



## Invent SME

### **Context**

ADITEC Pas-de-Calais is an association for enterprise and innovation, based in the North of France. They support SMEs to develop and increase their competitiveness.

ADITEC is currently setting up an INTERREG IVC project (for the next call for proposals, planned at the end of 2009) called, "Invent SME", focusing on the entrepreneurship thematic. Through this project, Invent SME seeks European partners, mainly local and regional authorities, in order to exchange knowledge and best practices in the field of entrepreneurship.

Full presentation of the project is given next pages.

### **Contact:**

If you are interested by this initiative, you may contact Abdelkader Bousnane, from Aditec Pas-de-Calais:

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## **Presentation of the project**

Regional economic development policies have to lean on the creation of innovative enterprises that generate economic growth and jobs creation. These enterprises imply endogenous development but also territorial attractiveness.

In order to generate durable flows of innovative enterprises creation, it is necessary to take into account the upstream creation process. There is a need to set up conditions that would support the emergence, the identification and the assistance for the stakeholders of creative projects. The awareness and training to entrepreneurship might be encouraged and supported by regional authorities, in order to generate an entrepreneurship culture.

In Europe, numerous actions aiming at stimulating entrepreneurship, should they be supported by regional policies, are put into practice with higher education institutions, by teachers and specialized institutions in the field of assistance for the creation of innovative enterprises. These are, for instance, occasional lectures in entrepreneurship, specific events, creation of modules for raising awareness to entrepreneurship, trainings to entrepreneurship with the delivery of a degree, or intensive short-term trainings (one to two weeks). It appears that the conception and the application involve three main actors: higher institutions, specialized institutions in the assistance for innovative projects and local authorities.

The consequences of these actions in the field of the enterprise creation have to be evaluated at a medium-term. These actions benefit for the creation of an entrepreneurship culture.

The Invent SME project will encourage the share of knowledge, of tools and of methods used within the framework of entrepreneurship awareness and training, in higher European education institutions.

## **Objectives**

- Increase the flows of innovative enterprises creation within the European regions
- Bring information, tools, case studies that enable local authorities to design and define regional policies for the promotion of entrepreneurship
- Bring local authorities, higher education institutions and actors of entrepreneurship and innovation, the tools and methods for developing entrepreneurship within higher education institutions
- Promote connections between specialized institutions in the creation of innovative enterprises and higher education institutions.

## **Approach**

The specificity of this programme approach is to lean on the creator and his entrepreneurial potential, not on his project. It will consist on defining the policies to apply in order to raise awareness on entrepreneurship and innovation for students, and to identify, train and assist students who already have innovative projects.

Within the training and assistance process, we have to take into account the particularities of the entrepreneur and especially, entrepreneurial values: need for accomplishment, initiative, autonomy, creativity, risk taking etc. This asks for specific pedagogic tools promoting the participation and the involvement of students, also integrating the personal dimension.

## **Target**

Students from the higher education institutions

## **Stages**

Stage 1: identification of local policies that promote entrepreneurship, of practices, of tools and the methods used (state of the art) by the local authorities, the partners or other institutions.

Stage 2: observation of several regional actions and cross participation to the partners' entrepreneurial actions

Stage 3: assessment of the partners' practices

Stage 4: discussion on the assessed practices

Stage 5: identification of the ways to improve the promotion entrepreneurship policies and setting up of new tools and methods in order to proceed to new actions

Stage 6: Setting up and realisation of a toolbox

## **Partners**

- Local authorities
- Institutions specialised in innovative projects
- Higher education institutions
- Other actors of innovation and entrepreneurship

## **Expected results**

The project will provide local authorities with advices in order to improve the entrepreneurial culture and in order to enhance in a sustainable way the flow of innovative enterprises creation coming from higher education institutions. It will bring information and tools that will help to define and put into practice the territorial policies of the promotion of entrepreneurship.

This work should also lead to the creation of an online platform that would list practices, tools and proved methods in terms of raising awareness to entrepreneurship and innovation that could be spread out by local authorities.

A guide will be achieved. The content will be made of the tools, methods and examples that will be presented and recommended according to specific contexts (type of training, type of students etc.).