

New Generation Skills

WP3 D.3.2.1

Local-level comparative case study

AUSTRIA

akzente

nowa

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1. OVERVIEW

Country: Austria

Name of the organization: akzente, nowa

Topic: Local comparative case study on Innovation and (Social) Entrepreneurship with the focus on young people from 15-29

Duration of the project: 01.01.2017-30.06.2019

Funding program: Danube Transnational Programme

Total budget: in EUR ERDF: 1.564.067,83 und IPA: 238.934,95

Key partners:

Local Government and Municipality of Újbuda	Hungary	Lead Partner
PRIZMA Foundation for the Improvement of Employment Possibilities	Slovenia	ERDF Project Partner 1
Municipality of Maribor, Department for Culture and Youth	Slovenia	ERDF Project Partner 2
NOWA Training Counselling Project management	Austria	ERDF Project Partner 3
akzente - center for equality and regional cooperation	Austria	ERDF Project Partner 4
North-West Regional Development Agency	Romania	ERDF Project Partner 5
Intercommunity Development Association Cluj Metropolitan Area	Romania	ERDF Project Partner 6
Sofia Development Association	Bulgaria	ERDF Project Partner 7
Sofia Municipality	Bulgaria	ERDF Project Partner 8
DEX Innovation Centre	Czech Republic	ERDF Project Partner 9
Institute Mihajlo Pupin	Serbia	IDA Project Partner 1
Municipality of Savski Venac	Serbia	IDA Project Partner 2
Corvinus University of Budapest Small Business Development Centre	Hungary	Associated Strategic Partner 1
City of Graz	Austria	Associated Strategic Partner 2
City of Belgrade	Serbia	Associated Strategic Partner 3

Current status:

Analysis of the local situation:

Identification of relevant stakeholders, creation of questionnaires and interview guide-lines, appointments and conducting of interviews and online surveys, transcription, evaluation of results and transfer into an analysis report

2. INTRODUCTION

Analysis of the local situation:

Identification of relevant stakeholders following the quadruple helix method and young people (pupils and students).

Stakeholders of all relevant sectors and all LIAG members were informed regarding project contents and requirements of the local level comparative study. Pupils and students were contacted via teachers and contact persons from universities.

Creation of questionnaires and interview guide-lines

2 different questionnaires, 1 for young people and 1 for SMEs, local public authorities, higher education and research and NGOs were developed and provided online.

Interview guidelines for group-interviews and for individual interviews were provided for each target group, young people, SMEs, local public authorities, higher education and research and NGOs. (See Annex Nr 1+2)

Appointments and conducting of interviews

Due to local conditions and available time resources, with the most comprehensive analysis possible, both, group and individual interviews were conducted. The group interviews followed the method of the focus interview.

2 focus group interviews and 20 individual interviews with 30 persons in total were conducted.

Online survey

2 different questionnaires were provided online within shortest possible time. They were promoted via mailings within the entire ecosystem network, schools and other relevant networks and spread over by LIAG-members.

Transcription, evaluation of results and transfer into an analysis report

Templates were prepared to evaluate the results of the interviews. The interviews were evaluated and summarized. The results were incorporated into the provided template for the local level comparative study.

2.1. Definitions and acronyms:

There are no special definitions or acronyms in the report.

3. METHODS and SOURCE OF DATA USED DURING SITUATION ASSESSMENT

3.1. Literature, document and website analysis *Methodology II.2.1*

The situation of youth in the City of Graz and Styria was examined by analyzing several studies as the Youth study of the Federal Government of Styria, Education Strategy of the City of Graz, Innovation and economic Strategy of the Federal State Styria and Economic Report of the City of Graz supported by additional analyses of descriptions of youth competitions and project initiatives.

List of educational and training centres:

<https://www.schule.at/schulfuehrer/steiermark/graz-stadt.html>

<http://www.wissenschaft.steiermark.at/cms/ziel/98588492/DE/>

<http://www.stmk.wifi.at/>

3.2. Desk research of existing statistical data *Methodology II.2.2*

Available statistical data regarding Youth and company foundation for the City of Graz and Styria were evaluated.

<http://www.graz.at/cms/ziel/2058071/DE/>

<http://www.statistik.steiermark.at/cms/ziel/103034531/DE/>

<http://www.wirtschaft.graz.at/cms/ziel/6942660/DE/>

3.3. Qualitative data collection *Methodology II.2.3*

Due to local conditions and available time resources, with the most comprehensive analysis possible, persons out of all 5 target groups were interviewed (in focusgroups or individually).

2 focus group interviews and 20 individual interviews with 30 persons in total were conducted.

3.4. Quantitative data collection *Methodology II.2.4*

Online survey with 2 different questionnaires, which were promoted via mailings within the entire ecosystem network, schools and other relevant networks and spread over by LIAG-members.

3.5. SWOT analysis Methodology II.2.6

The results from the data collection and analysis described above are presented in a SWOT analysis.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Issue of youth an founding is very well established • Correspondign strategies within quadruple helix • Countless support offers , esp. for technologies • Topic is included in all economic strategies • Social Entrepreneurship is part of curricula in BHAK (econmic school) 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Information lack in the group of 15-18 year old young peopöe regarding founding • A far less broad embedding in the subject of social entrepreneurship • Support offers offen perceived as unmanageable by 15-18 agers • Insufficient financial support esp. for the first phase, if not in technical field and/or academical • Very few offers that make entrepreneurship attractive for women, non-academics and apprentices • Less supports possibilities for services than for technology
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Students on academic level are extremely well informed • Special support at the beginning of an entrepreneurial career • Special support for pupils, apprentices and non academics • Incorporation of (social) entrepreneurship into curricula of educational system • More supports possibilities for services • Chance in culture 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Different explanations and definitions of social entrepreneurship • Insufficient financial support esp. in the very start up-phase, if not in technical field and/or academical • Pupils find no starting point • No culture in „failure“

4. THE REGIONAL AND LOCAL LEVEL CONTEXT

In this chapter we give an overview of the situation of Youth in Graz and Styria and of the local-level policy instruments.

4.1. Demographic study of the youth

4.1.1. Styrian Youth in Figures, 2016, State Statistics - Summary

222,835 people aged between 15 and under 30 live in Styria. The number of young people and young adults is diminishing. 30 years ago about every fourth person in Styria was aged 15 to under 30 years, now not even one-fifth (18.2%). Although current forecasts predict a population increase, this young population group will continue to decrease (by around 12% by 2050). Murau is the biggest loser with more than 30%, while the Graz area can achieve a plus of 5.5% for this period. Graz is the catchment area for young people. Most young people and young people live here.

The education period for young adults is becoming longer. Higher levels of education are mainly visited by women. Two-fifths of 18 to 19-year-olds has a maturity examination. About a quarter of the 18 to 21 year olds begin a university study, almost a seventh attend a university for applied science.

Two out of seven 15 to 25 year olds study at a university (residents) - student rate of 28%, 4 % of this age group attends a university for applied science.

However, only 8 % of young adults (15 to under 30) in Austria and Styria have already completed an academic degree as the highest level of education.

As a result of the lengthy stay in education, working life begins later. For the 15 to under 19 year olds the labour participation rate is currently 54% (men) and 39% (women). In the case of women aged between 20 and under 25 or 25 to under 30, the labor participation rate has increased considerably (from around 65% from 20 to below 25 years and 53% from 25 to under 30 years in 1971 to almost 72% and 83% in 2011). As the age grows, Employment increases, but mainly in the form of a dependent employment, not in the area of self-employment or the like.

The unemployment rate among young people (15 to under 30) has risen in Styria (men: 1971 1.3%, 2011 6.0%, women: 1971 3.6%, 2011 8.1%).

More than two-thirds of the young professionals are employed in the service sector, where there are clear differences between the sexes. More than four out of five young women work in

the tertiary sector, mainly in trade, accommodation and gastronomy, as well as in health care and social services, while young men have only one in two in the service sector. Trade does not have such a large presence here as for women.

