



# Newsletter

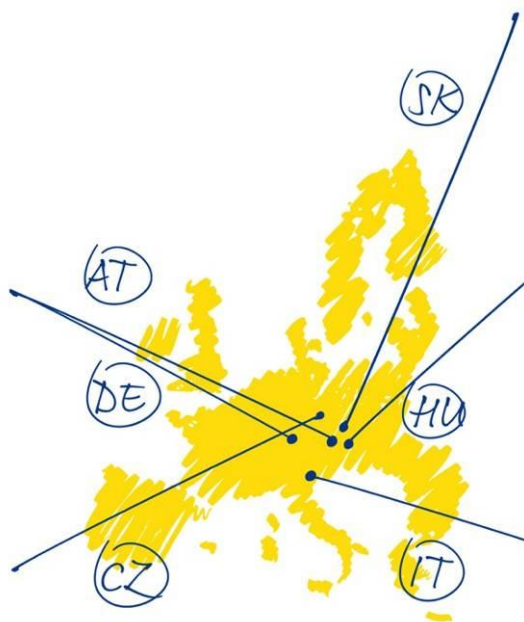
June 2014

## i. e. SMART – Entrepreneurs make their dreams come true- The SMART entrepreneurial journey continues

In our last issue, all seven SMART Regions selected the ten best business ideas in the areas of Green Economy, ICT, and the Creative Industries to continue onto the final round of the SMART competition. Our young semi-finalist entrepreneurs ages 14-30 were given a new challenge: to develop a sustainable, realistic, business plan using the Business Model Canvas that would support their business idea.

Together both the business plan and idea were the deciphering factors to win a chance to attend the SMART Campus which was held in Bratislava May 19-23.

In this issue, we will take a deeper look into our young entrepreneurs' journey during the i.e. SMART competition while also highlighting their transnational experiences at the SMART Campus.





# Newsletter

June 2014

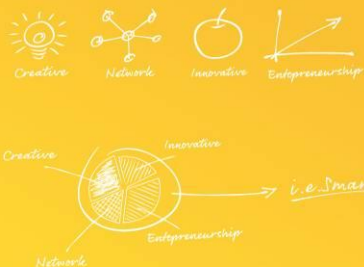
## Other i.e. SMART Transnational News

### i.e. SMART Photo Competition

Commencing in December 2013, i.e. SMART participants were asked to submit their business idea in form of a photo on Facebook. The transnational competition encouraged anyone who had generated a business idea at their regional SMART Point. Hundreds of images flooded the i.e. SMART Facebook page with the hope of winning the best "Business Idea Photo Competition." Three winners were chosen based on the amount of likes they received from project participants and were awarded with an Amazon gift certificate to purchase more resource literature to assist them with their start-up company.

i.e. SMART would like to thank everyone who participated in the SMART Photo Competition by submitting their business idea photos. There was an exceptional amount of creativity and talent from participants, which demonstrates an immense start-up potential in CENTRAL EUROPE. Let's take a look at their business ideas in form of photos!





# Newsletter

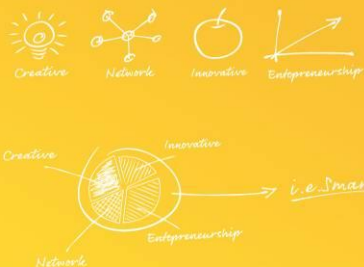
June 2014

## i.e. SMART Photo Competition First Place Winner *La stella degli elfi (Veneto Region)*



Concept Designer:  
Dimitri Gramenzi, 26  
First Place Prize: 200 Euro





# Newsletter

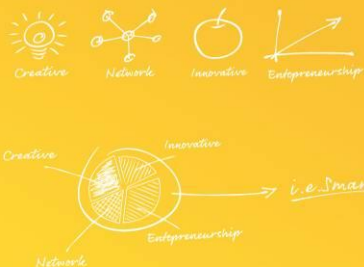
June 2014

## i.e. SMART Photo Competition Second Place Winner *Plumake-3D Printing (Veneto Region)*



Concept Designers:  
Riccardo Bertagnoli,23  
Fabio Righetti,23  
Davide Grobberio,23  
Alberto Valente, 32  
(Not Shown)  
Second Place Prize: 150 Euro





# Newsletter

June 2014

## i.e. SMART Photo Competition Third Place Winner *Mystreet (Stuttgart Region)*



Concept Designers:  
Katharina Kulakow, 25  
Anja Weiler, 23  
Esther Fischer, 23  
Corinna Gross, 23 (Not Shown)  
Third Place Award: 100 Euro



## Round Two: A regional look into selecting the finalists for the SMART Campus

At least ten semi-finalists representing each of the SMART urban regions spent four months between January and April to further develop their business ideas with a transformative, practical, sustainable, and realistic business plan. In round two, regional juries selected the best business plans based on the value proposition, customers, infrastructure, finance, and their personal journey. In this section, each SMART region will highlight the challenging process their participants endured from idea development to writing a strategic transformative business plan.



