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Editorial

Welcome to the pilot issue of the newsletter of BEPART – the BALTIC ENTREPRENEURSHIP PARTERS. In future we will quarter-yearly report what BEPART is working on. Moreover, we will add other useful facts, cases and events for a better understanding and practice of an entrepreneurship-driven, stronger and competitive development of regions in the Baltic Sea Area. Forthcoming issues will also introduce the work of the BEPART project-partners.

The newsletter intends to reach more actors who are working in the fields of entrepreneurship promotion, regional development and interregional co-operation. Be part!

BEPART is not working alone. Some BEPART-approaches are exceptional, but many public and private initiatives and ventures contribute to competitiveness and cohesion in Europe as well. BEPART contributes especially in and for regions of the Baltic Sea Area.

But what does competitiveness mean today? In the past it was leadership in steam-engines, steel, chemical and petrol industries, automobile, information technology. Today, competitiveness means leadership in solutions for health and well-being. Entrepreneurial and responsible combinations of technologies and "human factors" are a key issue. And such smart solutions will contribute to a sustainable socio-economic development of regions and areas. This is what BEPART finally is about to work for.

This pilot issue takes you above all on a tour through the BEPART project itself: idea and aims, partners, structure. Part 2 reports on first activities done in autumn/ winter 2004. Part 3 is a showcase on successful regional development.

Part 4 draws your attention to an interesting study on entrepreneurship education at European universities, and at the end you will find some further helpful links from the web.

On behalf of BEPART I would like to thank all partners and supporters for their enthusiasm, aid and work which made the good take off of BEPART possible. And I convey you the best wishes for a successful and healthy New Year 2005.

With best regards

Christoph Diensberg

BEPART Project Co-ordinator

1 BEPART – What it's all about?

1.1 The Idea

An entrepreneurial Europe will be built on areas with vivid entrepreneurial playgrounds. Above all this implies to work on favourable conditions for the growth of entrepreneurship in regions and townships, in regional centres and clusters. If those places offer a creative, challenging and encouraging ambience for young and open minded people (young entrepreneurs, innovators and even creative outsiders, high potentials), they are found attractive. Attractive locations can profit by brain gain – in quantity and quality, in entrepreneurial power, spirit and culture. Uninviting regions and cities will suffer from brain drain and a loss of entrepreneurship. Young and creative people will vote with their feet.

Therefore universities, colleges and incubator organisations play an important role in regional development and attractiveness. Inspiring curricula, effective programs in entrepreneurship education and trai-



ning, mutual links with the regional business world, with development centres and independent creative settings as well are essential components to attract and to develop entrepreneurial talents, skills and actions.

The main objective of BEPART is an increased efficiency and impact of entrepreneurship promotion at and by universities and incubators within local/ regional networks and settings.

1.2 The Context

The world's most innovative and competitive area – this is what Europe intends to become (Lisboa Agenda), but is still far from. Certainly adjusted and even new instruments and approaches are needed by 2010 if that goal is to be more realistic. BEPART is a project which works on such professional instruments in the field of entrepreneurship promotion and training – with strong links to regional development.

To do so, the project takes advantage of the know-how and expertise by different professional partners within the wider Baltic Sea Area, which is already one of the most innovative sub-areas within the EU. Above all, the co-financing by INTERREG III C allows for the inter-regional co-operation of BEPART. Partners within the project can connect experience from strong and weak regions, and from regions in new and fast growing market economies (Estonia, Lithuania, Poland) and in settled market economies as well (Denmark, Finland, Germany, Netherlands, Sweden).

1.3 The Co-operation

Regional and interregional co-operation respectively will essentially determine the success of BEPART.

- The interregional co-operation of the 12 partners from 8 EU-countries shifts the research and

development process onto an international level. It allows to use, compare and integrate multifaceted experience and know-how and will foster further cross-boarder co-operation in future and similar fields. It allows above all to develop innovative solutions and “best practices” which utilise similarities and differences of cultures, attitudes and traditions. Different from other EU-projects in INTERREG III C, BEPART limits and concentrates at this initial stage the co-operation to partners from a certain area, which is the Baltic Sea Area.

