

iEER Action plan Brandenburg

Based on regional baseline studies and the report written by the iEER project coordinator for Brandenburg (University of Applied Sciences Brandenburg) to further develop the existing entrepreneurial ecosystem in the region and support / initiate future activities for the 2018 - 2020 funding period and beyond.

Table of Contents

1. General information	2
2. Background and summary of iEER findings	2
3. List of priority actions	4
4. Detailed actions	5
5. Monitoring and impacts of the action plan	13

1. General information

iEER Project (PGI00111)	
Partner organization	University of Applied Sciences Brandenburg
Other partner organization involved (if relevant)	Ministry of Labor, Social Affairs, Health, Women and Family (MASGF), Ministry of Economic Affairs and Energy (MWE), Ministry of Justice, for European Affairs and Consumer Protection (MdJEV), Ministry of Science, Research and Culture (MWFK)
Country	Germany
NUTS 2 region	BRANDENBURG
Contact person	Diana Rosenthal
Email address	diana.rosenthal@th-brandenburg.de
Phone number	0049 3381 355 517

2. Background and summary of iEER findings

With its structure and policy framework, Brandenburg shows that entrepreneurship is an important topic which is being taken seriously. The entrepreneurship support is widely spread throughout different initiatives, programs, and many actors are working on the supporting system, funding opportunities and further actions in this field. This framework is set through the established **entrepreneurship and succession strategy of Brandenburg** and will be further developed through four different Interreg projects that are running in Brandenburg (iEER, SPEED UP, Stob regions, SOCENT SPAs). The main goal is to use the different outcomes of these projects for actions to be established in the next funding period. Furthermore, it must be ensured that important aspects reviewed in iEER are incorporated or developed in other or subsequent projects if the theme is fitting. This should secure knowledge transfer and thematic interaction between projects.

The entrepreneurship and succession strategy **proposes different measures for the thematic focus fields.**

TF1 Entrepreneurial competence and mindset activation

The lack of entrepreneurial motivation and mindset should be handled with communication measures including successful practices and testimonials. The Brandenburg government is planning to further develop the existing coordination unit for "Schule mit Unternehmergeist" (school with entrepreneurial mindset) to expand entrepreneurship education offers. Information regarding a career as an entrepreneur will also be offered at the "future day". The topic of entrepreneurship is to be further focused on, supported and even extended in HEIs, for example by the means of summer schools and other offers. A marketing campaign called "Gründerland Brandenburg" (Brandenburg as entrepreneurial region) is furthermore planned which also includes the topic of business succession.

TF2 Startup and acceleration support

Given that Brandenburg already offers various support activities in this field, the biggest problem seems to be the lack of coordination between relevant actors. A coordination process with all actors on the federal state level (entrepreneurship network) should be initiated to tackle this problem. This

process will be an attempt to achieve a clear division of responsibilities between actors with regard to the years following 2021 and fulfill their different needs most efficiently. Agreements are necessary on how to ensure implementation on the regional level, as seen in the Growth Forum of Southern Denmark. Using this model, the consultation and support system will be further developed in line with the EU financing as of 2021, and will focus on specific target groups and startup projects. Beyond improvements of the network and better collaboration of actors, a platform should be created which includes all relevant information for users and providers of startup support.

TF3 Pathways for outlying areas

As the main threats Brandenburg faces are migration of enterprises and entrepreneurs towards bigger cities and other regions, the strategy suggests two relevant measures relating to internationalization and social entrepreneurship. These measures will be considered in the Interreg project SOCENT SPAs – possibly as part of the project’s action plan – for example in the form of studies or investigations into the existing entrepreneurial landscape in Brandenburg and whether pre-requisites for entrepreneurship are present. SOCENT SPAs will assess specific financing or consultancy needs for social entrepreneurship and the creation of a network. Recommended actions will be taken into account by the government. In addition, the Brandenburg government wants to co-finance broadband development.

TF4 RIS3 implementation for young entrepreneurs

To fully support innovative ideas and entrepreneurship, the Brandenburg government wants to assess whether the use of existing programs is sufficient to develop innovative products up to potential market launch. The fostering of smart specializations should be further developed within the existing innoBB strategy.

Résumé

Beyond the above, an overall continuous development of effect-oriented benchmarking and good practice transfer are needed. As they enhance overall collaboration and communication, the above-mentioned network and platform will also improve RIS3 endeavors.