In the average monthly gross income, there are clear differences between the sexes. While income increases with age, the gap between the sexes also increases. It is interesting that this deviation has hardly changed in the individual age groups in the last 10 years, except for the up to 19 year olds: Here the difference has become much smaller.

Comparisons of the income situation for full-time and full-year employment (basic wage tax statistics) show that men earn more than women, while in young (up to 30) a net average of at least 14 % more. As a result, poverty is a topic that affects more women, especially at the age of 20 to under 40 (besides 65 years and more).

Their own household and family foundations happen later. Especially young men live longer at home in the hotel "Mama". Between 20 and under 25, almost three-fifths of the young men are still "child" (in their parents' household), while the proportion of women is only 45%. At the age of 25 to under 30 years, the proportions are still at a considerable 35.7% for men and 22.2% for women.

Furthermore migration is a phenomenon of the young people. The majority of the persons who come to or leave Styria are between 15 and under 30 years. For inland migration, if the federal border is crossed, even more than half. In Murau and Deutschlandsberg young women migrate much more to other regions of Styria. In the Murtal and Liezen districts, more young women move into a different federal state than coming from there compared to the young men. In Leoben, the balance is positive, but for young men significantly higher than for young women (24,6 people per 1,000 inhabitants between 15 and under 30 years versus 5,7).

Except in Graz, there is a clear men's surplus in the other districts in these age groups, especially in Leoben (almost a quarter more men than women, especially in the age groups 20 to under 25 years and 25 to under 30 years).

Almost every second girl aged between 15 and under 20 would like to get a high school diploma, whereas only one boy in three wishes to do so. Almost every third boy attends an apprenticeship, whereas only 17% of the girls choose this path. There are also far more girls starting a study than boys (female: 8.9% versus male: 3.1%). Almost a quarter of the boys or one fifth of the girls of this age group is not in an ongoing education.

Between the ages of 20 and under 25, about a quarter of men and about 31% of women attend a university.

Among young men aged between 15 and under 30, approximately one-third have compulsory education as the highest level of education. This was also the case in 1991. For women, on the other hand, the percentage from 1991 to 2011 and 2013 fell significantly, from about 40% to less than 31%.

30% of men have completed an apprenticeship as the highest degree in 2011 respectively 2013, among women around 19%.

Among the boys of the age group, almost a quarter, among girls more than a quarter has a degree on a secondary academic school. About 45% of the 18 to 19-year-old Styrians have passed the school leaving exam in 2014. In the case of the girls it is even every second, whereas for boys it is around 38%.

Among young adults (15 to under 30), 10,9% of women and 6,8% of men in 2013 have a university degree. In 2014/15 7 722 students began a study at Styrian universities, more than half were women. Types of studies in technologies and engineering sciences are clearly masculine, whereas other types of studies are more frequented by women.

Vital Statistics Graz, 31.12.2016

Men	140.847
<u>Women</u>	<u>145.839</u>
Total	286.686

Austrian citizenship:	Men 107.663	Women 116.588	(224.251)
Foreigners:	Men 33.184	Women 29.251	(62.435)

Age Groups

(Primary residence)

15 – 19	Men 6.843	Women 6.678	(13.521)
20 – 24	Men 13.554	Women 13.708	(27.262)
25 – 29	Men 15.140	Women 14.055	(29.195)

Austrian citizenship

(Primary and secondary residence)

15 – 19	11.335
20 – 24	24.597
25 – 29	23.139

Foreigners

(Primary and secondary residence)

15 – 19	4.107
20 – 24	9.224
25 – 29	10.822

4.1.2. The youth and family office

<http://www.graz.at/cms/ziel/266957/DE>

The Office for Youth and Family headed by the City of Graz, since 1917, is a responsible counseling center dedicated to work for children, young people and families.

Offers for young people:

- **13 Youth Centers:** Meet friends, chill, listen to music, do something together, talk to someone ... All this and much more are offered by the youth centers. Just come over and convince yourself!
- **proAct - open youth participation model**
If young people have an idea for a project, whether alone or with friends and only the money is missing to implement it? Then they can join the proAct – community to develop their own project, present it in the youth council and convince other youngsters. At the end the youth council decides which project to implement. An own youth budget of 25,000 Euros is provided by the city of Graz every year. It allows the ideas of young people to be implemented (<http://www.pro-act.at>).
- **Points4action**
If young people want to be active and want to get involved, Points4action can give them a whole new experience like a time machine. Because Points4action means action and

movement between young and old. If they are not in touch with old people, they can use some time and your talents, and in return they can learn a lot about life and get valuable points.

- **Youth street work offers:**

Relations with young people in public space up to 21 years of age, conduct, advise and, accompany, support in crisis situations, offer mediating and de-escalating, act unbureaucratically, offer Emergency Aids (for example, first aid, hygiene articles), undertake local visit

- **Psychological counseling center**

- **Intercultural and open youth work - ISOP**

<http://www.isop.at/tatigkeitsfelder/jugend/>

<http://www.isop.at/tatigkeitsfelder/jugend/interkulturelle-offene-jugendarbeit/>

<http://www.isop.at/tatigkeitsfelder/jugend/schulsozialarbeit/>

In addition, parents or teachers can use information, advice, support and guidance. Topics are, in particular, questions of cooperation in family day, educational opportunities and social as well as cultural integration. The Office for Youth and Family has entrusted ISOP with this service.

4.1.3. Education

Graz is one of the technology centers in Austria. With an F & R ratio of 4.3%, Styria is in the top field of the federal states.

Graz is the home of 50,000 students at 4 universities, 2 educational colleges and 2 Fachhochschulen with about 50 courses. So we can say, Graz is the second-largest educational center in Austria after Vienna.

In the year 2013, the areas of child education and childcare, municipalities and integration were brought together to the department of education and integration. Afterwards, the development of the first education strategy 2013-2020 was commissioned by the City of Graz. By bringing together these areas, they have succeeded in creating common synergies and providing citizens with a service center with improved services. In addition, an urban education plan was also created. The goal of the first educational strategy was to ensure a wide range of educational opportunities in the city of Graz, whereby the quality of the educational offers was

given special attention. In addition to the quality, it is also the accessibility of education, which was to ensure.

In addition, the city of Graz hosts the IBOOB cafe which acts as an information hub around topics such as education and work. *(See Good Practice)*

4.1.4. Health care

Studies show that Austrian young people in particular have inadequate or problematic health competences. Half of all young people in Austria have little or no knowledge of health promotion. There are also serious differences in health care within Austria. In a comparison of Austria from 2012, Styria ranks last in terms of health competency. The majority (60%) of young people in Styria have insufficient health knowledge. Through a series of individual, social, socioeconomic and social factors which influence the weakly pronounced health competency. A pediatric and adolescent health report of Styria (2010) points out that especially socially disadvantaged young people are affected by inadequate health competences.

Current Health care projects:

- XUND und DU - Steirische Jugendgesundheitskonferenzen
- Gesundheitskompetenz im Setting professioneller außerschulischer Jugendarbeit
- DOgether - Projekt zur Förderung der Gesundheit und Integration geflüchteter Jugendlicher in der Steiermark.

4.1.5. Public funds to promote cultural projects

The city of Graz understands cultural, artistic achievements as an indispensable social contribution. The granting of subsidies and co-financing is intended to support the development of individual sponsors in their work, as well as to enable projects and initiatives of cultural institutions to be made using existing funds.

