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SMART Campus concept

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CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

DANUBE REGION strategy
People & Skills

The project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

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INTRODUCTION - PROJECT DESCRIPTION

The Innovation Union Competitiveness Report 2011 states: “European SMEs … do not grow sufficiently. The US has shown a much better capacity to create and grow new companies in research-intensive sectors over the last 35 years”.

Apart from this overall lack of SME growth in Europe, the project i.e. SMART has also identified specific issues/challenges in the involved partner regions such as a lack of interest in innovation and entrepreneurship, a low survival rate of business start-ups, high youth unemployment, demographic and socio-economic brain drain, and social issues involving equal opportunities and non-discrimination.

Member State	Partner No.	Partner	Status	Work package (WP) Leader
AT	LP	European Office, Vienna Board of Education	Institutional	WP1: Project management and coordination
AT	PP2	University of Vienna, Research Group Knowledge Engineering	Expert	
IT	PP3	Region of Veneto, Directorate of Labour	Institutional	
IT	PP4	Modena Formazione	Expert	WP3: INITIATING PHASE: The regional SMART points and the transational SMART network
DE	PP5	City of Stuttgart	Institutional	WP6: INSTITUTIONALISING PHASE: The SMART plan
DE	PP6	Stuttgart Media University	Expert	
SK	PP7	Municipality of the Capital of the Slovak Republic, Bratislava	Institutional	WP2: Communication knowledge management and dissemination
SK	PP8	I-Europa, Ltd.	Expert	
HU	PP9	Budapest Enterprise Agency	Institutional	WP5: IMPLEMENTING PHASE: The transnational train the SMART Trainers and the SMART campus
HU	PP10	Budapest College of Communication and Business	Expert	
CZ	PP11	Metropolitan District Prague 14	Institutional	
CZ	PP12	Czech Technikcal University in Prague	Expert	WP4: DEVELOPING PHASE: The transnational SMART Training programmes

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In order to tackle these issues/challenges, which hold true for the whole programme area, i.e. SMART will develop a solution for the individual: “improve the framework for knowledge development as it relates to human capital in order to ensure economic competitiveness”. Develop a solution for the regions: “improve the climate for innovation in all regions”. Finally, develop a solution for the transnational programme area: “overcome thinking in terms of national/regional competitiveness in order to strive for a more competitive and innovative Central Europe as a whole.”

In specific terms, the project will develop and implement a transnational management structure to link the involved regions so that they can provide their citizens with exciting sustainable labour market opportunities. This will be achieved through a multi-disciplinary training units to spark innovation and entrepreneurship. In particular, this new approach will focus on three emerging economic sectors: Creative Industries, Green Economy, and ICT. International research has shown that these sectors will be sustainable.

To achieve this, a 12 partner membership from seven polycentric urban areas in six CE Member States will work closely together.

In every CE Member State, there are two partners: 1) A policy partner; and 2) An expert partner. The 12 partners commit themselves to the Lisbon and Gothenburg agendas, and the EU 2020 strategy, particularly SMART growth: “creating new products/services that generate growth and jobs and help address social challenges.”

The project foresees four methodological phases: Initiating, Developing, Implementing, Institutionalising, and builds on existing regional management structures (‘regional triangles’) consisting of key players from policy-making, economy/labour, and education/training. In WP3, the project will initiate and run at least seven regional centres for this new approach to innovation and entrepreneurship competence (SMART points). These centres will be interlinked in a transnational management structure (SMART network), which will offer transnational trainings, innovation and entrepreneurship research, and a ICMS state of the art knowledge development tool for innovation and entrepreneurship in the Creative Industries, Green Economy, and ICT.

WP4 and WP5 will develop, implement and pilot transnational concepts, and strategy and action plans for training regional staff (SMART trainers/facilitators) and emerging entrepreneurs in the identified economic sectors. In WP6, a strategy plan will be drawn up to permanently incorporate the project’s outputs in regional development plans and to institutionalise the i.e. SMART approach after project lifetime. What is the i.e. SMART approach? Many experts see the global economy in transition from the Information to the Conceptual Age. Traditionally, European education and training have focused on so-called ‘left brain skills’. To face the economic challenges confronting Europe as a whole and the i.e. SMART regions in particular in this global economic transition, a new multi-disciplinary, multi-economic sector approach to innovation and entrepreneurship is needed. I.e. SMART will provide this approach, and will develop viable, concrete solutions to tackle the identified issues/challenges.

