

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

November 2017

Dear Partners and Colleagues,

The 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.

We look forward to working with you!

INTENSE – INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

- [Project Background and Main Outputs](#)

Project Activities

- [INTENSE Kick-off Meeting Berlin, October 2017](#)
- [Start of INTENSE Pilot Run at EFOS, Osijek](#)
- [Coming up: International Student Meeting in Utrecht, November 2017](#)

Dissemination Activities

- [INTENSE @ Minilogis Fair & TUAS Business Impact Day, Finland](#)
- [INTENSE in the Journal of Excellence in Sales](#)
- [INTENSE @ 38th Symposium Osijek in Pforzheim, Germany](#)
- [INTENSE @ Moving Minds, UCLL Limburg, Belgium](#)
- [INTENSE @ Science Symposium “Industry of Tomorrow” in Berlin, Germany](#)

INTENSE – INTernational ENTrepreneurship Skills Europe

Project Background

In September 2016 the Erasmus+ project “INTENSE – INTernational ENTrepreneurship Skills Europe” was launched. The project will run for a period of three years with a total budget of 405.991,00 EUR. INTENSE is an international project, implemented by the University of Applied Sciences (HTW) Berlin, Germany (project lead), the University of Applied Sciences (HU) Utrecht, Netherlands, University of Applied Sciences LTD (TUAS) Turku, Finland, University Colleges Leuven Limburg (UCLL), Belgium, and the Faculty of Economics (EFOS) Osijek, Croatia.

Project Summary and Main Outputs

INTENSE aims to promote the collaboration and innovative practices between Higher Education Institutions (HEI) and European Small and Medium-sized Enterprises (SME) in order to stimulate entrepreneurial behaviour, innovation skills and the internationalisation of students, HEI staff and SMEs. As a result it will increase the employability of HEI students and staff.

INTENSE focuses on developing and implementing a teaching module on the internationalisation of SMEs for HEI students. Mixed teams of students, SMEs and HEI staff from five EU countries help SMEs to internationalise their businesses and raise awareness for the importance of internationalization in globalised work and learning environments. The project builds on previous experiences of the project partners and fosters an exchange of best practices between the partner HEIs.

Project Components:

- Building a bridge between Higher Education Institutions, students and entrepreneurs/SMEs
- Provide cross-border support to SMEs through student consultancies
- Making use of and further E-learning and blended learning
- Enhancing innovation, internationalization and entrepreneurial competences

Outputs:

- Teaching module on the internationalisation of SMEs, including teaching manual
- INTENSE Tool Kit for SMEs
- Scientific publications on the INTENSE learning model
- Measuring innovation competences with the help of the INCODE Barometer
- INTENSE policy recommendations

Communication Channels:

- Website: <http://intense.efos.hr>
- Facebook: www.facebook.com/Intenseproject
- Twitter: [@projectintense](https://twitter.com/projectintense)
- LinkedIn: <https://www.linkedin.com/groups/13501961>

Project Activities

INTENSE Kick-off Meeting in Berlin, 10 October 2017

On 19 October 2017, students, companies, external partners and the INTENSE team came together for the INTENSE kick-off workshop at HTW Berlin. During the workshop, companies and students discussed the student consultancy projects that the two student teams from HTW Berlin will work on throughout the winter term 2017/2018. The student teams at HTW Berlin are collaborating with two companies: "Soulbottles", a young start-up based in Berlin, and



"Index", an agency that offers services in PR, HR Marketing and market research. In a relaxed atmosphere with cookies, coffee, and tea, the two student teams had time to get to know the companies and to learn more about the tasks the companies had prepared for them.

Start of INTENSE Pilot Run at EFOS, Osijek

In October the INTENSE pilot run started at the University of Osijek, Croatia. Students participated in lectures on the topic of internationalisation of SMEs and had kick-off meetings with the companies Ortostep and Shovell. Throughout the pilot run, Croatian students will support the two companies with their internationalisation process. Students from EFOS also started working with their partner student teams in Belgium and Finland. Croatian students are supporting a Belgian craft brewery and the Finish company Haloila with accessing the Croatian market. Both Croatian companies are putting high efforts in the project and have become active project partners.

Coming up: International Student Meeting in Utrecht, 26 – 30 November 2017

From 26 to 30 November 2017 a group of 30 students and 10 lecturers from all INTENSE partner universities will come together for an international student meeting at HU Utrecht. The student meeting is part of the INTENSE pilot run. During the one-week intensive programme, students will participate in interactive workshops on the topics of entrepreneurship, innovation, intercultural communication, and case writing. Most importantly, students will have the opportunity to exchange experiences, work in international teams and support each other with their consultancy projects.

[Check out the programme of the international student meeting in Utrecht here.](#)

Dissemination Activities

INTENSE @ Minilogis Fair & TUAS Business Impact Day, Finland

The INTENSE team at TUAS, Turku has promoted INTENSE at different events. It presented INTENSE to companies at the Minilogis Fair and at the TUAS Business Impact Day. Both events were also attended by students who are involved in the INTENSE project.



Co-funded by the
Erasmus+ Programme
of the European Union



INTENSE in the Journal of Excellence in Sales

We are proud to announce another publication related to the INTENSE project. An article about the INTENSE project and the staff training in Turku (August 2017) has been published in the latest issue of the Journal of Excellence in Sales.

[The issue is available here.](#)

INTENSE @ Moving Minds, UCLL Limburg, Belgium

The team of UCLL presented INTENSE to their colleagues during two conversation sessions which took place at UCLL. The first session was directed to 20 internationalisation liaison officers to discuss the international dimension of entrepreneurship in its broad sense. It was linked to the attitudes Erasmus students and teachers need and to the ICOM framework. The second session served to situate the project within the group of initiatives promoting entrepreneurship at UCLL and to define UCLL as an entrepreneurial university. The session was attended by UCLL lecturers who run international projects on entrepreneurship and/or teach entrepreneurship.

INTENSE @ 38th Symposium Osijek in Pforzheim, 23 October – 25 October 2017

Members of the team from EFOS, Croatia attended the “38th Symposium Osijek Pforzheim - Competitiveness in Knowledge Society” in Pforzheim, Germany. The symposium is the result of a long-term cooperation between the Faculty of Economics in Osijek and the Business School of the University of Applied Sciences in Pforzheim. The team presented a paper on "Increasing Competitiveness in Higher Business Education – INTENSE Project".



INTENSE member Prof. Dr. Sunčica Oberman-Peterka in Pforzheim

Science Symposium “Industry of Tomorrow” in Berlin, 9 November 2017

HTW Berlin presented a paper on the topic of “Fit for Internationalisation” at the Science Symposium “Industry of Tomorrow”, organised by HTW Berlin in November 2017. The paper was published in an edited volume by HTW Berlin which is aimed at a specialised audience from the areas of industry and business. The paper discusses how a cooperation between SMEs and Higher Education Institutions (HEI) can support the internationalisation process of small firms.

[The paper is available here.](#)



Co-funded by the
Erasmus+ Programme
of the European Union



Hochschule für Technik
und Wirtschaft Berlin
University of Applied Sciences

