities @ regional level see www.ie-smart.eu).

The meeting was also an opportunity to witness a Scottish traditional bagpipe performance by project leader Mr Stuart Simpson. The performance was greatly appreciated by the audience and the other tables in the restaurant quickly joined in the applause. The restaurant owners expressed interest in future bagpipe performances by Mr. Simpson!

Region: Stuttgart (DE)

i.e. SMART Event *Generation Media Startup* SMART point Stuttgart successfully started

Startups are known to provide good business ideas, new products and to offer unconventional services. They are innovative producers. Therefore, they are very important for economical development. In the beginning of the startup process, startups often experience a lack of fundamental knowledge about how to put their brilliant business ideas into practice. For Stuttgart and its region, it is important to support startups and their founders so that they can be prepared for their ambitious projects. That is why a SMART Point, at the Stuttgart Media University is going to be established where special trainings and workshops for startups and students will be offered.

On Friday, June 7th, the i.e. SMART event *Generation Media Startup*- took place in Stuttgart. Startups, students and companies were invited to share information, visit workshops and network in an entrepreneurship environment. The opening remarks for the SMART point Stuttgart was given by Prof. Dr. Alexander W. Roos, director of the Media University.

In the morning, over 100 students and startups participated in workshops which were focused on important startup themes. By afternoon, more than 150 participants were attending presentations and startup pitches. Eight young and very engaged founders presented innovative startup models. The "market of possibilities" gave about 20 startups the chance to present their products and services to interested visitors and established companies.



Newsletter

July 2013

The i.e. SMART event was organized by the Department for Economic Development of the City of Stuttgart and its partner, the Stuttgart Media University and took place from 9:00 to 16:00 in the town hall of Stuttgart.



Photos:

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Newsletter

July 2013

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