



## Application form European Entrepreneurial Region (EER) Scheme EER 2013

### 1. Contact details

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### Flow Chart of application and EER project



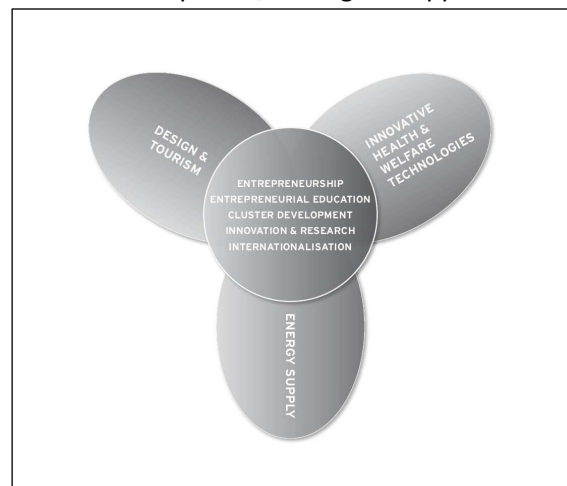
## 2. Presentation of the political vision

In 2013, the Region of Southern Denmark (RSD) is the EU region where entrepreneurship is best facilitated and highly supported. By achievement of remarkable results, RSD stands out from “the crowd”. Innovative skills are valued and supported by first class principles and structures. The region is recognised by its ability to support and implement best practice entrepreneurial activities for educational, business, and other stakeholders who have a passion for business development. The regional strategy focuses on three prioritised areas, where regional businesses have proven themselves leaders during the past few years. These areas not only represent an exceptional potential for growth and entrepreneurship but also the potential to turn the challenges of today into future business opportunities.

The three strategic areas of business excellence are:

- **Sustainable energy with focus on energy efficiency and offshore**
- **Health and welfare technologies**
- **Experience economy - with focus on tourism and design.**

By 2020, RSD will be the international leader within development of health and welfare technology and sustainable energy solutions and a world recognised centre for the development, testing and application of innovative key technologies within these areas. By 2020, RSD is an internationally recognized experience region and the Northern European centre for design. By stimulating and fostering entrepreneurship and innovation through the educational system already at a young age, the region will by 2020 be able to achieve the political vision.



A central part of the regional strategy is to foster public-private cooperation and to open up public institutions for innovation partnerships with private companies and entrepreneurs – and to nurture business development further by providing easy access to regional research institutions. Improved access to capital, cluster development, cross-border collaboration and internationalisation are incorporated as transversal priorities for development of the strategic business areas. Finally, in order to ensure an inclusive growth, special measures are taken to enhance entrepreneurship in the remote areas of the region.

### Resources and organisation

This political vision is backed by the Regional Council and the South Danish Growth Forum (later referred to simply as Growth Forum), who represents major regional stakeholders from local municipalities, research and business industry. The Growth Forum prioritises the efforts to translate regional strategy into concrete actions by recommending use of regional and EU Structural Funds to the state and the Regional Council. Growth Forum aims to make best use of funds by an approach, where available EU, national and regional funds are targeted development of the three prioritised business areas.

### EER 2013 Committee, Secretariat and Key Actors

Four important key actors have joined forces in order to coordinate activities and achieve tangible results, which shall place the region among the top EU entrepreneurial regions. A strong political commitment is ensured through the involvement of the Regional Council and the Growth Forum. As the overall responsible for regional entrepreneur counselling services, the South Danish Regional Business Development Centre is committed to ensure optimal counselling services. Danfoss, one of the largest industrial corporations in Denmark, intends to make its know-how available to ensure an entrepreneurial culture in the region. Young Enterprise Region South Jutland (YERS) is the 4th partner in this project.

These partners have organised in an EER Committee<sup>1</sup> ensuring the fulfilment of the EER activities and events. An EER Secretariat will be responsible for coordination and implementation of the activities. The South Danish Regional Business Centre will be responsible for the secretariat, which will be further supplemented by Danfoss Universe and RSD. There is access to public and private funding ensuring a sustainable business development in RSD. Moreover, important key actors from the business society, regional clusters, local business service centres, educational institutions, have expressed their commitment by signing a letter of support.

