

iEER Boost Growth Action plan for Hauts-de-France region

Produced by each region, the action plan is a document providing details on how lessons learnt from the cooperation will be exploited or transferred to improve the policy instrument tacked within that region. It specifies the nature of the action to be implemented, their timeframe, and the players involved, the costs (if any) and funding source (if any).

The table of content should consist of

1. *General information*
2. *Background and Summary of iEER findings for Hauts-de-France region*
3. *List of priority actions=projects*
4. *Detail actions*
5. *Monitoring and impacts*

1. General information

iEER Project (PGI00111)	
Partner organization	Nord France Innovation Development
Other partner organization involved (if relevant)	<p>Hauts-de-France Regional Council The COMUE Lille North of France (association of universities and HEIs in the Lille area). If the action is successful, the COMUE could generalise the action through two initiatives:</p> <ul style="list-style-type: none"> - The ESPE (Lille School of Teaching and Education) is in charge of the initial training of teachers in primary and secondary schools. Through the ESPE, our ambition is to train the trainers of teachers to be, thanks to the Aula Empreunde method. - PEPITE is coordinating in the region by the COMUE and is currently shaping an entrepreneurship awareness and training programme for the entrepreneurial referents of the training units of the universities and HEIs involved in the COMUE. The referents would be teachers in higher education and teacher-researchers. PEPITE wish to lean on Aula Empreunde's experience to shape this programme.
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2. Background and Summary of iEER findings for Hauts-De-France region

Since 2016, Hauts-de-France (HDF) is the new region covering the northeast part of the French territory. This new region is the result of a merger between the former Nord-Pas-de-Calais and Picardie regions. The region is composed of 5 departments: Pas-de-Calais, Nord, Somme, Oise and Aisne. The Hauts-de France region is large, dynamic and strategically positioned in the heart of Europe. With nearly six million inhabitants, Hauts-de-France is the third most densely populated region in France, and also the youngest one.

The region benefits from a strategic location: the region combines a seacoast and an international border (with Belgium) as well as an easy access to Paris. From Lille, the regional capital city, the high-speed rail network reach Brussels in 35 minutes and London in 1 hour and 20 minutes.

Although the region faces a lot of challenges, including high unemployment rate and closure of major industries, it has a powerful economy (4th regional economy in France) based on rail and automotive industries, food and health, ICT, advanced materials and green businesses. Hauts-de-France has approximately 282,000 businesses in 2017 and we count around 34,614 business creations in 2017 and 66 innovative creations.

To sum up, Hauts-de-France is high potential region thanks to its geographical and economical position, its entrepreneurship and innovation support actors and policies; but also thanks to the quality of its high education institutions and workers.

Hauts-de-France (ex-Nord-Pas de Calais) region was awarded European Entrepreneurial Region in 2013.

The EER award is the result of a decade of regional multi-stakeholder strategies dedicated to traditional and innovative entrepreneurship.

In 2001, Regional Council launched two regional programmes dedicated to entrepreneurship and Innovation: the Regional Programme for Business Creation and Takeover (PRCTE) and the Regional Innovation Programme (which became the Regional Innovation and Smart Specialisation Strategy -SRI-SI- in 2005).

The PRCTE was created to support people who want to launch or take over a company. This support program allowed to go from 7000 new businesses per year in 2001 to 26 000 in 2010. The SRI-SI has allowed the constitution of a network of experts able to support the innovative creation in fields of strategic activities.

In 2013, the regional authority reaffirmed its will to foster entrepreneurial competence and mindset with the design of the Regional Strategy for Initiative and Entrepreneurship (SRIE) in which the young people are identified as a strategic target. The regional education authority (linked with the French Ministry of Education), in partnership with the Regional council, created a label for "entrepreneurship" educational tools.

Learning camps and peer reviews of the iEER projects as well as the auto-evaluation we've made show that Hauts-de-France has a regional offer globally equivalent to what is observable among our European partners with, however, some remarkable points :

- A good and strong entrepreneurial and innovation ecosystem structuration
- A regional public authority present and real political and financial support for the development of entrepreneurship and innovation, which is a strength.
- Governance and monitoring tools that enable to manage the regional strategies for strengthening entrepreneurship and innovation.

