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Entrepreneurship & Sustainable Development

Formación para la Creación de Empresas Sostenibles



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© Programa Innova - Universitat Politècnica de Catalunya
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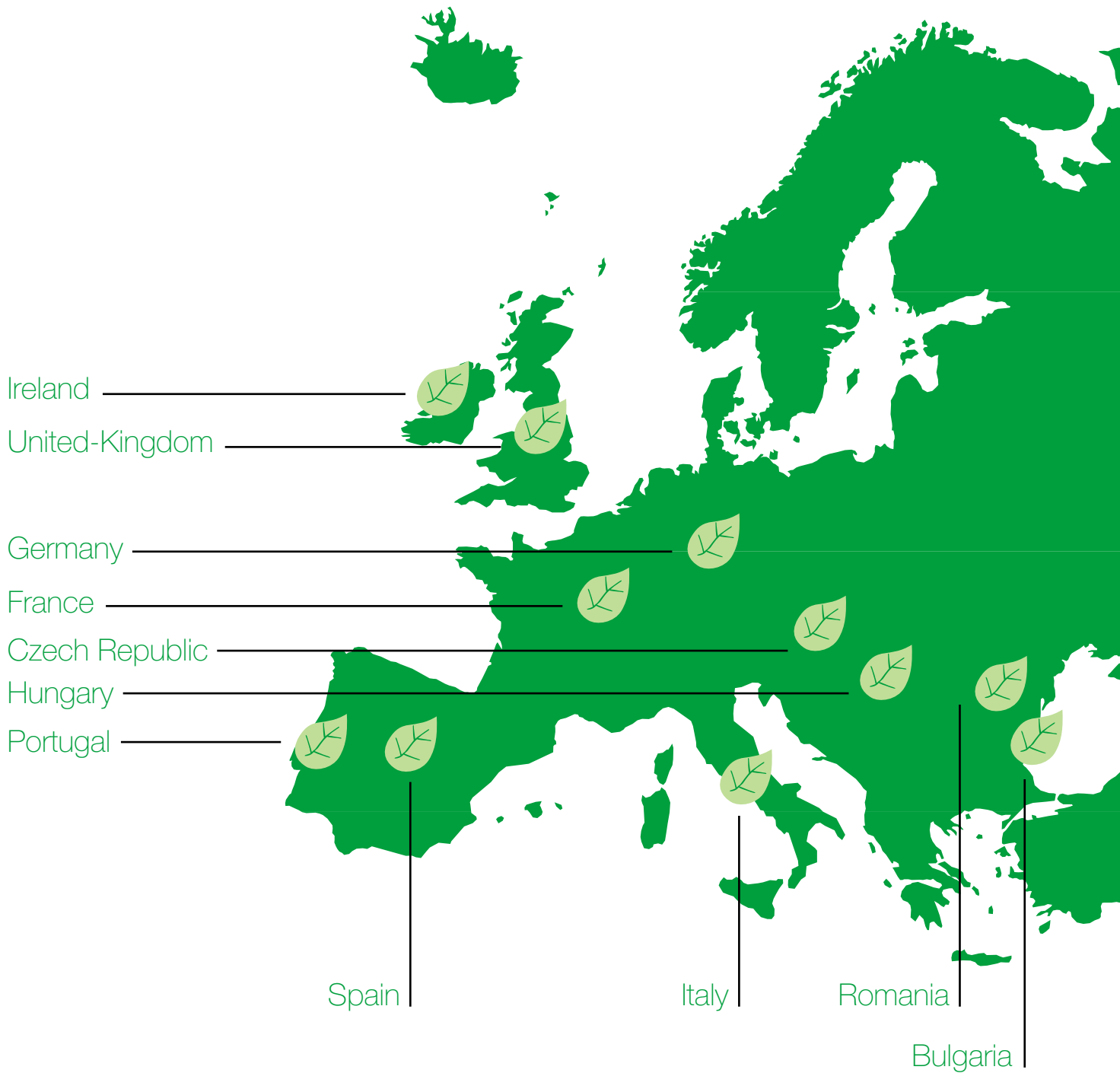
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Forcrest: A european scope

The project is developed by an international work team. It gathers 18 partners coming from 9 different countries:

Spain, France, Italy, Hungary, Romania, Ireland, United-Kingdom, Germany, Czech Republic, Portugal and Bulgaria, as part of EEIG

The partnership is made up of Universities, Chambers of Commerce, trade-unions, enterprises, European economic interest groups...



A large and diversified networking

Forcrest involves several partners from all Europe. There are as well public institutions (universities...) as private ones.

Promoter and co-ordinator: Programa Innova.

Programa Innova from the Universitat Politecnica de Catalunya.

The Technical University of Catalunya (UPC) has an important and powerful presence in the Catalan region with a significant number of human resources. It includes about 32,400 technical students, 3,000 graduate students, 2,555 professors and researchers, 1,300 administrative and services staff.

Since 1998, Programa Innova has been quite successful. It has given advice to more than 450 projects, support to the creation of 164 technology based businesses and 765 entrepreneurs.

These 164 new companies have generated more than 900 working posts, from which 96% are highly qualified, since 80% are graduates, 10% are doctors and 6% are professors at the university.

On the other hand, more than 5.000 people have participated in the training activities. The cooperation of Programa Innova with other networks (Xarxa TT, BAXI, CLUSTER...) and partners (more than 200, national and international) also helps to further improve and widen the opportunities for entrepreneurs in the region and world wide.