- Success of BEPART will finally be decided regionally and locally. Here, pilot tests, practical improvements and implementations of better solutions will medium-term and in the long term give the answer, if BEPART was a successful project. Regional co-operation within each partner's region becomes crucial and will decide on the success and impact of the whole project. The involvement of regional key-players in entrepreneurship education and regional development is one of the prime tasks.

1.4 The Acronym and Logo

The acronym abbreviates the full name of the project “Baltic Entrepreneurship Partners”. But above all it shall invite others too for co-operation: to take part and be part in our co-operation, the exchange and contribution of ideas and know-how, and to create mutual and cross-boarder benefit.

Centuries ago this was the model of the Hanseatic League, a system which went far deeper and beyond material trade.



BEPART is a grassroots oriented network and strategy for a brisk and dynamic culture of entrepreneurship in the Baltic Sea Area. We all know that new businesses are created by people's ideas and achievements, rooted in human cultures and societies, started on small and local levels. The logo visualizes that Entrepreneurship is grassroots development – a key statement.

Shape and green colour of the logo also refer to sustainability. A major challenge to create competitiveness and successful innovations today is the ability to contribute to health and well-being, to sustainable socio-economic development. The bar chart of the logo speaks at the same time business language.

1.5 The Network Partners

BEPART started as a network of 12 partners from 8 nations:

1.	Germany University of Rostock, Economics and Business Education and Entrepreneurship Centre IBEC www.wiwi.uni-rostock.de/~wipae/ www.ibec-rostock.de
2.	Poland Jagiellonian University, Centre of Information, Technology Transfer and University Development www.uj.edu.pl/cittru/
3.	Finland Häme Development Centre Ltd. www.kehittamiskeskus.com
4.	Denmark Aarhus School of Business www.asb.dk
5.	Finland Research Centre for Vocational Education (RCVE) at the University of Tampere www.uta.fi/laitokset/aktk
6.	Lithuania Kaunas University of Technology Regional Business Incubator www.ktc.lt
7.	Estonia University of Tartu, Faculty of Economics and Business Administration www.ut.ee

8.	Estonia Department of Business Administration at the Tallinn Technical University www.ttu.ee
9.	Finland University of Oulu, Learning and Research Services www.oulu.fi/yliopisto/
10.	Finland Kajaani Polytechnic, Research and Development Unit www.kajak.fi
11.	Sweden Stockholm School of Entrepreneurship www.sses.se
12.	Netherlands University of Twente www.utwente.nl

BALTIC
ENTREPRENEURSHIP
PARTNERS



Further co-operation was started, e.g. with the University of Lodz.

1.6 Structural Data

After preparatory work BEPART took off effectively with the first Steering Committee Meeting 6./7. October 2004. The operation time of BEPART is until June 2007. A basic structural element of BEPART is the project application, which commits to goals, activities and certain time frames.

The University of Rostock took responsibility as the lead partner of BEPART.

The total budget for the 12 partners amounts to 1.57 Mio EUR over three years (the EU/ Interreg III C contributes 995.950 EUR and the national co-financing is 578.950 EUR, partly financed by the partners

themselves). The budget is allocated to the partners according to activities, roles and periods.

During the approval process the Interreg III C North zone received altogether 33 project applications, of which 10 applications were network projects. BEPART was 1 out of 3 network projects which were eligible for implementation.

1.7 The Activity Components – a Sandwich-Model

BEPART consists of five activity components.

Component 1: Basic project management and network co-ordination.

Component 5: Facilitation of high quality joint learning through self-assessment, observation, feed-back, evaluation and similar tools.

Two components develop effective approaches and instruments:

Component 2: It concentrates on experience exchange on (a) the role of entrepreneurship promotion in regional development strategies, (b) existing types of activities, and (c) more effective ways of entrepreneurship promotion at universities/ education and beyond.

Component 4: Here, interregional/ international Action-Learning and Reflection Groups (ARGs - formed in autumn 2004) focus on new ways for entrepreneurship education and training. They aim at pilot implementations on the local levels.

