

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

April 2018

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

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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 (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>



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Project Activities

Successful Completion of the INTENSE Pilot Run

The pilot run of the INTENSE project (winter term 2017/2018) has been completed and the INTENSE team as well as the stakeholders involved in the pilot run of the project are looking back on a very fruitful cooperation. Student teams from the five partner institutions have gained hands-on experience in the area of consulting and have broadened their professional networks. Students presented the results of their consultancy projects to companies at national multiplier events during which they also handed over their consulting reports. The students' efforts and hard work were rewarded with very positive feedback from the companies involved in the pilot run:

The international students have worked on our topic in depth and gathered relevant ideas and information. The results were not 'off the peg' but very specific and this is where I see the value of the project. INTENSE is worthwhile for all participants and it's fun!" Franziska Berge, index Agentur, Berlin)

„The students' advice was so professional and targeted that we would like to participate every year." (Frederik Henn, soulproducts, Berlin)

Multiplier Event in Turku, Finland, January 2018

At the end of January 2018, two student teams from Turku University of Applied Sciences presented the results of their research to companies that took part in the INTENSE pilot-run. The two student teams supported two Finnish companies to enter the Croatian and the Dutch Market, respectively. Participating in the INTENSE project was a positive experience for both companies and their expectations were well fulfilled.

Multiplier Event in Osijek, Croatia, 23 March 2018

On 23 March 2018, an INTENSE multiplier event took place at the Faculty of Economics (EFOS) of the University of Osijek, Croatia. Two student teams presented the results of their research to companies that took part in the INTENSE pilot-run: 'Ortostep' (internationalisation into Belgian market) and 'Shovel' (internationalisation into Finnish market). With the support of a student team from EFOS, the company 'Ortostep' established contact with a potential buyer in Belgium which will facilitate the company's internationalisation into the Belgian market. The company 'Shovel' received an excellent market overview of the Finnish market and several recommendations on how to enter the Finnish market. Representatives of both companies expressed their gratitude and already applied for the full-run of the project. EFOS invited all students and other company representatives to take part in the full-run which will take place in the winter term 2018/2019. With the support of the Croatian INTENSE Steering Committee, several SME's already confirmed their interest in participating in the full run.



Dr. Sunčica Oberman Peterka is presenting the INTENSE project at the multiplier event

Coming up: INTENSE Project Meeting in Turku, 11-12 June 2018

The national coordinators of the INTENSE project from all partner countries (Germany, the Netherlands, Belgium, Croatia, and Finland) will come together for a two-day meeting from 11th to 12th of June 2018 in Turku, Finland. During the project meeting, the INTENSE team will discuss the evaluation report of the INTENSE pilot run and will start planning the full run of the project in the winter term 2017/2018. Further items on the agenda are the finalisation of the INTENSE teaching material and the SME toolkit (s. below).

Update on the INTENSE 'SME Toolkit'

One of the core objectives of the INTENSE project is to support SMEs in Europe that seek to enter foreign markets or expand their current activities abroad. Next to student consultancy projects, the INTENSE team is therefore working on an SME toolkit that will be available online by the beginning of 2019. The SME toolkit will have several components:

- **Country pages** for the five partner countries with internationalisation-specific information and links for outgoing and incoming companies that seek to internationalise.
- **A Self-assessment tool for SMEs** which helps SMEs to determine at which stage of internationalisation they are, which information or support they are lacking, and how the INTENSE project can support them.
- **An Internationalisation WIKI** which provides information and links on a number of topics that are relevant for SMEs that seek to internationalise, from market entry strategy to Incoterms.
- **A Youtube Channel to share tacit knowledge on internationalisation** which features interviews with Entrepreneurs that have experience in internationalisation. During the interviews, SMEs reveal which challenges they faced, best practices, and lessons learned.
- **A Call for Participation for SMEs** across Europe to attract further companies to join the INTENSE project. The call serves as an incentive for SMEs that might be interested in internationalisation but are lacking resources and support.

Dissemination Activities

New Publication: INTENSE as Best Practice

The INTENSE project is mentioned as a best practice in the user guide to the European Entrepreneurship Competence Framework published by the European Commission 'EntreComp into Action: Get Inspired, Make it Happen'. The INTENSE team is drawing on the EntreComp Framework throughout the implementation of the project. Take a look at the EntreComp Framework [here!](#)

INTENSE @ Tuu Messin Recruitment Fair in Finland, 2 February 2018

The INTENSE team from Turku, Finland participated in the '[Tuu Messin](#)' recruitment fair on 2 February 2018. The recruitment fair was a great opportunity to promote the INTENSE project and to recruit SMEs from Finland for the student consultancy projects in the full run of the project.

INTENSE @ 27th EDEN Annual Conference in Genova, 17-20 June 2018

Patricia Huijton (UCLL Limburg-Leuven) will present a paper on the INTENSE project with a focus on distance learning at the 27th EDEN Annual Conference in Genova. The European Distance and E-Learning Network (EDEN) was established in 1991 and has more than 200 institutional members. It seeks to share knowledge and improve understanding amongst professionals in distance and e-learning.



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INTENSE @ the Head'18 Conference in Valencia, 20-22 June 2018

For the second time, a paper on the INTENSE project has been accepted at the International Conference on Higher Education Advances (Head) which will take place in Valencia, Spain in June 2018. The Head Conference brings together practitioners and researchers from the area of higher education and serves as an ideal forum to present and discuss the INTENSE project. The paper presented at the conference by HTW Berlin discusses how INTENSE fosters the internationalisation, entrepreneurship, and innovation skills of students and HEI staff and gives insights into the implementation of the project at five European universities. The authors further discuss which challenges the partner institutions faced while implementing the transnational consultancy project and presents three important lessons learned for lecturers involved in transnational teaching projects.



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