Our target is related with:

- 🌱 **Innovation:** to innovate means to turn what one is capable of imagining into a useful reality. To innovate also means technology serving people's real interests.

- 🌱 **Entrepreneurship:** to be innovative also means taking risks, making commitments, being responsible and persevering in order to turn an idea into a project and that project into a reality. The entrepreneurship spirit is essential for the society progress.

One of the Innova's objectives is to allow members of the Technical University of Catalonia to carry out their ideas and projects, so that none of them are wasted.

The aims of the Innova Programme of the Technical University of Catalonia are, in general terms, to contribute to the valorisation of the research developed at the university, to foster an entrepreneurial spirit and an innovation culture in the university community: students, graduates, researchers, professors and administrative and service staff members; and to raise the innovative potential of their members and units, to favour the creation of new businesses and the instruments for increasing value, as a result of knowledge.

The main Innova's areas of action are:

- 🌱 **Inno-seed:** to contribute to cultural change and to promote a spirit of innovation, entrepreneurship, commitment and risk-taking. To foster and to sensitize the researchers in subjects linked to the protection and exploitation of the intellectual property and research in general, the creation of businesses and the transfer of their research results.

- 🌱 **Inno-creation:** to support the creation of businesses within the university, as well as to promote and to foster its growth (ACCEL PROGRAMME). To provide University's entrepreneurs with technological profile, the resources and the advice necessary to start up their businesses.

- 🌱 **Inno-net:** to become a point of reference within the academic world and to cooperate with other international, national and local universities and institutions. It works within the framework of European projects, in the elaboration of methodologies, courses, excellence nets, and others.



Programa Innova works in collaboration with a strong network of partners.

Partners

Consejo General de Colegios de Ingenieros Industriales

Given the fact that the professional exercise of Industrial Engineers has developed in the whole country, it gave birth to Colleges in territorial field and their organisation in the College Council.

The industrial engineers have promoted the creation of Technological Institutes which are currently operating in several regions. These institutes, non-profit making organisations, aim at making available for the industries, technological means and services that the private sector can not support because of its limited means and which, however must contribute to the development of its environment.

Located in Madrid, its functions are, among others:

- Promoting and making technological programs and projects
- Making available the access to national and international technological programs for the company
- Contributing to the better cooperation between enterprises, public and private entities and institutions
- Facilitating the exchange of knowledge encouraging case studies, researches and training in the technological area
- Promoting quality as the fundamental factor of production
- Making effective training actions in the area of advanced technology and retraining of professionals.

Universidad Carlos III

Carlos III University based in Madrid has been created in 1989. The aim of the University was to provide an effective and high quality public service. It expects to offer an integral model of education, inside the unitary and global concept of science and culture. The philosophy which presides the educational activity of the University is to train responsible and free people, sensible to social issues and involved in a progress idea based on liberty, justice and tolerance.

Among its research activities it is worth highlighting those carried through Research Institutes such as the Pedro Juan de Lastanosa de Desarrollo Tecnológico y Promoción de la Innovación, devoted to technological research, development and diffusion as well as to the promotion of industrial innovation.

Within the Carlos III University Engineering School lies the Engineering Management section, responsible for the Management and Business Administration curriculum for engineering students, including entrepreneurship and company creation, encompassing, among its research lines, Corporate Social Responsibility.

The university business incubator, located in the affiliated scientific park Leganés Tecnológico, supports students and faculty members in the creation of technology based companies.



Instituto Tecnológico de Aragón

The Technological Institute of Aragón (ITA) was created on 13th September 1984, with the main objective of promoting the technological possibilities of the enterprises in the region of Aragón.

The mission of ITA is to promote innovation projects and technology management in the industrial sector.

ITA has a close knowledge of the industrial tissue of Aragón, specially the technological situation, thanks to its more than 10 years collaborating in a great number of R&D projects in the region.

Its main aims are:

- To give support to technological services to the industry, promoting the continuous technological improvement of SME's.
- To identify and support the necessities of innovation in the sectors and groups technological excellence- with special orientation to SME's -, consolidating and extending their introduction to the region.
- To offer consultancy services.
- To spread the strategy of technological renovation.
- To promote the SME's participation in programs of technological renovation, both national and international, giving them technical support for the presentation of projects.
- To promote the use of the technological resources of Aragón.
- To train technicians in technological fields.

Information & Image Management Systems, S.A.

Since 1991, I&IMS, located in Barcelona, has been developing image, information and telecommunications integrated solutions in the health care and surveillance sectors.

Activity areas:

- Development of own products: IP video-surveillance; disability – Health.
- Consultancy and system-implementation services
- European project development.

Main products:

- DocuRemote: modular software application designed for remote IP-cameras monitoring and control, motion detection, alarm management and digital MPEG-image archive.
- ModalVision: modular application to monitor, archive, print and export radiological images.
- DocuMed: Clinical information system designed specifically for the global management of information and documentation on healthcare patients and their medical conditions..
- TeleDocuMed: Computer application enabling medical images capture, visualisation and treatment for its further sharing and remote diagnosis, with simultaneous videoconference sessions.
- Artemis Server and Terminal: software platform enabling tele-assessment and Tele-adaptation of computer access devices for persons with motor impairment and movement disorders.



Unión de Profesionales y Trabajadores Autónomos

The " Unión de Profesionales y Trabajadores Autónomos de España " (UPTA) which is located in Madrid, is a state organisation, mainly selected by professional and autonomous workers registered in the area of Social Security.

UPTA aims at representing and sticking up for the professional, social and economic interests of the autonomous workers.