## Vienna Region

In the Vienna Region, the i.e. SMART Competition collaboratively worked together with the national Austrian EESI competition *Starte Dein Projekt (Start Your Project)* which enabled the i.e. SMART Competition to include hundreds of business ideas from secondary students ages 14-19. Students stemmed from a variety of secondary school types such as business and trade schools as well as schools involving apprenticeships. Students were given almost nine months to develop their business ideas together with a transformative business plan.



### Vienna Regional Winners to Attend the Smart Campus

The SMART Point Vienna selected the following seven project ideas to attend the SMART Campus. They are listed from left to right.

**Thomas Völk, Tingu Bill**, an application to help you with your personal finances and budgeting  
**Linda Zbiral, Eco-Fitness** – a fitness center that is energy self-sufficient and can generate energy to the neighboring

communities.

**Christoph Veitl, Distributor 4 SmartPhone and Tablet Access**, a business concept to eliminate the middle man in iphone and computer sales, saving small businesses time and money.

**Dominic Weiser, Wathaa-Wasser für Alle**, an interactive board game to teach children about the value of water and its conservation.

**Christoph Rebernig, Re-green**, a concept to purchase non-carbon entities at the gas tank that would help offset global warming.

**Pinamang, Yeboah, World Wide Water Human 4 Human**, a social entrepreneurship project to build water fountains for villages in Ethiopia

**Stuart Simpson**, i.e. SMART Project Concept Author and Coordinator



**Stefanie Sorgo, *Horses-everything is possible***, a one stop shop where horse lovers can purchased already trained horses

On behalf of the Vienna Region we wish these regional winners much success at the i.e. SMART Campus!

## ***Dreams Come True – Vienna SMART Point Opening and Special SMART Brunch***



On a sunny spring day on March 25, 2014, SMART Point Vienna held its grand opening ceremony in the prestigious Stefanisaal on the ground floor at Stephansplatz 3. Guests were also encouraged to peruse the i.e. SMART exhibition “Portraits of Entrepreneurship,” which showcased profiles of successful, young entrepreneurs from the Vienna start-up scene who were both past and future SMART Brunch guest speakers for the 2013/14 school year. The exhibition also featured the i.e. SMART Scope and Sequence curriculum which serves as a framework to provide ongoing professional development to educators until the end of the 2014/2015 school year so that they can begin teaching secondary students ages 14-19 about entrepreneurship. Leading gastronomy artist, Bernd Schlacher, was the guest of honor at the event. Born in a struggling family in the Austrian

countryside, Schlacher told his heart warming success story of how hard work and dedication can help make your dreams come true.



Welcoming remarks were also given by Dr. Susanne Brandsteidl, The Executive President of the Vienna Board of Education, Dr. Christoph Berger, the Rector of the Christian University College of Teacher Education, Vienna/Krems (KPH), and DI Gabriele Tatzberger, Mingo Head of Department, Vienna Business Agency. Together, the group of i.e. SMART





# Newsletter

June 2014

supporters cut the extravagantly yellow i.e. SMART cake with the student led SMART Brunch catering company, Wild Kitchen.

Schlacher's presentation was warmly received from audience of over 170 guests consisting of aspiring young entrepreneurs from various secondary schools, district school inspectors, local politicians, and media. Finally, an i.e. SMART interview panel, consisting of students who had already participated the i.e. SMART program and represented each of the compulsory secondary school types, asked Schlacher an important question that was unique to their interests.

SMART Point Vienna has also been extremely successful in its effort to implement entrepreneurship education among a variety of secondary school types. Completing the 2013/14 school year, the SMART Point Vienna will have trained nearly 100 teachers to begin implementing the i.e. SMART Scope and Sequence curriculum in the classroom. The SMART Brunches, which is in an enrichment opportunity for students to listen to Entrepreneurs from the Vienna start-up scene tell their success stories, has been a major success. Over 400 secondary school pupils attended one of the series of seven SMART Brunches during the 2013/14 school year.

