

# INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

October 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](http://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 INTENSE Full Run

We are proud to announce the start of the INTENSE full run! Throughout the upcoming months, approximately 30 student teams will collaborate with more than 25 companies from Finland, Belgium, the Netherlands, Croatia and Germany that seek to internationalise. Students will work closely together with companies and have the opportunity to apply their theoretical knowledge while working on a real company case and to broaden their professional network. Students' tasks include in-depth market research, analyses and strategy development, among others. Each student team will receive support by a student team that is based in the country to which the company it is working with wants to internationalise. This helps to ensure the quality of the outputs generated by the student teams and foster the collaboration among international students. We are excited to see the projects develop in the upcoming months.

### Full Run at UCLL, Belgium

This year's edition of the INTENSE project was warmly welcomed by UCLL students from various disciplines. 50 students from SME management, Logistics, Marketing and Management assistance signed up to learn more about international entrepreneurship and innovation and put their newly acquired knowledge into practice. The efforts UCLL has been making to promote entrepreneurship to male and female students paid off: half of the students are female, half are male.

Apart from digging into the different aspects an SME needs to look into before crossing borders, they will serve as expert consultants for 5 companies which eagerly volunteered to see their export options to one of the 4 fellow countries in the programme explored. The coming weeks and months, we'll be researching foreign markets for three product companies: a radiator business, Rettig Belgium, which is part of a global group and wants to discover opportunities in Finland; a specialty beer brewer and start-up launched by a former UCLL student, *Triple V*, which wants to test the waters in The Netherlands and Germany; and a pharmaceutical company and family business (*Pannoc*), triggered by a potential expansion to Finland and Croatia. UCLL will also help out a service business, *Logis*, active in logistics training seeking to grow their business in The Netherlands and an e-healthcare scale-up, *Fibrichheck*, which just got a FDA-approval for their heart rhythm monitor application and feels ready to start monitoring the Dutch and German population. Seeing such a huge interest in finding innovative ways to expand horizons, both from students and SMEs, may seem surprising, but for a country like Belgium which is highly dependent on export and import, looking at the world with an open mind is business as usual.



### Full Run at TUAS, Finland

Among the other countries, also at TUAS in Finland 26 students participated the full run. Students come from four different degree programs: Business Logistics, Sales, Industrial Management. Engineering, and Mechanical Engineering. Five different companies have given assignments to students and those already started to work on those. Additionally, they have already taken contacts to student groups at the partner universities. Finally, there will be mid-meetings with the company representatives before the big student meeting in Berlin.

### Kick-off Event at EFOS Croatia, 12 September 2018

On September 12, 2018, a kick-off meeting for the project INTENSE was held at EFOS. During the meeting, students were able to get first pieces of information about companies which will be part of the full-run. Also, companies met the students that will be working on their internalisation project. Students will work with following the companies: *Žito Osijek* (for their brand of meat products - Dobro); *Carta Osijek* (for their paper bags); *Ladz Life* (for their wallets); *Tinker Lab* (for their STEAM program for kids); *Europlast* (for their program of trailers) and *Ortostep* (for their shoes for diabetics). Students have started to work with companies and started applying the knowledge gained through lectures in accordance to the project INTENSE course. During the last month, students received contacts from their support teams in partner countries and started to work on their reports and case studies. Finally, they are looking forward to meeting their counterparts in November in Berlin.



### Kick-off Event at HTW Berlin, 18 October 2018

Another term has begun at HTW Berlin and this means time for another round of consultancy projects with SMEs and international business students! The kick-off meeting was held on the 18<sup>th</sup> October 2018 at HTW. Companies and students came together to meet and to discuss the company projects. The Project Coordinator *Christina Saulich* opened the event by warmly welcoming all attendees and providing an introduction regarding the aims and aspired outcomes of the INTENSE project.

Next, the companies were up to introduce themselves, each of them holding a brief presentation. Afterwards, the companies got together with their student teams and over tea, coffee and biscuits were able to discuss, exchange ideas and get to know each other better. Four companies were present and the consultancy teams for each company consisted out of five to six students.

The Berliner startup "*Soulproducts GmbH*" was represented by *Reka Goebel*. The company was founded in 2012 and employs roughly 30 people.

The company produces drinking bottles made of glass with a focus on sustainability, to be more precise; to reduce the detrimental plastic consumption of bottled water. Soulproducts GmbH is looking to internationalise their business to Scandinavia. The startup "*DNA Merch*" was founded in 2013 by *Anton Wundrak* and *Doreen Zelmer*. DNA Merch sells T-Shirts out of Indian organic cotton, sewed in a self-organised worker cooperative in Croatia. These garments are printed with eco-friendly water-based colours- so it's safe to say that the aim lies on sustainability as well as fair working conditions in the textile market. The company's target market is Belgium.







“Fiylo” was represented by *Nicola Brunath-Lienert* and *Nils Schröder* but the founder *Frank Lienert* was also present. *Fiylo* was founded in 2007, employs roughly 25 people and runs the leading online portal for venues in German cities. The company is interested in internationalising to the Netherlands. “*Business Routes*”, represented by *Bernd Röcken* is a small consulting firm that provides support to foreign companies that are interested in entering the German market. Business Routes currently has two employees and will be cooperating with several incoming companies from the INTENSE project’s partner countries.

### International Student Week in Berlin: 26-30 November 2018

HTW Berlin is proud to host the INTENSE international student week 2018 from 26 to 30 November 2018. A group of 60 students from all over Europe will come together in Berlin to jointly work on their company projects and to participate in a range of workshops and trainings. Among others, the programme includes an intercultural training, a workshop with consultants, a workshop on sustainable supply-chain management and a company visit to a sustainable fashion company. The aim of the week is to increase students’ international, intercultural, team work and project management skills, next to advancing their knowledge on SME internationalisation. We look forward to an exciting and productive week in Berlin!

[Check out the programme of the international week here.](#)

## Dissemination Activities

### Save the date: INTENSE International event for academics, 26-27 March 2019

The INTENSE International Event for Academics will be held on 26-27 March 2019 at UC Leuven-Limburg, (UCLL) Diepenbeek Campus in Belgium.

In the framework of the International Week on ‘Smart Cities’, that is initiated by UCLL and its partner network EUCLIDES, a network of European Engineering and Technology Universities, speaker sessions and workshops on ‘International Entrepreneurship’, will be scheduled on both days. We would be pleased to receive partner institutions and SMEs from all over the world to participate in this inspiring event.

### TUAS Finland: Measuring innovation competences in international business context

Innovative individuals are the resource of all innovations and higher education represents a critical factor in human capital development. Therefore, the role of higher education is not only to educate undergraduates for future work but also to train future employees to perform work tasks, which then generate innovations. The aim of the INTENSE project is to research how innovation competences can be developed during the INTENSE learning module in an international business context. The project uses a novel innovation competence assessment tool, the FINCODA Barometer, to collect data from self-, peer- and external assessments. The research includes pre and final assessments and personal reflection tasks for students and teachers. At the moment, the working in learning module has started and the first pre-assessments have been done. The final assessments will be collected at the end of the module. The results will be reported and published next spring. The results will bring a new insight to the field of higher education and innovation. Researching innovation competences and innovative learning environments, it could be better understood how to develop more effective pedagogical practises, and thus respond to the demands of working life.