This Interreg project has also been rich in lessons and improvements. During the phase 1 of the iEER project, Hauts-de-France went through a REDI analysis, an ecosystem mapping and a SWOT analysis of its entrepreneurship ecosystem. Even if Hauts-de-France has an interesting offer in terms of entrepreneurship and innovation, the region needs to find ideas to innovate in its raising awareness and support actions, especially to spread entrepreneurial and innovative spirit on a larger scale.

According to the regional report written in July 2017 and summarizing all the work done at regional level, one of the main conclusion is that Hauts-de-France should improve the way it spreads entrepreneurial and innovative spirit on a larger scale. Aula Emprende was mentioned in this report as a way to systematize the transmission of entrepreneurship spirit. By sensitizing a targeted audience, i.e. the teachers who are continuously in contact with young people, the spreading of entrepreneurship spirit will be more efficient on a long term approach.

Teacher training does not fall within the competence of the regional authority. However, we are convinced that this is the way to allow a change of scale.

The Region mobilizes more than 2 million euros each year to initiate 50,000 young people to entrepreneurship. Our goal is that each young person in the Hauts-de-France could have, during his school path, a first entrepreneurial experience. The current model is not sustainable to achieve this goal.

The desired change of scale will be through teacher training. Through this action, the Region has the opportunity to invite its partners to experiment an innovative action responding to the issues identified in the regional partnership agreements. These partnership agreements are the framework within which the deployment of the action will take place, if it proves to be conclusive.

The Hauts-de-France has also to improve its offer to bring students toward entrepreneurship and innovation. The region already has a network of Hubhouses in charge of helping students to find and formalize their business creation ideas and to start their business plan.

In February 2018, the Regional council launched Innovation parks to renew and improve the support for the incubation and acceleration of innovative projects or startups. Those parks are iconic locations that offer both a remarkable work environment (close to university campuses, businesses, laboratories and technology transfer platforms) and a wide range of high quality services.

In the work of bringing together student entrepreneurship and innovation parks, we believe that CLab can be a source of inspiration to facilitate the meeting of multi-disciplinary profiles, boosting the emergence of teams capable of giving birth to really innovative projects.

3. List of priority actions/projects

Aula emprende

Teacher training program (motivation, creativity, organization, finance, from idea to project) and creation of project idea with groups of students coordinated by the teacher or the researcher. The Motivem Awards reward the top 10 teams with a prize (money).

Currently the actions funded by the regional authority reach only a small part (around 20%) of the young people. With a focus on training the teachers, the implementation of our version of Aula Emprende would allow the regional authority to reach a larger target while concentrating the fundings dedicated to raising entrepreneurship spirit.

ContaminationLAB

Specific area with 4 zones (work, training, accommodation, relaxation) within the main university campus and a specific program open to all academic levels oriented towards the promotion of entrepreneurial attitudes and innovation.

We know that 40% of business start-ups in the Hauts-de-France are self-employed businesses in the construction, business, health and personal care sectors. This kind of proportion is even truer in student entrepreneurship. The region misses adapted working spaces which are conducive to the meeting of multi-disciplinary profiles, favouring the emergence of teams capable developing high potential innovative projects. Ideas and methods taken from Contamination Lab and applied to Innovation parks animation may facilitate the awakening of entrepreneurial potentials inside the regional ecosystem.

4. Details of the actions envisaged

Action 1 : Aula Emprende	
Objective	Make Secondary school and HEI's teachers spreading entrepreneurship spirit
Policy context (please indicate whether this action will impact on)	
<input type="checkbox"/> Investment for Growth and job programs; <input type="checkbox"/> European Territorial cooperation program <input checked="" type="checkbox"/> Other regional development policy instrument, please specify : "SENSIBILISATION" in the Regional Starter Plan	
Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)	<p>To raise students' awareness about entrepreneurship, the idea is to train secondary and HEI's teachers and researchers to capacities and entrepreneurial motivating skills. The final purpose is that teachers hand down the right competencies to pupils and university student in order to promote the entrepreneurship culture at school and university.</p> <p>The best practices observed in the iEER partner regions, especially in the TF1 dedicated to sensitization and raising entrepreneurship awareness, gave inspiring examples of new ways to spread entrepreneurship spirit in the region. It confirms the need to implement innovative ideas and programmes to reach the young entrepreneurs.</p> <p>According to the regional report written in July 2017 and summarizing all the work done at regional level, one of the main conclusion was that Hauts-de-France should improve the way it spreads entrepreneurial and innovative spirit on a larger scale.</p> <p>Aula Emprende was mentioned in this report as a way to systematize the transmission of entrepreneurship spirit. By sensitizing a targeted audience, i.e. the teachers who are continuously in contact with young people, the spreading of entrepreneurship spirit will be more efficient on a long term approach.</p> <p>Teacher training does not fall within the competence of the regional authority. However, we are convinced that this is the way to allow a change of scale.</p>