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Four phases process-oriented implementation

WP3	WP4	WP5	WP6
INITIATING	DEVELOPING	IMPLEMENTING	INSTITUTIONALISING
Preparing for initiating, and implementing **regional SMART centres** of competence (SMART points) and esteblishing the **transnational SMART network**	Developing the transnational SMART **training programmes** including a **knowledge management tool** for SMART trainers and entrepreneurs with an emphas is on the "transformative business approach"	Implementing the transnational **SMART trainings** (Train the SMART Trainers and the SMART campus) to train entrepreneurs with an emphasis on the "transformative business approach"	Compiling and implementing the **SMART joint transnational strategy and action plan** to institutionalise the i.e. SMART concept, approach, and outputs after project lifetime

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WORK PACKAGE 4 – DEVELOPING PHASE

SMART CAMPUS CONCEPT

WP4 is the developing phase of the project and concentrates on the planning, development, and evaluation of the project's training programmes. In order to provide the special and specific entrepreneurship and innovation training that i.e. SMART aims at it will be necessary to develop a concept to train the SMART trainers working at the SMART points. This training – Train the SMART Trainers – will have the added value that these trainers, after their own training in WP5 (month 12), will go on to train other trainers (reg. and national) in an i.e. SMART 'snowball effect' (3.1.7). Train the SMART Trainers will be carried out in a trans disciplinary training modules led by international experts in the area of entrepreneurial training with a focus on the 'transformative business approach'. The training will be evaluated and the results will be compiled into a strategy and action plan in month 15 for future training. This will be an essential knowledge management document for other regions not involved in the project.

In an identical process, the SMART campus concept will be developed to train emerging entrepreneurs in the 'transformative business approach' to innovation and entrepreneurship, particularly in the emerging sustainable economic sectors.

ACTION 4.2

Starting in month 5, based on existing methodologies, best practice, and input from international experts, a PP working group will develop a concept for the SMART campus. Feedback will be provided to stakeholder/shareholder groups so that the concept can be validated and completed by month 8.

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SMART CAMPUS

Preliminary Phase[1]
In month 10 and 11 of the i.e. SMART project (May and June 2013) the SMART Trainers/Facilitators will attend the training event called 'Train the SMART Trainers'. After they have had their training, they will be able to deliver targeted 'Transformative Business Approach' training to the emerging entrepreneurs at their regional SMART points. Regional SMART competitions will be held at the regional SMART points to choose the 5 best transformative business ideas/emerging entrepreneurs per SMART point. A special training as a preparation for the SMART campus will follow.

Description of the SMART campus
The SMART campus is a transnational training campus for regional business idea owners in the emerging sustainable economic sectors: Creative Industries, Green Economy, and ICT.

The campus will bring together regional business idea owners (emerging entrepreneurs) with their counterparts in other partner regions, as well as with existing entrepreneurs, advisers on EU legislation and financial legislation, and potential business stakeholders.

The campus will be developed and run by internationally renowned trainers/coaches/experts. The campus will be evaluated and a joint transnational strategy and action plan for future campuses will be compiled.

The SMART campus will take place in month 22 of the project (April 2014).

[1]See SMART Train the Trainers concept and SMART points concept

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GENERAL REFLECTIONS ON THE SMART CAMPUS

The Smart campus will offer support and training to the participating emerging entrepreneurs and start-ups through a local on-campus Smart Point and extended use of the upcoming Smart Site.

The Smart campus will be designed as a festival with different stages, venues, meeting points, exhibitors and help desks. There will be events and activities in parallel with the working sessions of the participants. Since implementation and training/learning by doing and early stage fails plays a vital role in becoming a successful company, the campus activities should be arranged around the working sessions.

Camps:
ICT, Green Technology and Creative Industry entrepreneurs & start-ups will be situated respectively together to achieve best opportunities for synergetic knowledge sharing, collaboration and maybe even co-creation. Thus, the participants referring to their specialized field of operation should also live, eat and spend time together as much as possible.

Events:
The events taking place during the work sessions should all benefit the participants in working and maturing their concepts. There could also be different parallel events to address different needs. This option demands more capacity and of course more resources in terms of participating event holders.

