



**iEER**  
Interreg Europe



European Union  
European Regional  
Development Fund



# Elabortion of action plans - experience from the iEER

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#iEER @boostiEER @chrischCHANG

IE Experience Fair, 24-25.4.2018, Sofia

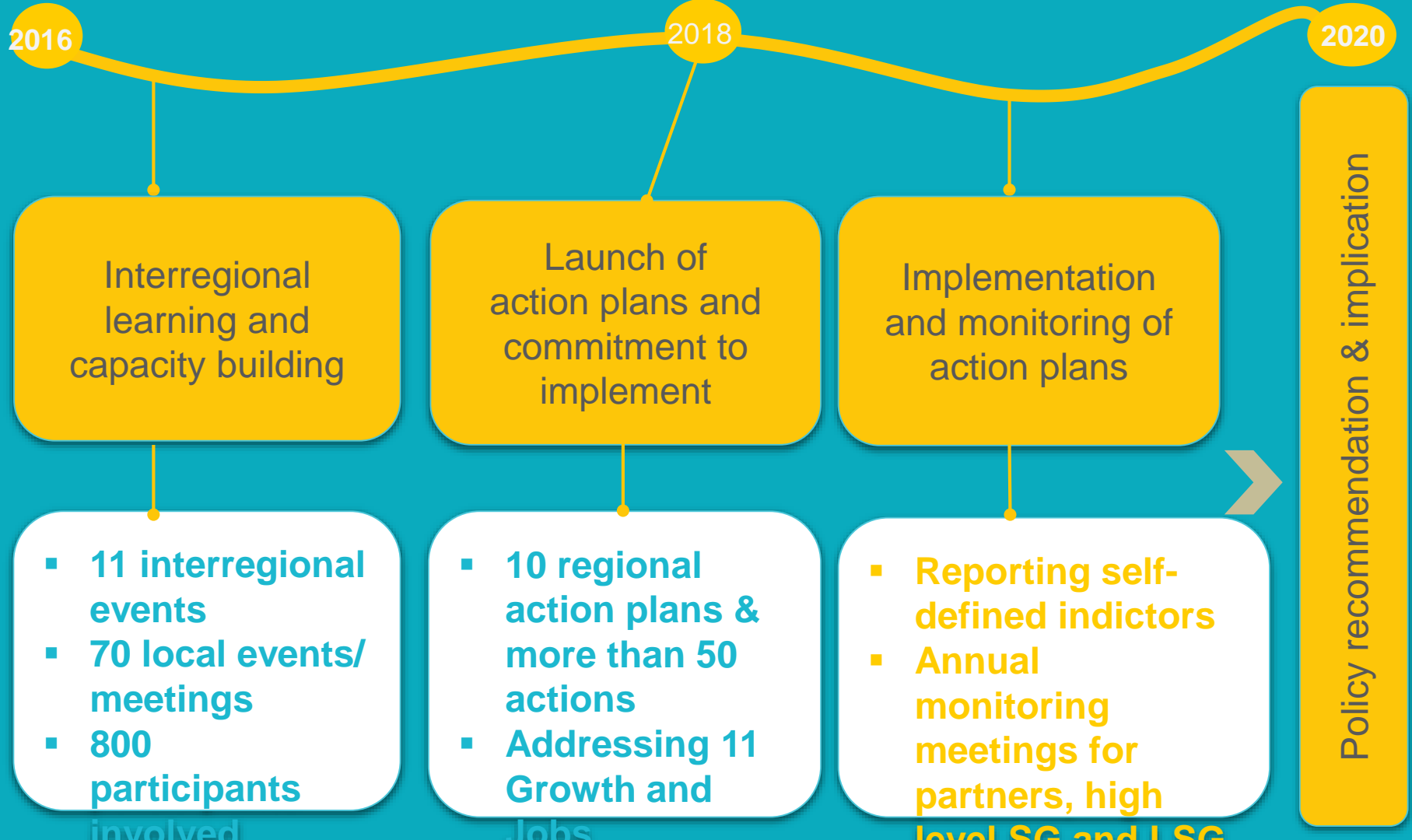
# 10 regions, 1 goal

boosting innovative entrepreneurship ecosystem in regions for young entrepreneurs

