

# iEER @boostiEER

Boosting innovative entrepreneurship ecosystem in regions for young entrepreneurs

European Union | European Regional Development Fund

## iEER Partner Regions



**Brandenburg**

Population  
**2,484,826**



**Hauts-De-France**

Population  
**6,000,000**



**Helsinki  
Uusimaa**

Population  
**1,600,000**



**Kerry County**

Population  
**147,707**



**Marche Region**

Population  
**1,538,055**



**Northern  
Ireland**

Population  
**1,862,100\***



**Southern  
Denmark**

Population  
**1,217,000**



**Valencia Region**

Population  
**4,900,000**



**West Region  
Romania**

Population  
**1,800,000**



**West Pomerania**

Population  
**1,700,000**



2016-2020



initiated by regions of

co-funded by

EUROPEAN UNION



Committee of the Regions

Supported by



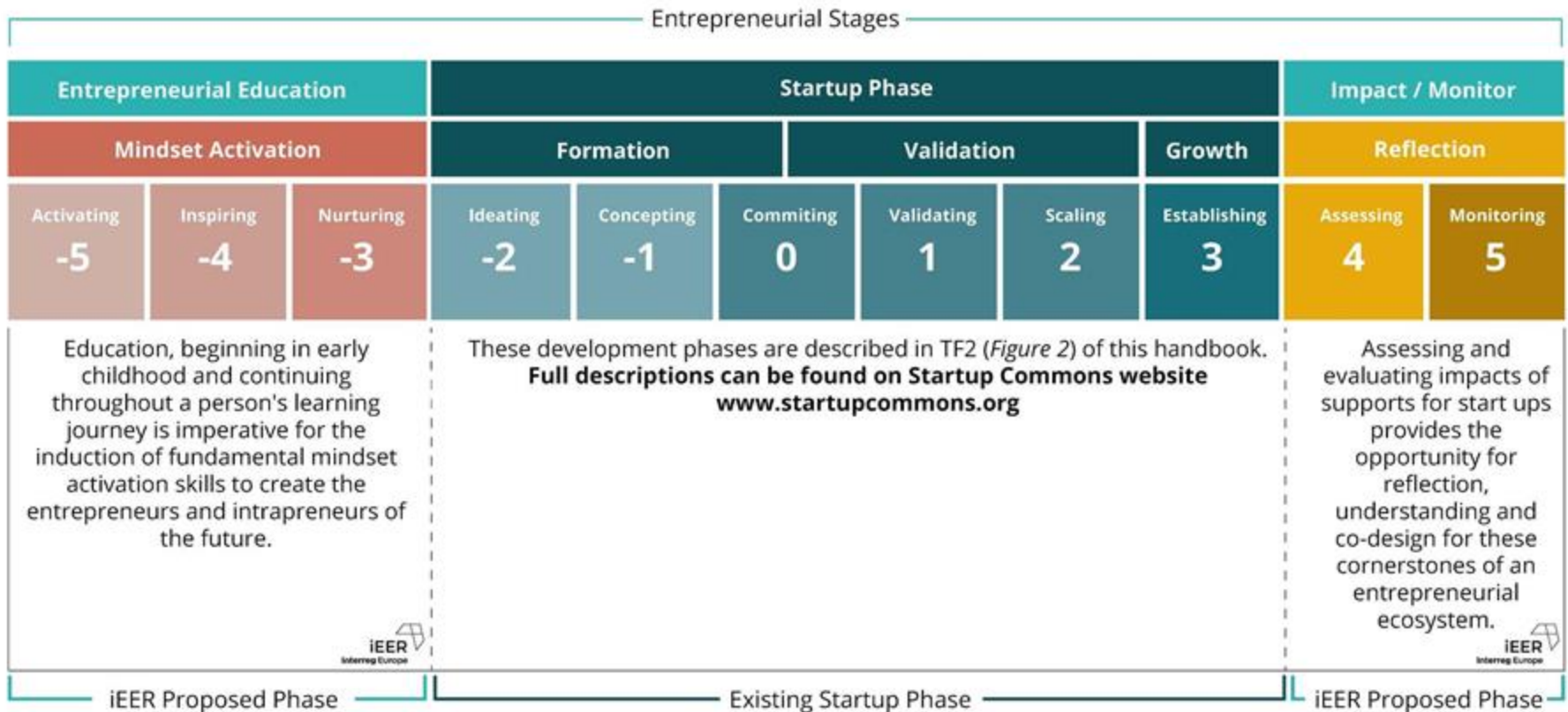
**Europe's economic growth and jobs depend on its ability to support the growth of enterprises.**

The iEER – Boosting Innovative Entrepreneurship ecosystems in Regions for young entrepreneurs