Activity Logs:
To get articulation and communication training, the participants are motivated to write activity logs at the end of the day. They will get their separate a channel on the Smart site from where they can blog and upload pictures, videos and other materials. Through this, they will also learn how to handle social media dynamics and tools.

Location:
The venue for the location should be open, raw and spacious. An old abandoned factory in the middle of Europe close to a budget friendly hotel would be the ideal venue. Idealistically the venue can also accommodate the participants, inspire them and offer several facilities for activities such as sports and recreation. Wireless Internet and IT infrastructure is also a must but can also be arranged from a 3rd party.

Budget and cost covering:
The 1st SMART campus is a free of charge event, but in order to involve more participants it could invite as many participants as possible (not financed through the i.e. SMART project) and take a participation fee. The amount can also help cover some of the establishment or running costs of the campus. It is also possible to involve sponsors to help out and to give keynotes for free in exchange with a sponsorship. Food and beverages should be sold at cost price.

Out-of-the-building event:
The event on day two should help stimulate and inspire the participants. The event should be an activity that might contribute to teamwork, collaboration but also give a lesson or two. An inspiring company nearby could also be an option.

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Pitching:
The pitch rounds should prepare and train participants in efficient communication and selling off their concept. There should be a keynote speaker on pitching and presentation techniques as to inspire the crowd to work with their styles. The participants will practice the pitch they have worked on before they will go on-stage and pitch the idea in front of a panel e.g. representing specialists, politicians, VC's and BDO's.

Party + Surprise:
The Smart campus should be rounded up by a social event featuring an on-stage artist or performer (surprise). The participants will have the opportunity to connect even more and discuss the Smart campus etc.

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The SMART campus programme could be as follows:

<table>
<tr><th colspan="2">Day 1</th><th colspan="2">Day 2</th><th>Day 3</th><th>Day 4</th></tr>
<tr><td colspan="2" rowspan="2">KICK-OFF EVENT
Speakers on start-ups
(TED talk style)</td><td rowspan="2">WORK & SMART trainers consulta-tion</td><td rowspan="2">EVENT 5</td><td rowspan="2">PITCH TIME
Present your idea to the other participants</td><td>FINAL PITCH
Preparation time</td></tr>
<tr><td rowspan="5">FINAL PITCH
International panel</td></tr>
<tr><td rowspan="4">WORK & SMART trainers consulta-tion</td><td>EVENT 1
(e.g. Keynote on BMC)</td><td></td><td>EVENT 6</td><td rowspan="4">WORK & SMART trainers consultation</td></tr>
<tr><td>EVENT 2
(e.g. Keynote on selling)</td><td colspan="2" rowspan="3">OUT-OF-THE-BUILDING TRIP</td></tr>
<tr><td>EVENT 3</td><td rowspan="3">WRAP UP AND AWARDS</td></tr>
<tr><td></td><td>EVENT 7
(e.g. Keynote on Presentation skills</td><td rowspan="2">SMART PARTY & SURPRISE</td></tr>
<tr><td colspan="5">REFLECTION TIME & NETWORKING
Writing and posting Activity Logs</td></tr>
</table>

THE SMART CAMPUS FLOOR PLAN

In order to stage such an innovative event it is essential that there is the optimal setting.

As already mentioned, "The venue for the location should be open, raw and spacious. An old abandoned factory in the middle of Europe close to a budget friendly hotel would be the ideal venue. Idealistically the venue can also accommodate the participants, inspire them and offer several facilities for activities such as sports and recreation. Wireless Internet and IT infrastructure is also a must but can also be arranged from a 3rd party."

The plan on the next page suggests a possible Campus floor plan for the event.