4.1.6. Youth protection legislation

Law of 14 May 2013 on the Protection and Promotion of Children and Adolescents (Steiermärkisches Jugendgesetz - StJG 2013)

The aim of the protection of young people up to 18 years is

- to promote and support the responsibility of children and adolescents;
- to protect children and young people from the dangers and influences that have a negative effect on their physical, mental, moral, ethical, character and / or social development
- to strengthen the awareness raising of the society for the protection of children and adolescents and to regulate the responsibility of the adults and to support the parents and other educated persons in education.

on financial support		
Innolab	www.innolab.at	The innolab is an institute of innovation management at the FH CAMPUS 02 established 2006. It is a point of contact for "bright minds" and supports by professional innovation management, assistance in the creation of business plans and the implementation of business ideas.
Internationalisierungs-Center Steiermark	www.ic-steiermark.at	The export service organization of the Styrian economy supports start-ups for export to other countries.
Chamber of Commerce Styria (WKO)	www.wko.at	The Chamber of Commerce is the public interest representation for Styrian companies and start-ups.
Junge Wirtschaft	www.jungewirtschaft.at	The Young Economy of the Austrian Economic Chamber is the interest representation of founders and young entrepreneurs.
Gründerservice/WKO	www.gruenderservice.net	Provides all services of the WKO for start-ups: founder's guidelines, start-up schedule and much more.
Go International/WKO	www.go-international.at	Internationalization campaign for Austrian companies. Support for market entry abroad.
Außenwirtschaft Austria/WKO	www.wko.at/Aussenwirtschaft	Internationalization Agency of the Austrian Economy.
Wirtschaft Graz - Department of Economic and Tourism Development	www.wirtschaft.graz.at	The Department of Economic and Tourism Development of the City of Graz is a contact partner, service centre and interface between business and administration in Graz and also offers fundings in Coworking Spaces.

University Graz - Center for Entrepreneurship	www.entrepreneurship.uni-graz.at	Interdisciplinary center in which scientific research / teaching and entrepreneurial practice are brought together.
University of Technology Graz	www.bwl.tugraz.at	The Institute for Business Administration and Business Sociology is the first point of contact for business start-ups at Graz University of Technology.
Medical University Graz	www.meduni-graz.at/forschen/koooperationen/unternehmensgruendung/	At the MUG, future research results are transformed into practical commercial application by company foundations.
FH Joanneum-Career Center	www.fh-joanneum.at/go/id/eyg	Provides in relevant teaching events basic facts about company foundation.
Science Fit	www.sciencefit.at	SMEs and start-ups have the opportunity to use scientific know-how of Styrian research facilities. The project is financed by Chamber of Commerce Styria, Province of Styria and City of Graz.
Financial support		
Arbeitsmarktservice(AMS)	www.ams.at	With the "company start-up program", the labor market service offers a special service on its way to independence.
1000×1000 Crowdfunding	www.1000x1000.at	Styrian Crowdfunding platform of the ISN - Innovation Service Network

Austria Wirtschaftsservice	www.awsg.at	The Austria Economic Service is a public-law funding and financing bank of the Republic of Austria. It offers special support and services for start-ups:
i2 – Die Börse für Business Angels (Austrian Business Angel Network)		Services between self-employed entrepreneurs and business angels.
aws Gründerfonds und Business Angel Fonds		Provides starting capital for young companies.
Venture-Capital-Initiative		Supports research and technology-oriented start-ups through co-investments of VC investors.
Equity Finder		Founders meet investors. Platform for exchange.
Special support programs for Start-Ups		Impulse, Double Equity, Life Science Austria, Cleantech-Initiative
CONDA	www.conda.at	Crowdfunding platform for company participation and corporate financing with a location in Vienna. Own representation in Styria.
Forschungsförderungsgesellschaft (FFG)	www.ffg.at	The FFG is the national funding company for applied and economic R & D in Austria. Programs such as the "Inno-Check" or "Market.Start" are specifically designed to support start-ups.
GO! GründerCenter Steiermark	www.go-gruendercenter.net	The GO! GründerCenter of the Steiermärkische Sparkasse offers financing and promotion advice, support in the preparation of the business plan as well as a comprehensive network.

GreenRocket	www.greenrocket.com	Styrian Crowdfunding platform with a special focus on sustainable companies in the fields of energy, environment, mobility and health.
Quantum Holding	www.quantum-holding.com	Quantum invests in start-ups in the fields of energy, hi-tech, green tech, mobility, IT, sports and leisure.
Scope Investments	www.scope.investments	Scope Investments provides investment capital in an unbureaucratic way. Has a network of investors, business angels and mentors.
Steirische Wirtschaftsförderung (SFG)	www.sfg.at	The Styrian business development- SFG offers a funding program for innovative founders. External consulting costs and investments are promoted to start-ups.
Incubators/Accelaerators		
lab10/BlockchainHub Graz	www.lab10.at	Highly equipped incubator and coworking space in the Annenviertel. Provides help with customer and business development or support with the Lean Start-up method. Belongs to the international network of BlockchainHubs.
Next-Incubator der Energie Steiermark	https://next-incubator.e-steiermark.com	The Next Incubator is the Open Innovation Lab of Energie Styria, one of the largest service providers in Austria. The Next-Incubator supports start-ups from IoT, Predictive Data, Blockchain, AI, Marketplaces, E-Mobility, and more. It offers unique know-how and feedback, lead-user access, an international network of partners and support for market launch.

Science Park Graz	www.sciencepark.at	The Science Park Graz (SPG) is an academic start-up center, which as a sub-organization of the Austrian-wide AplusB centers specifically addresses Styrian entrepreneurs. Start-ups are professionally supported with consultancy and coaching, infrastructure and financing in the early phase of company's founding.
Steirische Impulszentren	www.sfg.at/cms/485/Steirische Impulszentren	Through its network of impulse centers (technology, entrepreneurship and business parks), SFG supports technology-oriented start-ups and growth companies in the regions in the early stages of the company.
Styria Digital	www.styria-digital.com	The incubator of the Styria Media Group combines interesting business models of young companies with existing digital and analogue offers from the publishing house. Start-ups are either supported as own businesses or as joint ventures.
Up to Eleven	www.ut11.net	Up to Eleven is a companybuilder specializing in mobile & IT. Provides ambitious founders with support from financing, through implementation of the idea, to operational issues in the areas of IT, marketing, sales, HR and finance. The Up to Eleven Company Builder is the first Jumpstart-supported start-up incubator in southern Austria.
X-ON Accelerator	www.x-on.io	The idea behind X-ON: Innovative start-ups are rapidly developing their business idea with the push of experienced experts. In a six-month program, similar to a boot camp,

		they receive not only direct financial support and, if necessary, infrastructure, but also an intensive management coaching.
ZWT – Zentrum für Wissens- und Technologietransfer in der Medizin	www.zwt-graz.at/life-science-inkubator	The ZWT is an Austrian technology and life science research center. The ZWT's Life Science Incubator (LSI) provides innovative founders from the pharmaceutical, biotechnology and medical industries with laboratory and office space, infrastructure and know-how.
	-	
Networking/Promotion		
AIESEC	www.aiesec.at	Student organization that promotes entrepreneurship.
Austrian Angel Investors Association	www.aaia.at	The AAIA is a special interest group of the business angels and umbrella organization for Angel Investment in Austria.
AustrianStartups	www.austrianstartups.com	AustrianStartups is an independent non-profit organization of the Austrian start-up community to increase visibility and strengthen the start-up ecosystem. Provides a good overview of the stakeholders of the scene with the Start-up Map.
Creative Industries Styria	www.cis.at	CIS is a network for the development and strengthening of creative industries in Styria.
Eco World Styria	www.eco.at	Bundles know-how in the field of energy and environmental technology.
GründerInnenzentrum für Menschen mit Handicap – chance.at	www.chance.at	Chance.at offers people with disabilities comprehensive and individually coordinated support on their way to entrepreneurship.