In cooperation with the Christian University College of Teacher Education (KPH) Vienna, Krems, the SMART Point Vienna will continue to offer teacher training and SMART Brunches beyond the projects life; until the end of the 2014/15 school year. In addition, plans are underway for the project's sustainability to continue until the end of 2018. There will be more information about this initiative in our next issue.



## Region: Bratislava (SK)

### Smart Campus - Where ideas meet business and beyond

After an intensive week of Smart Campus we are back on track creating the prototypes and building actual businesses from our top five ideas.

Here are some interesting insights about our five SMART Campus participants:

**JIWI**, was shortlisted as one of the top 10 business applications in the Telekom Cloud Contest. The Slovak company, Telekom Cloud Contest received

 <p><b>jiwi</b></p> <p>jiwi vám urobí poriadok vo faktúrach a bločkoch. Sama ich automaticky zaeviduje. Vy máte vždy prehľad o aktuálnom stave nákladov a DPH.</p>	 <p><b>miniFAKTÚRA</b></p> <p>Vystavujte faktúry pomocou Vášho mobilu, tabletu alebo počítača. Majte prehľad o svojom podnikaní kedykoľvek a kdekoľvek.</p>
<a href="#">Detail</a> <span>♥ 224</span>	<a href="#">Detail</a> <span>♥ 210</span>



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over 130 registered projects and will award the winner with a prize worth 30K euros. You can support them too by voting [here](#).



**Empathyland** was the recipient of the Slovakian Social Impact Award. This contest was similar to the Smart Campus, but more geared for social entrepreneurs. Although Empathyland did not win the contest, they still gained much media exposure and useful contacts through networking. If you are interested, please watch the online video [here](#).

**ADDWORK.EU** is adding new interesting videos to the „portfolio of professions“ that helps young people to choose their career path. Have you ever fathomed becoming a professional cyclist or selling carbons to offset global warming? Here, you can witness success stories of people already fulfilling their dream career.







entrepreneurship.

Our Slovakian teams are growing in numbers and they will also serve as excellent role models for the next generation of emerging entrepreneurs. SMART Point Bratislava is already preparing a calendar of events for this fall such as inviting young entrepreneurs to our SMART Point to tell their success stories and making presentations at Slovakian universities to promote

i.e. SMART has provided our emerging entrepreneurs with a plethora of meaningful experiences. In addition to attending workshops, project participants had the opportunity to network and socialize with young entrepreneurs from different sectors (IT, creative, business, eco).

SMART Point Bratislava emphasized social collaboration between participants from each sector during the project's first year and would like to continue this development. Hence, we plan to organize a "matchmaking" event for current university students as well as graduates from these sectors. The event will pair two groups together;



an aspiring entrepreneur with an actual entrepreneur. We hope that each team will be inspired while also make important networking connections. Finally, we also plan to make the i.e. SMART

business tools accessible via online education. This will allow our SMART Point to cater to a much larger audience.

## Region: Budapest (HU)

### Right brain business planning – a transformative process mobilizing youth



In the Budapest Region, the Budapest Enterprise Agency organized several programs for young entrepreneurs. The SMART Competition registered more than 30 applications, with various project ideas from the three sectors identified by the i.e. SMART project. The selection of the 5 SMART Campus participants occurred in two step process.

First, a jury of specialists from the Budapest Enterprise Agency and Budapest College of Communication and Business selected the best 12. After the first selection round, there were two types of trainings offered to participants. Furthermore, the 12 semi-finalists received a more focused training in preparation for the SMART Campus while the remaining 20 participants also received similar trainings. In the second round of selection, the best five business ideas were selected according to their skills on preparing a business plan. The final five participants all have unique ideas, which have international market potential, high innovative and added value. For example, one of the winners, Lambert Toth, the owner of NEMUNDIR role playing game, won a prize of approximately 3000 euros in the Start-up competition of the Budapest College of Communication and Business. The new fantasy brand -



inclusive of the added products, books, games, applications - will be part of a big network. Another winner, Gergely Buda with DÜHÖNGÖ (A place to rage) project started his start-up with the help of an investor.