Further, there is always **potential to optimize** the existing activities and frameworks. The following **summary** of main outcomes and potential has been taken from the different analyses made for Brandenburg (SWOT, Interviews, Canvas, and Peer Review):

- Brandenburg has many different and active actors in the field of entrepreneurship – the usage of these **networks** is key to the success of funding programs.
- Brandenburg has many advantages and future development opportunities for both individuals and companies which could be clearly communicated through a **marketing campaign** to attract regional and trans-regional interest (especially to promote foreign direct investments).
- Brandenburg has established a strong base for funding programs, but young entrepreneurs struggle to **get an overview** of options available. A “platform” to understand and share this knowledge would be one opportunity.

- Many initiatives in the startup phase “prepare for seed”: **bundling** could be achieved through **“Growth Forums” or “Regional Entrepreneurship Centers”** to bring together the different actors and target groups for sharing and support. The aim is to bundle knowledge from actors, target groups and companies to create a connected region.
- Less bureaucracy for funding scheme applications; this has already been addressed at European level.
- Not many evangelists – few private or public individuals promote the theme of entrepreneurship. **Regional events and an active promotion of entrepreneurship** could foster this theme for individual supporters.
- The theme of **digitalization, attraction** and all associated factors have high potential for the development of entrepreneurship in outlying areas.
- Fewer VCs in Brandenburg, private VCs are needed for startups but many public and private initiatives which can be used by all startups only exist at national level.
- Brandenburg will probably lose the status of a transitional region in the upcoming funding period. Furthermore the level of ESI funding post 2020 is currently unclear.
- The themes of **succession** and **skilled worker shortage vs. entrepreneurial trends** also need to be taken into account and reviewed.
- The topic of entrepreneurship and innovation needs to be put into focus for the future of Brandenburg’s innovation and smart specialization strategy innoBB+ and / or innoBB.

3. [List of priority actions](#)

The Brandenburg LSG discussed the following Good Practices for possible transfer in depth:

- TF 1: Entrepreneurial Competence and mindset activation
 - Helsinki Growth Alliance
 - Aula Emprede
- TF 2: Startup and Acceleration Support
 - StartUPV
 - Hubhouses
 - SLUSH
- TF 3: Outlying Areas
 - Success Through Succession
 - Kerry Month of Enterprise
 - Factory of the Future
- TF 4: RIS3 Implementation
 - Scale-up Denmark
 - Digital Health Venture Forum
 - Growth Forum + Valencian Entrepreneurs Council

Their examples will give guidance for future actions to develop a more thorough and better coordinated framework for entrepreneurship support in the region.

The activities could be covered via the following possibilities:

- Brandenburg Operational Program 2014 - 2020 ESF / EFRE
- Interregional project, using funding from other EU funds (iEER Phase 2)

4. [Detailed actions](#)

Action 1	
Policy context (please indicate whether this action will impact on)	
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Investment for Growth and job programs; <input type="checkbox"/> European Territorial cooperation program <input type="checkbox"/> Other regional development policy instrument, please specify: 	
Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)	<p>Visits and insights in iEER as well as the baseline studies in Brandenburg gave insights on how entrepreneurial ecosystems could be further developed. Combination of two good practices: Growth Forum (Denmark) and Valencian Entrepreneurial Council (Spain). iEER provided deep insights into the development and outcomes of these initiatives. Due to a wide range of projects and initiatives in Brandenburg, a coordinating and contributing action like this will be established.</p>
Action (please list and describe the actions to be implemented)	<p>Creation of the Brandenburg Entrepreneurship Council to further combine actors and enhance entrepreneurship as priority theme at federal state level</p> <ul style="list-style-type: none"> ▪ Examination of whether the existing forum “Gründungsnetz Brandenburg” could be used and transformed from an exchange of information to a working task force ▪ Fulfilling the need of bundling and increases in networking ▪ Creation of a forum for stakeholders of the Brandenburg region that contribute to the entrepreneurial ecosystem (see Canvas) and discussion of future funding possibilities ▪ Exchange of knowledge with Hauts-de-France about their Monitoring Portal for companies and entrepreneurs ▪ Political commitment to foster entrepreneurial policies ▪ Effects of the council: <ul style="list-style-type: none"> ○ Setting a common vision on entrepreneurship (by using the Brandenburg entrepreneurial and succession strategy) ○ Improve ecosystem efficiency ○ Reduce overlapping support systems ○ Promote smart specialization (by using innoBB and innoBB+)