Its objectives are:

- 🌱 To require from state authorities the setting up of political, economic and legislative means to improve the working conditions of the autonomous workers, to increase their income, and as a rule to raise their standard of living.
- 🌱 To promote continuously training aiming at improving their professional qualification.
- 🌱 To support, through training and information, young people and women who want to accede to the labour market by creating their own enterprise.
- 🌱 To pay a special attention to the most disadvantaged community and sectors, sticking up for their demands and encouraging initiatives which allow improving professional and working conditions.
- 🌱 To represent at the international level, independent workers and professionals' interests, keeping a stable relationship with organisations and mainly with international organisations.

Innovation und Bildung Hohenheim GmbH

The Innovation und Bildung Hohenheim GmbH (IBH), the incubator of the University of Hohenheim located in Stuttgart was founded in 1999 and is fully owned by the University of Hohenheim. The IBH took part in the public announcement for regional university-incubators in 1998 and was ranked first. Since then the creation and extension of the IBH has been partly financed by the state of Baden-Württemberg.

It offers complete support for students, graduates and postgraduates of the University of Hohenheim and graduates of other universities who (intend to) get self-employed.

The support starts at an early stage: the sensitization of students. Therefore IBH cooperates with an institute of the University, the SEH (Stiftungslehrstuhl Entrepreneurship Hohenheim) and the Akademie für Weiterbildung Hohenheim. The SEH offers lectures on entrepreneurship and intrapreneurship to transfer the theoretical knowledge needed, as well as case studies and projects in start-ups (among others) to train the application of the theoretical knowledge. The Akademie für Weiterbildung offers courses giving a survey of the whole field of getting self-employed.

As soon as a student, graduate or postgraduate has a concrete business idea the IBH offers services/support in the fields of enterprise concept, business plan, patents, venture capital, fairs, networking and consulting concerning public financial support (Junge Innovatoren, Exist-Seed)

Furthermore it supports start ups concerning infrastructure. Therefore the incubator rents rooms (office and laboratory) at subsidized conditions, which offers the start ups the opportunity to get help with their daily business and to exchange experience with other start ups.

In the field of qualification IBH offers method training, computer based business simulation, case studies, workshops on relevant topics as well as coaching.

The University of Hohenheim was ranked number 4 in a nationwide evaluation on the climate for company creation at German universities.

Next to this the Region Stuttgart participated in the contest "The Pilot Action of Excellence in Innovative Start-ups" and was ranked as the most successful region of the EU in initiating and supporting start-ups from universities. Therefore the region got the "Award of Excellence for Innovative Regions".

Today IBH offers a range of services in national and multinational projects dealing with:

- 🌱 start-ups
- 🌱 technology transfer
- 🌱 project management
- 🌱 counselling

For clients like:

- 🌱 (would-be) entrepreneurs
- 🌱 ministries
- 🌱 companies
- 🌱 research institutions universities (especially the University of Hohenheim)

Chambre of Commerce of Toulouse

The Creation of innovative firms Department of the Chamber of Commerce and Industry of Toulouse (CCIT) aims at accompanying innovating projects of firms' creation in economic and financial fields.

Its mission depends on the realisation of the following actions:



Innovating projects bearers support. It deals with:

- Helping to the realisation of the "Business Plan" and validating it at an economic level on the marketing, business, patent rights, provisional, financial plans...
- Bringing a support on the financial engineering and orientating through aids to financing, by referring to a specific network dedicated to innovation, made of partners intervening in financing, technologies or by participating to the own funds of the innovative firm.



Innovative firms support, notably those which lodge in the three pre incubators of the Toulouse built up area (Montaudran and Basso Cambo Centre of Industrial Innovation, Colomiers pre Incubation built up area) which consists in:

- Following the starting of the project at the economic level.
- Bringing support and endorsement to the executive on the marketing, business, management plans...

It aims at supporting the executive to find funds to develop his innovative project and at helping him in the related folder constitution.

Pôle Universitaire Européen currently Réseau Universitaire Toulouse Midi- Pyrénées

The Réseau Universitaire Toulouse Midi-Pyrénées (RUTMP) of Toulouse is a wide & regional consortium of:

- Research and University entities,
- Socio-economic partners represented by the Chambers of Commerce and Industry,
- Local and Regional Authorities involved in Higher Education and Research issues.

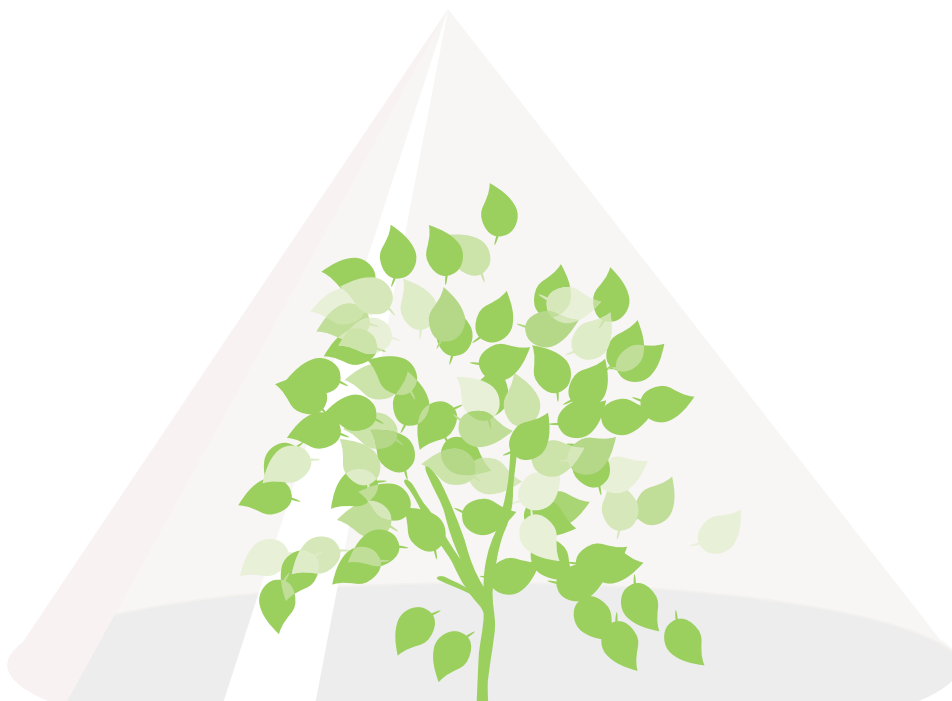
RUTMP is an expanding and strong network of 25 regional partners.