The preliminary phase of the SMART Competition and the SMART Campus received very important media and news coverage. The spreading of the activities and the high added value of the workshops and trainings reached their goals. The Budapest SMART Point continues to attract more and more young people willing to start an enterprise and also in other sectors than those defined in the i.e. SMART project.

As described in the previous paragraphs, the Budapest Region SMART service pool was established and the promotion of the SMART Points' activities was successful. The project partners attracted a large audience to all organized events. The Budapest Enterprise Agency focused on organizing further workshops and competitions. The main goal of the workshops was to reach new participants. The BEA would like to create a special "mini campus" with new participants from Hungary. The other goal is to spread out the SMART Point professional development. During last semester, we offered workshops in reputation management, right-brain businesses, online marketing opportunities and much more. We hope to continue to further our programs to meet the diverse needs of our audience.



# Newsletter

June 2014

## Region: Veneto (IT)

### FROM AN IDEA TO STARTING A BUSINESS: A SMART PATH OF YOUNG ENTREPRENEURS IN VENETO, ITALY



During the SMART Competition's second phase, the Veneto Region focused its' attention to further developing our ten young entrepreneurs' knowledge of writing a strategic transformative business plan using the Business Canvas Template. SMART Point Veneto cooperated with the consulting agency "Polins Polo Innovazione Strategica" to lead a series of workshops and individual coaching sessions. For

almost nine months at the Veneto Smart Point, the selected ten aspiring entrepreneurs took part in several integrated activities dedicated to business idea development and writing a business plan. Supported and guided by expert trainers, the young entrepreneurs were busy working to examine the most strategic areas of their business ideas. As a result, they all developed a more defined, well-structured and sustainable project.





# Newsletter

June 2014

By the end of the training in April, five candidates were chosen to attend the SMART Campus in Bratislava. The selection process consisted of a jury consisting of expert entrepreneurial stakeholders. This event also gave the young entrepreneurs the opportunity to make contacts with potential investors and incubators of local companies. The five selected projects, which finally took part in the SMART Campus, represented each of one of i.e. SMARTs targeted industries and distinguished themselves for innovation and sustainability.

The five selected projects on behalf of Smart Point Veneto are:

**STARTEMPO** – A social web platform exchanging people's time and experience in return for services. Its goal is to also reinforce relationships among people in the same community.

**Happy Ways** – This carpooling website offers the organizers a channel to advertise events to a potentially interested audience. Users can benefit from an alternative way to commute that is cheaper, more ecological and engaging.

**Il dolce far niente** – This tailored pastry service provides potential customers with healthy, delicious and high quality products. The pastries are creative in taste and very aesthetic.

**The Star of the Elves** – This service provides people the opportunity to interact with nature by completely immersing themselves in the outdoors. This unique experience eliminates the risks and fears that are associated with being outdoors.

**VEASYT Live!** – This brand new interpreting platform offers a full range of quality interpreters easily accessible in video-conference via web.

The i.e. SMART project has generated a tremendous amount of experience and idea experimentation in the Veneto Region. The project forced young aspiring entrepreneurs to step outside their comfort zone in an international context and develop their business idea. Moreover, i.e. SMART has helped identify the need for entrepreneurship education in the Veneto region and has also begun measures for sustainability of the project.



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The 5 finalists of the Veneto Region

## Region: Prague (CZ)

### SMART Point Prague supports emerging ideas



SMART Point Prague has made another important step to support Czech emerging entrepreneurs. Thanks to the project i.e. SMART we have managed to send the selected five entrepreneurs to meet their international counterparts and broaden their experience. The area of interest and expertise



of the Czech entrepreneurs is wide.

**Galavito** – is a company presenting their idea of infrared heated tables, which can be a great product for restaurants, hotels and their outdoor terraces.

**Jimehlavou.cz** – is a professional web portal that is focused on healthy food and lifestyle. Its' goal is to provide the public with information about popular food and nutrition that is also recommended by experts.

**Sunlafel** – is an emerging company that has already made some of its seed-based food products without any allergens. It represents an interesting alternative for many people looking for such a product.

**SmartCon** – created a very promising web application assisting event organizers and visitors in event management. This is another example of perspective Czech idea.

**Najdiarchitekta.cz** – is a web application that matches architects with potential clients to save them time and money. The application allows architects to make tailored home designs and demonstrate them to clients. It offers free online consultations, so that you can choose the right architect to start your project.