A basic aim and concept of BEPART is impact. This impact can only be achieved

if other multipliers, executives, promoters and professionals are being successfully involved:

Component 3 works therefore on a broader discussion and adoption of

findings with policy makers, business community and scientists – involvement of actors in charge, dissemination and implementation of action programs are the intentions and goals.

1.8 Expected Results and Impact

The results will be above all an improved expertise and know-how – the main resource in a knowledge society. BEPART concentrates on better know-how for entrepreneurship-promoters and catalysers: for trainers, lecturers and researchers, business-incubators, multipliers, regional policy makers, regional leaders and sponsoring entrepreneurs, managers of universities and technology centres, executives in local administrations. The results can be measured against the extent to what this co-operation, involvement and practical use of knowledge succeeds. If BEPART is successful, a more effective practice in entrepreneurship promotion, education and training will arise. The European orientation and international co-operation in that field will then be stronger. Productive side-effects will be generated for other actors in that field, by involvement, co-operation and future common schemes. More students will be aware of and motivated for entrepreneurial initiatives, and will start new ventures better prepared and more

innovation-oriented than today. More researchers and students will have access to high quality

support for start-ups. The access to shared knowledge in the field of entrepreneurship promotion will be far easier. The use of more effective methods in entrepreneurship training



and education will be more common – and the performance of entrepreneurship education and training will rise. Better tools and products for the use in entrepreneurship training and education will be available and used. The appraisal on necessary resources for a successful entrepreneurship promotion as well as the delimitation between good and bad practices will be far easier.

The long-term impacts of BEPART:

- higher return of investments into entrepreneurship-promotion, less waste of money by a more effective utilisation of scarce human and material resources;
- synergies between (1) regional development strategies, (2) entrepreneurship training and education and (3) other activities of entrepreneurship promotion;
- sustainable socio-economic development, strengthened culture of entrepreneurship, improved (regional) innovation potentials and competitiveness;
- growth contributions to a vivid Baltic Sea Area with subsequent cross-boarder and interregional activities.

1.9 BEPART- Management

The co-ordination of BEPART is organized with the leadpartner at the University of Rostock.

Prof. Dr. Gerald Braun holds the Chair of Wirtschaftspädagogik



(Economics and Business Education) and is Director of the International Baltic Entrepreneurship Centre IBEC, where the BEPART project was also designed.

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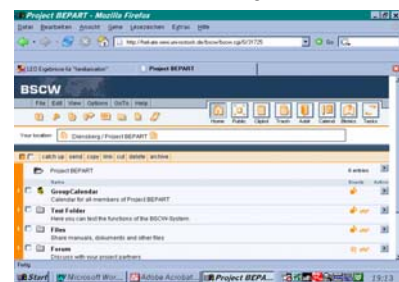


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1.10 BEPART Virtual Working Room

Local distance in co-operation is often a problem in international projects. Communication technologies help to mitigate troubles of lacking face-to-face team work. The virtual working room of BEPART is such a tool and enables not even the easy sharing of information and data, but a synchronised, parallel work and forum discussions as well. The system we chose was BSCW – basic support for co-operative work, which is a web-based group ware.



If you wish to actively co-operate within the BEPART-project and to use that room, please send us an e-mail.

1.11 BEPART – Now Online:

www.bepart.info

By the end of 2004 BEPART went online. Step by step we will fill the sites with more and useful contents. The idea of the website is to inform, to communicate, to draw attention on the goals and activities of BEPART, and off course to market the project and activities. Stay informed, join us!



2 BEPART Project Activities

2.1 Steering Committee Meeting in Rostock October 2004



Leading representatives of the BEPART-regions and partners came together for the initial meeting of the Steering Committee on October 6./7. 2004. Host of the meeting was the University of Rostock. A welcome address was given by Karin Wohlgemuth, Union of the Baltic Cities' secretariat in Rostock - and UBC might in future one of the networks to co-operate with for mutual benefit.

The participants reviewed the launch of the project, and decided on forthcoming aims, milestones and activities until June 2005. Basic problems to be dealt with arose from the belated effective kick-off of the project. Initially the project approval was expected earlier and BEPART's kick off planned already by the beginning of July. This led to a strong time pressure.

