

Action Plan Brandenburg

1. Background

The state of **Brandenburg** is located in the north-east of the Federal Republic of Germany. Together with the city state and the federal capital Berlin, Brandenburg forms an important metropolitan and conurbation area on a national and European scale. The state capital of Brandenburg is Potsdam, bordering Berlin to the southwest. In the iEER context, the University of Applied Sciences Brandenburg, located in the City of Brandenburg an der Havel, forces the dialogue to widen the entrepreneurial activities in the start-up ecosystem of **Western Brandenburg**. Therefore, a local stakeholder group (LSG) was formed, including all **stakeholders** working in that field and showing the will for change.

In the previous iEER phase, project results were already developed with the participation of various stakeholders in a dialogue-based process. This working method has been continued in iEER II and in cooperation with the European partners and the LSG, proposals on **building a resilient entrepreneurship ecosystem for Brandenburg and Europe** will be developed and selected.

Good practices from the region of Brandenburg:

- *Havel Valley* – an association of regional entrepreneurs
- *Marketing_21 Podcast* – a podcast about young entrepreneurs and their way of starting business
- *Women Entrepreneur Network Brandenburg* – a women entrepreneur network
- *Digital Founders Day* – the digital form of a startup day with events and information
- *Succession academy / Succession forum* – an education oriented supply for regional companies and potential successors

2. Key findings from gap analysis

In addition to the iEER gap analysis form, a survey was conducted with regional entrepreneurs and companies to find out, which deficits they are facing because of covid (n=21).

On one hand many strategies are in place: Federal Digital Strategy 2021, German Recovery and Resilience Plan (DARP), InnoBB 2025 (RIS III Strategy Berlin-Brandenburg), Sustainability Strategy of the State of Brandenburg, Regional development plan Brandenburg. **On the other** companies were facing restrictions due to the pandemic. This is strongly depended on the industry and the field of activity. Trade, gastronomy, tourism were strongly affected. In general, companies were facing new tasks to run their business and simply had "more work" to do. Anyhow, there was a positive digitalisation push. Unclear situation made regulated processes hard to follow.

There is still no „post“ covid. Covid programs were seen as „fire extinguisher“ and are not available any more. Other, more recent crises, move to the fore. Companies are facing interrupted processes and unforeseeable consequences. Covid programs for companies were mainly established on federal level. Overall, many areas did not change because of covid (except being and working online, this changed for many people). Companies mentioned wishes for tax relief, support for social challenges, platforms for exchange and are facing the fear about access to raw materials and higher prices.

List of actions improving addressed policy

1) Policy action

Action	Description	Stakeholder	Costs	Timeframe	Impact
1	Instruments and good practices where shared and discussed with the different Ministries to influence the following policy instrument on entrepreneurship in the country of Brandenburg: Operational programm 2021-2027	MWAE Economic region western Brandenburg	30.6 mio €	2021-2027	<ul style="list-style-type: none"> New projects in the field of entrepreneurship and succession

2) Projects

Action	Description	Stakeholder	Costs	Timeframe	Impact
2	Further, ideas and good practices that were shared by partners are taking into account for the new project „THB Gründungsservice“ – especially the circular lab module and ideas out of the three interregional events.	THB	Apprx. 170.000 per year	Q4. 2022	<ul style="list-style-type: none"> New entrepreneurs Entrepreneurial mindset activation
3	Pilot Hackathon with Ireland in the field of scaling (succession and business transfer). A Pilot action is planned for March 2023. Students, successors and successes are coming together in a (hybrid) hackathon to widen the idea of succession, business transfer and growth.	THB MTU	tbd	Q1. 2023	<ul style="list-style-type: none"> Mindset activation Knowledge transfer Finding successors
4	Review of the establishment of a transition and innovation workshop together with the city of Brandenburg. Goal is to keep regional companies innovative, finding the right talents, knowledge transfer and to grow the idea of scaling up through business transfer / succession.	THB City of Brandenburg Economic region west Brandenburg	tbd	tbd	<ul style="list-style-type: none"> Rising sustainability of reg. Companies Knowledge transfer
5	Own work within THB / Gründungscampus – SDG workshop to better work on green, sustainable, social and inclusive ideas and entrepreneurial mindset. Bottom up process on building a resilient entrepreneurship ecosystem for Brandenburg and Europe .	THB & partners	tbd	Q2.2023	<ul style="list-style-type: none"> Knowledge transfer Sustainable mindset activation
6	New Interreg Europe project with partner consortium	iEER Consortium	tbd	Q1.2023	<ul style="list-style-type: none"> Scaling / Impact Entrepreneurship / Age Tech