Our selected entrepreneurs have made great progress over the past few months. Besides the development of their business ideas, they also worked on their presentation skills so that their idea could be 'pitched' in a more precise and attractive way. SMART Point Prague played a crucial role in the development process of entrepreneurship education. We provided thematic workshops and experienced experts who coached our entrepreneurs along their journey. This was done in close cooperation with the University of New York in Prague (UNYP). Today the entrepreneurs are working on their business plans with special coaching from experienced individuals in the start-up field.



# Newsletter

June 2014

The important aspect of the whole process is that Smart Point will utilize the lessons learned in developing other prospective entrepreneurs. Currently, SMART Point Prague continuously collects feedback and utilizes the data to further develop programs. The main goal is to provide sustainable and functional support for the emerging entrepreneurs in the Prague region, while also combining workshops and coaching from experienced colleagues.

## Region: Modena (IT)

### **SMART Competition: a new opportunity for innovative business ideas in Modena**

SMART Point Modena's young entrepreneurs have been guided through a long but fascinating journey from idea generation to modelling and planning using the Business Model Canvas® approach and template.

Our four selected business ideas which attended the SMART Campus are:

**Evensi** –this search engine focuses on events that are happening around the world with a database of more than 5 million events database. [www.evensi.com](http://www.evensi.com)

**Press-On-Demand** – this podcast service provides an audio version of the main articles published daily from national and international newspapers.

**Krisoviro** – state of the art jewellery that combines glass with precious metals to make a new design breaking traditional outdated styles.



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# Newsletter

June 2014

**SPA in Modena** – a new concept for SPAs (self-sustaining aggregation) with various sources of renewable energies.

All these ideas started from a simple idea and with a desire to develop a strategic, transformative business plan. All entrepreneurs had the chance to challenge their knowledge and ideas with experts and other entrepreneurs in order to detect all strengths and challenges of their business ideas.

I.e. SMART provided an international environment which exposed our entrepreneurs to a whole new dimension – especially during the SMART Campus. Both the competition and the SMART Campus were the biggest challenges for our selected four entrepreneurs. They were challenged with multiple perspectives in the start-up world and also forced to pitch their ideas on stage in front of a large international audience.

SMART Point Modena focused on activities in the first year of operation, ranging from **lectures and trainings** on idea generation to developing a transformative business plan. There was also a strong international component (both independently and in collaboration with UniMoRe [University of Modena and Reggio Emilia]). SMART Point Modena also provided **coaching** on business planning & support to aspiring entrepreneurs. We also facilitated **cooperations** with other local / regional actions to promote business planning & start-ups. With the support of its leading partners (UniMoRe, Modena Chamber of Commerce, Province of Modena, Modena Municipality, C.N.A. and DemoCenter) the SMART Point Modena is working to establish the necessary conditions for its sustainability.



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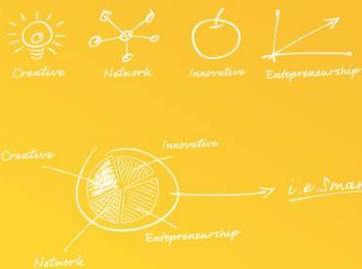




