

iEER Action plan Southern Denmark

Based on regional baseline studies to develop the existing entrepreneurial ecosystem in the region and provide future activities for the funding period 2018-2020 and beyond.

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1. General information

iEER Project (PGI00111)	
Partner organization	Region of Southern Denmark
Other partner organisation involved (if relevant)	
Country	Denmark
NUTS2 region	Southern Denmark
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2. Background and Summary of iEER findings

The Region of Southern Denmark is a region with approx. 1.2 M residents. The business landscape is dominated by micro and small businesses as well as some big and world-renowned companies as LEGO, Danfoss, Ecco Denmark and the offshore industry. The Region's Smart Specialisation Strategy is clear and from 2018 focused on four selected and prioritised business areas closely linked to its clusters in the field of robotics, health and social care technologies, sustainable energy and experience economy including tourism.

The region is committed to help entrepreneurs and small companies grow. It was awarded the EER Award (European Entrepreneurial Region) in 2013. Since then, the strategy for supporting entrepreneurs has focused on linking initiatives to the growth agenda and to its Smart Specialisation Strategy. This is exemplified by the project Scale-up Denmark funded by the European Structural funds and the regions own development funds.

The Region's outlying areas are still trying to catch up with the economic development in nearby areas and are dealing with the specific threats of not being able to attract sufficient talents to the companies. As partner in the iEER project, Southern Denmark has had the opportunity to study other regions' strategies and initiatives for entrepreneurs. In particular, Southern Denmark has been interested in learning about strategies for outlying areas.

The iEER Action Plan of Southern Denmark is therefore mainly dealing with transfer of examples of good practice in collaboration with stakeholders from outlying areas as well as setting up a baseline for a new strategy for outlying areas to be introduced in the forthcoming regional Growth and Development Plan.

TF1 Entrepreneurial competence and mindset activation

In recent years the Growth Forum of Southern Denmark has funded several projects with entrepreneurial competences and mind-set activation as scope. The Foundation for Entrepreneurship has been set up at national level to develop entrepreneurial education and training at all levels of education. The foundation has brought about a strong focus on entrepreneurship from

pre-school to PhD. The Region's effort has mainly been targeted at students from higher educational institutions. This theme is mainly addressed by the Foundation of Entrepreneurship and educational institutions.

TF2 Startup and acceleration support

Newly started large companies are rare in Denmark. This is a problem because large internationally orientated companies are typically more productive than domestically market oriented companies. Often large companies play an important role in well-functioning clusters and contribute to creating growth and jobs in smaller and medium-sized companies in the value chain.

There are a number of measures aimed at creating entrepreneurship and growth companies. However, there is a lack of coherent and systematic processes to help the best businesses grow quickly. These challenges are addressed by the Scale-up Denmark initiative.

Scale-up Denmark is an ambitious training concept for entrepreneurs and small enterprises. It has been set up to attract high performing industries to the Danish regions – both Danish and international businesses. The model offers structured incubator and accelerator processes in which it is possible to quickly test and develop the ideas in a scalable company. The model is based on a coherent concept with highly specialised counselling and testing environments, attractive physical settings and close contact with investors to ensure growth of venture capital.

The companies are matured for investments and make it interesting for international operators to invest in Denmark. At the same time, new large companies attract other companies which in turn support the Region's attractiveness for companies and investors. The model involves close collaboration with all existing operators and schemes.

TF3 Pathways for outlying areas

The Growth Forum of Southern Denmark supports initiatives in the remote areas where bridges can be built to the region's business strengths and potentials. New development must be built upon the success and potentials found in the areas and neighbouring areas. The Growth Forum has in recent years funded a few projects with an entrepreneurial aim in outlying areas, but is still interested in finding a successful model for developing young entrepreneurs in outlying areas and thereby creating economic growth in the areas.

The findings of the iEER project and in particular the Thematic Focus area 3 on outlying areas will be part of the process of drafting a new strategic approach to how the Region of Southern Denmark strengthens the development of outlying areas.

TF4 RIS3 implementation for young entrepreneurs

The most ambitious projects for young entrepreneurs over the past 5 years are projects that are linked to the regional Smart Specialisation Strategy.