The activities described in this application are largely already planned and financed by relevant actors. In terms of any additional activities each of the key actors and partners will be financing their own activities.

## Entrepreneurial SWOT

<b>Strengths</b> <ul style="list-style-type: none"> <li>▪ A special entrepreneur spirit - the DK region where most consider starting up their own company<sup>2</sup>.</li> <li>▪ Entrepreneur-friendly environment with many local business support activities.</li> <li>▪ Easy and cheap start-up procedures (E.g. cost free registration, short start-up time.)</li> <li>▪ Top survival rate for new companies in DK<sup>3</sup>.</li> <li>▪ DK's highest share of growth entrepreneurs<sup>4</sup>.</li> <li>▪ Strong educational area. Many institutions with measures to encourage entrepreneurship.</li> <li>▪ University of Southern Denmark gives optimal conditions for triple-helix policy.</li> <li>▪ International leading skills in welfare technology, sustainable energy and experience economy with well-established clusters.</li> <li>▪ Central geographic location to Germany and to EU.</li> <li>▪ World famous companies (LEGO, Danfoss)</li> <li>▪ International airport =&gt; Good flight connections foster tourism &amp; international trade.</li> <li>▪ Close cooperation with Schleswig-Holstein &amp; Hamburg.</li> <li>▪ Strong European Presence in Brussels with many projects and the largest regional EU office in DK.</li> </ul>	<b>Weakness</b> <ul style="list-style-type: none"> <li>▪ Weakening economic growth in the region</li> <li>▪ Low share of export compared to the national level</li> <li>▪ Not full exploitation of the entrepreneur spirit=&gt; only average establishment rate compared to rest of DK.</li> <li>▪ Lack of coordination and visibility of support initiatives available for entrepreneurs in the region.</li> <li>▪ Low share of SMEs in public procurement. SMEs are often discouraged by complicated procedures and lack of information.</li> <li>▪ Insufficient cooperation between universities and private SMEs.</li> <li>▪ The educational level is lower in the region compared to the national level and a relatively low share of high-educated in the SMEs.</li> <li>▪ Lack of access to venture capital in the region. Venture capital investments per entrepreneur lies below the national average.</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>▪ Untapped opportunities in welfare technology=&gt;focus on labour-saving technologies in welfare due to ageing population and labour shortage.</li> <li>▪ Increased focus on sustainable energy. Energy efficiency and offshore are strong growth areas.</li> <li>▪ The potential of the border area=&gt;increased export, transnational cooperation and partnership.</li> <li>▪ New "Super Hospital" by 2018/2020=&gt;foster R&amp;D. Potential for SMEs to take part in the public EU procurement.</li> <li>▪ Higher share of women entrepreneurs.</li> <li>▪ Increased cluster development=&gt;international cooperation &amp; export</li> <li>▪ Major companies willing to invest in youth education and entrepreneurship.</li> <li>▪ Develop PPI &amp; PPP to facilitate SMEs involvement in public procurement.</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>▪ The global financial crisis threatens to further deteriorate access to finance =&gt;good investment plans and ideas risk not being realised.</li> <li>▪ Serious demographic threat due to declined birth rates and an aging population causing labour shortage.</li> <li>▪ Increasing urbanisation and out-migration from outlying areas.</li> <li>▪ Further delocalisation of both unskilled production jobs and knowledge-intensive jobs =&gt; challenges the region to be able to re-employ based on increased competitiveness and skills up-grading.</li> <li>▪ Shortage of high-educated manpower in the region risk impeding future growth and innovation.</li> <li>▪ Reduced competitiveness due to lack of innovation and application of new technologies in the region's companies.</li> </ul>

<sup>1</sup> Representing the regional council, business community, municipalities and educational institutions, in total 13 people.

