



Erasmus for Young Entrepreneurs

Entrepreneurial Activity Report 2015

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Business consultancy

Our company's core activity has a dual basis: on one side offering expertise connected to strategies, funds and programmes of the EU and, on the other, offering business consultancy to companies interested to grow. Our belief is that sustainable development for the good of people and regions can be reached only in collaborative, co-productive processes. The consultancy services we offer are the following:

- consulting and support for company internationalisation processes;
- support for international growth strategies;
- support to start ups and innovative SMEs;
- support to networking and new intercompany business;
- technology scouting, foreign growth and market development.

Erasmus for Young Entrepreneurs – activities 2015

European Minds proudly helped to build 8 successful relationships within the 7th cycle of the programme in 2015. The programme will continue for all 2016 and many promotional activities are foreseen for spring 2016.

In order to better support young entrepreneurs in their intention to start up their own business the after care side of the consulting services has also been developed and organised in 2015, in addition to the coaching activities offered to entrepreneurs before participating in the programme.

Through the cooperation with the Chamber of Commerce in Norrbotten a set of activities have been organized and implemented, as follows:

- support in finding partners and funding opportunities;
- market development strategies and networking;
- talent and technology scouting in supporting intercompany businesses.

Promotional activities in 2015:

Target group

The project has been directed at individuals / companies of all ages and sectors. The new entrepreneurs have been in business for more than three years. Host entrepreneurs have been in business for at least three years. The project has also addressed people planning to start a business, such as young entrepreneurs, university students and job seekers. The project has sought an equal participation from both new entrepreneurs and host companies.

Listed below are examples of entrepreneurs who have participated and who have met the requirements for participation.

New entrepreneur Andreas Almqvist

Andreas Almqvist, travelled to Amsterdam, Holland, and did his exchange for five months with the company Final Kid. The company and the contractor Charly Friedrichs works with music and video production and had a lot to learn Andreas. The international network of contacts that he got because of his participation in the project was very important for him.

Kajsa Blacksmiths

Kajsa went to London and stayed for 2 months in the company Arcola Energy, which among other things works with educational models and workshops for other entrepreneurs. Kajsa was very pleased with this company and the added value the relation generated.

Host Company:

Lulea photographers, Andreas Harnemo

Lulea photographers, Andreas Harnemo, received a contractor Kacper Sarama. Kacper is from Poland where he runs his business as a photographer. The exchange lasted for three months and

were very successful and appreciated by both the new contractor and the host company.

Kero Leather, Tomas Kero

Kero Leather received Luca De Sena from Italy. Luca's dream was to start a factory where he would produce clothes and footwear from reindeer hide. Italy is an important market for Kero Kero Leather and Thomas was grateful for the valuable contacts that he got through the exchanges. The exchange went on for three months.



Execution

During the project, a series of activities and events have taken place in order to distribute information and recruit new entrepreneurs and host companies to participate in the project. Below is a selection of the activities that took place during the project period.

Actions

Internal meetings

In total, during the period there have been a series of internal meetings between people who have been involved in the project. The aim has been to jointly plan, to organize both the operational aspects of the project as well as the economic structure and to update each other in the on-going work

START YOUR OWN DROP-IN AT LTU – 6 meetings



Every thursday LTU carries a drop-in option is arranged for those students who are planning or have recently started a business. The stakeholders represented are LTU Business Development, Venture CUP, COOMPANION and Norrbotten Chamber of Commerce. European Minds tries to be on site as often as possible in order to get the opportunity to possibly meet students who like to reach international markets.

Recruitment meetings

A variety of individual information and recruitment meetings have been held. The purpose of these meetings was to inform them of the application process and a review of how a business plan should be designed.

Information meetings

A large part of the marketing process consists of providing information on Erasmus for Young Entrepreneurs at various meetings. The following are examples of such meetings:

LTU drop-in "Starting a business"

Every Thursday the Career unit of the University in Luleå organises a drop-in opportunity for those students who are planning or who have recently started a business. The participating organisations in these events has been the University Business Development, Venture Cup, the regional support structure for social economy and cooperatives and Norrbotten Chamber of Commerce. This platform has been very good for the project and Norrbotten Chamber of Commerce has tried to be there as often as possible to get the opportunity to meet students who want to start businesses, and thus provide information on the Erasmus for Young Entrepreneurs.

Career Day in Lulea and Pitea

Each year the Career Center organizes a career day in the cities of Luleå and Piteå. Norrbotten Chamber of Commerce has participated during these days to inform about the Erasmus for Young Entrepreneurs.

Various seminars and meetings

The Chamber of Commerce has attended and organised lunch seminars, talked and informed about the project on entrepreneurial breakfasts around the region as well as presented the project at seminars organised by the Chamber at its own premises.

