

LOCAL INNOVATION LAB CONCEPT PAPER

PP3 nowa – training counselling projectmanagement

PP4 akzente – center for equality and regional cooperation

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NewGenerationSkills

Unlocking the potentials for business and social innovation in the Danube Region by equipping young people with new generation skills

Graz, 15th of November 2018

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I. Introduction

Young people have the potential to proactively promote innovation and thus make a valuable contribution to regional, social change processes. However, 62% of young people in Central and Eastern Europe claim to be uninterested in starting their own business. This weak culture of entrepreneurship and lack of innovation management knowledge are identified as key challenges for Danube communities.

Gaining the potential of the young generation starts on the regional level, on the one hand, through targeted expansion of competences and, on the other hand, through the creation of framework conditions and opportunities, in order to be able to develop ideas for social innovation and one's own company.

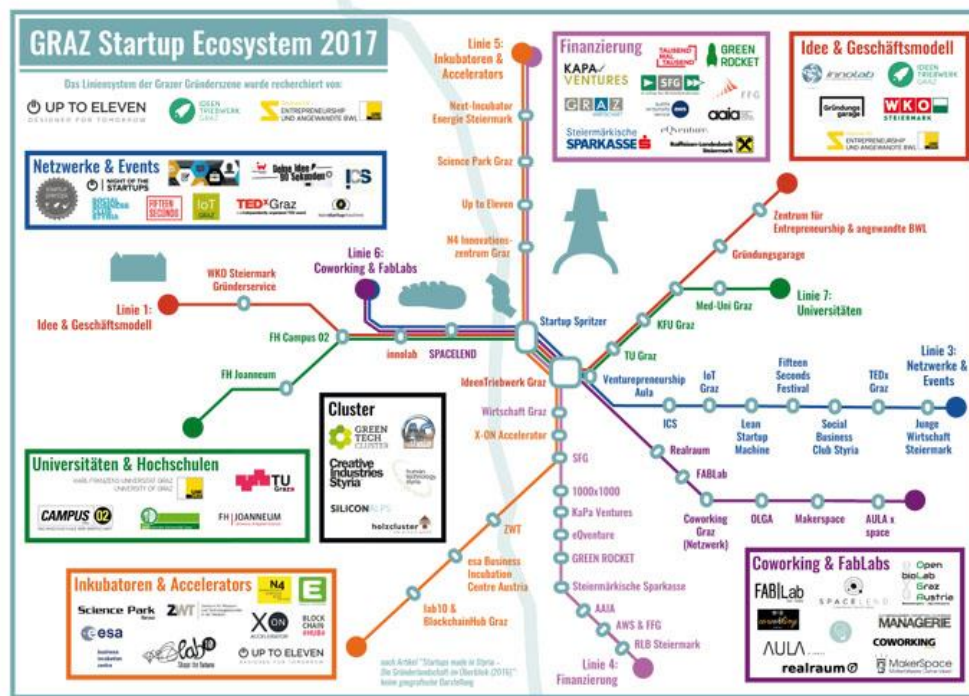
II. YOUTH INNOVATION SPACE in GRAZ

In the City of Graz there are increasing capacities in the area of young, innovative StartUps, as e.g. Science Park Graz. All universities offer programs in the field of entrepreneurship.

Innovation is often linked to technology, less focus on services and social entrepreneurship.

There is a lively community also in the direction of services and social entrepreneurship, as e.g. Ideentriebwerk, Annenviertel, Managerie, etc.

This community is well networked with Academia, Business and Government (see Ecosystem).