The missions:

- Promoting and staging activities in Toulouse universities
- Promotion of the site, worldwide
- Joint research activities

Main European projects

- The European Education Area: Knowledge of certification, ECTS, Vocational training projects
- The European Research Area: Mobility of researchers, Framework programs



Regional Development Centre

Established in 1989 by Dundalk Institute of Technology (DKIT), the Regional Development Centre acts as the Institute's Innovation Support and Technology Transfer organisation. The Centre acts as a commercially oriented interface between DKIT and the industrial, commercial and business life of the region, and makes available the expertise, facilities and resources of the Institute for the wider benefit of the regional economy.

The Centre achieves this through the following range of programmes and activities

- 🌱 Research & Development and Technology Transfer
- 🌱 Entrepreneurial Development Programmes
- 🌱 Incubation Facilities for knowledge and Technology-based Enterprises
- 🌱 Applied Research
- 🌱 Sectoral & Regional Development Initiatives
- 🌱 Spearheading and supporting EU and Cross Border Development Initiatives
- 🌱 Networking with Agencies and Organisations at Regional, National and International level

Recently the range and diversity of activities based at the RDC has grown at a pace.

As a result, the incubation and innovation programme within the RDC was branded as the Novation Programme at the Regional Development Centre.

Servizio Politiche di Sostegno alle Imprese

The unit for financial contribution to small and medium enterprises - Regione Umbria - Servizio Politiche di Sostegno alle imprese, is a public local government located in Perugia (Italy) and is working in regional development planning and strategy development. On entrepreneur issues the Regione Umbria collaborates with Sviluppumbria, a public body to promote entrepreneurship with information, vocational guidance, technical assistance and with Economic Department of Perugia's University. Regione Umbria enforced important laws to supply entrepreneurs with funding. The Regione Umbria support innovating instruments of enterprise creation for entrepreneur, networking and development of the European dimension of entrepreneur.

Umbria Region, thanks to its own peculiar characteristics (i.e: quality of the life, culture, the atmosphere, etc...), can implement a new and innovative model for regional development that can be transferred to other regions. The reconstruction after the earthquake in 1997 has been an unique opportunity to develop new concepts for housing and tertiary buildings able to incorporate the challenges arising from new ways of working organisations, availability of low cost ICT solutions and environment sustainability.

Servizio Politiche di Sostegno alle Imprese works in collaboration with the University of Perugia.

Inova Consultancy

Based in Sheffield, Inova provides consultancy services to organisations and individuals across Europe in the area of diversity and equal opportunities.

Specialist experience within Inova is in the management and submission of projects relating to gender and SET (Science, Engineering and Information Technology) and in appropriate positive intervention strategies to address diversity issues and redress the imbalance of women in non-traditional courses and careers.

The primary aim of Inova is to provide a flexible consultancy service that responds to the needs of organisations and individuals across Europe in the area of diversity and equal opportunities.

The aims are:

- 🌱 To develop initiatives which work towards assisting organisations develop projects regarding diversity and equal opportunities
- 🌱 To assist organisations in the submission, management and delivery of European and National projects addressing diversity, equal opportunities and work-life balance
- 🌱 To enable organisations to maximise the potential of their workforce through the development of interventions regarding diversity issues

ACOM Business Services Ltd.

Acom was initially founded in 1989 in Bridgend (Wales) as a partnership between an Accountant and a computer specialist to provide systems and business solutions to small and medium sized enterprises.

Since inception the company has grown and diversified into one of the leading innovative learning and development organisations in Wales. It delivers training to public services organisations such as NHS Trusts, Local Authorities, the National Assembly for Wales and organisations within the manufacturing automotive, retail, service and voluntary sector.

In today's fast changing and competitive world Acom believes that skilled team members are more important than ever to organisations performance. By listening to their clients needs, the experienced team of consultants and tutors aim to help organisations in Wales to be accredited as a learndirect premier business centre.