The Pro-programme was led by the entrepreneurship centre of University of Southern Denmark and included partners of the regions' four main cluster organisations, representing the regions' smart specialisation strategy. The aim of this project was to establish and complete a programme for potential high growth entrepreneurs within the business areas of the regions' smart specialisation strategy. The entrepreneurs' ability to create enterprises and jobs was a central factor in the screening process. The project succeeded in establishing new enterprises and accelerating their growth in a relative short period.

Scale-up Denmark is an ambitious training concept for entrepreneurs and small enterprises. It has been set up to attract high performing industries to the Danish regions – both Danish and international businesses. Scale-up Denmark is a cross-regional initiative and the foundation is the five regional business development strategies and selected eco systems. The initiative is founded and funded by the five Regions in partnership with the Danish Ministry of Business and Growth. The hubs of Scale-up Denmark are linked to the regional strength positions and thus, the hubs in the Region of Southern Denmark include so far: Energy Efficient Technologies, Offshore Industry, Health and Welfare Technology, Robotics as well as Experience Economy and Tourism. With ambitious efforts and goals, the Scale-up Denmark initiative is intended to make businesses and entrepreneurship strive and thrive.

Scale-up Denmark is a 4 year initiative running to 2020 and is expected to identify 355 relevant companies that will create 1200 new jobs and a combined increase in turnover of 266 million euro. The initiative is funded by ERDF, regions own development funds, the Danish Business Authority and the participating companies. The total cost of the initiative is 22 million euro.

3. List of priority actions

Visits and insights in iEER regions as well as the baseline studies in Southern Denmark gave insights on how the entrepreneurial ecosystems could be further developed. As Southern Denmark mainly focused on outlying areas, it was in particular Thematic Report 3 that provided guidance for future actions to develop a more thorough and better coordinated framework for entrepreneurship support in the region.

The stakeholders of Southern Denmark discussed the following Good Practices for possible transfer in depth:

- TF 3: Outlying Areas
 - Success Through Succession
 - Down Rural Areas
 - Comeback Elbe-Elster
 - CEDES
- TF 4: RIS3 Implementation
 - Digital Health Venture Forum

The stakeholders selected 3 examples of good practice in the field of pathways for outlying areas and one example to be used in the business area of Health and Social Care Technologies. In addition to

these, the region has chosen an approach by using the inspiration from iEER to set up a new strategy for outlying areas for the upcoming Regional Growth and Development Plan 2020-2023.

The activities could be covered by the following strategy and funding possibilities:

- The Regional Growth and Development Strategy 2014-2020
- The South Denmark Growth Forum Pool for funding projects in outlying areas
- Interregional project, using funding from other EU funds (iEER Phase 2)

4. [Detail actions](#)

Action 1: Learning Landscapes Rural Areas

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

The Regional Growth and Development Strategy

Regional development policy instrument:

The South Denmark Growth Forum Pool for funding projects in outlying areas

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

Visits and insights in iEER as well as the baseline studies in Southern Denmark gave insights on how entrepreneurial ecosystems could be further developed.

One of the original projects, Learning Landscapes from Kerry, invited external resource persons to assess natural resources and potentials for businesses linked to these resources in the outlying areas. In this way new business possibilities were featured to local entrepreneurs and companies to create new activity fields that were not already strength positions in the areas.

The other project, Down Rural Areas from Northern Ireland, brought about significant investment for creation of new rural businesses, along with supporting existing ones, encouraged farm diversification projects, developed tourism initiatives and funded improvements to community facilities and services.

On the basis of these two examples of good practices, representatives of the municipalities in the outlying areas have decided to gain insight in possibilities to create new businesses and attract entrepreneurs to their geographical areas.