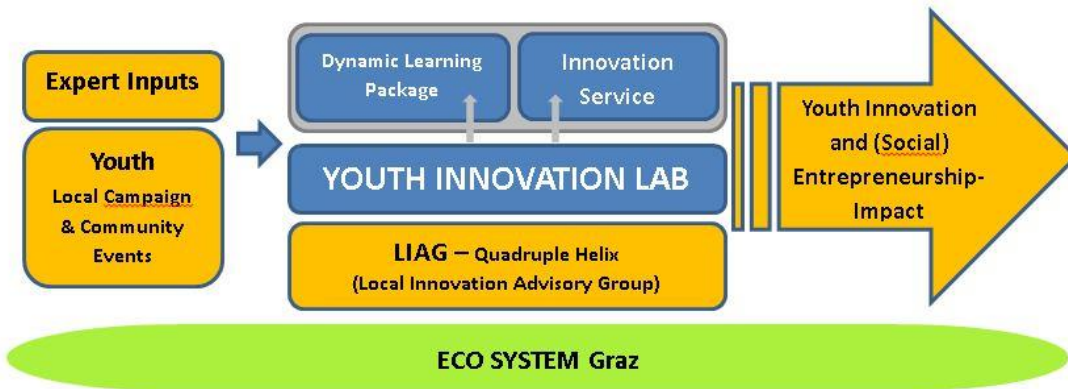


Picture 1: GRAZ Startup Ecosystem 2017

According to the analysis in the Local Case Study Graz and the Local Youth Agenda including Local Action Plans derived from it, the following fields of action and target groups are prioritized in the framework of the project. There is a strong need for special support for pupils, apprentices and non academics, especially at the beginning of an entrepreneurial career.

Field of Actions	Target Groups
<ul style="list-style-type: none"> • Social Entrepreneurship • Innovative access • New approaches to the culture of failure 	<ul style="list-style-type: none"> • Young people (15-19) • Girls and young women • Highly qualified young non-academics

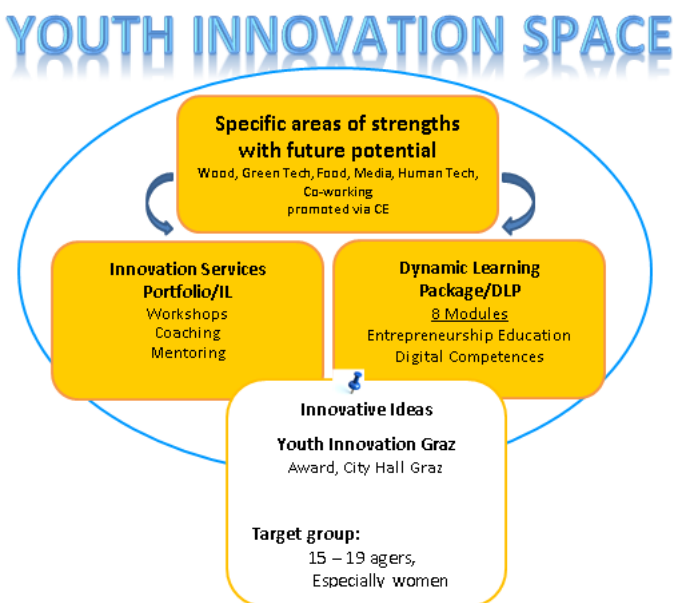
In the project, the necessary framework conditions were analyzed and optimized with regional key players. More than 20 relevant representatives of the quadruple helix participate as LIAG-members. In the YOUTH INNOVATION LAB GRAZ and its learning modules, young people expand their entrepreneurial and social innovation competence. Picture 2 shows the organizational structure of the youth innovation lab according to the transnational model.



Picture 2: Youth Innovation Lab Model Graz

The local youth innovation lab in Graz called “YOUTH INNOVATION SPACE” and integrated as an additional offer in the IBOBB Café, will succeed in encouraging and empowering young people to identify innovation and (social) entrepreneurialism as a career opportunity, both to start a startup business and as a part of a company to act innovatively (intrapreneurship).

The implementation process started at the beginning of 2018 in close cooperation and commitment with the relevant departments of the City of Graz (Departments for Education and Integration, Women & Equality and Economy and Tourism). The basic structure and the design of the activities which should take place within the innovation lab were elaborated.



On the one hand, a common understanding of "Social Innovation / Social Entrepreneurship" has to be created, and on the other, a strong awareness that innovation and entrepreneurialism include services and creative companies.

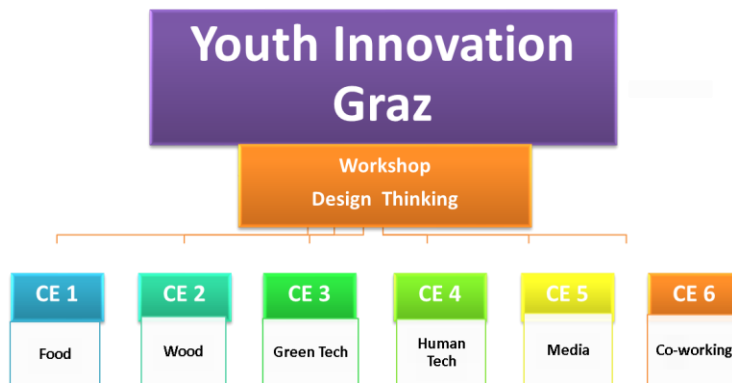
Good practices and role models are identified and lead to entrepreneurial access. Especially in the context of services, the focus is increasingly on women and girls.