<sup>2</sup> According to a report developed by Copenhagen Economics ApS og Inside Consulting

<sup>3</sup> <http://www.erhvervsbladet.dk/ivaerksaetteri/provinsens-ivaerksaettere-er-de-staerkeste>

<sup>4</sup> Defined as a company with min. 5 employees and a turn-over growth rate of 10% (20% for high growth entrepreneurs) during a period of 3 years.

### 3. Action plan

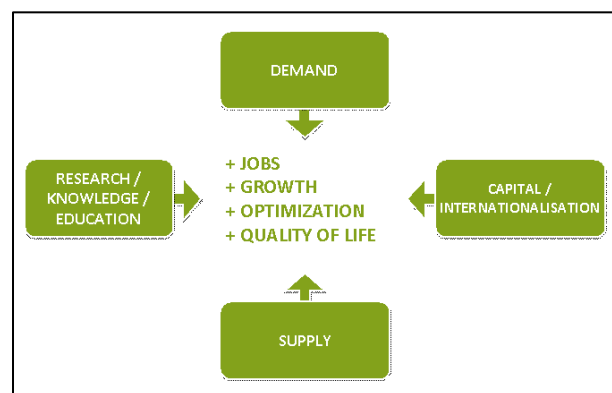
In order to fulfil the political vision, five central activity areas have been identified:

- a) Implementing the Small Business Act (SBA) and main EU policy through the South Danish growth model
- b) Creation of an entrepreneurial culture through entrepreneurship consultancy and education.
- c) Creating regional integration and cooperation through cross-border collaboration, development of an interregional cluster policy and stimulation of growth in remote areas.
- d) Environmental sustainability
- e) Successful implementation

#### a) Implementing the SBA and main EU policy through the South Danish growth model

The South Danish growth model systematically addresses four critical elements in business development: ensuring access to finance and venture capital, stimulating intelligent public demand, promoting access to world class research and education, and developing strong trans-regional clusters with international outreach and export potential.

Our approach is to target four of the largest challenges facing Europe today: globalisation, demographic change, climate change, and sustainable energy supply. Based on the three areas of business excellence, the region aims to turn these challenges into opportunities by exploiting their market potential. As a result, a number of strategic priorities have been made. All major regional business schemes, including those funded through regional public and EU cohesion policy funds, target these three areas in order to create synergies and ensure optimal use of the funding schemes available.



The growth model supports the principles of the Small Business Act and ensures smart, inclusive and sustainable growth. Concretely, the model aims to boost growth, entrepreneurship, and employment by:

##### ***Ensuring access to finance to invest and grow***

Raising the right kind of finance may be a serious challenge for entrepreneurs and SMEs. SMEs often have a weak equity position, further undermined by the late payment culture in Europe. In order to help SMEs overcome equity problems, SMEs can profit from a finance check where a financial expert will make financial optimisation recommendations. Several initiatives in the region aim to improve access to capital. *Capital through Counselling* is an initiative where a capital coach is made available to an SME in need of finance. The coach acts as a personal advisor helping the company to attract capital. The Regional Business Development Centre in a similar fashion works to raise the IPR profile and highlight the importance and value of intellectual property rights to ensure growth and freedom to operate.

Among the most important capital initiatives are worth highlighting:

- *Business Angels Southern Denmark* is a network of regional investors who wish to be systematically matched with local opportunities for investment in start-ups thereby delivering a critical source of finance for early stage entrepreneurs in the region.

- *The Fund for Growth Promotion in Southern Denmark* has been set up by the Growth Forum to provide loans to entrepreneurs in remote areas of the region and venture capital to entrepreneurs working within the prioritised field of health and welfare technology.
- *Danish Growth Fund* has a local division in RSD and aims to create new growth companies by providing venture capital in collaboration with private partners and Danish financial institutions.
- *South Danish Technological Innovation* represents one of the largest Danish government approved innovation incubator schemes, implemented to ease access to capital.
- *Science Ventures Denmark A/S*, owned by the University of Southern Denmark, invests in high-tech business development.
- Finally, the *Investment Fund of South Jutland* provides loans to SMEs in Southern Jutland.