The decision taken was to compress the activities and time-schedules in a way that BEPART is able to catch up with the initial plan by mid-year 2005. Furthermore, the participants decided on their rules of collaboration, co-operation agreements, basic procedures and guide-

lines. Further matters of discussion were the web-presence of BEPART, logo and marketing tools, and the establishment of a virtual working room.

2.2 Stockholm-Symposium on Entrepreneurship Education in November 2004

Hosted by the Stockholm School of Entrepreneurship researchers and practitioners from BEPART met in Stockholm from 3.-5. November 2004. Two goals guided this meeting: (1) To exchange the state of the art in entrepreneurship training, education and promotion and to get to know the strategies, methods and proceedings of each partner. (2) To draw conclusions and to form sub-groups which will from now on concentrate on key issues in the field and on the development of solutions and products.

The proceedings will be available as a printed publication and are downloadable on the SSES-Website as well: www.sses.se (follow the link "presentations").

Two continuous working-groups were formed – which BEPART calls "Action Learning and Reflection Groups" (ARGs). Both ARGs will work on key issues and bottlenecks in entrepreneurship training and education.

- **ARG 1:** "Training of Trainers and Multipliers in Entrepreneurship Education and Training" This ARG will in future develop standards, concepts and tools for better curricula and competencies for this very important target group of multipliers and trainers. At the same time it will be important to find smart ways in assisting them to implement effective curricula, methods and contents.

Contact: Mrs. Doreen Holtsch, Rostock, doreen.holtsch@uni-rostock.de

- **ARG 2:** "Good Practice & Evaluation in Entrepreneurship Education and Training". This group will concentrate to analysing existing curricula, to developing a data- and knowledge-base for entrepreneurship education and training, improve the transparency and knowledge exchange in the field, identify good and best practices and possible means for evaluation.

Contact: Mr. Gerben Blaauw, Twente, g.blaauw@utwente.nl

2.3 Regional Development Strategies and the Role of Entrepreneurship Promotion – Workshop in Oulu December 2004

Kick-off for the project activities in component 2 of BEPART gave this workshop hosted by the University of Oulu/ Finland from 15.-17. December 2004. Regional development strategies were the focus of interest together with the question, if and in how far they are effectively connected with the

activities in higher education and entrepreneurship promotion.

External impulses were given by keynotes from Dr. Pawel Glodek (University of Lodz/ Poland). He reported on methods and results from the European research project “The future of Europe’s rural periphery – the role of entrepreneurship in responding to employment problems and social marginalisation”. Some of the highlighted aspects were the importance of qualified human capital and a challenging education system, the chances of incoming-migration (brain gain) and risks of outgoing-migration (brain-drain), the need for integrated business and entrepreneurship support systems and the need for structural ties.

This Oulu-workshop gave room and time for intense discussions and talks between the more than 30 participants. Instead of holding the prepared presentations it was decided to proceed more communicative and less formal.



Two ad-hoc groups were formed and focused the discussion on selected aspects within the general topic. Group work and plenum reports alternated, and inputs out from the prepared presentations were given where needed and useful to come to conclusions. The full presentations will be made additionally available to all partners by use of the BEPART virtual working room. By giving more time for talks and discussions the workshop produced valuable impulses and insights for an aligned, comparative and focused further research by the BEPART partners to be done in 2005. To guide this

research the participants voted for a scientific board of some BEPART members. The coming research will then smoothen the way for a subsequent conference to be held in Kaunas/ Lithuania on the 20./ 21. April 2005, which then will lead to practical conclusions and further action.

The workshop in Oulu was followed by the second meetings and work of the above mentioned ARGs (cf. 2.2).

3 Regional Development

3.1 The Showcase of Oulu

A supporting program after the Oulu-workshop led to the technology centre in Oulu. Though only some remaining workshop-participants were able to follow this invitation on Saturday afternoon – for regional development it was a real showcase!

The city of Oulu is the largest in Northern Finland, with a today’s population of 127.000 and an exceptional young age structure. Despite its northern, cold and dark location it is meanwhile very attractive for young people. Oulu is one of the most successful Finnish regions in terms of growth (economy and population) and competitiveness. The university has comparatively strong ties with the regional economy - vice versa as well, and gains strong support and interest by the community and business world.