In addition, discussions will be initiated on the diversity of young people's potential and talents and positive access to an integrated culture of failure.

Picture 3: Youth Innovation Space Graz

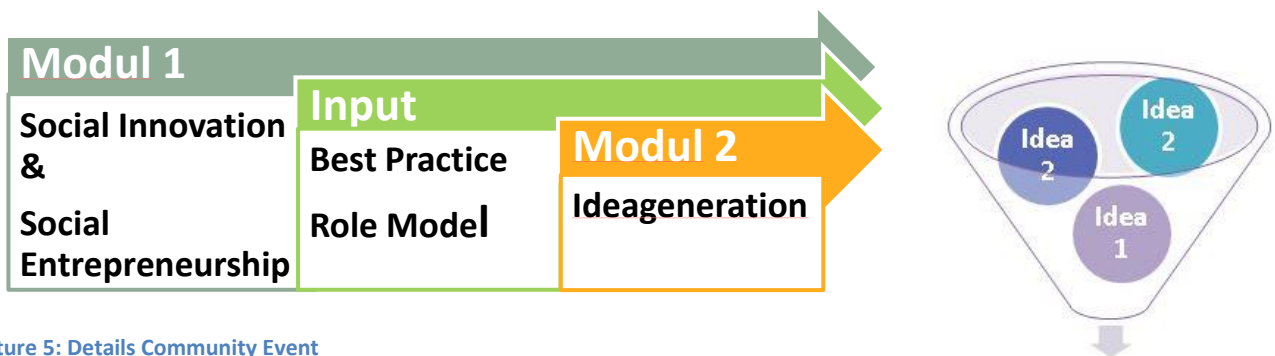
Community Events

The activities in the Youth Innovation Space start with six Community Events organized from September to November 2018 with following issues:



Picture 4: Community Events

The community events are planned as a workshop in the duration of 4 hours. As a start, the young people will be offered a module on Social Entrepreneurship / Social Innovation. With inputs to the topics Food, Wood, Green Tech, Human Tech, Media as well as Coworking by experts and Role Models, young people should be encouraged to generate new ideas. The best ideas will be further developed by the young people as part of a one-day Design Thinking Workshop and awarded (Youth Innovation Award of Graz).



Picture 5: Details Community Event

Innovation Lab – portfolio of services

The IBOBB cafe offers extensive information on education and training as a one stop shop and is now being expanded by including the topic of social innovation and social entrepreneurship through the Youth Innovation Space. Due to the existing Ecosystem Graz, the priority of the Youth Innovation Space Graz is concrete awareness-raising.