### ***Using smart regulation and innovative procurement based end-user needs***

The strategic focus on welfare technology enables the region to handle the challenges of an ageing population by ensuring high-quality affordable healthcare through successful public private partnerships.

By developing procurement strategies, including pre-commercial procurement, RSD can have a significant impact on the efficiency of public services and on the innovation performance of private companies. Together with European partners, RSD and the cluster Welfare Tech Region are implementing pilot projects, which will test and provide guidelines for pre-commercial procurement thereby driving innovation by acting as technologically demanding first buyers. Moreover, RSD aims to improve opportunities for SMEs by helping them to achieve a better understanding of public demand and procurement.

A concrete project generating tangible results is *Welfare Partnerships* (2011-2013), managed by the Regional Business Development Centre. The objective is to create partnerships between small and big companies to allow SMEs access to the public procurement market in Denmark and on export markets.

### ***Making full use of the Single Market and going international***

It is crucial that the region's SMEs utilise the advantage of a central geographical location as neighbour region to Germany and as the Gate to Europe. Internationalisation is therefore an important part of the regional strategy. A number of measures have been put in place to support a global approach for entrepreneurs, and to strengthen export activity within the strategic focus areas in close collaboration with international partners and the Danish state.

The *South Danish European Office* (SDEO) acts as liaison office for local and regional public authorities towards the EU, international organisations and partners. Via SDEO the region is active in many EU Forums, among them ERRIN and ensures cooperation with European partners in many types of European programmes. SDEO facilitates enterprises in becoming partners in EU projects, ensuring that they share and benefit from European best practices within the region's prioritised business areas.

The *Enterprise Europe Network* also, for example, helps small businesses make the most of the European marketplace by supporting SMEs in developing business in new markets, and *The Alliance for Offshore Renewables* supports SMEs in their internationalisation process on new "green" growth markets.

Another example of support for international outreach is the initiative by the Regional Business Development Centre to help companies conduct market analysis, participate in trade shows, and establish export start-up groups for networking.

Specific action is also taken to strengthen international cooperation between research institutions in order to ensure access to high level research and international talents for the region's SMEs.

### ***Actions within education, know-how, research and innovation***

Within the three areas of business excellence, a number of actions have been taken to strengthen education, research and innovation.

Within **Sustainable Energy** RSD will support the creation of a *South Danish Energy Centre* at the University of Southern Denmark. The objective is to develop methods for optimal utilisation of energy derived from wind, sun and waves through research and development projects in cooperation with private companies, and to educate engineers that will meet demand for specialised skills within the green energy sector.

Within **Health and Welfare technology** RSD supports user-driven innovation and the establishment of an international platform for innovation and research in order to develop and commercialise welfare technologies. The aim is to make it more attractive for SMEs to participate in R&D activities with universities and research institutes, such as the *Danish Technological Institute* and its *Centre for Robot Technology* in Odense funded by the Danish Ministry of Science, Innovation and Higher Education.

Within **Experience economy** RSD will encourage the use of design and establish a *North European Knowledge Centre for application of Design*. Research based knowledge shall support innovation and growth.

## **b) Creation of a regional entrepreneurial culture in South Denmark**

### ***Entrepreneurship consultancy on local and regional level***

The region's business support service system is divided into a local and a regional level. The counselling provided is free and independent and based on proximity and the "no wrong door principle".

The Regional Business Development Centre offers targeted counselling on each critical stage of the business life cycle to encourage small businesses to grow. It provides consulting experts within the following areas: economy and financing, management and strategy, sales and marketing, technology, and innovation and internationalisation. The centre will initiate a number of programmes in the years 2012-13, including:

- *Networking program targeted women entrepreneurs*: a 1-year programme aiming to boost growth by bringing women entrepreneurs and professional counsellors together.
- *Early Warning – Second Chance Initiative*: a national support system for companies in financial distress. The initiative provides free and independent support to enterprises threatened by bankruptcy, and help unprofitable companies close down with minimum loss.