Players involved (please indicate the organizations in the region who are involved in the development and implementation of this action and explain their role)	Responsibility lies with MWE / MASGF / MWFK as coordinating institutions <ul style="list-style-type: none"> ▪ Members are listed with their institution / company ▪ One member per interest group (see Canvas)
Timeframe	2018 and beyond
Cost	%
Funding source	%
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of council members ▪ Number of meetings <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Discussion of entrepreneurship policy drafts ▪ Set of common indicators for measuring the efficiency of the ecosystem

Action 2

Policy context (please indicate whether this action will impact on)

- Investment for Growth and job programs;
- European Territorial cooperation program
- Other regional development policy instrument, please specify:

Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)

iEER works with 11 partners and 10 regions. The regions already provide high levels of support to entrepreneurial activities. During the visits many regions showed their positive examples and Brandenburg will use the experience gained to further develop its own existing support systems.

It was identified that Brandenburg should improve the cooperation of the actors in support of founders, both on federal state level and on local level. This will be tested with different actions in one area of Brandenburg. The goal is to improve local networks and support services to ultimately also define new pathways and actions for local stakeholders from 2020 onwards.

Action (please list and describe the actions to be implemented)

Pilot Project Brandenburg an der Havel - "Founders City Brandenburg":

- Linkage of local offers within the pilot project, combining actions and actors at a local level (Economic Region West Brandenburg)
- Serves as an umbrella for the existing services and for measures that will be derived from it
- To facilitate access for entrepreneurs; virtual innovation and technology centres will be established

	<ul style="list-style-type: none"> ○ Webpages of all supporting actors in one area are collected and presented as one ecosystem ○ Combining the access to support systems in one area and increasing the efficiency of these systems by fostering collaboration ▪ Collaborative “welcome culture” for entrepreneurs ▪ Development of the brand “Entrepreneurs of Brandenburg” <ul style="list-style-type: none"> ○ Collaborative events to widen the local entrepreneurial identity in Brandenburg ○ For example: Brandenburg Health Forum for companies and startups in the health sector, to attract attention, find investors, showcases of Brandenburg region in the sector ▪ Examination of a possible stipend-program for Brandenburg entrepreneurs ▪ Examination of a possible investment options (e.g. companies) in collaboration with actors <ul style="list-style-type: none"> ○ Development of actions that foster the motivation for entrepreneurial activities in Brandenburg ▪ Work with other iEER project partners on pilot action (Action 6 in this action plan)
<p>Players involved (please indicate the organizations in the region who are involved in the development and implementation of this action and explain their role)</p>	<ul style="list-style-type: none"> ▪ University of Applied Sciences Brandenburg (Coordination) ▪ Technology and Innovation Centre Brandenburg an der Havel (TGZ) ▪ City of Brandenburg an der Havel ▪ Economic Region West Brandenburg ▪ Chamber of Industry and Commerce Potsdam (RegionalCenter Brandenburg an der Havel) ▪ Brandenburg Medical School Theodor Fontane ▪ Company networks ▪ Schools ▪ Regional banks
<p>Timeframe</p>	<p>2018 - 2020</p>
<p>Cost</p>	<p>Approx. 300,000 euros (for 24 months) HR (2) Meetings costs Marketing / Collaborative events Website set-up</p>
<p>Funding source</p>	<p>ESF – Operational program Brandenburg</p>
<p>Expected impacts (please define KPI)</p>	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of events organized <ul style="list-style-type: none"> ○ For entrepreneurs ○ For stakeholders

	<ul style="list-style-type: none"> ▪ Number of participants <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Visibility of entrepreneurship in Brandenburg ▪ Developing social acceptance: "Entrepreneurship in outlying areas is an attractive opportunity" ▪ Synergy effects through collaboration
--	---