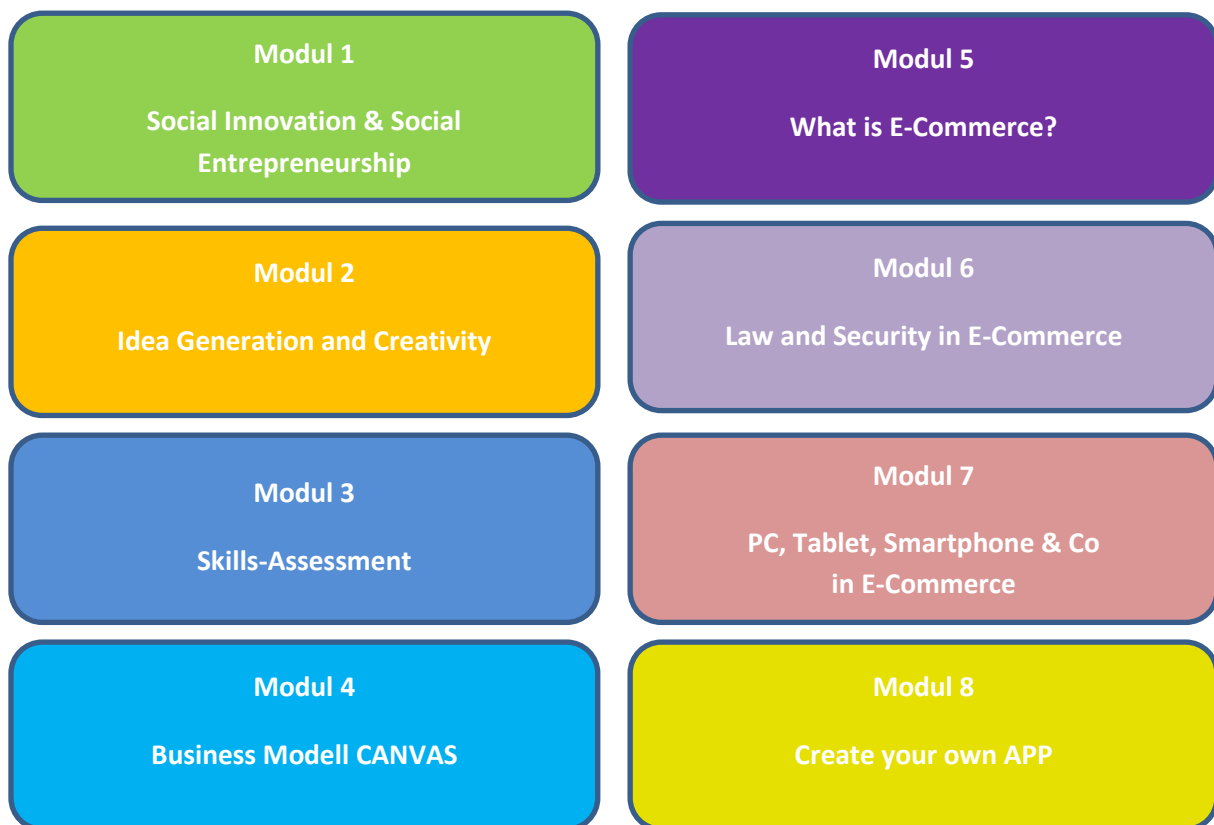
Service	Target group	Description
Local promotion/general information workshops	<input checked="" type="checkbox"/> Young people (aged 15 – 19)	Information about meetings and workshops with successful entrepreneurs is available or posted via social media channels. During regular information workshops about education and training the opportunity to start your own company with your great idea is also core-issue.
Innovation discourses/Marketplaces/Excursion	<input checked="" type="checkbox"/> Young people (aged 15 – 19) <input checked="" type="checkbox"/> (Social) Business	Information about companies, best practices, role models are available in a very practical way. Young people get the chance for direct exchange. The opportunity to start their own company with their great idea is here also core-issue. Young people get the possibility to discuss the following questions with relevant experts: 1. Which problem situations do you think about, for which there is no solution yet? 2. Where do you recognize opportunities no one has thought of it yet? 3. What ideas do you have, how do we live in the future and what do you think, what does that mean for these areas (branches)? 4. Where do you see / do you recognize untapped potential that can benefit society?
Coaching	<input checked="" type="checkbox"/> Young people (aged 15 – 19) <input checked="" type="checkbox"/> Expert pool Ecosystem Graz	Young people who have developed enthusiasm from the first workshops and who want to work with creative approaches in their ideas and want to go the way to start their own company receive a coach from the StartUp Ecosystem Graz. A pool of professional experts for specific topics is provided (e.g. marketing, product/services development, financial issues).

Design Workshops	Thinking	<input checked="" type="checkbox"/> Young people (aged 15 – 19)	Young people who have developed enthusiasm from previous workshops and who want to work with creative approaches in their ideas and want to go the way to start their own company can participate in this workshop and create a first prototype.
Networking/Role models		<input checked="" type="checkbox"/> Academia <input checked="" type="checkbox"/> Business <input checked="" type="checkbox"/> Municipality/civil sector	<p>Networking services are offered in form of connecting relevant responsible persons of the Ecosystem Graz considering the quadruple helix.</p> <p>Networking meetings are used, on the one hand, to dive into current information, trends, facts and figures and, on the other hand, to attract more and more interesting people as role models</p>
Assuring sustainability		<input checked="" type="checkbox"/> Academia <input checked="" type="checkbox"/> Business <input checked="" type="checkbox"/> Municipality/civil sector	With a resource-oriented alignment of the service (specifically to fill the gaps between the existing ecosystem and not on more of the same), the offer can continue beyond the project term.