At local level, Business Service Centres provide basic and initial business advice in relation to business plans, laws and regulations. The centres also propose courses for start-up companies where entrepreneurs receive training in, for example, business plans or the tax system.

Entrepreneurs and SMEs also benefit from a high level of digitalisation and national online information services, such as [www.virk.dk](http://www.virk.dk), which allows creating and closing down a company, [www.startvaekst.dk](http://www.startvaekst.dk), offering online tools for entrepreneurs and business owners, and [www.eksportstart.dk](http://www.eksportstart.dk), a portal where enterprises can get information on internationalisation.

### ***Entrepreneurship in schools, research institutions, universities and companies***

The region believes entrepreneurial education from primary school to post-graduate level to be important in order to foster successful entrepreneurs. Education in entrepreneurship not only includes how to start up a business but also broader aspects like creativity and risk taking, as illustrated by the examples below.

- *The Danish Foundation for Entrepreneurship and Young Enterprise* have merged with the aim of promoting young people's competencies within innovation and entrepreneurship. The organisations operate as a knowledge centre for all educational institutions, assisting young people to establish careers as self-employed through, for example student competitions and teacher training.
- *IDEA Entrepreneurship Centre* at the University of Southern Denmark is a leading centre for entrepreneurship teaching and knowledge and serves as a link between educational institutions and the business world. IDEA organises regular entrepreneurship courses at Masters and PhD level in addition to events, innovation camps and summer schools for entrepreneurial students.
- *IDEA House* helps students to develop ideas, meet other entrepreneurs and to protect ideas. Free courses in entrepreneurship and intensive 24-hour workshops are offered on a regular basis.
- *Business idea competitions*. The most well-known are *Venture Cup*, consisting of two yearly national competitions open to all university students and *Young Scientists* targeted students in primary and secondary education.
- *Cooperation between SMEs and students: South Danish Engineer Pioneers* aims to create cooperation between the University of Southern Denmark, secondary and primary education and SMEs placed in remote areas of the region. *E-days*, initiated by Lean Energy Cluster, consist of two annual events bringing students and businesses together, exchanging knowledge about energy efficient technologies.
- *Danfoss Group* runs a yearly internal business plan competition, open to all Danfoss employees, called *Man on the Moon*. The competition is a best practice example of how to boost employees' innovation and entrepreneurial skills. The primary objective is to education in innovative thinking and to stimulate entrepreneurial activities throughout Danfoss in order to generate creative new business ideas.

### ***Other Initiatives***

*Spin-off factory* is another interesting initiative, which aims to harvest un-exploited ideas from existing companies and move them into start-up companies offering help with project management, identifying relevant research partners, and capital.

Regional Business Incubators and Science Parks help to foster an entrepreneur-friendly environment. The *Mads Clausen Entrepreneur Park* is worth mentioning as an example of a dynamic incubator for entrepreneurs. Founded by the Danfoss Group, its main purpose is to nurture technology driven entrepreneurs, assisting them from idea to business start-up. Over the last 5 years, the park has hosted 50 projects, of which 46 have established a company and nine are classified as growth companies.

## **c) Regional integration and cooperation through:**

### ***Interregional and Cross-border Collaboration***

RSD intends to fully exploit the potential in cross-border collaboration and will in 2012/2013 take actions to further improve interregional cooperation between clusters, research and education institutions. The

cooperation with the region of Schleswig-Holstein, Hamburg and regions around the North Sea and the Baltic Sea will be expanded. One of the tools used for this purpose is the INTERREG programmes.

RSD has a strong relationship and a partnership agreement with Schleswig-Holstein. The partners join forces to further strengthen cross-border cluster development, joint marketing and to forge links between research institutions. The importance attached to cross-border cooperation is further illustrated by The interreg IVA project *Vækstcentret/ Wachstumszentrum – Success for the Danish-German Border Region*, which aims to turn the border region into an economic growth area, and by the candidature of the two bordering cities, Sønderborg in Southern Denmark and Flensburg in Schleswig-Holstein, in a joint application as European Capital of Culture 2017.