Action (please list and describe the actions to be implemented)

As a first step our ambition is to implement the first phase of the Aula Emprende action with a first test in 2018 and a second one in 2019. This first phase consists of a training program to qualify teachers at motivation and guidance for entrepreneurship (During the sessions, teachers receive training on different subjects such as motivation, creativity, organization and financing and also learn how to transform ideas into business proposals). As for the original Aula Emprende action, the training will include experience-based training and methodology workshops.

Obviously, if we manage to bring teachers to lead a project with their students and if there's a European Motivem Award (EMA) as proposed in the Pilot Action project, we will do our best to make those teachers participating.

Timetable 2018:

March : Action plan validation at iEER and local level

April-May : Presentation of the process, recruitment and constitution of two groups of "trainees"

June: Methodology transfer seminar in Valencia, Spain, and finalization of the first training in Hauts-de-France.

June or July : Program adaptation seminar in the region HdF

October-Nov : a second training with HEI's teachers

December : First evaluation

Timetable 2019:

Trim 1 : Program adaptation seminar in the region HdF

Trim 2 : 2nd promotion of "trainees" recruitment – 2nd training with trainers of apprentices teachers

Trim 3 : 1st reflection for the sustainability of the action

Trim 4 : 2nd training with HEI's teachers – global evaluation and action plan to sustain the action

Scope ((Please indicate the scope of the action and the amount of funding which will be impacted)

The action will be executed by the actor(s) performing organisational change to adapt the new (good) practices. E.g. the actor will practice the action in the organisations' operation. No regional investment will be required.

Players involved (please indicate the organisations in the region who are involved in the development and implementation of this action and explain their role)

The Community of Universities and Schools Lille North of France (ComUE LNF) is an association of universities and HEIs in the Lille area and one of our LSG members.

The COMUE agreed to test (and generalise if successful) the action through two initiatives:

	<p>- The ESPE (Lille School of Teaching and Education) is in charge of the initial training of teachers in primary and secondary schools. Through the ESPE, our ambition is to train the trainers of teachers to be, thanks to the Aula Emprende method.</p> <p>- PEPITE is coordinating in the region by the COMUE and is currently shaping an entrepreneurship awareness and training programme for the entrepreneurial referents of the training units of the universities and HEIs involved in the COMUE. The referents would be teachers in higher education and teacher-researchers. PEPITE wish to lean on Aula Emprende's experience to shape this programme.</p> <p>HFID will help to transfer the concept from the materials shared by Valencia, to build the training program and to find the speakers among the entrepreneurship support partners.</p>
Timeframe	From 2018 to the end of the iEER phase
Cost	Estimated budget around 15 500€ (transfer seminar in Valencia, program adaptation seminar in Hauts-de-France, human resources).
Funding source	Budget of partners (ComUE, Espe, HFID)
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of participants in each training sessions ▪ Number of persons leading in year n + 1 an action of sensitization with their students, in autonomy or with the help of a partner ▪ Number of students participating to an awareness raising action organised by their teacher (newly formed) <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Satisfaction of training participants - Evolution of their relationship to entrepreneurship before and after training >> qualification of the training contributions. ▪ Satisfaction of students participating to an awareness raising action organised by their teacher – Evolution of their relationship to entrepreneurship before and after training.

Action 2 : Contamination Lab

Objective

Stimulate the emergence of new businesses ideas runned by a cross-sectorial team of students and provide suitable context the development of ideas

Policy context (please indicate whether this action will impact on)

- Investment for Growth and job programs;
- European Territorial cooperation program
- Other regional development policy instrument, please specify :
The Regional Starter Plan

Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)

The Hauts-de-France has to improve its offers to bring students toward entrepreneurship and innovation.

The region already has a network of Hubhouses and Pepite with services helping students to find and formalize their business creation ideas and to start their business plan.