## iEER Partner Regions



# iEER Journey



# Elaboration of action plans

2016

2018

## Evidence (S1-S3)

- Regional reports
  - SWOT
  - ecosystem mapping
- Learning camps and peer visits
- Learning good practices with LSGs/MA

## Consensus (S3-S4)

- Workshop: selection of good practices with LSG
- **Action plan write-up (IE template+ monitoring session)**
- validation of action plans

## Endorsement (S4)

- Local political and legal endorsement
- High level endorsement  
23.3. 2018  
Brusse



iEER

peer support

LSG and partners: peer review survey on regional entrepreneurship ecosystem

Partners peer review workshop on draft action plans

LSG

Inputs to SWOT and ecosystem mapping – regional report

Participation in camps and peer visits

Participation in the development of action plans and commitment to relevant actions

# Translating iEER good practices into actions in regions

## RIS3 implementation for young entrepreneurs

Scale-up Denmark, Digital Health Venture Forum, Valencia Entrepreneurial Council, Valencia Patent Bank

Organisational adaption to implement

## Pathways for young entrepreneurship in outlying areas

Comeback Elba-Elste, Young Companies, CEDES center, Success through succession, Factory of Future

Adapted focus in ESIF regional calls to fund

## Entrepreneurial competence & activation

PEIPIT, Student entrepreneurial society, C-lab, Aula Empreende, Student company

## Start up & Acceleration support

StartupV, RCIITT, Huhhouse New frontier entrepreneurial programme, Slush

Project pipelines  
(to be funded by ERDF or other funding)



# iEER action plan for Helsinki-Uusimaa

2018

2020

## Launch

## Implementation

Policy framework (S4)

A1. Funding decision of ERDF on topical project (S5)

A1. Kick-off and implementation of ERDF projects on ecosystem development project (S6-)

A2. Pilot of Entrepreneuria forum in the framework of regional reform process

Preparatory and working meeting with LSGs for the A2.2-2.3 on digital ecosystem and monitoring tools of iEER

Feasibility study and workshop on A2.2-A2.3 and report to A2. (S7)

GPs (S5-S6)

A3. Learning Aula Emprende (S5) and pilot train the trainer camp (S6-S7) by Laurea and other recruited universities

A4 Assisting participation of start-ups from iEER region to Slush event (S5-S6)

Monitoring by the Uusimaa Regional Council based on self-defined indicators (S5-S8)

Policy recommendation & implication

**NOTHING NORMAL  
EVER CHANGED  
A DAMN THING.**

**Those 20 000 Tech-Heads in Slush will.**

**And so will we – the game changers.**

**@BoostiEER**

# Action 1. To streamline policy support for start-up growth in Uusimaa

## Objective

To streamline the support of the Helsinki-Uusimaa Regional Programme and the Sustainable Growth and Jobs 2014-2020 – Structural Funds Programmes of Finland to the development of an start-up and entrepreneurship Ecosystem in Uusimaa

## Background

On the basis of the findings of the Helsinki-Uusimaa regional report, the coordination and development of an entrepreneurship ecosystem is crucial to the competitiveness and attractiveness of the region as a world-renowned start-up hub. The notion of a start-up and entrepreneurship ecosystem is acknowledged by the regional actors and the better coordination of activities and cooperation among actors will improve the quality of the services offered to the start-ups and entrepreneurs. In order to maximize the impact of already scarce regional funding available in Uusimaa, the Danish Growth Forum has thus inspired Helsinki-Uusimaa with its model in pooling together the regional, national and European Structural Fund funding for the implementation of the regional business strategy. Alignment of policy support and priorities secure a smart path investing in the region.

