



## Editorial

Dear Readers,

On the 15th of November 2011 all ENTREDI Partners from across Europe met in Frankfurt Main, Germany, to celebrate the ENTREDI final conference. The conference was the highlight of 2 years collaboration in fostering entrepreneurial diversity and developing the respective regional support system. Host of the conference was the Frankfurt Innovation Centre, naturally of high interest to many guests from innovative companies and Innovation Centres all over Europe.

Each partner participated in the conference with their own delegation ranging from high ranking politicians to representatives of the Managing Authorities and business leaders. The Assembly of European Regions added to the truly international event with additional representatives from many regions outside the ENTREDI partnership. Our one day conference highlighted Good Practices in supporting entrepreneurial diversity and transfer experience and also had a wide look at the ENTREDI methodology. The conference offered chances to discuss various aspects of the theme of fostering regional entrepreneurship with international experts. Through a mixture of panel discussion, workshops and networking opportunities the conference presented a unique learning experience.



Ellen Bommersheim,  
*Managing Director,*  
*Kompass Zentrum für*  
*Existenzgründungen*  
*Frankfurt am Main*  
*gGmbH*

*Kompass Center for*  
*Innovation and*  
*Entrepreneurship*



## The Partners



Kompass Center for  
Innovation and  
Entrepreneurship, Germany.



LTC AB, Sweden.



University of West  
Macedonia, Greece.



Basingstoke and Deane  
Borough Council, UK.



Tartu Science Park, Estonia.



PAM Center, University of  
Lotz, Poland.



• Aster s.cons.p.a., Italy.

Our distinguished key speakers, Nicola Beer –State Secretary for European Affairs at the Hessian Ministry of Justice, Integration and Europe; Dr Christian Weinberger – Entrepreneurship & SME Policy Adviser at the European Commission / DG Enterprise and Industry, Brussels; Klaus Klipp – Secretary General of the Assembly of European Regions and Uwe Paulsen – Head of the committee for economy and woman in Frankfurt gave their support on this important day with valuable presentations and views on innovation and entrepreneurship in Europe.

Every ENTREDI partner has elaborated a Regional Action Plan in order to foster entrepreneurial diversity in their own region following the ENTREDI road map. At the final conference all seven Regional

Action Plans have been signed either by the respective Managing Authorities of the Regional Operational Program or politicians/ authorities responsible for regional entrepreneurship. It was an exalting ceremony, proudly to be treasured and inspiring for everyone attending.

In this newsletter we would like to share some highlights and impressions of our conference. We hope this newsletter is of value to anyone involved or interested in entrepreneurial activities, innovation, economic development and regional prosperity.

I hope you will enjoy your reading,  
Yours sincerely,

**Ellen Bommersheim**

## *The ENTREDI Final Conference and the Signature Ceremony*

The ENTREDI Final Conference was successfully completed with the signature ceremony of the Regional Action Plans of each partner region. A brief description of the main outcomes of the RAP for each region is provided below along with key note speakers' quotations.

### **Basingstoke and Deane Borough Council**

The south east UK region was represented by Cllr Andrew Finney, Leader of Basingstoke and Deane Borough Council and Board Member of the Enterprise M3 Local Enterprise Partnership (LEP). The area has confirmed its support to the implementation of the Kompass model adapted to the needs of the UK region. The region will maintain and manage a business support map that will provide information on business support

according to the phases of entrepreneurship and business development. The portal will become the only and best source of local and regional business support information with the aim to improve the entrepreneurial spirit across the region.

The UK was also represented by Susan Elliott from VitalSix Ltd. a specialist in business support for high growth innovative companies, and also chair of



the Finance, Innovation and Business Support action group for Enterprise M3 LEP.

### **The Region of Jönköping**

The Region of Jönköping was represented at the ENTREDI Final Conference by Annika Larsson, Director Regional Development Council; Lena Johansson, Managing Director of the Science Park System (SPS) and Mikael Gustafsson, Expert on Private and Business Sector Development at the Regional Development Council.

Annika Larsson expressed that the ENTREDI Project was implemented in an excellent way. She thought that the imported Good Practices would for sure contribute to the Region of Jönköping's entrepreneurial support system in general, and the Science Park System in particular.