<p>Action (please list and describe the actions to be implemented)</p>	<p>Municipalities in the outlying areas of the Southern part of Funen and islands carry out an analysis of possibilities for setting up pilot projects in the area. The analysis is to establish an overview of potentials and possibilities for developing new business opportunities in the different geographical areas</p> <p>The analysis should map potentials for start-ups linking to business areas in the regional development strategy, define missing competencies, strengthen local businesses and increase possibilities to attract new inhabitants. Means to exploit existing unique local and thus non movable resources and potentials when developing new businesses will be at the core of the analysis.</p>
	<p>The analysis will include:</p> <ul style="list-style-type: none"> - Inputs from external resource persons to exploit existing potentials - Visits to other geographical areas that have developed new business possibility on the basis of local strength positions or - An overview of possible new business areas in the outlying areas linked to the regional strategy - Definition of new methods to spot and encourage potential entrepreneurs among the unemployed. - On the basis of the findings, the analysis suggests proposals to action for local start-ups, in particular in the priority areas of the regional development strategy <p>Possibilities for funding from the Regional Growth Forum are limited to initiatives</p> <ul style="list-style-type: none"> - that bridge to the 4 business areas in the growth and development strategy or - that require that local operators begin activities that support the initiative and thereby affect the framework and conditions they themselves can influence (e.g. infrastructure or organisation)
<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)</p>	<p>Municipalities in outlying areas.</p> <p>Lead partner: Municipality of Langeland - elaboration of project description and application Region of Southern Denmark/ Growth Forum – funding</p>

Timeframe	6 months – Summer-autumn 2018 for pilot project
Cost	100.000 EUR
Funding source	The South Denmark Growth Forum Pool for funding projects in outlying areas
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> - 1 analysis - involvement of 10 stakeholders from each municipality <p>Qualitative KPIs</p> <ul style="list-style-type: none"> - Insight in new business areas for outlying areas. - strengthening local businesses in new business areas

Action 2: Comeback

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

The Regional Growth and Development Strategy

The regional development policy instrument:

The South Denmark Growth Forum Pool for funding projects in outlying areas

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

The original project ‘Welcome Agency Comeback Elbe-Elster’ showed a way to attract former citizens and commuters by providing networks and facilities for those who want to start up a company.

The Region of Southern Denmark has already established an organisation ‘work-live-stay in Southern Denmark’ to welcome foreigners and people from other parts of the country who wish to establish themselves in the region. The organisation is, however, focusing activities in areas where enterprises are in lack of highly skilled work force.

The municipalities in the Southern part of Funen and the islands are interested in using the example from Brandenburg in setting up possibilities for returnees or commuters to start businesses. The companies should ideally be linked with existing initiatives in the area , thus focusing on attracting entrepreneurs end employees with the necessary resources and competencies to strengthen the development of local and regional strongholds.

<p>Action (please list and describe the actions to be implemented)</p>	<p>The initiative will include the following:</p> <ul style="list-style-type: none"> - Mapping of number of persons who moved away and wish to go back, commuters and people in search for a job who might wish to become entrepreneur - Mapping of possible facilities that can be made available to entrepreneurs in terms of network, office or work space and support. - If the volume of interested persons is sufficiently high, suggestions for actions and financing possibilities are elaborated.
<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)</p>	<p>Municipalities of Langeland, Svendborg and Ærø as outlying areas. Lead partner: Municipality of Langeland – elaboration of application</p>
<p>Timeframe</p>	<p>6 months</p>
<p>Cost</p>	<p>Approx. 100,000 €</p>
<p>Funding source</p>	<p>The South Denmark Growth Forum Pool for funding projects in outlying areas</p>
<p>Expected impacts (please define KPI)</p>	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ 1 analysis ▪ Involvement of 10 stakeholders from each municipality <p>Qualitative KPIs</p> <ul style="list-style-type: none"> - Increased knowledge of number of persons who moved away and commuters interesting in returning to the area - Increased knowledge of the need for specific competencies in business areas that are linked to the regional or local strategy - Knowledge of possible facilities and networks for entrepreneurs - Increased knowledge of possible start-ups

Action 3: New strategic baseline for outlying areas

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

The Regional Growth and Development Strategy
Regional development policy instrument:
Revision of the strategic approach towards development in outlying areas.