Czech Technical University

The Technology and Innovation Centre (TIC) of the Czech Technical University (CTU) of Prague was founded under the name Business and Innovation Centre (BIC) in 1991 as a PHARE pilot project, with aid from the Government of the Czech Republic, the European Union, and CTU. The name was changed to the Technology and Innovation Centre (TIC) in 2003. The Centre is a member of the Science and Technology Parks Association of the Czech Republic, of the Economic Chamber of the City of Prague, and of the European Business and Innovation Centre Network. The mission of TIC is to initiate and support the creation and development of small and medium-size innovation firms, especially in Machinery, Electrical and Civil Engineering. The Dept. of Transfer of Technologies and Innovations of TIC offers: transfer of technologies from CTU to industry; information about the EU programmes and Czech national programmes; assistance with preparation and evaluation of projects and entrepreneur's plans; advisory services in the sphere of financial resources; connection to more than 100 BICs around all the world, and much more. The Regional Contact Organization, founded by TIC, provides consultations and assistance to persons, mainly from scientific and research institutions, who are interested in science and research programmes. The Scientific Incubator of TIC, opened in January 2006, renders services especially to CTU last year and doctoral students, to the graduates, as well as to the CTU employees, who have decided to establish their own company, or who have recently founded a company. At present, nine such starting entities are located in and take assistance of the Incubator.

University of Debrecen Faculty of Agricultural Economics and Rural Development

Within the University of Debrecen, the fields of agricultural economics and agribusiness are represented by the Faculty of Agricultural Economics and Rural Development, founded in 2002. Rural development, informatics, farm business management, accounting and finance are playing an increasing role at our Faculty.

The mission of the Faculty of Agricultural Economics and Rural Development is to develop such high-quality educational, research and development activities in the region which meet the demands of the nation, the agricultural sphere of the economy and the EU accession process, and to contribute to the augmentation of national and international results via its creative activities.

It has successful international contacts dating back several decades, which have been intensified since 1990. Presently, the Faculty has educational and research contacts with more than 30 institutions in Europe and North-America, and relationships are also being developed with scientific institutions on other continents. It is looking forward to setting up new research and educational co-operations, as well as joint extension services with foreign partners and to receiving students for both undergraduate and postgraduate education.

The Faculty is one of the members of the International MBA network in Europe, concentrate on agribusiness and commerce. The Faculty emphasizes on entrepreneurial education graduate and postgraduate level as well.

The University of Debrecen works in collaboration with TMB Hungary Technology Transfer and Software Development Engineering Ltd., Hungarian limited company, located in Debrecen.

TMB Hungary Ltd. was founded in 1994 by the company T.M.B. Technology Management Beratungsgesellschaft mbH (Germany) and a Hungarian private person.

The company specialises in the following key areas:

-  Economy and regional development,
-  Technology transfer
-  It is the regional representative of the Institute of International Technology.
-  It participates in EU projects and in submission of tenders and project management for national and EU projects.
-  It manages cross-border economic co-operation, technology transfer and software development.

“Politehnica” University of Timisoara

The "Politehnica" University of Timisoara located in Romania is one of the largest and best-known technical universities in Central and Eastern Europe. For 80 years it has been an outstanding, modern university with a well-deserved reputation for excellence. This excellence is demonstrated by the academic programmes, the research on which the programmes are based, the support given to students, the employability and employment record of the students and the physical environment of the University.

The university's research and scientific training have been internationally recognized over the years. It is based on the strategy of promoting multidisciplinary research and the priority given to new technology. The "Politehnica" University of Timisoara offers a wide range of opportunities to graduates for advanced study either through research or course work

Being aware of the importance of the international collaborations, the "Politehnica" University of Timisoara has continuously extended and developed the relations with foreign partners through projects, programs and activities of learning and scientific research. The developing strategy for cooperation programs between the "Politehnica" University of Timisoara and foreign partners was based on two coordinates:

- 🌱 to take part at programs and projects financed by the European Union;
- 🌱 to establish as many bilateral agreements as possible with universities from Europe and other continents.

RoMarketing

Located in Oradea (Romania), RoMarketing is a training enterprise created in 1991 and from 1995, it started to specialise in the creation of made-to-measure training programs.

Basically, it offers training in management of enterprises for top senior officers and middle managers in: shared management, projects direction and formation of teams. It is implied in public and private programs.

It has a great number of associates among which it is necessary to quote Lafarge, Michelin, GSK, Coca-Cola, Effemex, and currently it trains 750 persons.

A short time ago, it won PHARE project on the development of e-learning for entrepreneur young people and directors of SME's.

Among its activities, there is also, the promotion of the entrepreneurial capacity among young people, which reckons on funding from local sponsors.

EURelations GEIE

Based in Campobasso (Italy), EURelations is a trade association created in 2002 by private and public institutions from all Europe: Italy, France, Portugal, Spain, Germany and Bulgaria.

The aim is to promote and to favour all initiatives relating to local development. To carry out this mission, the consortium proposes and works on local, national and international projects relating to European programs.

All the members of the consortium have played a part, at least once, in programs of the European Commission such as: Adapt, Leonardo Da Vinci, Joint Actions Leonardo-Socrates-Youth, Culture 2000, PIC Equal, 5° and 6° framework programme, Interreg, Structural Funds, ESF, ERDF et FIGG.

The added value of the trade association rests with its ability to transcend legal, fiscal and psychological barriers in order to implement cooperation between the different subjects.



Associated Enterprises

The project has been supported by companies coming from all Europe which have dedicated time in it.

Some of them were associated since the beginning of the project such as **ERF-Gestió i Comunicació Ambiental S.L** (Barcelona), **Vegetalia S.L** (Barcelona), **Cybertechnics Limited** (Sheffield), **S.C Roplus SRL** (Oradea), **S.C. Business Scenario SRL** (Oradea), **Abotrad Conseil** (Toulouse), **La Rapida Grafedit** (Campobasso), **Editel** (Campobasso), **Regional Development Agency of Central Bohemia** (Czech Republic), **Beta Technology LTD** (Doncaster).