## Region: Stuttgart (DE)

**Stuttgart's start-ups are going to improve the quality of city life**

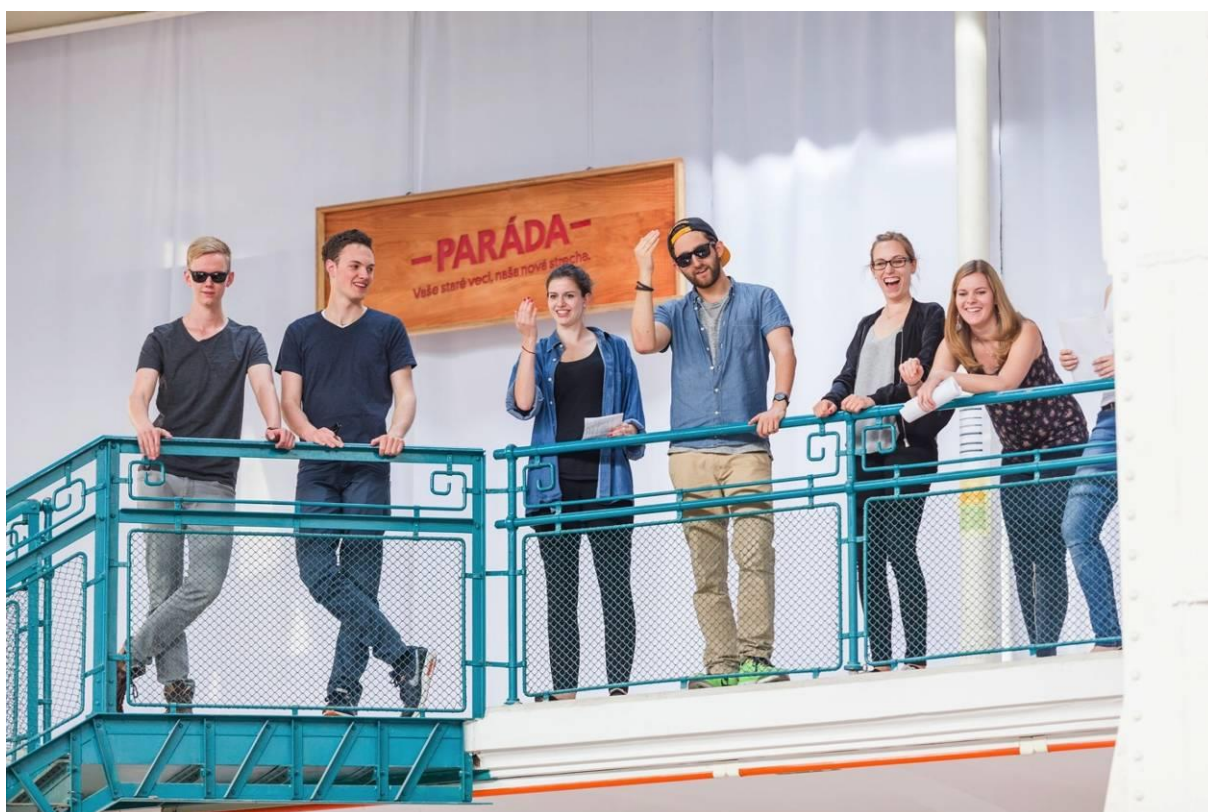




# Newsletter

June 2014

SMART Point Stuttgart at the Stuttgart Media University selected participants based on their most innovative ideas and transformative business plans to attend the SMART Campus. Let's take a look at our fine group of young entrepreneurs.



**Spoore** – Spoore is a modular hardware MIDI-system (Musical Instrument Digital Interface) for live performance and studio production in the music industry. Spoore offers a variety of different input devices, such as units of faders, knobs and velocity-sensitive pads, which can be purchased individually. Connected to only one single „Node Unit“, which handles data transfer and power supply, the modules can be arranged to fit a layout most convenient to the user. Spoore fulfills the basic needs which are hardly satisfied by existing MIDI-systems on the market; it provides unending flexibility in layout and a practical hardware controller with all the necessary components.

**UniMug** – offers a system that provides a reusable thermal coffee mug with a computer chip that memorizes your style of coffee. If implemented at the Stuttgart



# Newsletter

June 2014

Media University, this innovation would save nearly 70,000 disposal coffee cups annually. The Stuttgart Media University corporate design and logo would be placed on the UniMugs to emphasize the university's culture. The UniMugs can also be individually designed for each university.

**Juice Station** – provides its customers with a cheap and easy way to charge their phones or tablets in public places such as train and bus stations, cafés or restaurants. For a small fee, the mobile devices will be securely locked in the charging station and can be picked up after a short amount of time with a fully charged battery.

**ThisCover** – is an application that offers an innovative way to get in touch with various museums by providing a glimpse into their exhibitions without having to ever set foot inside the museum. Through the added value of digital content, **ThisCover** connects history with the future. Thanks to iBeacons, the ThisCover App delivers a new experience of discovering and learning for creative content and mobile devices like smartphones and tablets.

**DeineStrasse** – „DeineStrasse“ (Your street) is an online platform which provides an efficient way of getting to know your neighbors in your local community. The platform aims to satisfy the basic needs of people who live in cities and would like to know more people living nearby. The neighborhood social network application will also build trust among neighbors, enabling them to help each other and share things.

SMART Point Stuttgart has had an enormous impact on the campus community at the Stuttgart Media University. We expect to increase participation in the second series of the SMART Point idea generation workshops to take place in the fall of 2014. At least two of our finalists' ideas will continue to be developed and are going to apply for public funding.