Annika Larsson signed the Regional Action Plan, which has been pre-signed by Mr. Bengt Dahlqvist, Chair of the Board of Regional Development Council, as well as of the Board of the Science Park System; and Lena Johansson (SPS). Through their signatures, the Region of Jönköping committed itself to implement, through its Science Park System the GP IPlanner, GP Profiling



**Dr. Christian Weinberger**  
European Commission /DG  
Enterprise and Industry,  
Brussels

*"Employment should not only be created in big cities but spread throughout the regions. ENTREDI contributes to this approach and I am impressed by the substantial interregional collaboration of the project partners, I have rarely experienced it."*

**Klaus Klipp & Christina Diegelmann**  
Assembly of European  
Regions (AER), Strasbourg

*"Being a cooperation partner within the project partnership was a good experience for AER. Together with some of the ENTREDI partners we initiated the working group for Innovation and Entrepreneurship and completed SWOT analysis in two regions outside the partnership regions. We would like to see the ENTREDI project extended to build on the experiences and close the gaps. The continuing process needs the support of experienced regions and SWOT analyses should benefit from follow ups. In this context, especially the 4+1 Phase Model proved to be useful to develop comprehensive support schemes. We hope the results and tools of the ENTREDI project will be exposed on an even wider platform to engage more and more regions in different countries."*

**Fostering Entrepreneurial Diversity**

tool, and to further explore the GP “WeTechOff” for possible implementation of relevant aspects of this GP in the future.

### The Region of West Macedonia

The Region of West Macedonia was represented in the final ENTREDI conference by Mr. Paschalis Oikonomidis, General Director for Planning and Development, Region of West Macedonia. Mr. Oikonomidis signed the Regional Action Plan during the ceremony and expressed the willingness and support of the regional authorities to implement and integrate the 4+1 model, the Global Mini MBA and the Profiling Tool GPs into new regional initiatives in order to create a holistic support mechanism for entrepreneurship and innovation. One of the greatest challenges the Region of West Macedonia is currently facing is the high unemployment rate. Mr. Oikonomidis stressed that through the ENTREDI project new ideas emerged on how to address these major challenges specifically in this era of high uncertainty. The regional stakeholders who have been actively involved in the initiation of the development of the supporting mechanism for entrepreneurship is the University of West Macedonia, The Regional Development Agency of WM, ANKO, and the Region of West Macedonia.

**Paschalis Oikonomidis**  
**University of Western**  
**Macedonia, ENTREDI Partner**  
**Greece**

*“Beneficial of the ENTREDI project was the exchange and cooperation among the partners and I think they will continue to cooperate in the future. The project has shown us ways to improve our difficult economic situation, the 4+1 Phase Model is one of the approaches we will implement. Many thanks to Ellen Bommersheim and the Kompass team for leading the project and for their hard work.”*

**Professor Yiannis Bakouros,**  
**University of Western**  
**Macedonia, ENTREDI Partner**  
**Greece**

*“The ENTREDI project has initiated a very vivid discussion on what should the region of West Macedonia do in order to support entrepreneurship. We really hope that the ENTREDI project will be the linchpin for developing a holistic support mechanism for entrepreneurship”*



**Fostering Entrepreneurial Diversity**

## The Region of Lodz

The RAP for Lodz Voivodship was signed by:

Dorota Ryl, Deputy Marshal, The Marshal's Office of the Lodz Voivodship  
Angelika Chyla, Executive Director, PAM Center/University of Lodz  
Andrzej Styczen, President, Lodz Regional Science and Technology Park

The ENTREDI Good Practices selected to be integrated by the Lodz Region were: the Kompas "Profiling Tool", the Kompas "4+1 Phase Model", and the Science Park System Jonkoping. There was also interest expressed in the iPlanner Tool from Tartu, Estonia.

The Department of Entrepreneurship of the Marshal's Office for the Lodz Region performs a key role as an organisational unit working towards the achievement of the ROP targets. It will be important to follow the Lodz Voivodship priorities, linking them to selected ENTREDI GPs in order to improve business support services offered to entrepreneurs, to enhance the success of start-ups as well as survival rates in the region.

All the key actions related with the implementation and financing of the Good Practice concept within the structures of the ROP for Lodzkie Voivodship will be made possible for implementation during the new programming period, i.e. in the years of 2014-2020.