Entrepreneur Week and Labour Day LTU

A very good recruitment opportunity has been to take part in the Entrepreneur Week and Labour Day (LARV) organised once a year. During these days, Norrbotten Chamber of Commerce had its own stand, informed about the programme and networked with students and other companies

Young Entrepreneurship (Ung företagsamhet)

The national and regional investment “Ung företagsamhet” is an important regional player in the field of support to entrepreneurs. Norrbotten Chamber of Commerce has participated in various kick-off activities arranged around the region, as well as in the annual fair organized at different places in Norrbotten.

Promotion and dissemination of information

The marketing has been carried out by the Norrbotten Chamber of Commerce network, but also through other strategic actors' networks. The steering group has been able to assist in disseminating information on the benefits for the entrepreneurs

Furthermore Erasmus for young entrepreneurs has been marketed through social media where we supplied a Facebook -page. Posters have been distributed in places where we mapped the target audience is, and information and dissemination in schools, entrepreneurial breakfasts and various platforms has been realised.



Picture from the Kick-Off Ung Företagsamhet, November 2015, EMS



Entrepreneur week at Luleå University 12th of November 2015, EMS

We had a seminar with 10 people attending. We had information and two previous Erasmus entrepreneurs informed about their experience.

Positive effects

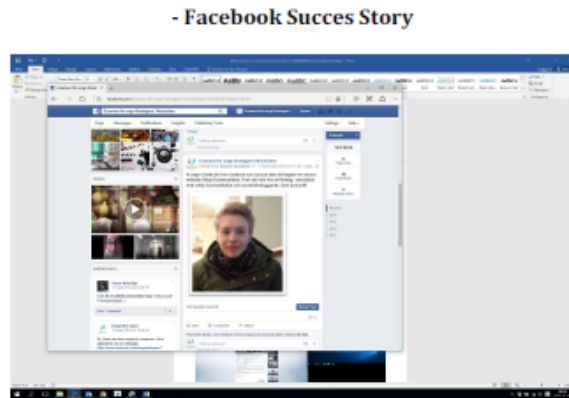
Although we see many challenges with the project, we have also mapped the many positive effects. The entrepreneurs who participated, both hosting companies and new entrepreneurs, have been very pleased and grateful for the networks and expertise exchange to contribute to. Statements by new entrepreneurs who travelled to another EU country has been that after the exchange feels strengthened to have participated and taken the courage to travel himself to another country to work for someone who is experienced in the field. The contact networks created have also been very important for many.

Veronica Ruthenberg, Geektown Communications Bureau, said this after Jelena Galkinas stay in Lulea.

"What we did when we notified us to the Erasmus program was that we could get to learn from and teach one another creator in a European country. The exchange also gave us much more than we had not anticipated. A month later, we have learned to know a person from a country and a city we

never visited - but we now have a standing invitation. Jelena stay gave us an insight not only into how Estonians see the design but also a cultural exchange we have found out similarities and differences. "

Facebook is an important means of communication. Some examples:



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den 10 mars kl 04:33 · 🌐

EU-kommissionen har utsett de nya europeiska partnerskapen för programmet Erasmus for young entrepreneurs. European Minds har varit med i programmet sedan start och man är nu framme vid cycle 8! För de kommande fem åren kommer EC att sluta avtal med de mest framgångsrika partnerskapen när det gäller att ordna internationella affärsutbyten. Delar av vårt partnerskap – det mest framgångsrika i Europa – är samlade på bilden!

👉 Dela

Jär Guel, Anneli Danielsson, Helen Nilsson och 8 andra gillar detta.

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Other entrepreneurship activities

From 2015 until today a set of new long term contracts have been signed with stakeholders in Sweden in the field of business innovation, entrepreneurship promotion and support and strategies for internationalisation. These contracts include:

- Consultancy services (business support, project management) to the Region of Västerbotten for a big investment in internationalisation of SME:s as a means for investment and growth in the region (“Invest in Västerbotten”)
- Business support, services and support to new entrepreneurs in the creative industries. A main focus is the gaming industry where a cluster of cities in the north of Sweden has been set up, new businesses created, networking activities been carried out etc., all this in the scope of a big investment in the regions as a follow up to the establishment of server halls by Face book and others in the region. The investment comprises business support to the value of 1,2 million Euro for European Minds for the period 2015 -2018
- Promotion of entrepreneurship and support to new entrepreneurs as part of a major investment by a joint partnership of 8 rural municipalities in Sweden. The services include transnational exchanges and planned benchmarking activities with other successful regions in Europe, such as Wallonia, Belgium
- Several contracts for evaluation services (both on-going evaluation and impact evaluation) of ERDF projects focusing on entrepreneurship, business development and internationalisation of SME:s

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