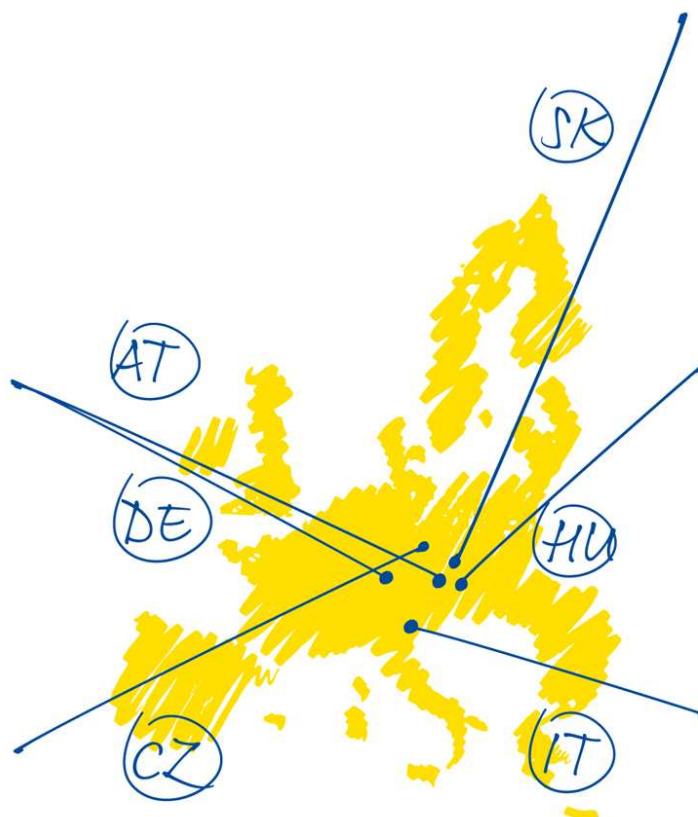


Newsletter

January 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



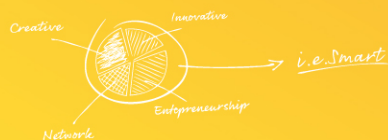
**CENTRAL
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The project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.





Newsletter

January 2013

News from the project partner regions

Region: Vienna (AT)

i.e. SMART Start-up Conference
Catalysts for Change
Regional Experience with Smart changes

28 November 2012
House of the European Union in Vienna

On 28.11.2012, experts from many regions in the CENTRAL EUROPE countries: the Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia, Ukraine, and Austria met in the House of the European Union in Vienna to discuss a highly relevant topic: "Matching skills and jobs for high employment".

The focus of the conference was the rapidly changing market conditions, which are putting many of these regions under pressure. On the one hand, there is the need to keep the economic locations attractive and on the other hand, somehow to utilise the qualifications of the regional labour market forces, which either do not or no longer meet the new needs of regional markets. These regions need a high level of innovation and flexibility to face the challenges of creating economic incentives and jobs.

Innovation experts from Denmark, Portugal, Germany, and Hungary presented and discussed the topic of "New Generation Enterprises" and their possibilities and potential during a transnational panel discussion. The experts unanimously agreed that innovation has to be recognised, supported, and implemented in order to generate synergies for the challenges ahead.

The conclusion: innovation means "change", innovation means "business", but innovation also means opportunities for regions".

The motto of the conference:

Be bold!
Be ahead!
Be different and make a difference!
Be smart!



