

Dear Partners and Colleagues,

Our Project “International ENTrepreneurship Skills Europe” (INTENSE) was launched in September 2016. With this newsletter we would like to keep you updated on the project’s progress on a regular basis.

We are looking forward to working together with you!

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Project Idea

▪ Project Launch

In September 2016 the Erasmus+ project – Intense – INTernational ENtrepreneurship Skills Europe started. The project has a duration of three years and a budget of 405.991,00 EUR. The leader of the project is Hochschule für Technik und Wirtschaft (HTW) Berlin in Germany and the project partners are the University of Applied Sciences (HU) Utrecht in the Netherlands, University of Applied Sciences LTD (TUAS) Turku in Finland, UC Leuven Limburg (UCLL) in Belgium, and Faculty of Economics (EFOS) Osijek in Croatia.

▪ Project Summary and Main Outputs

The OBJECTIVE of “INTENSE – INTernational ENtrepreneurship Skills Europe” is to develop and implement a teaching module focusing on the collaboration and innovative practices between Higher Education Institutions (HEI) and European Small and Medium-sized Enterprises (SME) to stimulate entrepreneurial behavior and the internationalization of students, HEI staff and SMEs. This leads to increased employability of HEI students and university staff members.

Project activities are focused on the development and implementation of teaching modules that on the internationalization of SMEs through cooperation between SMEs and HEIs. Project INTENSE gathers teams of students, SMEs and HEIs from different EU countries with the aim of helping SMEs with the internationalization of their businesses and raising awareness of the importance of internationalization. The project builds on previous experiences of project partners and leads to an exchange of best practices between the partner HEIs:

- Building the bridge between HEI/students and entrepreneurs/SMEs
- E-learning and blended learning
- Building up and measuring competences

Outputs:

- Teaching Materials: “Guidance to internationalization” (O1) and “Concrete steps of internationalization (O2); including a module description/teaching manual (O4)
- INTENSE Tool kit for SMEs (O3)
- Academic Publications on the INTENSE learning model (O5)
- Measuring innovation competences in international business context with the help of IN-CODE Barometer
- INTENSE recommendations catalogue

Project Management

▪ DAAD Meeting of Project Coordinators in Bonn

From 13th to 14th October the kick-off meeting for all German-lead Erasmus+ Projects was held in Bonn, Germany. Besides training on budget regulations and Erasmus+ Tools, the meeting provided the possibility to get to know the other Erasmus+ Projects. Very useful was the exchange with projects-leaders from two previous application rounds as they could share their lessons learned and experiences.

▪ Project Kick-off Meeting in Berlin

The Kick-off meeting of the INTENSE project was held on November 2nd and 3rd at the premises of HTW Berlin, Germany. The ten representatives from the 5 partner institutions discussed roles and responsibilities, the activity plan and the next steps. On the second day, project management processes were agreed upon. Partners agreed on the schedule for intellectual outputs and ideas for Output 1 and 2 were discussed. HTW Berlin and HU Utrecht continued with a small meeting in the afternoon to discuss the details on approaching Output 1 and 2.

The partners discussed their cooperation beyond the project as well. Professors from HTW Berlin and HU Utrecht will visit EFOS in Osijek in the upcoming semesters as guest lecturers. In addition, an intensive cooperation for a specific PhD project between HTW and EFOS was discussed.

- **Project Assistant**

HTW Berlin implemented the hiring process for a project assistant in September 2016. Ms. Christina Saulich will join the INTENSE team from January 1st 2017 and support the project management as well as the developments of the teaching materials (Output 1, 2, 5). Ms. Saulich is currently doing her PhD on influential factors of SME internationalization. She has a Master of Arts in International Relations from the Humboldt University of Berlin and a Bachelor in European Studies from the University of Eichstaett-Ingoldstadt. Ms. Saulich will bring in her experiences from previous third-party fund projects and her knowledge in didactics and teaching.

Project Communication Channels

- **Website**

The project website was created and is hosted by EFOS. The website was launched in December 2016 and will be regularly updated. The website can be found at: <http://intense.efos.hr/>

- **Facebook, Twitter, and LinkedIn Group**

The project partners from EFOS also created several communication channels to follow up on the newest developments of the project. We would be happy, if you use Twitter or Facebook to spread the word about the INTENSE project (twitter.com/ProjectIntense; www.facebook.com/Intenseproject) or join our discussions within the LinkedIn Group (<https://www.linkedin.com/groups/13501961>).

Project Activities

- **Gather Baseline Teaching Data**

The project partners agreed on a first draft structure for the course on internationalization of SMEs (O1, O2; O4). The course module will enable students to gain in total 15 ECTS. The module can be split into three components. The first component provides students with background knowledge on internationalization, the second component focuses on student's project management and consultancy skills and the last component includes the company analysis conducted by the students as well as international student meetings.

The partners are gathering exiting data and teaching material until January 2017. The first draft of the teaching concept will be discussed at the upcoming transnational partner meeting in March in Utrecht, the Netherlands. The first pilot run of the teaching project will take place during the winter term 2017/2018. Five students per country will support SMEs in their internationalization.