Gründerland Steiermark	www.gruenderland.st	The founding country of Styria bundles relevant institutions and initiatives throughout Styria.
Gründungsgarage	www.gruendungsgarage.at	In the Gründungsgarage students, who bring concrete ideas, are accompanied by experienced mentors from the practice and work in interdisciplinary teams for one semester on the further development of their own business models.
Kraft.Crowd	www.kraftcrowd.at	The Kraft.Crowd association supports potential company founders from the northern regions of Styria. With a financing platform, the company's founders receive support in investor search.
i2b Businessplan-Wettbewerb	www.i2b.at	The largest business plan competition in Austria.
icons Graz	www.icons.at	Austria's is the largest student company consultancy. And also has a branch office in Graz. They advise start-ups and young entrepreneurs.
IdeenTriebwerk Graz	www.ideentriebwerkgraz.com	The IdeenTriebwerk Graz is a student association which advocates the promotion and dissemination of entrepreneurial ideas in Graz. Start-up events, workshops, mingles and regular main tables can be used to network start-ups.
ISN – Innovation Service Network	www.innovation.at	Provides advice and service to support innovative ideas. ISN operates the Crowdfunding platform 1000 × 1000 as well as Neurovation, an idea management tool based on crowdsourcings.

Open bioLab Graz – Austria	http://olga.realraum.at	Open community laboratory for molecular biologists and bio-hacking.
steiermark.gemeinsam.jetzt	https://steiermark.gemeinsam.jetzt/initiative/	The platform is intended to help initiatives and individuals to find each other in order to network knowledge, joy and support.
IBOBB-Cafe	http://www.graz.at/cms/ziel/7126769/DE/	Information, counselling, guidance for education and profession in the City of Graz. The IBOBB-Café is an information hub and a contact point for all questions around education and profession.
Co-working Spaces and offices		
there are more than 40 available in Styria (some examples below)		
Coworking Graz Netzwerk	www.coworkinggraz.net	Platform for the networking of Coworking Spaces in Graz.
N4 – Innovationszentrum Graz	www.n-4.at	Community office for young companies in the fields of technology, creative industries and economic services. Builds on the initiatives "GründerInnenzentrum Styria" and "Business Incubator Graz". Operated by the City of Graz.
KraxlMaxl & Co / Eibenart	www.kraxlmaxlundco.at www.eibenart.com	office work and childcare creatively connected
Relevant Events		
BarCamp Graz	www.barcamp-graz.at	
Business Angel Day	www.businessangelday.at	
Lean Startup Machine	www.leanstartupmachine.com/cities/graz	
Social Impact Award	www.socialimpactaward.net	
STARTEurope / Pioneers	STARTEurope / Pioneers	

4.3. Introduction of economic operators of the region

There is a wide range of possibilities at all levels. In the region, innovation is often linked to technology, less focus on services and social entrepreneurship. e.g. Science Park, Styrian impulse centers.

Chamber of Commerce, SFG-Styrian economic development provide support on different levels, e.g. Founder Service.

<https://www.wko.at>

<https://www.gruenderservice.at/>, <https://www.sfg.at>

Close co-operation with Government - for example, **science fit**: SMEs and start-ups have the opportunity to use scientific knowledge of Styrian research facilities. The project is financed by Chamber of Commerce Styria, Province of Styria and City of Graz.

www.sciencefit.at

Further information see also in the table of ecosystem below.

4.4. Introduction of the system of council and state institutions

Styrian economic strategy 2025 - "Growth through innovation"

The Styrian Economic Strategy 2025 concretises the existing core strategies.

These form the areas in which the department for economy of the federal government places activities. Orientation of the Styrian location development and site management to the leading markets, Mobility, Green-Tech and Health-Tech as well as the technological core competences. The function of the creative industry is increasingly focussed on innovation support - for example in the area of design and usability - within the three core themes and focused on the core technological competences. In addition, it is to play a role in the development of the location and in the development of innovative environments. "Smart services" are data and service-based services, such as mobile applications, online portals, or sharing services, and refer to the increasing intelligence of machines and a complete digitalisation of work processes. Furthermore, "smart services" also include knowledge-intensive services based on analytics, measurement technology and the associated use of "smart data". The EU innovation policy and the expected shift towards services and social company-related innovations are referred only so far as: *"Appropriate promotion tools are developed and used (eg qualification and advisory*

services for service) Engineering and a special use of the federal programs) and to strengthen the awareness raising for new service models. "

As we can derive from this strategy there is a strong focus on technology but there are a lot of support possibilities by public authorities (see ecosystem).

There are less offers for young people under 18 years, here 2 examples:

Youth Innovative - national level

<http://www.jugendinnovativ.at>

The annual innovative youth contest is funded by the Ministry of Economic Affairs and the Ministry of Education, and is run by the Austrian Development Bank (aws). Youth Innovative is the largest nationwide school competition for innovative ideas that allows young people between the ages of 15 and 20 years to develop, realize and present their own ideas to the public. This creates new opportunities for the future career of the pupils. At the same time, the innovative power and the wealth of ideas of young talents and young researchers is promoted and brought to light. With this competition, young researchers are given the opportunity to develop their own original and innovative ideas, to work out and realize them in teams with scientific aspects.

In categories as Design, Young Entrepreneurs, Science, Engineering as well as the special price-category Sustainability of the Raiffeisen Climate Protection Initiative young people can demonstrate their enormous potential for innovation.

ProAct Youth Community Graz - Open Youth Participation Model - local level

Young people have an idea for a project, whether alone or with friends- and only the money to implement it is missing. They develop their own project, present it in the youth council and convince other young people. They decide which project is to be implemented. An own youth budget of € 25.000, -- is provided by the city of Graz every year. It allows the ideas of young people to be implemented.

Further examples to support youth entrepreneurship and innovation on local level:

N4 - Innovationcenter Graz

N4 is intended especially for young enterprises (at the time of the request not older than 5 years), which are active in the fields of technology, creative industries and economic services. The products and services must have an innovative character. There should be an interest in

networking.

A prerequisite for admission to the Innovation Center is a successful start-up project, documented by a business plan or a corresponding expertise. As a rule, the offices are available

for a maximum of three years; in individual cases, the duration may also be higher in individual cases.

<http://www.n-4.at/>

Corporate Foundation Programme (Unternehmensgründungsprogramm - UGP)

The labour market service provides a start-up programme on the way from unemployment to self-employment.

<http://www.ams.at/service-arbeitsuchende/finanzielles/foerderungen/unternehmensgruendungsprogramm>

4.5. Introduction of financial incentive function of councils, analysis of services

The Department for Economic and Tourism Development of the City of Graz is the starting point and service center for entrepreneurs in the City of Graz. Therefore, it is the most important institution in the city with regard to company-relevant support programs and offers itself support services for company founders, as e.g. N4 Innovationcenter.

Support of renting for Founders:

The aim is to reduce this cost factor to the founders by granting rental costs within a period of three years.

Coworking workplace support

In order to support the creative scene in particular, the City helps people on their way to independence by offering workplace support in coworking spaces. Companies that are staying in a Grazer coworking space in the long term are promoted.

4.6. Introduction of services in the fields of knowledge-sharing and knowledge management available in the region.

There is a wide range of possibilities for exchange and networking and a lot of co-working spaces (more than 40).

<http://coworkinggraz.net/>

The region has an active community, e.g. Ideentriebwerk, who is member of our LIAG and developed the ecosystem, included in this report.

Close cooperation of relevant actors from the quadruple helix - Academia, Government, Business and Community. (See *Startup Ecosystem 2017* - 4.2)

4.7. Examination of collaboration of existing services, their potential for improvement

There is a wide range of possibilities at all levels. As already mentioned all parts of quadruple helix cooperate closely, there is a high amount of support possibilities, financial and non-financial

What we can observe is, that there is little support for services which means in this context for women and less services for the age group of 15-20 and for "non-academic"-people.

5. IDENTIFICATION OF RELEVANT POLICIES AND LEGISLATION

5.1. General overview of the policy instrument

Strategy of the Federal Government for Research, Technology and Innovation (RTI)

<https://www.bka.gv.at/fti-strategie>

With the aim of achieving an R & D ratio of 3.76 percentage points of GDP in the EU 2020 strategy by 2020, and of bringing Austria into the group of innovation leaders, the Federal Government has developed a strategy for research, technology and innovation, which, following a consistent vision, set strategic goals and measures for the medium to long term Austrian RTI policy based on the results of the system evaluation of the research funding system, the research dialogue and the RTI recommendations submitted by the Council for Research and Technology Development up to 2020. This strategy was adopted on 8 March 2011 in the Council of Ministers.