# Learning from startups

Expanding a startup framework to an entrepreneurial ecosystem

Time →



# iEER results

## April 2016-October 2020

### Interregional learning and capacity building

- 14 interregional events
- 104 local events/meetings
- 1600 participants involved

### Policy action plans and commitment to invest

- 11 structural funding programmes
- 10 regional action plans = 50 actions
- Policy impacts of Structural fund investment of 40 million €

### Pilot action Aula Empreende *MOTIVEM*

- 31 universities
- 352 teachers and professors
- 1101 students

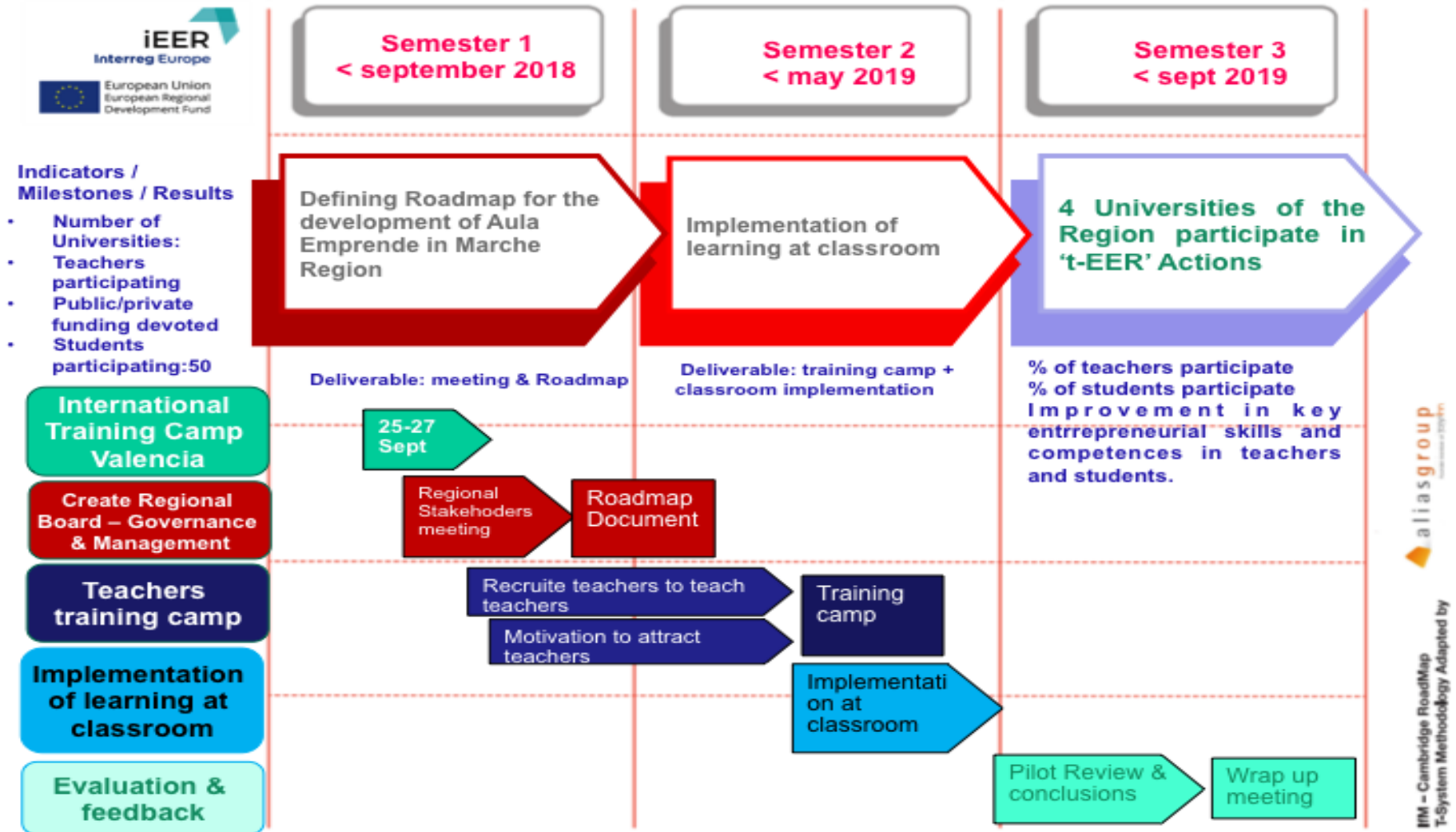
# «Aula Emprende»

## iEER BEST PRACTISE FROM VALENCIA REGION



# PILOT PROJECT "Aula Emprende" IN MARCHE: THE PHASES

## Roadmap to implement Aula Emprende in Marche Region



# PILOT PROJECT "Aula Emprende" IN MARCHE: FINAL EVENT "IMPRESA IN AULA" 18th June 2019



# "Aula Emprende" IN MARCHE FINAL EVENT: 18th JUNE 2019 THE 4 AWARDED ENTERPRENEURIAL PROJECTS

## concept **IM**mpresa **IN** aula

**C'IDER IDEA**  
ArtView is an app that combines the knowledge of contemporary art and the territory of Marche region. We provide itineraries in artist's favourite places that have inspired them. In this way, the player will discover art through educational games and walks to find hidden gems!