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

The information and knowledge gained through iEER by meeting different approaches to developing new companies and supporting start-ups in outlying areas will serve as inspiration in the upcoming process of formulating a new strategy for growth and development in the Region of Southern Denmark. Part of the strategy will focus specifically on possible actions and schemes helping growth in outlying areas. Broad and general actions aiming to support start-ups and entrepreneurship as a measure to develop outlying areas are not part of the existing strategy, but will be taken into consideration and discussed with relevant partners throughout the process.

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

- An assessment of best practises regarding support for start-ups and entrepreneurship in the strategies of the partner regions of the iEER program will be part of the process of drafting a new strategic approach to how the Region of South Denmark strengthens the development of outlying areas.

Players involved

- Region of South Denmark
- Municipalities in outlying areas

Timeframe

Cost

Funding source

No funding needed

Expected impacts (please define KPI)

Qualitative KPIs

- Involvement of all municipalities in the outlying areas in formulating the strategy.

Action 4: Digital Health Venture Forum	
Policy context (please indicate whether this action will impact on)	
<p>The Regional Growth and Development Strategy</p> <p>Regional development policy instrument: The Regional Business Development Funds</p>	
Background (please describe the lessons learnt from the project that constitute the basis for the development of the present action plan)	<p>Talented start-ups having developed good innovative projects in the field of Health and Social Care technologies have difficulties in attracting investments in several regions.</p> <p>To address these challenges, Valencia has set up together with local and national partners, the Digital Venture Forum. The aim is to set up networks and attract investors to the event for the benefit of start-ups. 40 of the best Spanish and European start-ups are selected to present their products to the selection committee. The partner institutions and the start-ups developed strong links already at the first event and one of the Venture Capitalists invested 250.000 € in one of the projects.</p>
Action (please list and describe the actions to be implemented)	<p>By expanding the event Pitchfire at WHINN – the Week of Health and Innovation in the Region of Southern Denmark it is the aim to:</p> <ul style="list-style-type: none"> - strengthen capital injection to start-ups in the field of Health and social care innovation - attract startups, foreign as well as Danish, to the Region of Southern Denmark. <p>New activities at WHINN Pitchfire 2018 and 2019</p> <ul style="list-style-type: none"> - Larger pitching sessions - Attraction of international venture capitalists and start-ups <ul style="list-style-type: none"> ▪ Networking lunch and One2one meetings are organised for companies, investors and partners ▪ Participating entrepreneurs have free access to exhibition and networking activities
Actors involved	Region of Southern Denmark, South Denmark Growth Forum, Welfare Tech, Municipality of Odense, University of Southern Denmark
Timeframe	2018 and 2019
Cost	8000 EUR

Funding source	Region's own funds
Expected impacts (please define KPI)	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of Danish participants: 10 ▪ Number of European participants: 5 ▪ Number of investors: 8 ▪ Number of investors from abroad: 2 ▪ Events: 2 <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Increased visibility of entrepreneurship in the field of health and social care technologies ▪ Increased visibility of the ecosystem and its attractiveness to start-ups, other companies and venture capitalists

Action 6: Aula Emprende

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

The Regional Growth and Development Strategy

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

iEER worked with 11 partners and 10 regions. The regions are already considerably supporting entrepreneurial activities. During the Learning Camps and Peer reviews, many regions showed many examples of good practice and the regions will use this gained experience to further collaborate on initiatives for start-ups.

The goal of the joint action was to define an action on which the majority of partners will be working in common. The partners agreed on a joint action based on the outstanding good practice "Aula Emprende" from the region of Valencia in the field of Entrepreneurial Competence and Mind-set Activation. This will provide better entrepreneurship mind-sets and training for both professors, teachers and students.