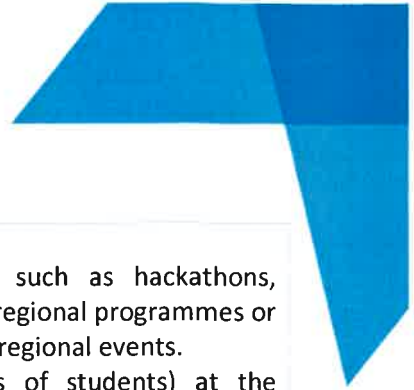
At the beginning of 2018, the Regional council launched Innovation parks to renew and improve the support for the incubation and acceleration of innovative projects and startups. Those parks are flagship locations that offer both a remarkable work environment (close to university campuses, businesses, laboratories and technology transfer platforms) and a wide range of high quality services.

In the work of bringing together student entrepreneurs and innovation parks, we believe that CLab can be a source of inspiration to facilitate the meeting of multi-disciplinary profiles, favouring the emergence of teams capable developing high potential innovative projects

To develop such an action, the main idea will be to create opportunities to integrate students-entrepreneurs into cross-sectorial teams and to provide a specific place within the main university campus, or close to, becoming a hub for entrepreneurial initiatives; gathering students, researchers, professional mentors and trainers, entrepreneurial and innovative ecosystem.

<p>Action (please list and describe the actions to be implemented)</p>	<p><u>We have here a double ambition :</u></p> <p>To develop actions dedicated to creativity and emergence of ideas in order to sensitize students to innovative entrepreneurship.</p> <p>To bring closer the Hubhouses network and the Innovation parks to ensure an uninterrupted support to student's cross-sectorial teams and the access to specific spaces and partners already helping innovative entrepreneurs.</p> <p><u>Timetable 2018:</u> March : Action plan validation at iEER and local level April-May: Exchanges with Marche region for more infos and traduction of the project guidelines in French. Presentation of the Innovation Parks concept to the Hubhouses and Pepites Reflection on the actions dedicated to creativity and emergence of ideas to sensitize students to innovative entrepreneurship. June-july: work on a 1rst hackathon and identification of students or teams with potential of innovation. Integration of the teams into a support pathway in order to prepare a future integration into one of the Innovation parks. Sept-December: work on creativity events, bringing closer Hubhouses/Pepites and innovation parks, innovative students recruitment Nov- December : First evaluations and action plan for 2019</p> <p><u>Timetable 2019:</u> Quite similar to 2018: Hackathons, innovative students or teams' recruitment. Integration and participation to the innovation parks training and masterclass program (Marketing, communication, finance, business development, design thinking, social medias; legal and social status, intellectual property, the posture of the entrepreneur. A more precise calendar is still to be defined.</p>
<p>Scope ((Please indicate the scope of the action and the amount of funding which will be impacted)</p>	<p>The action will be executed by the actor(s) performing organisational change to adapt the new (good) practices. E.g. the actor will practice the action in the organisations' operation. No investment will be required.</p>





Players involved (please indicate the organisations in the region who are involved in the development and implementation of this action and explain their role)

Hubhouses and Pepite :
 By organising appropriate events such as hackathons, challenges, training, etc. (relying on regional programmes or not). They can also send students to regional events.
 By supporting students (or teams of students) at the beginning of their entrepreneurship journey: finding and formalizing an idea, performing a market study, identifying the innovative potential and guiding towards the appropriate supporting partners (cf. Starter plan's partners).

Innovation parks would also facilitate student's cross-sectorial teams through appropriate events as hackathons, challenges, etc. After that they can support students' teams which want to keep on working on their innovative idea or project by providing specific spaces, training and masterclass programs and links with the ecosystems to support them.

Regional council will take part in the organisation of some of those events through the regional INS'pir program which financially support the organisation of hackathons.

HFID will provide support in the hackathon's organisation by connecting with the regional innovation and entrepreneurship networks before and after the events. HFID will also provide help after the events to identify, follow and guide the students' teams who want to continue the innovation adventure.

Timeframe	From 2018 to the end of the iEER phase
Cost	Transfer infos with Marche region, creativity events in Hauts-de-France, training and masterclasses, business creation support, human resources.
Funding source	Functional budget of partners (Hubhouses, Pepite, Innovation parks, HFID)
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of appropriated events help by partners. ▪ Number of students participating to those events or to other regional events (e.g. INS'pir regional program) ▪ Number of students integrated in the incubation classes of innovation parks ▪ Number of collective (and cross-sectorial) students' projects supported