The main focus is on:

- Sustainable reform of the Austrian education system and linking the education system with the innovation system
- Strengthening basic research and applied research as well as its institutions, strengthening research infrastructure
- Strengthening the innovative power of enterprises (increasing technological capacity, intensifying RTD and technology transfer, increasing use of demand-side measures such as innovation-promoting public procurement)
- Optimization of the funding system
- Strengthen the international positioning of Austria
- Efficiency enhancement of political governance (clear governance structures, high leverage of the measures, impact-oriented use of funds)

Economic and Tourism Strategy Styria 2025

<http://www.wirtschaft.steiermark.at/cms/beitrag/10430090/12858597/>

The five guiding principles of economic policy are at the heart of the "Economic and Tourism Strategy Styria 2025 - Growth through Innovation".

The guiding principles are:

- Entrepreneurship and self-employment
- Innovation

- Digitization
- Internationalization
- Brand Styria

Mobility, Eco Tech and Health Tech remain the key themes of the Styrian economy, as the greatest potential for innovation and growth will be in the coming years.

The creative industry will be more focused on innovation support and thus play an even greater role in the development of the site.

A core target group of our economic policy is around 2,200 small and medium-sized enterprises with above-average innovative power. In order to maximize their growth potential, new funding and financing instruments are being developed.

The economic and tourism strategy provides a framework for concrete measures and support programs. It is not a rigid corset but a universal kit for the dynamic development of the site. The objectives and the measures derived from them are continuously evaluated and adapted to changing conditions.

LLL-Strategy 2022 of Styria

http://www.verwaltung.steiermark.at/cms/dokumente/11954655_104132782/88993382/LLL_Strategie_2017_April.pdf

With regard to policy instruments, the LLL-Strategy 2022 of Styria is also to be included here.

The five strategic guidelines are:

- Enable learning, encourage learners and recognize competences
- Identify, present and strengthen structures
- Develop networking and cooperation
- Focus and consolidate offers
- Develop, strengthen and secure quality
- Promoting mobile learning and implementing new learning formats

Legislations

Relevant legal regulations in this context are certainly the trade regulations, youth protection law as well as legal forms of the enterprise.

The Founderservice Graz offers services for all questions concerning financing, subsidies as well as business and trade law. The founder service is a competence center of the entire legal aspect and is a facility of the Austrian Federal Economic Chamber of Styria.

5.2. Strengths and weaknesses of the policy instrument

All policy instruments have more or less in common the fact that they represent ambitious strategic goals within their respective issue areas like economy and science, education, law issues and social issues. It is also necessary to examine in detail whether any strategy at the regional level is also available at local level.

For example, the available policy instruments at the level of the City of Graz play an essential role for the project NewGenerationSkill.

5.3. The influence of the policy instrument

This gives NewGenerationSkills the opportunity to unite policy instruments and strategies with the focus on youth, innovation and (social) entrepreneurship.

6. GOOD PRACTICES

Good practice Nr 1

I SEE YOU Project – *FH JOANNEUM University of Applied Sciences*

www.iseeyou-network.eu

Background

- **Problems before implementation:**

Youth unemployment has become one of the most pressing labor market issues in Europe since the economic crisis. One way out of unemployment for many young people is entrepreneurship. 40% of European youth have indicated an interest in self-employment, as it provides them with independence & self-determination (OECD, 2012). Additionally, young people do not just want to establish a business, but wish to have an impact on their environments. As a result, social entrepreneurship has seen a sharp rise in popularity.

- **Preparation:**

Before the project idea was conceptualized, each partner was conducting a thorough country analysis to assess the needs of unemployed youth in order to draw up a plan that will help the target group advance and improve in their entrepreneurial thinking and endeavors. This was done by analyzing national statistics and conducting informal interviews with stakeholders.

- **Project objectives and purposes:**

The project's aim is to develop the social entrepreneurship skills and competences of unemployed young people from seven European countries (Austria, Ireland, Italy, Romania, Slovakia, Spain, United Kingdom), who have an interest in creating their own social business and have an affinity for IT – one of the most important business sectors from EU.

- **Project beneficiaries:**

Direct beneficiaries: Unemployed youth that shows an interest and skills in IT and envisions starting a social business. Young people included in the project are aged between 18 and 30 and come from Austria, Ireland, Italy, Romania, Slovakia, Spain and United Kingdom.

Indirect beneficiaries: labor market services, entrepreneurship associations, public institutions, multipliers engaged in social entrepreneurship

Implementation

- **Project activities:**

Ranking of entrepreneurial key competences (leadership, willingness to explore, ability to plan, ability to take decisions, ability to prioritize, creativity, taking initiative, digital competences, competitiveness and the ability to think critically)

- ➔ Development of the Youth & Multiplier Activation Action Plan
- ➔ Writing of a Migrant / Minority Inclusion Strategy Paper
- ➔ Development and the provision of entrepreneurship trainings for the young people involved in the project.
- ➔ Provision of a guideline for the youth about finding Business Angels and the development of a directory of Business Angel institutions in each partner country
- ➔ development of a multiplayer turn-based entrepreneurship simulation game focused on the key skills required by an entrepreneur
- ➔ Network events and final conference

- **Management:**

Involved Organizations:

FH JOANNEUM University of Applied Sciences, Austria– Project Coordinator

WESTBIC Ireland, Partner, Business Angel experts

PROGRAMMA INTEGRA, Italy, Migrant entrepreneurship experts

FUNDATIA DANIS, Romania, Communication partner

THE NATIONAL UNIVERSITY OF DISTANCE LEARNING, Spain, Online Training Developer

TOTEM LEARNING; United Kingdom, Business Simulation Game Developer

ITALIAN-SLOVAK CHAMBER OF COMMERCE, Slovakia

THE UNION OF SELF-EMPLOYED PROFESSIONALS AND WORKERS OF SPAIN, Spain

- **Monitoring and evaluation system:**

An Internal Steering Committee and an External Quality Commission have been set-up.

- **Obstacles and problems:**

One partner left the partnership after the first year. Some of the project budget had been lost; nevertheless all partners put high effort in realizing the project according the plans.

- **Innovative elements and novel approaches:**

Before I SEE YOU, many initiatives existed that aimed at capacitating potential entrepreneurs, but never before a focus has been put on social entrepreneurship for youth that is interested in working in the IT sector. The implementation of the Entrepreneurship Training as an online-

based course trained the skills of young entrepreneurs for the IT sector. Furthermore, the development of game-based Online Educational Resources for the simulation and testing of entrepreneurial skills added to the innovative character.

Transferability and lesson learnt

- **Evaluation results:**

The main outputs:

- 1) Development and Execution of Entrepreneurship Trainings based on 5 essential key competences: At least 162 participating young people from 7 countries were capacitated (at least 1000 were reached through dissemination). Training Materials were published as Open Educational Resources and were translated and made available in all 7 project languages.
- 2) Social Business Simulation Tool was created to allow youth to apply learned concepts in a virtual setting
- 3) Involvement and Capacitation of Migrant / Minority Youth: At least 42 migrant / minority youth members actively participated in the project (over 100 were reached through dissemination). A Migrant / Minority Inclusion Strategy was developed and distributed to decision- & policy-makers.
- 4) Community building / Connecting youth with youth and key stakeholders: transnational teams to foster intercultural skills & create a European identity were built. Multipliers (start-up centers, labor market agencies etc.) and financiers (Business Angels) were involved.
- 5) All produced outputs are provided as OERs to the public and disseminated according to a detailed strategy

- **Success factors:**

Main success factors:

- Online Training (training participants can decide on their own about when and where to do the training)
- Development of a Business Simulation Game to train the gained skills in a practical setting

- **Transferability:**

Training materials and Business Simulation Games were developed as Open Educational Resources and can be used by any interested education provider in any other region. All other project deliverables produced are as well available for free and can be downloaded from the project's website:

www.iseeyou-network.eu

Good practice Nr 2

IBOBB-Café – City of Graz

<http://www.graz.at/cms/ziel/7126769/DE>

Background

- **Problems before implementation:**

On one hand the public administration of the department of education and integration had a lot of services regarding educational issues from kindergarten until the end of compulsory school but not at one point and on the other hand the department is only in charge of school building but willingly wanted to add up additional services. In more detail there was no institution with an overview about all the educational services from 0 up to 100 years that concentrates counseling centers and general education issues for the residents of Graz. Due to a lot of services offered all over Graz as well as in Styria consequently many opportunities are existing but also challenges in finding a suitable service that fits with one's problem or question.