## Action

To Prioritise the issue of the start-up and entrepreneurship in the 2<sup>nd</sup> edition of the Helsinki-Uusimaa Regional Programme (Uusimaa-ohjelma 2.0)

To maximise the support of Sustainable Growth and jobs 2014-2020 – Structural Funds Programmes of Southern Finland to the development of an entrepreneurship ecosystem in Uusimaa. Support to Start-ups and SMEs was prioritized to the regional call f Southern Finland ERDF Promotion of start-ups and SME growth, Priority 1, Specific Objective 1.1. The call specifically invites regional actors and projects 1) to identify business capability skills such as marketing, digital solutions, customer needs identification, or sales, and 2) to support companies to detect, develop and specialize their renewal needs and growth potential, develop networked cooperation and new forms of cooperation.

## Policy context

Sustainable Growth and jobs 2014-2020 – Structural Funds Programmes of Southern Finland and Uusimaa Regional Programme

## Scope

The action sets the development of an entrepreneurship and start-up ecosystem as the investment priority of Helsinki-Uusimaa programme and the structural fund call launched in November. The action has been executed by the Helsinki-Uusimaa Regional Council and the Intermediate body of Southern Finland ERDF programme c/o Helsinki-Uusimaa Regional Council performing organisational adaption and policy change to the Helsinki-Uusimaa Regional Programme 2.0 and Southern Finland ERDF regional call launched in November 2017.

## Players involved

Intermediate body of Southern Finland Regional Operational Programme (Helsinki-Uusimaa Regional Council)

## Timeframe

**Step 1:** preparation and inputs to the development of the Helsinki-Uusimaa Regional Programme 2.0, May-June 2017.

**Step 2:** preparation and inputs to the regional call text of the ROP of Southern Finland ERDF, August-October 2017.

**Step 3:** Launch of the regional call of Southern Finland ERDF November 2018 and closed in March 5<sup>th</sup> of 2018.

**Step 4:** Selection of projects and funding decision of ERDF call in summer 2018

**Step 5:** Monitoring the approved projects from autumn 2018.

## Costs

No costs. The action is implemented via organisational adaption

## Expected impacts of the action

Number of the approved projects with objective in developing regional entrepreneurship ecosystem

Total budget of the funding of the approved projects in developing regional entrepreneurship ecosystem



1. Form a legitimate partnership (consortium and LSG)
2. Communicate a vision and purpose with concrete cases
3. Facilitate the capacity (knowledge) transfer at (inter)personal, (inter)organisational and political levels
4. Be realistic and reactive to local context while developing action plans

# iEER action plan for Uusimaa

## the way forward 2018-2020

### **1. To streamline policy support for start-up growth in Uusimaa**

1.1 Prioritizing support to start-ups and SMEs in Uusimaa Regional Programme 2.0

1.2 Maximising support of Sustainable Growth and jobs 2014-2020 – Structural Funds Programmes of Finland to the development of Entrepreneurship Ecosystem cooperation in Uusimaa

### **2. To intensify coordination and development of regional entrepreneurial ecosystem**

2.1 Pilot of Entrepreneurial Forum in Uusimaa – GP Valencia Entrepreneurship Council

2.2 Coordination of information channels and one stop shop for start-ups and SMEs

2.3 Feasibility on the development of a digital entrepreneurship ecosystem platform for regional entrepreneurship support actors – GP Hauts de France and other existing tools

### **3. To encourage entrepreneurship in educational institutions**

3.1 To support actions that enhances the competency of professors and teachers in teaching entrepreneurship in the classroom – GP Aula Emprende pilot action

### **4. To continue developing the Helsinki-Uusimaa as a global Start-up hub**

4.1 To support the participation of start-ups from iEER region to Slush event – GP Slush

### **5. To support participation of SMEs and start-ups in EU programmes**

5.1 To raise the awareness of available fundings

5.2. To active participate and influence in EU policy development

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