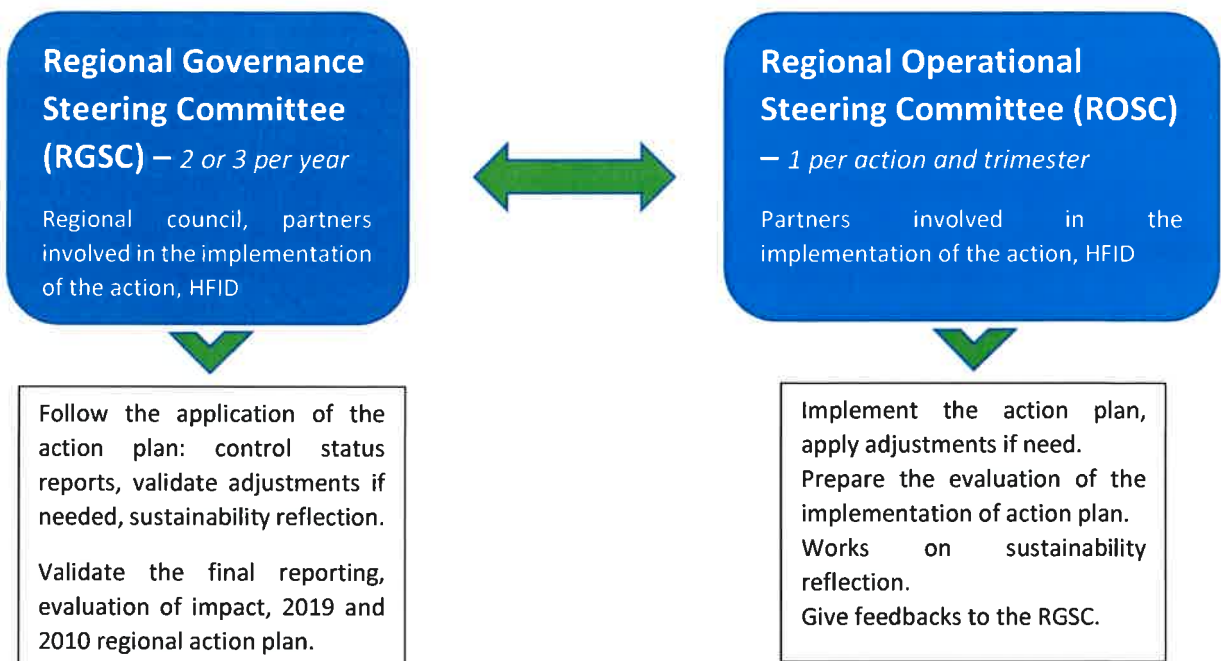
	<p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Quality of the relationship between hubhouses/pepite and innovative parks ▪ Quality of the students' innovative projects ▪ Satisfaction of participants to creativity events - Evolution of their relationship to innovative entrepreneurship before and after. ▪ Satisfaction of students participating to innovation parks program of trainings, masterclass and project support.
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5. Monitoring and impacts of the action plan

At this section, partners give an overview of how the action plan will be monitored during 2018-2020.

Organization

To monitor the action plan during 2018-2020, we'll proposed a calendar of two kind of local steering committees:



Communication to all the members of the LSG will continue:

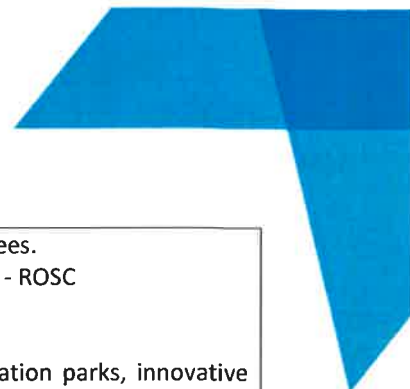
- Twice a year – Global feedback through an article that could be disseminated by e-mail to iEER partners and, by linkedIn group to people who follows the iEER project.



- On each highlights (training, hackathons, etc.): brief communication (photo, post, short article) for the web (iEER twitter and LinkedIn Group).