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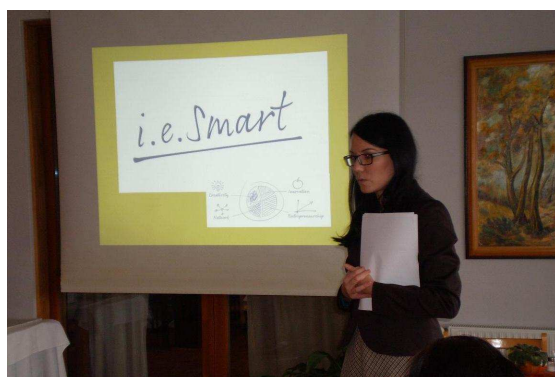


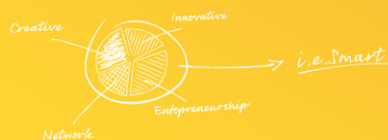
Region: Bratislava (SK)

On 10 December 2012, I-Europa Ltd. presented the idea of the i.e. SMART project to the stakeholders of the project, and members of the Enterprise Europe Network (EEN) in Slovakia. The aim was to catch their interest to participate in the Regional Workshop with shareholders and stakeholders to validate the pre-final SMART point concept planned for February 2013.

Fourteen representatives of five business organizations (the Regional Advisory and Information Centre Presov, the Slovak Chamber of Commerce and Industry, the BIC Group Bratislava, the National Agency for the Development of Small and Medium Enterprises, and the Business and Innovation Centre Bratislava) providing services to entrepreneurs in the field of innovation, technology or EU funding participated in the presentation. A fruitful discussion on the i.e. SMART project vision, the lack of skills, and the entrepreneurial spirit ensued.

The partners operating in the region of Bratislava confirmed their willingness to participate in the regional workshop and to find synergies for potential cooperation in the realisation of the i.e. SMART project.





Newsletter

January 2013

Region: Budapest (HU)

As in the other regions, the partners in Budapest also started to work on the realization of i.e SMART. Though the first semester of the project was rather „an invisible phase“ with lots of planning and coordination, we have already had the first possibility to introduce i.e SMART to an interested public.

On 10 October 2012, the Blended Learning consultant/facilitator workshop took place with the participation of representatives of the consulting network of the Budapest Enterprise Agency (BEA). As part of the programme, György Szekeres, the programme manager of BEA, presented the i.e SMART project.

i.e SMART has also been presented to the teachers and the management board of the Budapest College of Communication and Business. The presentation stimulated great interest among the trainers and colleagues of the College's Career Centre, which deals with young and talented students.

Our first stakeholder meeting will be held on 28 January 2013.



Region: Veneto (IT)

The launch of the i.e. SMART project in the Veneto region started with the "Common Working Culture Workshop " and continued with the customization of the SMART point.

In the first phase of the project, the Region of Veneto immediately implemented some strategic activities. It was a very intense project start indeed, particularly because the i.e. SMART project is a continuation of the previous ET-struct project.

In September, the i.e. SMART partners were invited to attend the "Common Working Culture Workshop" in Venice. The event met with great interest and focussed on the cultural exchange between the partners through social activities and innovative communication. The planned visit to Fabrica was of particular interest. Fabrica is Benetton's communication and research centre, it is a hotbed of creative ideas, a permanent laboratory where young artists from all over the world can come to develop their ideas in the field of advertising.

The project partners had the opportunity to study the methodology and approach, which have been useful to stimulate and encourage the birth of creative ideas. The Region of Veneto was then committed, together with the second Italian partner Modena Formazione, to develop the concept of a SMART point. A SMART point is the physical place where creative entrepreneurs will find support in generating innovative transformative business ideas, in preparing their business plans, and in fulfilling their business ideas.

After defining the SMART point concept, valid for the entire transnational SMART Network, the Region has started working on a regional customization of the service. As a result, the Region of Veneto is organizing a workshop addressed to local stake and share-holders in order to develop the theoretical basis for a regional SMART point. The concept will be based on local specifications and will lead to the concrete implementation of the service.