## The Region of Tartu

The Region of Tartu was well represented at the ENTREDI Final Conference. Many major stakeholders sent their representatives to the conference, including Tartu Business Advisory, University of Tartu, Tartu City Government, Tartu Creative Industries Centre, and Tartu Science Park. Four last-



**Gedeon Werner**  
**PAM Center/University of Lodz , ENTREDI Partner Poland**

*"The project has proved that regions are able to cooperate on an international level."*



**Tiit Urva & Vaido Mikheim**  
**Tartu Science Park,**  
**ENTREDI Partner Estonia**

*"We appreciated the opportunity to be partner in the ENTREDI project. Tartu Science Park has participated in many projects before, but this project has been one of the most valuable experiences for us. Of great benefit for our region is the 4+1 Phase Model from Kompas and our organization has equal interest in the concept of the Science Park System Jönköping."*

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mentioned organizations also signed Regional Action Plan thus committing themselves to contribute themselves to improve entrepreneurial support system in coming years.

Tartu Science Park is already actively implementing in its daily operations

Good Practice (GP) Profiling Tool. Adapted model of GP 4+1 Model by Kompass has great potential for setting up common and unified approach to business support system among regional Business Development organizations to offer small and medium-sized enterprises sustainable and quality services. GP SPS – Science Park System from Jönköping in Sweden is also considered for implementation.

ENTREDI project has been a catalyst for several joint activities between regional stakeholders and has brought together organizations with similar aims and goals to reduce administrative burden and maximize positive effects for whole region!

### The Region of Hesse

The final highlight – not only of the day but as a conclusion of two years of project work and a new beginning – was



the signature ceremony for the regional action plan. The main focus for the lead partner Kompass, together with HAT

**Dr Gerold Kreuter  
Managing Director, FiDT,  
Chairman of HAT e.V. (Hesse  
Association of Innovation,  
Technology and Business  
Incubators Centers)**

*“With a view of developing new technology centers,- impressions and experience from the ENTREDI project have been incredible valuable.”*

**Matthias Bergmeier,  
Hessian Ministry of Economics,  
Transport, Urban and Regional  
Development**

*“To participate in the ENTREDI final conference was a great experience in “European territorial Co-operation” of its best kind.*

*I enjoyed obtaining new expertise from the ENTREDI partner regions during the podium discussions as well as taking part in the follow up workshop which centered on specific questions about entrepreneurial support and surrounding conditions from the partner’s views.*

*Not only did ENTREDI inspire the European interregional co-operation but produced important knowledge for the optimization of the mainstream programs in the area of entrepreneurial support policies and the signature ceremony of the Regional Action Plans reinforced this quite formidable.”*



**Fostering Entrepreneurial Diversity**

e.V., during the RAP implementation will be on the enhancement of the networks of all actors with increased linkages among offered services and an improved exploitation of entrepreneurship potentials in the region. The implementation considers also the import of the good practice "Mapping" from ASTER, Emilia Romagna, Italy and the "SPS Science Park System", Jönköping, Sweden. The Hessian Ministry of Economics, Transport, Urban and Regional Development is endorsing the goals of a Regional Action Plan to enhance the business start up environment in Hesse.

### The Region of Emilia Romagna

The Regional Action Plan developed for the Emilia-Romagna Region has been signed by the Department for Productive Activities within the Emilia-Romagna Regional Authority that has identified three specific objectives and related actions to improve support mechanisms for start-ups in the region:

**1. Intelligent Networking:** development of strategies and tools to accompany Emilia-Romagna regional entrepreneurs through the first phases of the enterprise life cycle, connecting a wide network of actors that share information, methodologies and knowledge. This initiative is already in place and will be further implemented through transferring networking tools used within the Kompass 4+1 approach and SPS Jonkoping.

**2. Evaluate companies' potential and provide better and more efficient services:** Improving the possibility of a start-up to be successful, through a better methodology to support its activities and progresses is a key element to ensure the regional economic development. This objective will be reached through the diffusion of new working tools for regional business support actors such as the Kompass Profiling Tool, an instrument to analyze future entrepreneurs potential and

**Silvano Bertini**  
**Economic Development**  
**Policies Service – Emilia**  
**Romagna Region, Italy**

*"It was a very interesting project with a concrete strategy. This approach will help our regions to exchange and benefit from each other."*



Jonkoping SPS monitoring methods for the entrepreneurs progresses that is implemented in the SPS incubators.