**A CHI SI RIVOLGE TARGET**  
There are many contemporary artists that are important all around the world but they are unknown in Marche region. We invite everyone to discover these artists by driving the users in their territories while having fun!

**COME FUNZIONA (+ INGREDIENTE SEGRETO) HOW IT WORKS (+SECRET INGREDIENT)**  
ArtView is accessible both online and offline, it can be played from your home or directly in the city where the itinerary is located. In the latter, where the itinerary is located, our itineraries are discoverable in the restaurants and museums that are affiliated with us. Our main strengths are: inclusion, since we have also created routes and games for visually impaired and blind people; and exclusive info, obtained through the direct contact with relatives, friends and experts of the artists themselves. So our status and pictures aren't available anywhere else.

## WASTE-FREEge

A smart way to manage your fresh product in the fridge

**WHY**  
Food waste directly affects many of the 12 SDG (https://www.un.org/sustainabledevelopment/)

**MARKET SCENARIO**  
Define competitors pain points to find a better answer to our problem

**FOOD WASTE PROBLEM**  
30-40% of food is lost every year (FAO, 2019)  
Europe 88 million tons of food waste generated  
Household waste food waste accounts for 40% of total waste

**DISCOVER DEFINE DEVELOP DELIVER SOLUTION**

**WHO**  
People with different lifestyle and food behaviour

- Full time workers
- Single moms
- Students living with families
- Entrepreneurs
- Apply gender

**FEEDBACKS**  
Surveys  
How often you like to download and use on the app?  
How often you need playing for the app?  
How often you use the app?  
How often you use the app?  
How often you use the app?

**Save and share**  
From a picture of your food, the algorithm will help you to manage your products in the fridge to avoid food waste.  
You will get regular notifications on expiring products and suggestions how to use it.  
Let's fight together against food waste!

## concept **IM**mpresa **IN** aula

**"BLEND UP"**  
Is an application that allows you to learn all the most important values and traditions you should know about every culture, therefore it helps entrepreneurs who have to deal with people from different countries.

**A CHI SI RIVOLGE TARGET**  
Entrepreneurs or employees who have to go on business trips abroad. This app could have a "halo effect" and it could be useful also for people out of our main target.

**QUALE PROBLEMA RISOLVE PROBLEM & SOLUTION**  
When you go abroad it's easy to fall into cross-cultural misunderstandings that can ruin business relationships; our app makes you aware of intercultural differences and facilitates the communication with people from other countries.

**COME FUNZIONA (+ INGREDIENTE SEGRETO) HOW IT WORKS (+SECRET INGREDIENT)**  
By entering the name of the country you are going to, you will have access to its most important values and you will be informed about the verbal and non-verbal communication typical of that area. Our secret ingredient is the awareness that other cultural mindsets exist and that you should acknowledge the gap between different ways of life and ways of thinking to get an effective communication

文化    Cultura    Κουλτούρα    Cultura    Culture

## RE-FIBER

"I rifiuti sono una grande risorsa nel posto sbagliato a cui manca l'immaginazione di qualcuno perché venga riciclata a beneficio di tutti" (Mark Victor Hansen).

**Obiettivi**

- Aumento del potere nutrizionale dei cibi comunemente utilizzati
- Prodotti Completi: Fibra, Calcio, Vitamine, Proteine, Sali Minerali
- Risolvere dagli scarti alimentari delle industrie alimentari, i rifiuti, come prodotti, profumi

**Punti di forza**

- Collaborazione con l'università degli Studi di Camerino
- Brevetto
- Mercato: cibi funzionali
- Prevenire lo spreco alimentare e valorizzare i prodotti locali

**Stakeholder**

- Industria Farmaceutica
- Aziende Produttrici Cibi Funzionali
- Brevetti e Partnership