Provisional timetable

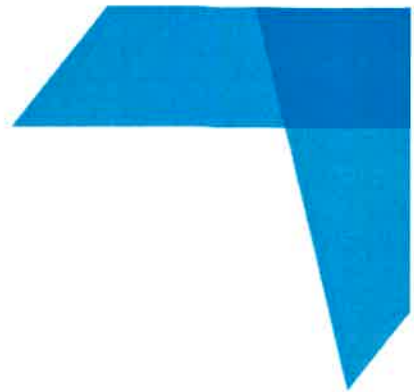
2018	ACTION PLAN
March	Action plan validation at project and regional level - 1st RGSC: launch of the action plan.
April	<p>Action 1 : Exchanges with Valencia region for obtaining further information (e.g. original training support documents, etc) and discussions the organisation of the seminar in Spain 1st ROSC : precision about the timetable and organization, work on reporting method Presentation of the action to target groups, recruitment and constitution of two groups of trainees</p> <p>Action 2 : Exchanges with Marche region for obtaining further information. Traduction of the project guidelines in French. Collective presentation of the Innovation Parks and their offer to the Hubhouses and Pepites 1st ROSC: discussion and choices about what we exactly try to test. Work on reporting method</p>
May	<p>Action 1 : Presentation of the action to targets, recruitment and constitution of two groups of trainees Organization of the "Spanish seminar". – ROSC if needed</p> <p>Action 2 : Reflection on the actions dedicated to creativity and emergence of ideas to sensitize students to innovative entrepreneurship (working group): collective work on a 1st hackathon and identification of students or team with an innovative potential to integrate the second group for incubation in innovation parks.</p>
June	<p>Action 1 : Methodology transfer seminar in Valencia, Spain, and maybe a first training with trainers of apprentices teachers in Hauts-de-France. – ROSC if needed</p> <p>Action 2 : 1st hackathon and identification of students or team with an innovative potential to integrate the second group for incubation in innovation parks. – ROSC if needed</p>
July	<p>Action 1 : Program adaptation seminar in the region HdF and if 1st evaluation if the first training with trainers of apprentices teachers took place in june.</p> <p>Action 2 : 1st evaluation if 1st hackathon took place</p> <p>Action 1 & 2 : 2nd RGSC</p>
August	
September	Action 1 :



	<p>Finalization of the recruitment and constitution of the HEI's groups of trainees. Preparation of the training with HEI's teachers or entrepreneurial referents - ROSC</p> <p>Action 2 : Work on creativity events, bringing closer Hubhouses/Pepites and innovation parks, innovative students recruitment - ROSC Participation to the innovation parks training and masterclass program</p>
October	<p>Action 1: 2nd training with HEI's teachers or entrepreneurial referents</p> <p>Action 2 : Same as October - ROSC</p>
November	<p>Action 1: Analyse of the 2nd training results - ROSC</p> <p>Action 2 : Same as October - ROSC</p>
December	3 rd RGSC : First evaluation and action plan for 2019
2019	ACTION PLAN
Trimester 1	<p>Action 1: Program adaptation seminar in the region HdF</p> <p>Action 2 : Organisation of the 2019 action plan: new actions dedicated to improve creativity and emergence of ideas to sensitize students to innovative entrepreneurship. New incubation promotion integration</p>
Trimester 2	<p>Action 1: 2nd promotion of "trainees" recruitment – 2nd training with trainers of apprentices teachers</p> <p>Action 2 : Work on creativity events, bringing closer Hubhouses/Pepites and innovation parks, innovative students recruitment - ROSC Participation to the innovation parks training and masterclass program</p> <p>Mid-year RGSC</p>
Trimester 3	<p>Action 1: 1st reflection for the sustainability of the action</p> <p>Action 2 : Work on creativity events, bringing closer Hubhouses/Pepites and innovation parks, innovative students recruitment - ROSC Participation to the innovation parks training and masterclass program</p>
Trimester 4	<p>Action 1: 2nd training with HEI's teachers – global evaluation and action plan to sustain the action</p> <p>Action 2 : Work on creativity events, bringing closer Hubhouses/Pepites and innovation parks, innovative students recruitment - ROSC Participation to the innovation parks training and masterclass program</p> <p>Final RGSC : Final results of the 2 years of action plan</p>



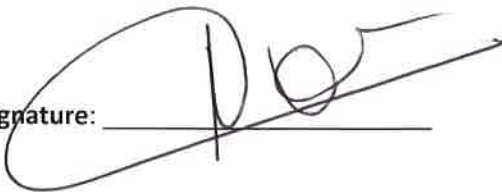
We should use our Entrepreneurship and Innovation reporting tools to monitor this action plan even if we may have some technical uncertainties due to a work of evolution of these tools in 2018.



6. This action plan is committed by

Hauts-de-France Innovation Développement

Representative : JEAN-MARIE PRUVOT, Director

Signature: 

Date: 20/06/2018

Stamp of the organization (if available):



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