**3. Ensure the continuity of the regional support to nascent entrepreneurship:**

Emilia-Romagna is characterised by an extremely rich offer in terms of entrepreneurship support services with a multitude of actors and initiatives. The goal of this action is to define an optimized and permanent set of services for the most promising start-ups. The action will capitalize on some of the good project such as We Tech Off and Kompass 4+ 1 Model.

## The “4+1 Model” presented to the Regional Council of West Macedonia

Ellen Bommersheim, Managing Director of Kompass, presented the 4+1 model (one of the ENTREDI Good practices) to the Regional Council of West Macedonia in Greece on 12<sup>th</sup> September 2011. The Region of West Macedonia decided to integrate the 4+1 model as it is considered to provide the general framework for creating a mechanism to support entrepreneurship in the region of West Macedonia in a holistic way.

Ellen stressed in her presentation that it is the responsibility of the councilors to make sure that public money is spent in the most efficient and effective way. The 4+1 model provides a solution towards coordinating and managing resources and stakeholders in a way that can create a safety net but also a boosting mechanism, which can be used by existing and prospective entrepreneurs. The model if implemented is envisaged to provide partly a solution to the greatest challenge the Region of West Macedonia is currently facing, unemployment. Unemployment has reached 22% with a tendency to rise even more (National Hellenic Statistics Agency, 2011).

The Region of West Macedonia has expressed its interest to integrate the 4+1 model into the Region of West Macedonia and an Action Plan is now signed among the regional stakeholders who will play a key role in implementing the initiative.





## Entredi participation in the 4<sup>th</sup> *European Economic Forum (EEF) - Łódzkie 2011*

The Entredi project was represented in the 4<sup>th</sup> *European Economic Forum (EEF) - Łódzkie 2011* organized on 9/10 November 2011 by Lodz Region in Poland. Each year this important and prestigious event focusing on innovation, development and entrepreneurship provides a great opportunity to integrate international and national economic circles, as well as guests representing different European countries. The objective of the conference is tightening of co-operation between economic agencies for making the most of development potential of the Lodz Region as well as stimulation of entrepreneurial spirit.

The focus of this year's conference was on attractiveness of investment. Due to rapid development and implementation of innovative new technology sectors, the presentations during *EEF Łódzkie 2011* highlighted the achievements of the regions which were invited to cooperate in the fields of bio- and nanotechnologies. One of the most important events during *EEF 2011* was signing a letter of intent with a view to create Central European Consortium of Bioregions.

The conference included two plenary sessions and 7 branch rooms: ecological agriculture and food processing, innovative textiles, energy and passive construction, IT / ICT, bio and nanotechnology, infrastructure and transport, investment in human capital and additional events. These prepared on the basis of branch discussions were presented on the summary session of *EEF Łódzkie 2011* and will be used to complete and update the Lodz Regional Development Strategy for 2012 - 2020.



Fostering Entrepreneurial Diversity

The ENTREDI project presentations were included in the Congress of Innovative Regions part of the conference. Angelika Chyla – Executive Director of the PAM Center presented key information about the project, selected for import Good Practices for Lodzkie and key regional stakeholders. Joakim Robertsson, Project Manager, LTC AB from Jonkoping presented one of the Good Practices of interest to the Lodz Region – Science Park System, highlighting the role of local business incubators and business support system, which is a part of the development policy of the region. The representative of the key stakeholder in implementation of the SPS GP in Lodz region, Andrzej Styczen – President of the Lodz Regional Science and Technology Park, presented Lodz Technopark, which offers support for young, innovative entrepreneurs in the early stages of development of their companies. In addition the Technopark conducts the R&D projects in collaboration with the scientific staff. Particular attention was paid to the implementation of a huge project - the construction of research and implementation center for business, focused on industrial biotechnology and nanotechnology.

The implementation of the Entredi project in Lodz region was actively supported by the Department of Entrepreneurship of the Marshal's Office of the Lodz Voivodship. At the invitation of the Marshal's Office, this year the Entredi partners participated in the conference for the second time. In 2010 the project was represented by all partners presenting their regions and Good Practices. The *EEF Łódzkie 2011* was attended by over 750 participants.