Action 3	
Policy context (please indicate whether this action will impact on)	
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Investment for Growth and job programs; <input type="checkbox"/> European Territorial cooperation program <input type="checkbox"/> Other regional development policy instrument, please specify: 	
Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)	<p>iEER works with 11 partners and 10 regions. The regions already provide high levels of support to entrepreneurial activities. During the visits many regions showed their great examples and Brandenburg will use the experience gained to further develop its own existing support systems.</p> <p>It was identified that Brandenburg should improve the cooperation of the actors in support of founders, both on federal state level and on local level. Some actions are already tested and changed in the 2018 - 2020 support actions.</p> <p>Combining responsibilities at the HEI level is one of the themes partners witnessed for example in the region of Hauts-de-France with Hubhouses. Issues of support and financing lie within their scope of action as HEIs are the closest to the user of funding and support. Furthermore, collaboration between actors, like in Helsinki Growth Alliance, was mentioned by a number of partners as necessary, so Brandenburg seeks to include this aspect in its action.</p>
Action (please list and describe the actions to be implemented)	<p>Development of existing entrepreneurial support systems (HEIs and Innovation requires courage (IbM)):</p> <ul style="list-style-type: none"> ▪ Changing responsibility for innovative startup funding (Brandenburg EXiST funding program lies with HEIs) ▪ Extend support for alumni from 5 years after degree to 7 years after degree ▪ Increased budget per actor ▪ Decrease in HEI contributions ▪ Encourage the collaboration between active actors in the region
Players involved	<ul style="list-style-type: none"> ▪ Public HEIs in Brandenburg

	<ul style="list-style-type: none"> ▪ Support agencies in Brandenburg
Timeframe	2018 - 2020 and beyond
Cost	Funding period 2018 - 2020 – nearly 5 million euros
Funding source	ESF / EFRE – Operational program Brandenburg
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of events organized ▪ Number of participants ▪ Number of founded companies <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Visibility of entrepreneurship

Action 4

Policy context (please indicate whether this action will impact on)

- Investment for Growth and job programs;
- European Territorial cooperation program
- Other regional development policy instrument, please specify:

Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)

iEER works with 11 partners and 10 regions. The regions already provide high levels of support to entrepreneurial activities.

During the visits many regions experienced that they could use these positive activities to promote the theme even more. Good examples for implementation would be the Kerry Month of Enterprise or SLUSH.

Brandenburg experienced the same and will establish a promotion campaign on entrepreneurial activities.

<p>Action (please list and describe the actions to be implemented)</p>	<p>Incorporating the theme of entrepreneurship in the marketing campaign “Brandenburg da geht was”; examining different activities:</p> <p><i>This is planned to be part of Action 2 – Pilot Project</i></p> <ul style="list-style-type: none"> ▪ Local <ul style="list-style-type: none"> ○ Using local newspapers (like Lausitzer Rundschau) to showcase startups and companies in the region ○ Finding local ambassadors (entrepreneurs) that promote the theme during events / meetings as testimonials for the country ▪ Regional / national / international <ul style="list-style-type: none"> ○ Brandenburg as “founders’ region” ○ Using testimonials (Using the existing exhibition of Brandenburg founders, examining possibilities for digitalization) ○ Promotion of beneficial overall conditions for companies and startups (infrastructure, funding, etc.) ▪ Overall <ul style="list-style-type: none"> ○ Collaborative event for all entrepreneurs in Brandenburg to show their strength ○ Allowing regional stakeholders to participate in this campaign to widen the scope of these actions ○ Providing “Brandenburg”-specific giveaways ○ Creation of testimonials as videos, cases and web stories
<p>Players involved</p>	<ul style="list-style-type: none"> ▪ MdJEV (coordinator of the campaign “Brandenburg da geht was”) ▪ MWE and MASGF (for content support) ▪ All stakeholders in the region (for example University of Applied Sciences Brandenburg, Brandenburg Invest (WFBB))
<p>Timeframe</p>	<p>End 2018</p>
<p>Cost</p>	<p>%</p>
<p>Funding source</p>	<p>%</p>
<p>Expected impacts (please define KPI)</p>	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of news releases ▪ Number of webpage clicks ▪ Number of testimonials promoted ▪ Number of events / participants per event <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Visibility of entrepreneurship ▪ Brandenburg as a “Place to be”

Action 5

Policy context (please indicate whether this action will impact on)

- Investment for Growth and job programs;
- European Territorial cooperation program
- Other regional development policy instrument, please specify:

Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)

Visits and insights in iEER gave information on great good practice examples. These Good Practices were discussed and analyzed in depth.

Action (please list and describe the actions to be implemented)

Brandenburg operates with a total of four Interreg Europe projects in the field of entrepreneurship. One project "Stob regions" focusses on the field of succession. The iEER project team therefore collects all important information, Good Practices and insights for this project and hands them over. The region will plan and implement actions in this field via the project Stob regions instead of iEER. Thus, this is a knowledge transfer action between two Interreg projects.