- **Preparation:**

The previous City Council decided to work out an education policy. 60 Experts from the economic sector and certainly from the education sector developed a catalogue of 69 measures. And in the end it had been a council decision. For most part the measures demanded the implementation of the IBOBB-Café and continuous development as a result.

- **Project objectives and purposes:**

The IBOBB-café, which is open within the ABI-service, addresses all people that have to make a decision regarding their profession or education. A one-stop-shop for bringing together the education products at one point was established in October 2015. Counseling, various "quick" services and quality information on all educational matters have been pooled. IBOBB-Café means Information, Counseling, Orientation for Education and Profession and all inhabitants of Graz between 0 and 100 years with any questions regarding education and profession are welcome in IBOBB-Café (mainly as a first contact point). The assignment of the social pedagogues is to give information. For counseling and extensive orientation the employees mainly refer to cooperation partners. Cooperation partners for example are the chamber of labour, economic chamber, youth coaching, labor market service, and many more. And these altogether 20 organizations provide counseling and orientation in the IBOBB-Café weekly on Wednesdays, named IBOBB-talks. There's no appointment necessary for our

customers at the IBOBB-talks like for initial counseling during our opening hours. Expert advice on various issues concerning education can be taken. There are also have IBOBB-events for different target groups, where a big part of the network is present, as well as companies. Tailor-made workshops for several groups are also offered.

- **Project beneficiaries:**

The immediate network is the main reason for the successful exist of the counseling center in addition to that synergy is one of the keywords regarding this project because all customers are referred to a cooperation partner that suits and counselling by the network partners of the IBOBB-Café takes place regularly on-site without causing increased costs for the public administration.

Implementation

- **Project activities:**

60 experts have been focusing different aspects of education and profession developed a strategy in many moderated meetings. The city council made an effort on commitments with favored network partners and in another step the project coordination intensified agreements with regards to content. To finally run the project the employees of the IBOBB-Café had meetings with prospective cooperation partners and determined the operative strategy.

- **Management:**

The experts from the economic sector and certainly from the education sector have been involved immediately. (Chamber of labour, economic chamber, labour market service, administrations in general, NGOs etc.). These 60 experts have been separated into 8 groups and worked out a specific issue (for example education and policy, education for target groups like parents, preschool-children). Every single group nominated one expert as the group manager.

- **Monitoring and evaluation system:**

These 8 groups have been invited for a coordination of the measures one year after the opening of the IBOBB-Café. Beside that the IBOBB-Café manages a detailed documentation even if the customer's anonymity is guaranteed. Every IBOBB-event is evaluated by surveys as well as general feedback papers which are available in the waiting area.

- **Obstacles and problems:**

Because of the political commitment and the approval of the head of the department of education and integration there haven't been observed many obstacles but while making up agreements with the prospective cooperation partners it had been shown that some of have been skeptical about the new unit in our department. The reason therefore was that they have been afraid that there is a competition supply established in public administration. Another challenge was the delayed opening because of a structural hold-up.

- **Problem solving practices:**

Time resources are needed to get network partners involved as well as trusty professionals with experience in the field. Many meetings in different settings have been necessary to make sure that our service is aligned of filling gaps and not volitional to offer services that already exists. To add up structural hold-up has to be estimated. We didn't made our intended opening public in order to be more flexible although we started with offering our service just in time.

- **Innovative elements and novel approaches:**

The innovative aspect on that project is that the service addresses everyone. In line with the LLL-strategy adults in need of basic education get purposive information and support. Synergy in order to the connection of the whole education stakeholders in Graz causes a fundamental overview of this sector and the opportunity to adapt our services in terms of gaps that need to be filled constantly.

Transferability and lesson learnt

- **Evaluation results:**

In our documentation which includes notations about initial counseling up to our "talks" and "events" we focus on various attributes. Age, form of education, requests, background of migration, and the cooperation partner we refer to. Every IBOBB-event is evaluated by surveys and general feedback papers are available in the waiting area. Once in a year all our network partners are invited to give us anonymous feedback in order to an opinionaire. In the first year 644 customers could be gained by initial counseling, IBOBB-events, IBOBB-talks and tailor-made workshops as well. As a comparison we run over 1000 customers during the following 5 months (from September 2016 until January 2017). The extension about the IBOBB-Café was a solution for the determined problem in order to serving an offer for every customer that recourse the ABI-Service or IBOBB-Café services. Statements like: "Therefore we are not responsible!" or "We can't give you any recommendation about suitable services" isn't

common anymore, on the contrary. By way of example we could offer solutions for a whole family by supplying a kindergardenspace for a 4-year old child (ABI-Service), German courses for elder children and basic education for a mother. Without our service from 0 up o 100 we probably couldn't make steps as fast as we do regarding integration and developing education matters or couldn't even discovered.

- **Lessons learnt:**

Cooperation with organizations that weren't designed because they do not really handle educational issues was very important to us. In the end of 2015 many refugees arrived in Styria and there had been a need of services on various issues. The IBOBB-Café referred refugees also to psycho-social institutions to supply them comprehensively support that an access to the labour market, as far as there is a possibility per law, is in the first place realizable. Cooperation is a process. We really have to invest a lot of time to get information about innovations or special projects which can be useful to our customers. Network means also operating on several levels and the value of a successful personal relation should not be underestimated.

We also experienced challenges with mixed-language groups in order to our events. Information events for parents start with lectures from experts and lead to initial counseling by our cooperation partners. During our first attempt every lecture was translated which was quite protracted for all the attendant parents. We decided for the next realization to stop translating while the inputs and supplied personal interpreters for initial counseling.

- **Success factors:**

One the one hand a successful factor has been the early involvement of the employees. The team was able to run the project from the beginning and create ideas which have been included and on the other hand the political intention was an advantage for fast implementation of the project.

- **Transferability:**

Employees were removed to the IBOBB-Café as a result of reorganization and unused office rooms have been renovated. There was no need to appoint employees or rent new rooms.

Beside that all the cooperation partners offer counseling in the IBOBB-Café for free and in return we convey their offers. Using synergy effects also keep costs very low for the project and therefrom it is manageable for small public administrations as well.

Good practice Nr 3

Social entrepreneurship education – Cooking – *Bundeshandelsakademie Eisenerz*

<http://www.bhak-eisenerz.at/ee.asp>

Background

- **Problem before implementation:**

As part of the tourism focus at BHAK-Eisenerz, the students learn to plan, calculate and prepare meals. Refugee families have settled in the city and together with a supervisor they looked for different ways of integration. Common meals were recognized as a good opportunity for mutual learning.

- **Preparation**

The caretaker of the refugees was contacted and the basic feasibility was clarified. Limitations on religious affiliation have been discussed in advance.

- **Project objectives and purposes:**

The main goal was to get to know other cultures and habits, the elimination of inhibitions t by using their professional and social skills.

- **Project beneficiaries:**

Students of the BHAK with tourism focus and young refugees in Eisenerz.

Implementation

- **Project activities:**

At a first meeting the dishes were discussed, which were later cooked together. The shopping lists for the required food were also written and the logistics for purchasing was defined. Refugees met in the school kitchen of the BHAK Eisenerz. The planned dishes were cooked in small groups and were consumed together.

- **Management:**

BHAK Eisenerz - provided the premises (kitchen, dining room); Stadtgemeinde Eisenerz and caretaker of refugees acted as a link to refugee families.