Region: Prague (CZ)

The City of Prague prepared for the implementation of the SMART point - a place that will serve as the first contact point for potential and existing entrepreneurs. At the SMART point, trained professionals will provide consultancy services in the areas of legal advice, policy rules, tax issues and business and project idea development. There will be two branches within the Prague regional SMART point- one, located at Prague 14 - Černý mainly focussing on administrative and legal support, the second branch - operated by InovaJET of the Czech Technical University, will focus on idea development and the organization of innovative workshops. This will offer complex support for the entrepreneurs in all stages of their company lifecycle. The Prague SMART point will be developed as part of the transnational project i.e. SMART, which interconnects seven urban areas in six CENTRAL EUROPE Member States. This will enable cooperation with SMART points in the other urban areas. As a result, Czech entrepreneurs will have easier access to foreign markets.



Region: Modena (IT)

Central Europe National Thematic Event Region Veneto - Vicenza Presentation of the i.e. SMART project

Modena Formazione was officially invited by the Italian C.E. National Contact Point to present the i.e. SMART project at the C.E. National Thematic Event held in Vicenza on 5 December 2012.

The topic of the conference was: "The added value of Territorial Cooperation in Central Europe. Experiences in the fields of logistics, sustainable public transport and the challenges of demographic change and knowledge development". Based on this topic, all on-going Central Europe projects having at least one Italian partner (or lead applicant) were invited to the event and were involved in the lively discussion.



After the joint session which was initialised by the presentation of Mr. Luca Ferrarese (Head of the C.E. Joint Technical Secretariat) with the title "*The Central Europe Programme: state of the art and prospects for the future*", the event continued in two parallel workshops (a. *Logistic and Sustainable Transport* and b. *Challenges of the Demographic Change and the knowledge development*). The i.e. SMART partner Modena Formazione took part in the discussion about Demographic Change and Knowledge Development stressing the importance of i.e. SMART, its plans for the future sustainability and its relevance / indications for the coming EU 2014-2020 programming period.



Programma CENTRAL EUROPE 2007-2013 - evento tematico nazionale
Montecchio Maggiore (VI), 5 Dicembre 2012
Il programma Central Europe:
stato dell'arte e prospettive per il futuro
Luca Ferrarese - Joint Technical Secretariat

The main challenges of Demographic Change and Knowledge Development have been identified in the *aging of the population*, the *structural change in the "family system"*, the *territorial changes* (e.g. depopulation) and

labour mobility (migration, brain drain ...). The main proposals for the period 2014-2020 have referred to the need that *Demographic Change* become a *horizontal priority* (not only a declaration of intent but concrete activities have to be implemented).

The following activities are needed: *services* (including ICT) *for active aging*, the *conversion of economic activities* and *upgrading of human capital* on the *basic perspective of promoting entrepreneurship and business start-ups*, the *constant promotion of training and lifelong learning*, the *need for combating the brain drain*, the *re-definition of urban spaces in response to new population dynamics* and active measures for the *reconciling of work and life*.

The i.e. SMART project with all its tools and actions towards the promotion of innovation and entrepreneurship growth across Central Europe is clearly perfectly in line with all the identified proposals.

Region: Stuttgart (DE)

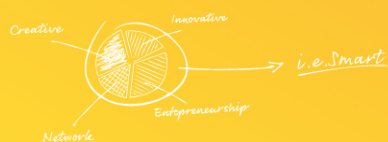
Start for the i.e. SMART campus

In mid-February, the finals of the European Business Masters Cup (ebmc) took place at the Stuttgart City Hall. 24 students from six European universities determined the best Start-up team out of initially 150 participants. The ebmc is an international management simulation competition in which students of all faculties learn to think and act as entrepreneurs.

During the competition, the teams took on the task of managing a solar panel manufacturer. They had to make decisions on sales, distribution, purchasing, product planning, and finance and accounting. In addition, the participants faced special tasks in order to enhance their right brain skills like presentations, negotiations, and project management.



In 2013, the Start-up Center of the Stuttgart Media University was conducting the ebmc in cooperation with the participating universities and the City of Stuttgart.



Newsletter

January 2013

The competition served as a pilot project in order to organize a regional i.e. SMART competition with students and Start-up companies at the end of the year. The aim of the competition is to identify the best entrepreneurs and business ideas to go forward to the i.e. SMART campus.

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