Players involved

- Interreg project Stob regions

Timeframe

%

Cost

%

Funding source

%

Expected impacts (please define KPI)

%

Action 6

Policy context (please indicate whether this action will impact on)

- Investment for Growth and job programs;
- European Territorial cooperation program
- Other regional development policy instrument, please specify:

Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)

iEER works with 11 partners and 10 regions. The regions already provide high levels of support to entrepreneurial activities. During the visits many regions showed their great examples and Brandenburg and the other partners will use the experience gained to further collaboration on support services.

Aula Empreende, one of the 20 outstanding good practices attracted lots of interest of iEER regions. It was then later on identified by the iEER partners as pilot action to collectively transfer the practice. This

	<p>cooperation will enhance better entrepreneurship mindsets and provide entrepreneurship education to professors but also students.</p>
<p>Action (please list and describe the actions to be implemented)</p>	<p>iEER Pilot Action “Aula Emprende”:</p> <p><i>This is planned to be part of Action 2 – Pilot Project</i></p> <ul style="list-style-type: none"> ▪ Support nine iEER regions in replicating (transferring) the good practice Aula Emprende ▪ Motivate professors and teachers to take an active role in natural entrepreneurial competence of young people in the classroom ▪ Joint pilot action will be led by Valencia Regional Government and Valencia University ▪ Participants: Hauts-de-France, Kerry, Northern Ireland, Marche, Brandenburg, West Pomerania, Southern Denmark and Helsinki-Uusimaa ▪ Partners will learn the model of “Train the trainers” (professors and teachers) and pilot the model in training students of HEIs ▪ Each region will involve a local partnership of public authorities and higher education institutions to learn and introduce practice <p>Tasks in the iEER pilot action:</p> <ul style="list-style-type: none"> ▪ Undertake a mapping exercise to understand the Aula Emprende good practice and how it can apply to Brandenburg ▪ Join the “Train the trainer pilot International Conference/the Trainers’ camp” in Valencia ▪ Organize 1 regional camp for the train the trainer's program to introduce the method to the HEIs in the region ▪ Apply and test the learned methods in the classroom ▪ Validate the results for the rollout plan and policy intervention
<p>Players involved</p>	<ul style="list-style-type: none"> ▪ University of Applied Sciences Brandenburg (coordinator) ▪ MASGF ▪ MWFK ▪ Interreg project partners
<p>Timeframe</p>	<p>2018 - 2020</p>
<p>Cost</p>	<p>6,000 euros</p>
<p>Funding source</p>	<ul style="list-style-type: none"> ▪ Valencia (35,000 euros), staff salary for coordination, organization of conference and 2 paxs travel to the wrap-up meeting)

	<ul style="list-style-type: none"> iEER partners (6,000 euros per region, PP10+LP=6,000 euros), 2 paxs travel to Valencia conference, 2 paxs travel to the wrap-up meeting) Each partner will need to cover 15% co-financing of its budget. The budget reallocation is subject to change.
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> Number of professors participating Number of students participating Number of classes Number of events / participants per event <p>Qualitative KPIs</p> <ul style="list-style-type: none"> Visibility of entrepreneurship Interest in program and topic Ebook publication

5. Monitoring and impacts of the action plan

The monitoring during 2018 - 2020 will be conducted by the University of Applied Sciences Brandenburg in collaboration with the RSG - regional steering group (Ministry of Labor, Social Affairs, Health, Women and Family (MASGF), Ministry of Economic Affairs and Energy (MWE), Ministry of Justice, for European Affairs and Consumer Protection (MdJEV), Ministry of Science, Research and Culture (MWFK)). This approach functioned effectively in phase 1. Furthermore the LSG - local stakeholder group (all support agencies, supporters and entrepreneurs) will be used for feedback and collaboration. The RSG will meet quarterly and the LSG will meet yearly.

Action	Indicator	How	Who
Action 1 – Brandenburg Entrepreneurship Council	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> Number of council members Number of meetings <p>Qualitative KPIs</p> <ul style="list-style-type: none"> Discussion of entrepreneurship policy drafts Set of common indicators for measuring the efficiency of the ecosystem 	<p>Record</p> <p>Council Meetings</p>	MWE / MASGF / MWFK
Action 2 – Pilot Project Brandenburg an der Havel - “Founders City Brandenburg”	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> Number of events organized Number of participants <p>Qualitative KPIs</p> <ul style="list-style-type: none"> Visibility of entrepreneurship in Brandenburg Developing social acceptance: “Entrepreneurship in 	<p>Record</p> <p>Record of communication</p> <p>Reputation Measurement</p>	University of Applied Sciences Brandenburg