The city’s situation was not always like this, and the strong development was not done within a few years only. The city proclaimed itself a technology city already twenty years ago. ‘Technopolis’, the technology park, was in 1982 the first of its kind to be established in Scandinavia, and a daring venture at that time. One can easily decode the awareness and calculation of that initial risk even today within the architecture of the first premises.

They were designed for a possible double use: for new businesses and technology companies first, but in the case of failure they could also be used for family housing.

But the initial and daring “paper-strategy” turned out to be a high success, attracted even more businesses and led above all to the creation of many new ventures.

Today the high tech technology sectors in the Oulu region realize more than 3.7 billion EUR a year and employ about 15.000 people in around 800 companies. Oulu is one leading technology-addresses in Europe, if not even with a worldwide reputation. Over the years the initial concentration on information technology was widened to other fields as well. Now, Oulu defines and promotes five clusters as regional growth engines: wellness, media & content, information technology, bio(techno)logy, and environment.

Part of the city’s future development strategy is the “Oulu 2006 - Growth Agreement”. Hereby, the development of the clusters is supported with an approximately 300 million EUR action package from 2002-2006 and sustained by the area’s major players in business and technology, administration and education.

Read more on:

<http://oulu.ouka.fi/kasvusopimus/english/index.html>

4 Entrepreneurship Education

4.1 Entrepreneurship Education at European Universities

A new and for BEPART highly encouraging explorative study on Entrepreneurship Education at European Universities was launched in September 2004. Conductor was the European Foundation for Management Development (efmd), sponsored by the European Foundation for Entrepreneurship Research (EFER). The results and

conclusions – which may guide part of BEPART's work - were:

- Clearer definitions of entrepreneurship are needed in education – for various types of entrepreneurship.
- Entrepreneurship is too often simply equated with the management of SMEs;
- Courses for entrepreneurship at the university level are often not yet integrated in the university curricula but conducted as stand alone courses.
- Networks between faculty teaching entrepreneurs across Europe are limited. Most faculty teachers have only a local teaching experience in the field.
- At the post-graduate level and in executive trainings for entrepreneurship the use of English language is common.
- A variety of teaching and learning methods is used. But most common is still mere lecturing.
- Often used are besides that case studies. Many faculty indicated interest for training in the case method.
- The interest for further training (Training of Trainers) in the teaching of entrepreneurship is high.
- Teachers and trainers in entrepreneurship are highly interested into more innovative, more practical and hands-on methods for their teaching: methods & exercises, innovative approaches, action learning.
- Many aspects in entrepreneurship training and education do still gain too little interest: culture and attitudes, intrapreneurship, growths phases of entrepreneurial firms, and differences between small and high growths firms.
- Too little is known about "best practices".

Read more & download report from the efer-website:

<http://www.efer.nl/res/res02.htm>

5 Further Helpful Links

Co-operation in the Baltic Sea Area and Regional Development

Union of the Baltic Cities UBC

<http://www.ubc.net>

Baltic Development Forum

<http://www.bdforum.org>

Baltic Sea Chambers of Commerce Association (BCCA)

<http://www.bcca.ws>

Council of the Baltic Sea States (CBSS)

<http://www.cbss.st/>

Baltic Sea States Subregional Cooperation (BSSSC)

<http://www.bsssc.com/>

Conference of Peripheral Maritime Regions of Europe (CPMR)

<http://www.cpmr.org>

Agenda 21 for the Baltic Sea Region - Baltic 21

<http://www.ee/baltic21/>

VASAB 2010 cooperation in spatial planning and development

<http://www.vasab.org.pl/>

Baltic University Programme (BUP)

<http://www.balticuniv.uadm.uu.se/>

Entrepreneurship Education and Development

Internationalizing Entrepreneurship Training and Education-Conference

<http://www.intent-conference.de>

Global Entrepreneurship Monitor

<http://www.gemconsortium.org/>

Interreg III C-Program

<http://www.interreg3c.net>

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