

INTERNATIONAL ENTREPRENEURSHIP SKILLS EUROPE

February 2019

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>

Project Activities

Intense Entrepedia: what's in it for me?

Patricia Huion, UCLL

Adult learners have more autonomy in deciding whether they will engage with new content or not. "What's in it for me?" is a question that should be answered very clearly and immediately or they quit the learning environment. To avoid this exit scenario, we created a transmedia learning environment based on Pratten. It allows us to increase the learners' engagement through three stages: Discovery, Experience and Exploration.

In the Discovery phase learners get easy to digest content with a 'minimal amount of attention (Pratten, 2015, p.139). You want them to wonder whether if it is worth their time. Next, you provide them with short information bridging the barrier between the known and unknown. This allows them to decide whether they like this new information.

In the second phase learners need to decide whether they step into the learning environment and whether they understand what it is all about. To be able to do that they need to experience the new content.

Finally, in the Exploration phase, you have to create opportunities to participate and collaborate. You have to give them space to contribute.

The Intense project has created this engagement trajectory for entrepreneurs wishing to internationalise their SME. Its banners and playful notebooklets allows the entrepreneur to taste and quickly decide whether they like this new opportunity; the online entrepedia invites them to experience internationalisation vicariously through testimonials, quotes, a decision tree and connect to experts. Finally, the hybrid learning environment combining physical classes with an online course linking their challenges with consultant student teams offers them plenty of opportunities to explore the learning path into internationalisation.

For more information see: <http://intense.efos.hr/>

Pratten, R. (2015). *Getting Started with Transmedia Storytelling. A Practical Guide for Beginners*. 2nd edition [Kindle].

INTENSE

Dissemination Activities

National Multiplier Event in Berlin, 17 January 2019

"Promoting the Internationalisation of SME's in Berlin: Challenges, Lessons Learned and Support"

On 17 January 2019, Berliner Sparkasse hosted a national multiplier event of the INTENSE project in Berlin. Among the participants were the INTENSE project team, international business students from HTW Berlin, representatives from Berliner Sparkasse, companies and external guests with a shared interest in the issue of internationalisation.



INTENSE Project Manager Prof. *Tine Lehmann* warmly welcomed all attendees and provided a brief overview of the INTENSE project as well as the objective of the event. Next up were student teams from HTW Berlin. The teams presented the findings and recommendations of their consultancy projects with Berlin based SMEs. Throughout the past four months, students from HTW Berlin had worked together with five SMEs from Berlin (*FIYLO, Business Routes, DNA Merch, Yooneeque* and *Soulbottles*) that aim to internationalise their businesses.

The project pitches were followed by a presentation of the INTENSE internationalisation toolkit for SMEs by Prof. *Tine Lehmann*. The toolkit aims to provide guidance to SMEs that seek to internationalise. Among others, it includes a decision tree for SMEs that guides firms through the different stages of an internationalisation process. The event closed with a panel discussion on the topic 'How to internationalise? Challenges, lessons learned and support for SMEs'. The panel discussants were *Lisa Olvermann* from Berliner Sparkasse and HTW student, *Prof. Veit Wohlgemuth* from HTW Berlin and *Gabriel Schmidt*, founder of the company Mioralini. During the discussion, SMEs shared their experiences and discussed difficulties that SMEs face while entering foreign markets. The discussion also touched upon the question which skills SMEs expect university graduates to have. The issues raised during the panel discussions at the national multiplier events in the INTENSE partner countries will be included in the INTENSE policy recommendations for SMEs, higher education institutions and public institutions.

All in all, the INTENSE team at HTW Berlin looks back on a successful and insightful event!



Discussion panel with Christina Saulich, Lisa Olvermann, Veit Wohlgemuth and Gabriel Schmidt (from left to right)

Student presentation for the company DNA Merch

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Student presentation for the company Soulbottles



Prof. Tine Lehmann introduces the internationalisation toolkit for SMEs



National Multiplier Event in Utrecht, 15 January 2019

The national multiplier event was held in Utrecht on 15 January 2019 at the Hogeschool Utrecht. Branded as the Entrepreneurship Café many local entrepreneurs, students and lecturers from various programs were invited. Programmed right after the INTENSE student presentations to the SME's, two entrepreneurs shared their experience at the event. The Dutch Business Woman of the Year *Elske Doets* and the young, passionate entrepreneur *Nico van der Zaan* shared their experiences with the audience. The national multiplier in Utrecht event was very successful with over 120 participants! After the speakers there were tables where the students presented their business ideas from the minor program of Entrepreneurship. The participants and speakers held lively discussions and a lot of networking was taking place whilst having refreshments.



Impressions from a successful national multiplier event held at Hogeschool in Utrecht.

Save the date: INTENSE International Multiplier Event, 26-27 March 2019 in Belgium

The INTENSE international multiplier event for academics and SMEs 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.

Interested to join? Please register to the event [here](#).