Others became associates in the course of the project.



Forcrest: an initiative to foment the creation of innovative firms...

FORCREST (Formación para la Creación de Empresas Sostenibles) is a European Project supported by the Leonardo Da Vinci programme. The focus of FORCREST is the conceptualization and development of methodology for the creation of new innovative and technologically well-developed companies.

... And to work consistent with the environment

The initiative aims to promote the creation of new companies that are committed to sustainable development and work for the good of the environment.

Both innovation and respect for the environment are important issues for the European Union, and the two concepts together constitute a powerful combination. SMEs are a fundamental source of employment for people, and their economic activities enrich the business fabric of the Community.



http://www.editions-arbre-debout.fr/images/dessin_arbre_sagesse.jpg

A training dedicated to young graduates

The general target group are young graduates in technical and economic areas. However, the programme gives priority to recently qualified women engineers and architects or female students in the final years of their degree courses

Why?

Because women are still disadvantaged with regard to their insertion into the labour market. This is a worrying trend that affects millions of people throughout Europe.

Indeed, currently in Europe, the engineering sector and technical studies are male dominated.

Therefore, it is important for young women engineers and architects to have adequate training options available to them in order to facilitate their transition from the academic world to the professional one.

How?

By involving actively women in the training through work groups for instance and by providing a programme adapted to their needs.

A modern and adapted approach

The training methodology is modern. In fact, the programme provides traditional classes and on-line courses.

Furthermore, the methodology is adapted to the needs of the current society. The programme promotes the necessary competences someone must develop to become an entrepreneur, it also deals with the importance of networking and emphasises the necessity to work consistent with the environment while developing an economic activity.



Forcrest: setting up of training sessions to encourage the entrepreneurial spirit

The partners developed training sessions to promote students' entrepreneurial spirit.

1. “The practical life after the studies”

Participants: Innovation und Building Hohenheim GmbH (IBH), Programa Innova

This session focuses on students' aspirations and particularly on the job possibilities for female students.

Working as an entrepreneur will be discussed as an interesting alternative to dependent job.

2. “Sustainable Enterprise creation”

Participants: Programa Innova, Réseau Universitaire Toulouse Midi-Pyrénées (RUTMP), Romarketing, University of Timisoara

Five objectives seem of interest in this project. The **first one** is to introduce the concept of enterprise, to help students understand the role of the entrepreneur in the enterprise creation.

The **second** objective is to familiarize students with the concept of sustainable development, introducing the concept of sustainable enterprise.

The **third** aim of the project is to introduce students into some environmental aspects to make them understand the integrated component of overall development, the way in which the social, environmental and economical fields blend.

The objective number **four** is to prepare students to the challenges they will face in the creation of enterprise in this new century, to make them aware of the implications of sustainable development.

The **last one** is to help students to become “a new type of entrepreneur “and how they can bring changes.

3. “Business idea”

Participants: EURelations, Programa Innova

It enables students to gain knowledge about the process of creating and developing a business opportunity. Finding the right business idea is difficult, students need to stimulate their brain to make it go into a brainstorming mode. The course is designed for students who want to know more about how the process of creativity and innovation work and how they can be harnessed for new business development and small business effectiveness.

4. “Business plan”

Participants: Debrecen University (Faculty of Economics and rural Development) EURelations, Programa Innova.

It gives the students the ability to understand the meaning, necessity, bases and functions of business planning, and the information base and role of planning in operations of enterprises.

It aims at enabling students to construct a business plan of a small enterprise. Furthermore it provides students with an insight into the connections of strategic and operational plans, planning methods and possibility of practical use of plans.

5. “Validating of initial idea”

Participant: Programa Innova

It aimed at giving students different criteria to search sources and characteristics for business ideas generation, validation and business opportunity discovering and the position of their enterprise in the competitive environment.

The other main objective of this session was to develop the practical ability to discover and validate the new business idea.

6. “Soft skills”

Participants: Acom, Innovation und Building Hohenheim GmbH,(IBH) Inova Consultancy, Programa Innova. Réseau Universitaire Toulouse Midi-PyrénéesM (RUTMP).

It focused on the features of characters and personality for a young entrepreneur.

It is now widely recognised - and accepted - that people make 'the difference' in an organisation. Consequently, for the entrepreneur, finding the right people to work for/with you is vital to success. But, it is not just about appointing the right people for your company - it is about finding ways of releasing (and continuing to release) the creativity of those people, which will make the difference between the ongoing success - or otherwise - of a company.

7. “Market analysis and marketing plan”

Participants: Programa Innova, University of Debrecen, University of Timisoara, RoMarketing.

The course covered the next items: marketing concept and its implementation in the sustainable development context, marketing plan framework, situation and environmental analysis, product policy, price policy, distribution policy, communication policy, financial analysis in Marketing.

Students should learn that the market analysis is difficult, and it can determinate the success of the enterprise.

8. “Operation plan”

Participant: Programa Innova

It aimed to prepare operation plan. Auditory will be divided into work groups. Assignment should be developed in the form of complex simulation exercise. It deals with the main aspects of a small manufacturing enterprise. These are forecasting, planning, organising and managing, manufacturing, marketing, negotiating, controlling.