### **Interregional Cluster Policy**

Clusters are on the top of the agenda in the region as drivers for growth and innovation. As a result of strong triple helix cooperation, business clusters have already emerged within the region's focus areas. RSD will ensure the further development of these clusters by creating innovation networks with strong international partners. The main clusters within the three focus areas are:

- **Sustainable energy:**

With 50% of Danish offshore employment based in the region, *Offshore Centre Denmark* with its 220 members, acts as the competence and innovation centre for the Danish offshore industry. Its core activities include networking, B2B events and promotion of the Danish offshore sector.

*Lindoe Offshore Renewables Center (LORC)* is EU's leading centre for testing, demonstration and production of offshore renewable technologies.

*The Alliance for Offshore Renewables* aims to secure Denmark's dominance within the field of renewable energy technology. The Alliance serves as mouthpiece for the industry in relation to politicians, and enter into a dialogue with decision-makers concerning the overall development of the offshore renewables industry in Denmark.

*Lean Energy Cluster* is a national cluster of companies and knowledge institutions working together to develop energy efficient technological solutions, creating growth and jobs.

- **Health and Welfare technologies:**

*Welfare Tech Region* is a national cluster organisation. Its objective is to realise the potential in health and welfare technologies and to foster a strong industry, which will be able to supply new solutions necessary to maintain desired service levels in the social and health care sectors.

- **Experience economy:**

*Design2innovate* is an international design cluster inspiring companies to innovate through design. One of the purposes of the cluster is to offer supplementary education for companies in the use of



design methods as tools for innovation. The cluster cooperates closely with design clusters in Spain and Italy.

To further strengthen cluster development, RSD has set up *Reg X – the Danish Cluster Academy*. The academy supports the development of Danish clusters through competence building, knowledge sharing and networking, and aims to be one of the world's leading centres for cluster development,

#### ***Territorial Cohesion and Growth in remote areas***

RSD supports growth in remote areas by helping these areas exploit their potential within the three strategic business areas. The new regional *Fund for Growth Promotion in Southern Denmark*, for example, specifically targets start-ups in remote areas, while the project *Future Factory South Funen* provides networking and support activities for entrepreneurs in the creative industry. The project is expected to result in a 20% increase in the number of entrepreneurs and a 50% increase in the survival rate of start-ups within this specific area of the region.

### **d) Environmental Sustainability**

With its strategic focus on sustainable energy, the region will support investments in green offshore energy and energy efficiency, helping innovative SMEs exploit their potential in this sector, and thereby contributing to EU's 20-20-20 strategy by supporting business development within energy efficiency and sustainable energy.

The region has also taken specific steps to reduce CO<sub>2</sub>-emissions through its role as lead partner in the interregional *LoCaRe* project, aiming to develop low carbon solutions and contribute to economic growth.

Finally, the Growth Forum has supported a number of projects within green offshore and energy efficiency. *Energy at Sea*, for example, contribute to reducing barriers for SMEs as suppliers to the offshore energy industry through development of templates and networks. And *SunRise PV* facilitates cooperation between SMEs in order to realise the market potential for solar power.

### ***Summary: The regional growth model and entrepreneurship***

As illustrated by the actions mentioned in sections a) through d), the region:

- Has a clear vision and strategy for entrepreneurship and development of SMEs in the region, and possesses the skills to carry it out.
- Is aware of strengths, weaknesses, opportunities and threats
- Has a clear action plan to address weaknesses and exploit opportunities, including improved access to finance, thereby ensuring tangible and measurable results
- Ensures sustainable development

### **e) Towards Successful implementation**

All necessary resources, networks and facilities are present to support the mission of creating and maintaining global oriented growth companies locally and regionally with focus on the region's three areas of business excellence. In order to further raise awareness of entrepreneurship and of the support tools available, a one-stop shop for entrepreneurs and a student innovation competition are planned for 2013. A part of raising awareness is also best practise examples based on evaluation of the planned initiatives.