The next Smart Point Stuttgart event will be the “Second Generation Media Startup Congress” on June 27<sup>th</sup>. On this occasion, students of the Stuttgart Media University will present the benefits of start-ups in the Stuttgart region.

## SMART Campus – Rising to the challenge



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The SMART Competition was designed to challenge young people across the seven i.e. SMART regions to generate the most creative and original business ideas in the areas of Green Economy, ICT, and the Creative Industries. Five winners were selected from each region to attend the SMART Campus at the SMART Point Bratislava from May 20-23, 2014. There, participants received special training from external international experts and also had the opportunity to pitch their business idea to potential investors. The final day of the SMART Campus on Friday, May 23, was held at the historical Old Market Hall in Bratislava. During the entire day, all 37 projects 'pitched' their business idea on stage to a select international jury, as well as to business angels sitting in the audience. The event was attended by over 500 people including students, teachers, and aspiring entrepreneurs, and was a great enrichment opportunity for young people to witness entrepreneurship in action.

The first half of the day was dedicated to each of the semi-finalists pitching their ideas on stage to an international jury in three minutes or less. Although it was

intended that only six finalists would be selected for the final round, the jury selected ten finalists due to a “tie” in points and the competitive talent witnessed on stage. The jury in the final round consisted of three international investors. In both the semi-finalist and finalist rounds, entrepreneurs were assessed based on the same criteria; A) Business Potential, B) Competitive Position / Innovative Aspects, and C) Presentation Quality/Clarity of Communication. All finalists were exposed to potential international investors sitting in the audience and in the jury.



The “Business Idea Winner” was the SMART Entrepreneur who achieved the best score in the final competition. **UniMug**, Justine Slawik, from Smart Point Stuttgart received this special award presented by the Mayor of Bratislava, Milan Ftacnik. Congratulations to Justine and SMART Point Stuttgart for winning the competition!





# Newsletter

June 2014

Most Valuable Business (SMART Xchange) was awarded to **ThisCover**, Julian Bossert and Team, from the Stuttgart Region by Ms. Chiara Casarella from the Joint Technical Secretariat of the CENTRAL EUROPE PROGRAMME.

This Award was given to the Business Idea participating in the SMART Xchange that had the strongest valorisation by the end of the competition. The SMART Xchange is a virtual stock exchange system that was implemented during the SMART Campus Training to help the participating SMART Entrepreneurs to validate their business models with their peers and other "investors" participating in this virtual market.



MVI – Most Valuable Investor (SMART Xchange) was awarded to **PYG – Pick Your Gear**, Christoph Veitl, from SMART Point Vienna. This Award was given to the investor participating in the SMART Xchange who at the end of the eligible period of the competition achieved the strongest portfolio. The value of the portfolio was automatically calculated by the system, using the calculation method established at the start of the SMART Xchange experience (considering 'cash in hand', equity and dividends). SMART Xchange is a virtual stock exchange system that was implemented during the Smart Campus training to help the participating SMART Entrepreneurs to validate their business models and to promote among SMART

Investors risk taking attitudes by simulating reality in this virtual competition.



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# Newsletter

June 2014

Our final award was the **Business Idea Finalist** and was given to the ten SMART Entrepreneurs that obtained the highest score among all business ideas participating in the first pitching round of the competition. The ideas were assessed by four member jury. The finalist business awards were presented to:

Christoph Veitl, **PYG – Pick Your Gear**

Vienna Region

Tomáš Kopáček & Mr Jakub Tomeš, **SmartCON**

Prague Region

Lambert Tóth, **Nemundir**

Budapest Region

Enrico Capiozzo, Lisa Danese, & Gabriele Greco, **Veasyt Live!**

Veneto Region

Alessandro Bodo, **StarTempo**

Veneto Region

Andrea Pelleschi, Yuri Grassi, Emanuele Corradini,  
David Cavillini, **Evensi**

Modena, Veneto  
Region

Aron Seiffert & Markus Ehret, **Spoore**

Stuttgart Region

Esther Fischer, Corinna Gross, Katharina Kulakow & Anja Weiler  
**“Meine Strasse” (My Street),**

Stuttgart Region

Justine Slawnik & Jasmin Eilers **UniMug**

Stuttgart Region

Adam Gala & Vladimir Panik **Street Lighting**

Bratislava Region



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# Newsletter

June 2014

For more information about us, please visit the SMART Website [www.ie-smart.eu](http://www.ie-smart.eu).

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