**TEAM:** Giorgia Vici, Ahmed Abdelwhaed, Samuele Grsselli  
**DOCENTI DI RIFERIMENTO:** Flavio Travasso



# PILOT PROJECT "Aula Empreende" IN MARCHE: THE FIGURES

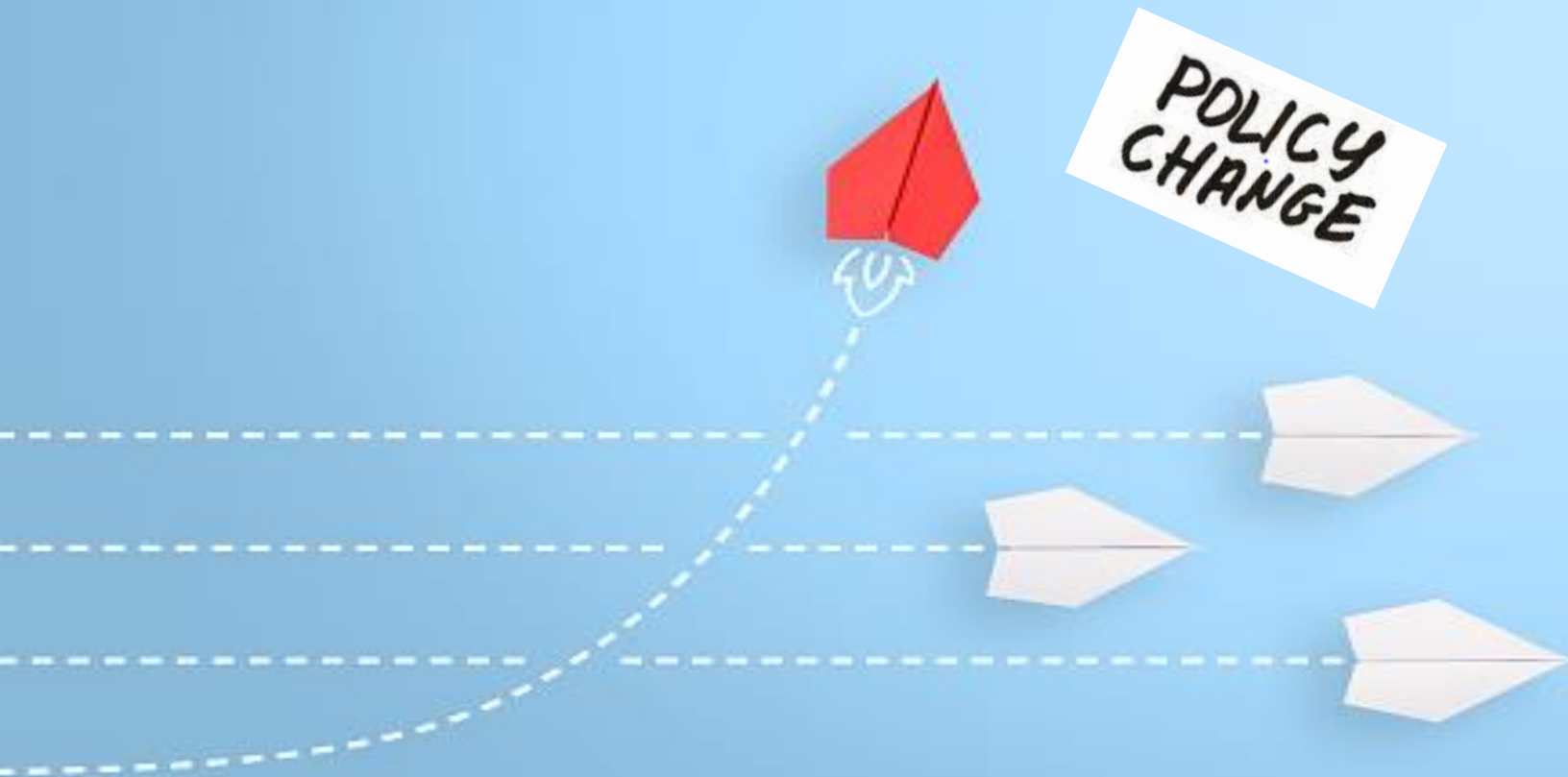
University	Students	Teachers and tutors	Teams
UNIMC	41	6	5
UNICAM	32	5	7
UNIURB	45	7	9
UNIVPM	44	6	11
<b>TOTAL</b> 4	162	24	32

(indicative amount)	IEER Pilot Action Funds	Other Funds: (detail them)
PHASE 1	9.950,00 euro	ROP ESF 2014/2020: 42.700,00 euro
PHASE 2		ROP ESF 2014/2020: 13.682,30 euro

**TOTAL BUDGET 66.332,00 EURO**

# PILOT PROJECT "Aula Empreende" IN MARCHE: WHAT FUTURE?





**Thank you!**  
**@boostiEER**