- **Monitoring und Evaluation:**

Already during the event itself the lively communication could be observed. In addition, the participants exchanged their experiences as part of a discussion round.

- **Obstacles and problems:**

The main obstacle was the difficult communication due to the different mother tongue or language skills.

- **Problem solving practices:**

The refugee guard was the translator; with the help of smartphones and the Internet, young people were able to communicate relatively quickly without the help of refugees-caretaker.

- **Innovative elements and novel approaches:**

Intercultural and interdisciplinary cooperation can be seen as an innovative approach.

Transfer und „Lessons Learnt“

- **Evaluation results:**

A major result of the project is the ongoing contact between students and refugees. The students report to have cooked the new learned recipes also at home in their family. Thus, the project can be seen as a successful contribution to integration.

- **„Lessons Learnt“:**

The young people have learned to meet each other without prejudice; being open to new things; remove inhibitions; apply what they have learnt and share their knowledge.

- **Success factors:**

The school works together closely with the city at numerous other events. Therefore, both sides are always open to suggestions and new activities. Moreover, due to the size of Eisenerz, there are many points of contact between the local population and refugees in everyday life. The fact that many pupils are commuting to the school in Eisenerz promotes a particularly open communication culture.

- **Transferability:**

The cooperation of the municipality, the educational institution and refugee organizations in the joint organization of activities can also be successfully implemented in other regions.

Good practice Nr 4

IdeenTriebwerk Graz – *Independent Students Association*

<http://www.ideentriebwerkgraz.com/>

Background

- **Problem before implementation:**

Behind the founding of the student association IdeenTriebwerk Graz was the idea to achieve a networking of the Grazer founder scene, which had not existed before (many small initiatives, hardly any exchange among themselves, few students). The founding theme, entrepreneurship and start-ups should be recognized as a career option among Grazer students (awareness raising).

- **Preparation**

The project idea came from four economy-students from Graz. The first project partners and supporters (primarily through in-kind services, existing networks and, for example, space rents) were contact persons from the university environment (Center for Entrepreneurship, University of Graz) and Science Park Graz.

- **Project objectives and purposes:**

The ITG supports innovative ideas and their implementation at the location Graz in order to minimize the risk of failure and increase the chances of success. They are the primary Grazer information hub. They are driving forward the implementation of innovative ideas and are boosting Graz as a start-up location. Through awareness-raising, quality networking and know-how transfer, they want to increase the number of innovative start-ups in Graz and provide the leverage for sustainably successful companies.

- **Project beneficiaries:**

The direct target group of the IdeenTriebwerk Graz are in particular people from the student environment. The projects of the IdeenTriebwerk Graz radiate indirectly into the entire founding scene in Graz.

Implementation

- **Project activities:**

Creation of own association statutes with establishment of the organization; Entry into the register of associations; Establishment as a perceptible player in the Graz foundation scene through active networking, docking to existing projects, cooperation.

- **Management:**

Independent acting association with independently acting directors (president, cashier, secretary); Volunteers - Responsibilities in areas of event management, social media / PR-support, fundraising, human resources. Financial support / sponsorship by partners from the economy, the community as well as national organizations from the founding scene.

- **Monitoring und Evaluation:**

Little bureaucratic monitoring; Quarterly reports to stakeholders / sponsoring partners / advisory board with explanation of some key indicators (participants, number of events, range, Net promoter score, ...).

- **Obstacles and problems:**

Financing issue is not critical, but work must be done on a low budget; Services are mainly provided on a voluntary basis, thus no payment; Active recruiting must guarantee knowledge transfer among the student board members.

- **Problem solving practices:**

Establishment of a professional advisory board, which supports strategically in all questions of the association and emphasizes critical factors or contributes to the solution of problems.

- **Innovative elements and novel approaches:**

A completely new feature is the establishment of a "bottom-up" initiative from the scene. The events that have been organized offer interesting information for founders in and around Graz and, because of their sustainability, differentiate from classic one-off events.

Transfer und „Lessons Learnt“

- **Evaluation results:**

Problem solving is efficient (few financial resources necessary, more in-kind services, networks, narrow structures with fast decision-making). Effective: ITG stimulates the founding theme among students in Graz. Association work led to events of various events (approximately 100 since 2012) with up to 150 participants (regulars, discussion rounds, workshops on the topic of founding). Official representative of the general Austrian interest representation AustrianStartups in Graz / Styria.

- **„Lessons Learnt“:**

Sustainability is worthwhile; Financial is not the focus; "Bottom-up" initiatives are better accepted by stakeholders in the local entrepreneurial scene. Association can react quickly to trends.

- **Success factors:**

Success factors: good networks within existing structures; accept new challenges; Bring together different interest groups to create innovations (cross-sectional); Cultivate the culture of founding; Narrow structures; No political influence.

Change: more financial resources allow larger plans.

- **Transferability:**

Foundation of an association by students with the support of the respective university at any time adaptable; Independence must be maintained to show credibility. Establishment of a low-threshold network platform as a hub for information, news and know-how relevant to start-ups.

Good practice Nr 5

Gründungsgarage/Founding Garage - KF-University and University of Technology Graz

<http://www.gruendungsgarage.at/>

Background

- **Problem before implementation:**

There is not enough support for students and staff from all universities who see entrepreneurship as a viable option in the future. This gave rise to the idea of the Gründungsgarage.

- **Preparation**

The most important part of the preparations was the development of the unique concept of the Gründungsgarage, which did not exist at the location. Involving the expert network and getting the commitment to it were the biggest challenges before the start. The Gründungsgarage is a cooperation of the Institute for Corporate Management and Entrepreneurship of the Karl-Franzens-University Graz and the Institute for Entrepreneurship and Organization of the Graz University of Technology.

- **Project objectives and purposes:**

To support students and staff from all universities to start a business.

- **Project beneficiaries:**

Students and staff of all universities.

Implementation

- **Project activities:**

Develop curricula and contents for courses.

- **Management:**

The Gründungsgarage is a cooperation between the Institute for Management and Entrepreneurship of the Karl-Franzens-University Graz and the Institute for Entrepreneurship and Organization of the Graz University of Technology.

- **Monitoring und Evaluation:**

Evaluations are held after each period...

- **Obstacles and problems:**

High organizational effort, commitment of all stakeholders.

- **Problem solving practices:**

Process optimization.

- **Innovative elements and novel approaches:**

Great mentor network can be accessed.

Transfer und „Lessons Learnt“

- **Evaluation results:**

The success ratio in comparison is very high. (Academic foundations on average at 6% / in the Gründungsgarage around 37%). Motivation of all participants must be kept high in order to enable efficient work to be done.

- **„Lessons Learnt“:**

Sustained commitment of stakeholders through non-monetary incentives.

- **Success factors:**

The uniqueness of the offer in combination with the qualified know-how of the individual persons involved. The available network of various support possibilities for the different individual starting situations of the teams.

- **Transferability:**

The most important success factor is the network of the organization teams in the region.

Good practice Nr 6

SunnyBAG – *Stefan Ponsold*

<https://www.sunnybag.at/>

Background

- **Problem before implementation:**

Solve an everyday problem environmentally friendly! The problem of an empty battery - no matter whether smartphone, tablet or digital camera - exactly when one has no power supply, is well known to each of us.

- **Preparation**

In the initial tests it soon became clear that the solar panel needed for battery charging was much larger than that of a smartphone case. It was found that the calculated minimum area was perfect for placing it on a shoulder bag. In the course of some application tests and field tests, it was also clear that the entire system had to be able to store the generated energy in between, to retrieve it when it was needed and to solve the problem of the different voltage and current conditions due to the different light intensities. A prototype was developed - bags / backpacks were introduced to the market.

- **Project objectives and purposes:**

Solution of a daily problem = empty battery - no power supply available: SunnyBAG's vision is to solve this challenge in an environmentally friendly manner. Sustainability: sustainable and alternative energy is used.

- **Project beneficiaries:**

Customers all over the world.

