

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

August 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!

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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 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>



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Project Activities

Start of the Full Run of the INTENSE Project

The INTENSE team is proud to present the start of the full run of the INTENSE project! After a successful pilot phase, we look forward to working with 25 companies and student teams from the Netherlands, Belgium, Germany, Finland and Croatia in the winter term 2018/2019. Students will support companies with a range of different topics related to internationalisation, from market research to developing market entry strategies. A highlight of the full run is the international student meeting that will take place in Berlin in November 2018 with 70 students and lecturers from all partner countries. In the course of one week, students will work on their company projects and will participate in intercultural trainings and workshops with consultants and SMEs. At the end of the full run, students will present their findings and recommendations at national multiplier events with SMEs and external partners. Are you ready to internationalise?

INTENSE Teaching Material Completed

Over the past months, all project members have been working hard to finalise the INTENSE teaching material. We are happy to announce that all teaching materials are ready to use for the full run of the INTENSE project starting in September 2018 at all partner universities. The INTENSE teaching material includes interactive lectures and self-study material on topics related to the internationalisation of SMEs. This is a comprehensive collection of teaching materials on theoretical foundations of international entrepreneurship, developing an internationalisation strategy, company analysis tools, market entry strategy, and developing a business plan for internationalisation. The material further includes lectures on project management, teamwork, business etiquette, consultancy skills and research skills.

Company Acquisition in Croatia

During June and July, the EFOS team conducted talks with companies to take part in the full-run of the INTENSE project. Selected were six companies which will be the partners during the autumn semester. Companies include: Žito Ltd Osijek (meat and sausage production), Europlast (production of special trailers), Ortostep (shoes for diabetics), Tinker Lab (STEAM workshops for kids), Carta (production of paper bags for the food industry) and Lads Life (production of minimalistic front pocket wallets). All companies are excited to be partners in the project INTENSE and are looking forward to start. During the selection process the EFOS team was supported by the National Steering Board and is partnering with the Center for Entrepreneurship and Croatian Employers Association.

INTENSE Multiplier Event in Berlin, July 2018

The second multiplier event of the INTENSE project took place at the Business Location Centre “Ludwig-Erhardt-Haus” on the 12th of July, a summer afternoon in Berlin. The multiplier event was directed to students HTW Berlin, HTW teaching staff, SMEs, and external partners of the INTENSE project. During the multiplier event, students presented the findings of their consultancy projects. Throughout the summer term, two student teams from the HTW Berlin have worked together with two Berlin-based companies with the aim to support the companies’ internationalisation processes. INTENSE would like to thank Berlin Partner for hosting the multiplier event.

1st company collaboration with WITT GmbH

About the company: Witt GmbH is a Berlin located SME with 16 employees, offering solutions for measurement and technology in rough/disturbed environments as well as engineering services. The students' task was to conduct in-depth research on the railway sector in Europe and to identify the two target markets with the highest potential for the company.

Students consulting outcome: Students created a comprehensive matrix with detailed information on the railway systems, investments programs, entry barriers, and competitors in over 20 EU countries. The student team developed a ranking method in order to systematically compare European countries and their potential for the company. The students found out, that the top 2 countries for Witt to expand are Sweden and the United Kingdom.

2nd company collaboration: Zertificon

About the company: The 60 employees' company with reference clients like Aldi provides more than 20% of the top 100 German countries with Z1 secure business communication solutions. Nowadays, it is essential to encrypt e-mails and in the interest of every company. Zertificon has established first contacts in the Brazilian market and is interested in entering the Brazilian market in the future. The students' task was to conduct in-depth market research and analysis, to collect information on the cybercrime landscape in Brazil, Brazilian privacy law, and implications of the new GDPR rulings, and to provide an overview of potential partners, customers and additional institutions.

Students consulting outcome: Students highlighted that Brazil has one of the world's poorest cyber-security records. The team provided a detailed overview of the current legal framework on cyber-security in Brazil and presented a number of institutions and associations that Zertificon can work with when expanding into the Brazilian market.



Christina Saulich & Wolfgang Treinen (EEN)
welcoming the audience



Companies, Partners & Students

Dissemination Activities

INTENSE @ HEAd' Conference, 22 June 2018

The INTENSE team from Berlin, Germany participated at the 'Higher Education Advances' conference in Valencia, Spain (20 August – 22 August). The conference was a great opportunity to promote the INTENSE project and to spread the teaching materials and find potential new partnering higher education institutions. The presented paper on the INTENSE project was nominated for the best paper award.

INTENSE @ END Conference in Budapest, 23-25 June 2018

Are Entrepreneurship and Digital Competencies False Friends?

- A Design thinking case of the INTENSE e-Tool

UCLL presented a critical reflection on the conceptualisation of the INTENSE e-tool combining design thinking with the SAMR-model of technology enhanced learning at the END-conference 2018 in Budapest. The END-conference is an international conference on education and new developments. Educators convened from HEIs all over Europe and from the USA, China, Singapore, Canada, Taiwan, Mexico, Nigeria. Urgent questions that were shared were: how to keep students motivated in a high-tech society; how to include smart tools and do we assess students' digital literacy in a correct way; how to prepare students for an unknown job market of the future; how we facilitate inclusive education and which strategies should be developed regarding bullying and radicalisation.

UCLL presented the e-TOOL referring to the competencies the EU has formulated both in DigiComp and EntreComp to open up the debate on congruent teaching.



Patricia Huion

INTENSE @ ISPIM Conference in Stockholm, 17-20 June 2018

Helena Rantanen and Sirpa Hänti, both members of the INTENSE team at Turku University of Applied Sciences (TUAS), presented a paper on "Learning Innovation Competences and International Entrepreneurship" at the XXIX ISPIM Innovation Conference under the theme of "Innovation, The Name of the Game". The conference invited researchers, managers, executives, and consultants to discuss issues related to innovation management in Stockholm. The paper presents the FINCODA Innovation Barometer Assessment Tool that is used in the INTENSE project to assess students' and lecturers' innovation competences.

