

# Expression of Interest to engage in an Interreg Europe consortium

## Background and rationale

Brandenburg University of Applied Sciences (THB) is a young, modern university located on the outskirts of Berlin, which provides an excellent learning environment. We are a strong partner in teaching and research, securing skilled workers and guaranteeing technology transfer in the region. [The Centre for Entrepreneurship and Transfer](#) of the THB is the interface between science and industry. We intensively communicate and promote all forms of cooperation between the university and companies in the region. We focus on the transfer of technology and knowledge, on company foundations and successions as well as on social transfer. Our aim is to contribute to the development of policies that foster innovation, digitisation, and competitiveness, particularly in the context of small and medium-sized enterprises (SMEs).

**Within the responsibility of the Centre for Entrepreneurship and Transfer, we seek to engage in a consortium under the Interreg Europe programme, specifically within the thematic objective of a Smarter Europe.** As a former project partner of the [Interreg project "Boosting innovative Entrepreneurial Ecosystem in Regions for young entrepreneurs \(iEER\)](#), which ran from 2016-2022, we were able to gain valuable experience in the consortium with 7 other partners in the implementation of Interreg in Europe and made a significant contribution to boost regional entrepreneurship ecosystems supporting young entrepreneurs.

## Relevant themes and goals of THB's Centre for Entrepreneurship and Transfer

1. ***Support Structures for Scaling Companies:*** Post-Startup Growth Facilitation: As companies transition from the startup phase to scaling their operations, they face a distinct set of challenges that require specialized support structures. This pivotal growth stage demands a focus on efficient and sustainable scaling strategies. To meet this demand, there is a need for support mechanisms that assist SMEs in effectively scaling their business operations.
2. ***Building Awareness for Sustainable Scaling:*** We aim to develop and disseminate knowledge on sustainable business scaling, particularly as companies transition from smart specialisation strategies (S3) to broader scaling stages (S5). This entails nurturing an appreciation for the challenges and opportunities associated with scaling up operations while upholding a steadfast dedication to sustainability and societal impact.
3. ***Business Continuity and Developing Business Transfer Competences:*** Projects that address the challenges of business transfer and succession planning,

ensuring the future viability of SMEs through generational changes. We are dedicated to preserving established companies by fostering expertise in business transfer. This involves qualifying future successors and ensuring that companies are prepared for a seamless and sustainable business transition.

4. ***Sustainable/Social Entrepreneurship:*** We aim at raising awareness of social entrepreneurship and building competencies for aspiring entrepreneurs to solve social or environmental challenges through the continuous use of entrepreneurial resources and results in new and innovative solutions. This includes a clear commitment to Impact Measurement and Management (IMM), to be introduced through targeted capacity building and coaching for entrepreneurs to further improve their activities and communicate with their relevant stakeholders, in particular impact investors, clients, the public, etc.
5. ***Strengthening the Entrepreneurial Ecosystem:*** Our goal is to support the growth and scaling of companies by enhancing the entrepreneurial ecosystem. This involves creating a supportive environment for entrepreneurship, streamlining access to resources, and promoting innovation.

## **Potential Project Areas for THB in an Interreg consortium**

In line with the above goals, THB is interested in participating in projects that focus on:

- ***Research & Innovation Capacities:*** Collaborating on projects aiming at boosting the research and innovation capacities of SMEs, with a specific emphasis on integrating sustainability into their innovation strategies.
- ***Digitisation:*** Engaging in initiatives that support the digital transformation of SMEs, thereby improving their competitiveness and capacity for innovation.
- ***SME Competitiveness:*** Working on projects that aim to increase the competitiveness of SMEs through tailored support measures, including access to finance, markets, and innovation networks.
- ***Sustainable/Social Entrepreneurship:*** Supporting projects that focus on sustainable and/or social entrepreneurship through tailored training on these topics including impact measurement and management.

## **Contact**

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