Implementation

- **Project activities:**

Production of bags and backpacks first with production partners in the region - social companies such as heidenspass, Promente, now due to the high production figures also production in Poland and Asia.

- **Management:**

Young managing director, started with 25 years, had little experience. Had to learn to understand what motivates and demotivates. Great stress due to pre-production / pre-

financing, this pressure was often passed on to employees -pressure very high on CEO and employees, you must find individual “valves”.

- **Monitoring und Evaluation:**

Ongoing review of the framework conditions in production countries and observation of the market

- **Obstacles and problems:**

Financing at the beginning, no credit without equity, no overpayment frame at bank.

- **Problem solving practices:**

Wide landscape for financial support in Austria – search for appropriate fundings

- **Innovative elements and novel approaches:**

Economic sustainability, orientation towards new technologies / search for practical solutions.

Transfer und „Lessons Learnt“

- **„Lessons Learnt“:**

You have to learn quickly if you grow fast. Not to be too convinced of your own idea, to have a good team, to adapt to the developments, to meet the requirements of the market and the customers and to incorporate them into the new product, must also be able to change your own idea.

- **Success factors:**

Stay open, readjust, orientate to the market

Financial support system in Austria

- **Transferability:**

Hardware products for end users can be developed by combining individual components - taking into account ecological issues - new developments in the direction of "virtual reality" (spectacles)

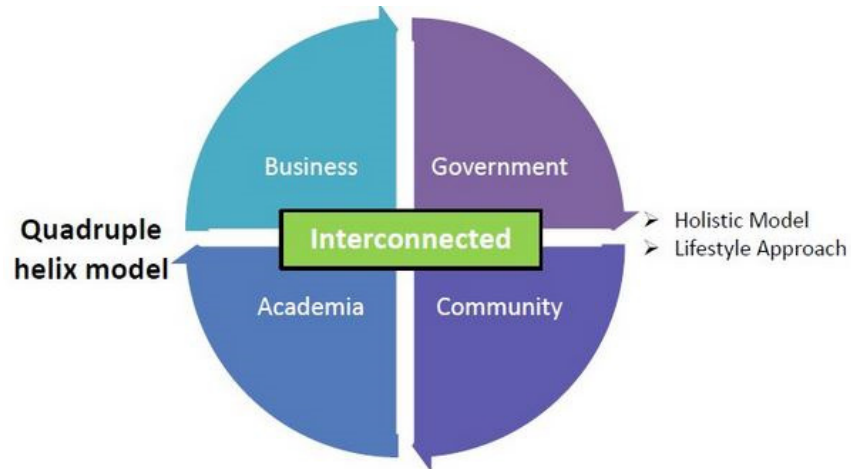
Transfer is in this case not the product, but the know-how of the merger.

It is not reinvented, but optimizes existing based on the experiences of SunnyBAG.

7. BAD PRACTICES (OPTIONAL)

We work with strengths and not with weaknesses; therefore we prefer to point out positive examples 😊!

8. CONCLUSION



In principle, it can be stated that the local and regional networking of the actors, following the quadruple helix principle, is well networked and efficient. This is due, among other things, to a very active founding scene. The issue of company founding and its valuable contribution to future economic and regional development was supported by the politically responsible at a very early stage. Graz and Styria are leading in Austria.

The following table shows the development of the company founding in the city of Graz compared to the entire Styrian region from 2011 to 2015.

GRÜNDUNGEN

Unternehmensneugründungen (ohne selbstständige PersonenbetreuerInnen)

	2011	2012	2013	2014	2015*	2014/2015 Veränderung [%]
Graz-Stadt	1.008	961	968	993	1.069	7,7 %
Steiermark	3.413	3.284	3.540	3.713	3.924	5,7 %
Österreich	27.555	26.925	28.213	28.211	29.561	4,8 %

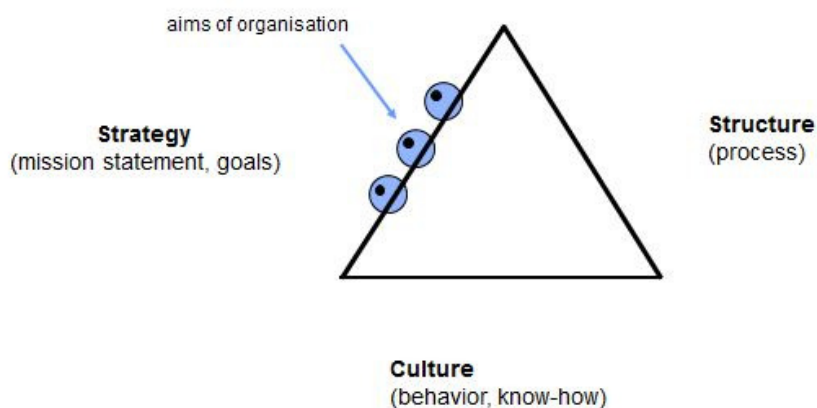
Quelle: WK Steiermark

*vorläufige Daten

However, it has to be noted that company founding is closely related to technology and academic degrees, the area of services and access for the lower skilled and the younger are underrepresented. In the context of services women are increasingly affected.

Conclusion - there must be a stronger focus on women, non-academics and young people between 15 and 24.

Dimensions of a system



Dimension of Strategy

Our surveys have shown that the issue of youth and founding is very well-established and there are corresponding strategies. These strategies are generally well known, information deficits have been found among pupils under the age of 18. Students on academic level are extremely well informed.

However, a far less broad embedding could be found in the subject of social entrepreneurship. The answers to the simple question, what can be understood by social entrepreneurship, already showed clearly how different current explanations and definitions are.

Dimension of structure

There are countless support offers which are often perceived as unmanageable by young people under the age of 18. The offer is, however, fundamentally experienced as sufficient, except in the area of financial support. In this case, young people are faced with major problems to receive financial resources at their very start-up, especially if they are not based in the technical field and/or are not academics.

Especially pupils would like to find a starting point where they can get an overview.

The demand for simplifying the prerequisites for financial support at the beginning of an entrepreneurial career comes from the companies.

The incorporation of (social) entrepreneurship into the curricula of the educational system on all types of schools for over 15-year-olds was a consistent requirement. To increase the skills and abilities of young people in order to develop their potential in the area of innovation and (social) entrepreneurship, new teaching and learning methods are required both in school and outside of schools' environment. Our interview partners often spoke of competences such as self-initiative, creativity, risk-taking, endurance, self-confidence, flexibility, self-presentation and a good understanding of their own needs and strengths.

All respondents have highlighted that there are very few offers that make entrepreneurship attractive for non-academics, women, and apprentices.

A key role in the subject of (social) entrepreneurship and the company founding is also the area of financing and funding. Successful entrepreneurs now also report how difficult it was for them to start making the necessary funds in the form of grants and bank financing.

Dimension of culture

Openness of the elderly against new and unconventional ideas is demanded by all young people. Changes have to be assessed as positive. There must be space to try out without fear. In the perception of young people, women and people who have no academic career are taken less seriously.

All respondents said that an improvement in youth and entrepreneurship can only be achieved if there is a cultural change in "failure".

Our findings regarding demand for the development of measures on local level

- ➔ Social Entrepreneurship - concept and clear strategy has to be developed
- ➔ Low-threshold, transparent, holistic approaches especially for very young persons, women, as well as non-academics and apprentices
- ➔ Change in attitude towards young people - more confidence in their abilities regarding entrepreneurial thinking as well as developing a "culture of failure"
- ➔ There is a need for transparent access to public funds and new ways of financing are required

We would like to thank all interview-partners, our LIAG-members and relevant stakeholders for supporting us in elaborating this study!

9. ANNEXES

Annex 1

- Online-Questionnaire - Young people
- Online Questionnaire for SMEs, Local public authorities, Higher education and research and NGOs

Annex 2

- Interview guideline - Young people
- Interview guideline - Higher education and research
- Interview guideline - Local public authorities
- Interview guideline - NGOs
- Interview guideline - SME