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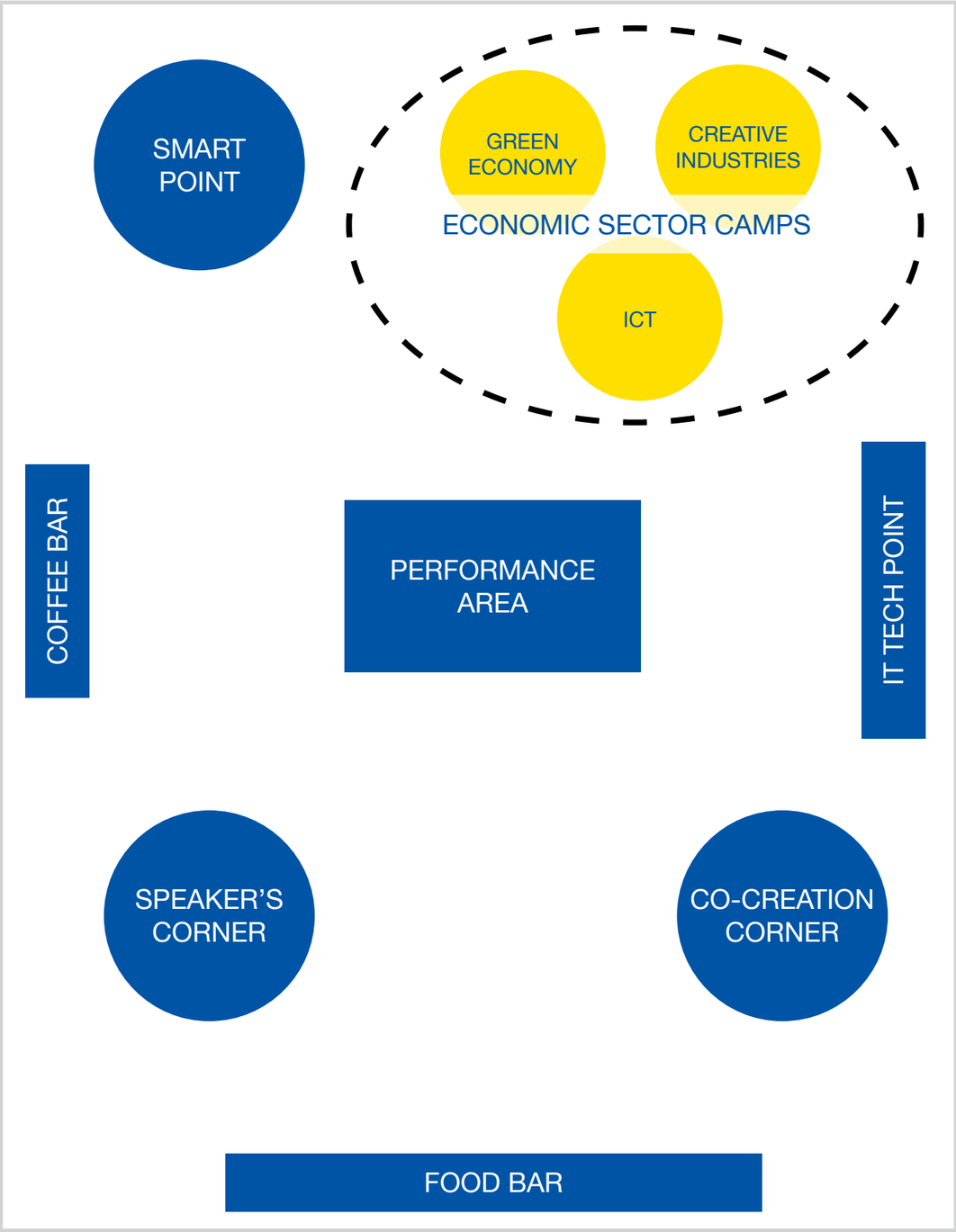
SMART campus floor plan



Explanations:

Economic sectors camps:
this is the area where the emerging entrepreneurs will work together initially in their own economic sectors – Green economy, Creative industries, and ICT. The close proximity of the camps should encourage 'cross-fertilisation' of cross-sector business ideas. If a match has been found between business ideas, the business idea owners can move to a dedicated area called the Co-creation corner to further develop their joint idea.

SMART point:
this is the area where the regional SMART trainers are located. They will have the opportunity to network with each other (SMART network), as well as assist, counsel and mentor the emerging entrepreneurs – not only from their own region but also from other project regions. The SMART point will also be the home base for the international training team, keynote speakers, and other experts. It will serve as a seedbed of professional ideas and exchange.

Speaker's corner:
this is area where the keynote speakers hold their talks and presentations.

Performance area:
this is the area where the pitching is carried out and any other performances that will take place during the training e.g. 'Party & Surpise' with an on-stage artist or performer.

ICT tech point:
this is the area where the state of the art ICT and video/audio equipment is located (provided by a 3rd party with technicians) to support the emerging entrepreneurs with any technical work they wish to carry out.

Coffee bar:
open throughout the event offering coffee, tea, and drinks.

Food bar:
open throughout the event offering food and beverages at cost price.

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