<p>Action (please list and describe the actions to be implemented)</p>	<p>iEER Pilot Action “Aula Emprende”:</p> <p><i>This is planned to be part of Action 2 PILOT</i></p> <ul style="list-style-type: none"> ▪ Support nine iEER regions in replicating the good practice Aula Emprende Programme ▪ Activate the professors and teachers to take an active role in natural entrepreneurial competence of young people in the classroom ▪ Joint pilot action will be led by Valencia Regional Government and Valencia University ▪ Participants: Helsinki-Uusimaa, Hauts-de-France, Kerry, Northern Ireland, Marche, Brandenburg, West Pomerania and Southern Denmark ▪ partners will learn the model of ‘Train the trainers’ (professors and teachers) and pilot the model in training students of HEIs ▪ each region will involve a local partnership of public authorities and higher education institutions to learn and introduce practice
	<p>Tasks in the iEER pilot action:</p> <ul style="list-style-type: none"> ▪ mapping and understanding the setting for the initiative Aula Emprende ▪ standardisation of teaching approach by Valencia ▪ joining the “Train the trainer pilot International Conference/the Trainers’ camp” in Valencia, ▪ applying and testing the learned methods in regions ▪ 1st European Awards “Entrepreneurship at Class” ▪ validation of the results and roll-out plan for the continuity in the respective regions
<p>Players involved</p>	<ul style="list-style-type: none"> ▪ University College South, Southern Denmark ▪ Interreg project partners
<p>Timeframe</p>	<p>2018 - 2020</p>
<p>Cost</p>	<p>6000 €</p>
<p>Funding source</p>	<ul style="list-style-type: none"> ▪ Valencia (35 000 Euros), staff salary for coordination, organisation of conference and 2 paxs travel to the award ceremony/pilot review) ▪ iEER partners (6000 Euros per region, PP10+LP=6000 euros), 2 paxs travel to Valencia conference, 2 paxs travel to the award ceremony/pilot review) ▪ Each partner will need to cover 15% co-financing of its budget. The budet relocation is subject to change.
<p>Expected impacts (please define KPI)</p>	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of professors participating: 2

	<ul style="list-style-type: none"> ▪ Number of students participating: 60 ▪ Number of classes: 2 <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Visibility of entrepreneurship ▪ Students' interest in programme and topics
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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.

Action	Indicator	Who
Action 1 Learning Landscapes - Rural Areas	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ 1 analysis ▪ involvement of 10 stakeholders from each municipality <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Insight in new business areas for outlying areas. ▪ strengthening local businesses in new business areas 	<p>The municipalities of the outlying areas: Langeland, Svendborg and Ærø</p> <p>The Region of Southern Denmark</p>
Action 2 Comeback	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ 1 analysis ▪ Involvement of 10 stakeholders from each municipality <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Increased knowledge of number of persons who moved away and commuters interesting in returning to the area ▪ Increased knowledge of the need for specific competencies in business areas that are linked to the regional or local strategy ▪ Knowledge of possible facilities and networks for entrepreneurs ▪ Increased knowledge of possible start-ups 	<p>The municipalities of the outlying areas: Langeland, Svendborg and Ærø</p> <p>The Region of Southern Denmark</p>
Action 3 New strategic	Qualitative KPIs	Region of Southern

baseline for outlying areas	Involvement of all municipalities in the outlying areas in formulating the strategy.	Denmark Municipalities in outlying areas
Action 4 Pitchfire - Digital Venture Forum	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of Danish participants: 10 ▪ Number of European participants: 5 ▪ Number of investors: 8 ▪ Number of investors from abroad: 2 ▪ Events: 2 <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Increased visibility of entrepreneurship in the field of health and social care technologies ▪ Increased visibility of the ecosystem and its attractiveness to start-ups, other companies and venture capitalists 	Region of Southern Denmark South Denmark Growth Forum Welfare Tech Municipality of Odense University of Southern Denmark
Action 6 – iEER Pilot Action “Aula Emprede”	<p>Quantitative KPIs</p> <ul style="list-style-type: none"> ▪ Number of professors participating: 2 ▪ Number of students participating: 60 ▪ Number of classes: 2 <p>Qualitative KPIs</p> <ul style="list-style-type: none"> ▪ Visibility of entrepreneurship ▪ Students’ interest in programme and topics 	University College Syd

6. Commitment

Name of organisation: Region of Southern Denmark

Representative: Anna Marie Rasmussen, Head of department

Signature: 

Date: 28.03.2018

Region Syddanmark
Regional Udvikling
Damhaven 12
7100 Vejle

Stamp of the organisation (if available): _____