9. “Innovation management”

Participants: Business and Innovation Center of the Czech Technical University (BIC-CTU), Programa Innova, Regional Development Centre Dundalk Institute of Technology (DKIT)

It gives the students the ability to understand quickly the 'finance speakers' of the financial departments in order to improve internal communication regarding these concepts; to provide the students with an insight into the financial situation of organisation from the annual accounts; to enable students to understand the factors that influence profit and cash flow; to provide with an insight into the financing structure of the organisation (structure of the credit side of the balance sheet); to make the students seeing the influence of operational decisions on the financial results.

10. “Organizational and Human Resources strategy”

Participants: ACOM Business, Programa Innova.

It aimed at introducing the concepts, benefits and necessity of Innovation. The session will be divided into three stages.

First, the trainer will give a presentation on Innovation

Secondly, there will have Work Groups Each group will be asked to prepare a company profile and identify its innovation needs. Then, they draw up an innovation process scheme of this company.

The third stage will be a success story – a guest speaker will be invited to share his/her experience. How he/ she believes his/her firm’s ability to innovate has been a vital factor in the success of his/her business.

11. Financial needs. Results provisions. Financing

Participants: EURelations, Information & Image Management System (I&IMS), Programa Innova, University of Debrecen.

Students will be able to define different types of organisation and explain their characteristics, to interpret the word ‘strategy’ and understand the relationship between organisational and HR strategy, to formulate ideas and draft these strategies for their own business.

The module gives students a framework within which they can build their business.

12. Mentoring 1

Participants: Inova Consultancy, Programa Innova

This session will enable participants to:

- Look at research findings regarding successful mentors’ behaviours
- Listen to mentees’ perspectives with regard to what has helped them
- and what has not helped them and apply this to your own coaching and mentoring practice
- Learn how to develop an action plan for your mentoring skill development.

13. Mentoring 2

Participant: Programa Innova

The interest of a successful mentoring is a relevant relation with another person. In the past, the mentors trained the mentees thanks to a succession of visible or documentary characteristics and all of the mentors used the same supports. Currently, it is more and more difficult to discern these particularities and the formal programmes of mentoring are rather a challenge to succeed together in important events than a training agreement to maintain a mentoring relation.

Collection of successful training methods: the good practices

According to the BEEP Project a good practice is "the use of a method, tool, technology etc. which is generally regarded as 'practices which are good for learning', that is to say practices which reach their objectives and have a beneficial impact on their environment, or provide useful trainings which stimulate creativity, ingenuity and self reflexivity. In the case of FORCREST, the GOOD PRACTICES gather all the case studies which encourage business creation, the entrepreneurial spirit and the insertion of women in the technological labour market.

Furthermore, GOOD PRACTICES allow the participants to evaluate the training sessions. It is thus a way for trainers to improve the courses.

1. Entrepreneurship House

Name of the organization: Universities of Grenoble (France)

Summary: With the aim to promote the entrepreneurial spirit near the students and to federate the teaching means on the entrepreneurial, the four universities of the Grenoble agglomeration decided to create the Entrepreneurship House.

Coordinator: **Jean Pierre Boissin**

Mail: info@entrepreneuriat.grenet.fr

Web page : www.grenoble-universites.fr/mde/

2. Regional Contest of Firm creation by students.

Name of the organization: Higher Business Education School (France)

Summary: Conscious of the importance to promote entrepreneurship, the School of Higher Education decided to link their efforts to set up a common annual regional contest rewarding the best projects of creation of a company.

The Regional Contest of the Creative Students of Company in Midi-Pyrénées has thus as a principal objective to reward young creative students from the high schools of the area.

Coordinator: **Didier Latapie**

Mail: d.latapie@toulouse.cci.fr

Web page : www.toulouse.cci.fr

3. Workshop for the creation and the consolidation of business ideas for entrepreneur women

Name of the organization : Foment of Terrassa S.A., (Spain)

Summary: The aim of the incubator is to organize courses and specific seminars for entrepreneurs, intended for the creation of companies as well as for their consolidation

Tel: **937 891 111**

Mail: foment@terrassa.org

Web page: <http://www.terrassa.org/ajuntament/fomentem.htm>

4. Challenge “Projects to undertake”

Name of the organization: French engineering school in telecommunications of Brest (France).

Summary: The Challenge is a teaching project common to the managers and engineers around the creation of companies and relates to the fields of Communication and Information Technologies.

The objective is to develop the entrepreneurial culture of the students, doctoral students, teachers-researchers, to support the creation of companies in Communication and Information

Technologies. It also aims at accompanying the carriers of innovating projects in the field of Communication and Information Technologies and at supporting the blossoming of young companies.

Coordinator: **Pierre Tremembert**

Mail: support-cursus@enst-bretagne.fr

Web page: www.enst-bretagne.fr/entreprises/formation/formation_a_l_entrepreneuriat/

5. Small Business Mentoring

Name of the organization : Innovation und Bildung Hohenheim GmbH (Germany).

Summary: The “Small Business Mentoring Project” is part of the philanthropic program of American Express and the bga (bundesweite gründerinnenagentur / National Agency for women start-ups in Germany), the only nationwide operating organization to support women business start-ups in Germany.