### ***Entrepreneurial One-stop-shop***

In order to increase the visibility of the different tools available, a *regional entrepreneurial one-stop-shop* will be launched, gathering all information and offers for entrepreneurs in the region in one single place, including information about access to capital. The portal will include transfer of best practices from the INTERREG IVA project, *IGBP (International cross-border Best-Practice Entrepreneur guide)* where best-practice methods for entrepreneur counselling in the North-German and South Danish regions are identified. The one-stop-shop will follow four main sections as a toolbox for the users:

- *Business Innovation*: the approach to design innovation and creativity, where knowledge is fed from universities, clusters and research institutes.
- *Know – how*: added from the mainstream business community such as professional boards, regional and local business consultancy, coaching, mentoring, and professional business networks.
- *Global Marketing*: professional sales and marketing export counselling, where entrepreneurs can find help and motivation in successful regional export cases, which will support international engagement and promote new businesses, talent, research, knowledge and capital.
- *IPR - Capital*: Private-Public Venture and IPR to highlight the additional value of "smart money" and intellectual property rights and at the same time focus on profitable operation and development of fundable business plans.

### ***Effect evaluation of all activities and events***

In order to ensure successful implementation of the proposed actions and enduring results going beyond the EER year 2013 an effect evaluation of the proposed actions will be carried out. All projects co-financed by regional and EU funding are evaluated based on potential, the expected effect in relation to total expenditures (price) and expected implementation time.

As part of this general evaluation of regional programmes and projects, an assessment of the possibility of further targeting funding of entrepreneurial activities towards the three regional areas of business excellence will be carried out.

At the same time, we will perform effect evaluation of the specific EER 2013 event, which is a light and a pro version of an entrepreneurial student competition based on Danfoss' Man on the Moon concept. The Man on the Moon student competition event will be further outlined in section 4 below. The competition is divided into two sub-competitions, a "light" and a "pro-group" programme allowing primary school pupils as well as post-graduate students to participate at different competition levels. The sub-competitions will be evaluated separately in order to access the regional entrepreneurial ecosystem in relation to short, medium and long cycle education. We will especially focus the evaluation on factors contributing to an entrepreneurial mindset and on business plan progress in the entrepreneurship competition, as outlined below.

We will use fully compatible techniques in all surveys and evaluations. The evaluation of entrepreneurial mindset is part of a larger research project carried out by Copenhagen Business School (CBS).

### ***Learning enterprising behaviour – a holistic approach***

As we want to influence the mindset of the youth focusing on attitudes, intentions, aspirations, enterprising behaviour and connectedness to school and local community we will assess:

- *Attitudes and Intentions*: understood as attitudes towards entrepreneurship and intentions toward a career as a job-maker instead of a job-taker.

- *Enterprising behavior*: understood as the importance of taking responsibility, proactivity, initiative, and the application of knowledge.
- *Connectedness and future aspirations*: understood as feelings of detachment from or attachment to society and the students' feelings of connectedness towards their school and their learning process.

### ***Business plan progress***

The competition outlined in section 4 includes an evaluation of an idea in relation to a business plan. The progress in relation to opportunity recognition, global ambition, innovativeness and the level of sophistication will be evaluated in the following way:

- *The ability to recognize, identify and evaluate opportunities*. We will use experienced business plan evaluators, i.e. venture capitalists, business angels and process managers, to evaluate their progress.
- *Global ambition, innovativeness and level of sophistication*. Business ideas will be submitted as part of the competition. Ideas will be assessed three times using expert evaluation of experienced venture capitalists, business angels and process managers. The overall global market potential and level of innovativeness will also be coded on a three point scale. This will give us a measurement of how the entrepreneur develops. We will continue to follow our participants and evaluate their performance through measurements such as turnover and no. of employees.

### ***Reporting mechanism to CoR***

The result and outcome of the actions and events will be reported to the CoR. The key actors behind the project (South Denmark as EER Region 2013) have organised in an EER Committee who are to survey and ensure the implementation of the EER activities and events. An EER Secretariat will make the reporting to CoR through quarterly reports including main results achieved and status of ongoing activities and events. The report will include entrepreneurial success case stories.