## ENTREDI at the European Researchers' Night 2011 “Everyday Science – Italy plays science”

The activities and results achieved by Aster within the ENTREDI project have been show cased during the European initiative "European Researchers' Night 2011". The Researchers' Night 2011, which was at its 3rd edition, was organised on 23rd September 2011 in the framework of the initiative launched by the European Commission to support research and innovation, which involves more than 30 countries of the European area with 320 different projects.

In this edition, activities organised in Italy in over 20 towns from 10 different regions have been coordinated by Aster.

Emilia Romagna was the hub of the event where Aster together with the Emilia-Romagna Region and other important regional institutions as Local Authorities, Universities and Research Centres have joined forces to spread information and raise awareness on research activities and outputs as well as on knowledge based business start-ups policies and actions.



Due to the large dimension of this event - only in Bologna, there have been over 8000 visitors - a high visibility was ensured to the ENTREDI project that has been show cased in the area dedicated to business creation together with other key regional initiatives dedicated to entrepreneurship support and main actors in this field such as the Emilia-

Romagna Region and the Province of Bologna.

In particular, during the Researchers' Night 2011, one of the main outcomes of the ENTREDI Regional Action Plan, the "Intelligent Networking" regional strategy was inaugurated. Participants have had the opportunity to benefit from the Emilia-Romagna Start Up new services, such as the orientation and the real time consultancy to the nascent innovative entrepreneurship. This has enabled the Emilia-Romagna Region to validate the strategy to facilitate access to networks both for



# THE ENTREDI Matching Matrix

In this edition, we present the final Good Practice Transfer Matrix (see Table 1).




The matrix includes all of the confirmed initiatives that will be exchanged by the project partners. Every region has committed to the implementation of the highlighted good practices (GPs) but of course adapted to the needs of each importing region.

In total 17 GPs have been exchanged, with every partner importing at least one good practice.

The project was very successful and in total the ENTREDI partners have managed to commit over €12 million for the continued implementation of the selected GPs from 2012 till 2020.

Table 1. Transfer Matching Matrix

PARTNER GOOD PRACTICES	KOMPASS Hesse	BDBC SE UK	LTC Smaland	TSP Estonia	LODZ University Lodzkie	ASTER RER	UOWM
kompas local initiative	source region, GP provider	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer
The Profiling Tool	source region, GP provider	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer
Entrepreneurship within the regional Economic Strategy	selected for transfer	source region, GP provider	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer
3en Venture Capital Fund	selected for transfer	source region, GP provider	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer
Science Park System of Jönköping County	selected for transfer	selected for transfer	source region, GP provider	selected for transfer	selected for transfer	selected for transfer	selected for transfer
IPlanner: Business Planning Software Online	selected for transfer	selected for transfer	selected for transfer	source region, GP provider	expressed interest	selected for transfer	selected for transfer
TRIS: Tartu Regional Innovation Strategy Implementation	selected for transfer	selected for transfer	expressed interest	source region, GP provider	selected for transfer	selected for transfer	selected for transfer
Distance Learning	selected for transfer	selected for transfer	selected for transfer	selected for transfer	source region, GP provider	selected for transfer	selected for transfer
We Tech off	selected for transfer	selected for transfer	selected for transfer	selected for transfer	selected for transfer	source region, GP provider	selected for transfer

source region, GP provider 
                 
 selected for transfer 
                 
 expressed interest 



## ENTREDI meets AER



In September 2011, representatives of the ENTREDI project were invited to present at the plenary session for the AER Committee 1 – Economy and Regional Development in Banka Luka, region of Republika Srsпка, Bosnia and Herzegovina.

At the meeting ENTREDI partners presented to the Entrepreneurship and Innovation Working Group the results from the two regional

entrepreneurship studies that took place over the summer in Crete, Greece and Bahçelievler/Istanbul, Turkey.

The conference highlighted the opportunity for other regions in the AER to also adopt the ENTREDI methodology and for their regions to be studied according to the specific phases of the 4+1 model to support entrepreneurs and business start-ups using a fully integrated model.

After the presentation a few regions confirmed their interest in the ENTREDI methodology, they are Västernorrland and Jämtland from Sweden; Denizli, Turkey; Pelagonia, FYR Macedonia; Gelderland, Netherlands and Alsace, France.



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