The project aim is providing support to women in a difficult phase of life to becoming self-employed via a mentoring program

Coordinators: **Claudia Böhnke, Corrina Hucke**

Mail: boehnke@ibh.uni-hohenheim.de

Web page: www.ibh-hohenheim.de/

6. Business Incubator of the Science Park of Leganés Tecnológico

Name of the organization: Universidad Carlos III de Madrid in cooperation with public and private partners (Spain)

Summary: The course aims at providing training scheme as regard the “entrepreneurship culture building”. It also aims at fomenting the creation of Science and Technology based firm and to help them to develop:

Coordinator: **Emma Crespo**

Mail: emma.crespo@pcf.uc3m.es

Web page: www.otri.uc3m.es/parque/concurso/index.htm

7. SYFEN (South Yorkshire Female Entrepreneurs Network)

Name of the organization: Inova Consultancy (United Kingdom)

Summary: SYFEN is part of the Advancing Women partnership (www.advancingwomen.org.uk). Advancing Women is a partnership of 13 partners, funded by the Learning Skills Council and the European

The project was launched in June 2003, with the aim of supporting women in South Yorkshire and increasing their representation in three key areas:

1 : Women in self-employment

2 : Women in management roles

3 : Women as leaders in public life.

SYFEN is one programme in the Advancing Women partnership, and aims to promote female entrepreneurship and increase the number of women in self-employment in South Yorkshire

Coordinator: **Marina Larios**

Mail: admin@inovaconsult.com

Web page: <http://www.inovaconsult.com/>

8. Creation of activities of the "Industrial Engineering" option of the Engineering diploma

Name of the organization: School of the Mines-Albi Carmaux (France).

Summary: To provide students the keys of activity and business creation and to inform them about the potential partners. The course also allows them to meet entrepreneurs in order to understand and to overcome the difficulties linked to the business creation.

Coordinator: **Jean-Michel Alaverdov**

Mail: webmaster@enstimac.fr

Web page: www.enstimac.fr

9. Name of the course: Master in Entrepreneurship

Name of the organization: High Business School of Toulouse (France).

Summary: To train students to take decisions, to be leader and to manage a team. To give them the means to understand the company strategy (knowledge and share ofexperience).

To develop the entrepreneurial behaviour.

Coordinator: **G rard Drouet**

Web page: www.esc-toulouse.fr

10. Name of the course : Research Management & creation of Biomedecine spin-off

Name of the organization: University of Barcelona (Spain)

Summary: The objective is to introduce students in doctorate in the management of I+D and in the creation of technological firms by noting the importance of the enterprising profile, the necessary competences and the tools that the research system and innovation make available to them for the development of enterprising initiatives.

Thanks to this lesson, students will accede, for the first time in their curriculum, to information and resources in relation with the management sector of I+D and with the entrepreneurial spirit.

Coordinator: **Xavier Testar**

Mail: xtestar@ub.edu

Web page: www.ub.edu

11. First Friday in Programa Innova - Round Table

Name of the organization: Programa Innova (Spain)

Summary: the main objective of the training is teaching students how to make profits of researches. This training will also allow researchers to exchange their knowledge. Finally they could introduce a subject of interest.

The direct beneficiaries are professors in general, professors making a thesis, researchers but it is open to all.

The stress will be laid in Research and Financing in the area of architecture of computer and in research and Innovation. For that, trainers will use case studies and will end the course with an 1h round table with presentation and discussion

Coordinator: **Orietta Hage**

Mail: orietta.hage@upc.edu

Web page: www.pinnova.upc.edu

12. Strategy and Business Plan of an enterprise

Name of the organization: University of Debrecen Faculty of Agricultural Economics and Rural Development (Hungary)

Summary: It allows to get acquainted with strategy and business plan of a textile enterprise founded at the beginning of 1990's. These plans should have been prepared in consequence of consumer needs' changes owing to the social and cultural change at the millennium...

It highlights the fact that social changes and growth of standard living generate greater and greater demand for a qualitative and discrete living environment.

Coordinators: **Andras Nabradi, Istvan Szucs, Karoly Peto, Ildiko Orban, Laszlo Szollosi, Janos Felfoldi, Adrian Nagy, Zoltan Bacs, Bernadett Szabo**

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Web page: www.avk.unideb.hu/index_eng.php

A virtual business creation: the BPSim

What is it?

The BPSim is a Business Simulator created by the Information Highway Group an external company contracted by Programa Innova.

You will be able to develop a new business concept basing it on a model of the Correspondent Business Plan. The result of this work will include all the necessary elements for a complete and dynamic Business Plan, a marketing program, a budget, and the decisions regarding the human resources and logistics, and all the necessary elements for a business.

How does it work?

The homepage of the business simulator is <http://pinnova.upc.es:8080>. In order to use the simulator you need a user name and a password.

Once the password is introduced the user gets complete access to all the contents of the simulator.

The simulator is divided in four Sections:

The Section of Instructions:

The users will find all the details that will help them going through all the simulation process.

The resources:

This section is divided in three parts, the internal resources, the external resources section and the section of documentation.

In the section of internal resources, the user will be able to find a wide list of useful resources that will guide him/her through the first steps in order to create his/her first company. Marketing plans and a wide section of human resources. There are also two samples of business plans.

In the section of external resources there is a wide range of web pages that will link the entrepreneur with useful web pages. The first creation named business creation and section number two with examples of business plans.






The simulation:

This section goes through all the decisive steps that will give you the final results that will help you do and take new decisions for your company.

The final section:

The user will be able to upload any kind of documents or post any kind of questions that will be answered by experts on the topic.

What are the aims?

-  To put entrepreneurship into practice
-  To improve business formation
-  To foment the innovation culture
-  To develop the entrepreneurial spirit
-  To support entrepreneurship

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More information about...

... FORCREST

See Home page: <http://pinnova.upc.es/forcrestBpm>

...GOOD PRACTICES

See CD

...THE SIMULATOR

See WEB SITE: <http://pinnova.upc.es:808>





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