### ***Communication***

An intensive communication activity will be conducted during 2012/2013

- EER Newsletters will be sent to relevant key actors, stakeholders and target groups: Case Stories including best practice examples of successful entrepreneurs, innovation, efficient public private partnerships and examples of public private innovation, export successes, interregional cooperation and partnerships within the three focus areas.
- Press Releases to relevant local/regional/national and international media.
- Business ambassadors from major companies such as Danfoss, LEGO, etc. will ensure international dissemination and marketing of the region and its entrepreneurial actions.
- Benefit from national/international entrepreneurial events to ensure dissemination of the EER activities, outcome and results, e.g. during the Global Entrepreneurship Weeks in November 2012 and 2013.

#### 4. EER activities and communication

In 2012/2013, RSD will conduct a theme-oriented innovation and entrepreneurship competition based on the Danfoss *Man on the Moon concept (MotM)* and centred on the region's three strategic focus areas as a specific EER event. The competition will be conducted in a light (primary and upper secondary school) and a pro model (short, medium and long cycle education).

The competition is conducted in a 2 phase development and execution mode:

- First wave of the competition will be initiated in the school year of 2012-13 in the sub-areas of South Jutland as a small-scale prototype competition in order to test and optimise the concept.
- Second wave of the competition will be conducted as a peak in the EER year of 2013 as a proof of scalability.

Backbone of the 2013 EER Entrepreneurial Competition will be the *Entrepreneurial one-stop-shop*, which all competition participants can use as a tool box to develop their business ideas.

A 3 Part Trade Game will form part of the competition. All participants upload ideas by submitting a summary of their business ideas and a description of their skills for each participant. This will allow matchmaking of teams from different educational institutions and orientations. All participants can comment and buy shares in ideas with fictive EER Euros and thereby rate the potential of the uploaded ideas.

During the competition, teams present their business ideas to a jury and only a limited number of teams will advance to the next phase of the competition.

##### **Events**

8 main events will be conducted during the competition:

- 1) **Young Enterprise South Jutland 2012:** the first 1 day trade fair ever conducted in cooperation between the 4 regional Young Enterprise associations to start discussions and create the basis for the EER 2013 competition and at the same time strengthen the entrepreneurial activities in the RSD.
- 2) **EU Year of Active Ageing 2012:** A mentoring and know-how event and workshop conducted during 2012, the European Year of Active Ageing. The idea is to explore the knowledge and experience of senior professionals and retired former business owners and combine them with the competition participants.
- 3) **Regional EER Kick-off Event 2013:** General presentation of the competition and facilities with kick-off activities such as announcement and registration of participants and teams.
- 4) **Second Chance EU Event 2013:** A conference with focus on entrepreneurs who have been able to make a successful turnaround or build up a new successful company after a bankruptcy. The aim is to change the cultural mindsets and foster the second chance approach.
- 5) **Regional EER Semifinal Event:** Presentation of business ideas which have reached the semifinal and selection and awards to winning teams. Entrepreneurial workshops within the region's 3 strategic focus areas.

- 6) **Nominated EER 2011, 2012, 2013 – cooperative event.** A major EU event in cooperation with other EER regions including presentation of best practice examples and success entrepreneurial case stories. Enable sharing of knowledge and know-how.
- 7) **Regional EER Final Event:** nomination of the best ideas: The culmination of the competition with presentation of the business ideas to the executive EER Committee, representatives from the CoR, and other major key actors who select and award the winning teams.
- 8) **Presentation of outcome and results:** An EU event with presentation of the main output and results of the entrepreneurial competition and measurements.

This submission with all the supporting evidence in form of political vision, present and future actions and events stand for our determination to serve the European entrepreneurial front with our expertise, innovativeness and commitment. We hereby request for our application to be considered for the EER Award.

## Schematic overview of the EER 2013 Competition