Dynamic Learning Package

Young people have the potential to proactively promote innovation and thus make a valuable contribution to regional, social change processes. Gaining the potential of the young generation starts on the regional level, on the one hand, through targeted expansion of competencies and, on the other hand, through the creation of framework conditions and opportunities to develop ideas in the direction of social innovation and one's own company. In the YOUTH INNOVATION LAB GRAZ and the learning modules developed for it, young people expand their entrepreneurial and social innovation competence.

The individual modules are available to young people free of charge for the period from September 2018 to April 2019 and can also be booked individually.



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Modul 1

Social Innovation – Social Entrepreneurship

What does “Social Innovation – Social Entrepreneurship” mean?

Sometimes the challenges we face seem insurmountable. When young people develop and implement ideas together with their talents, strengths and experiences, innovations succeed for a successful future.

The European Commission defines "social innovation" as follows:

"Social innovation is new ideas (products, services, models) that at the same time respond effectively to the needs of society and create new social relationships and collaborations.

These are innovations that increase the ability to act in addition to the general benefits for society"

Characteristics of "Social Innovation"

- Social innovation meets the needs of society,
- at the same time creates new social relationships and
- increases community performance (empowerment)

What are "Social Entrepreneurs"?

Social entrepreneurs combine social goals with entrepreneurial spirit. These organizations focus on achieving broader social, environmental or community goals.

Learning goals:

- acquire a basic understanding of "social innovation" and "social entrepreneurship"
- discuss characteristics of "social innovation" and "social entrepreneurship" based on good practices
- develop personal strengths and interests
- create a collection of ideas on social challenges and untapped potentials.

Duration: 2 lessons

Method: workshop

Modul 2

Idea-generation and Creativity

New ideas and creativity need not to be a coincidence

When we observe children, they often spray with ideas and want to try everything, while many people later find it difficult to motivate and inspire an idea based on perceived experiences.

The creative production of meaning is particularly pronounced at a young age and later is increasingly being replaced by knowledge-related, logical production of meaning. Through practice, this ability can be reactivated and consciously integrated into everyday life.

Creativity is the ability to create something new to problems through acquired skills and creative activity.

In the brainstorming phase, creativity techniques are used as structural and mental aids with the aim of generating as many ideas as possible. In general, the principle "Quantity breeds Quality" applies - the quantity makes it.

According to Th. Edison "I'm a lucky guy. I know more than 5000 ways of not making a light bulb. "

Learning goals:

- learn how to create the prerequisites for creativity
- test selected methods for generating ideas and experience the diversity of solution finding
- recognize creativity killer
- complement your team skills with creativity

Duration: 2 lesson

Method: Workshop

Modul 3

Skills-Assessment

Essential skills in the context of innovation and social entrepreneurship

More and more social and ecological challenges are coming to us, for which sustainable strategies and innovative solutions are needed. Not only for start-ups, but also as employees in companies, social skills and competences are becoming increasingly important for the economy and society. This means that young people need to be aware of their abilities and skills in order to be able to develop and use them selectively.

Skills such as Problem solving skills, creativity, flexibility, teamwork, communication, empathy, creative will are considered essential to be successful in innovation and social entrepreneurship.

This module gives young people the opportunity to try, demonstrate and recognize their potential and abilities.

In 4 stations different tasks are required, which require specific competencies and skills. The teenagers work in groups and rotate from one ward to another. After each round, they judge where their strengths and interests lie.

In addition, they are observed and receive feedback on their strengths and abilities at the end of the module.

Learning goals:

- develop personal strengths and interests with different approaches
- They know their strengths and abilities in terms of innovation and social entrepreneurship are of importance
- They receive feedback on their strengths and abilities in terms of innovation and social Entrepreneurship are important

Duration: 3 lessons

Method:

- Rotation - 4 stations - 4 small groups
- Self-assessment by questionnaire
- Observation and feedback by trainers

Modul 4

Business Modell Canvas

With the Business Model Canvas you pack your business model on a single sheet of paper

An idea alone does not guarantee success. Is the idea really good? Can it be turned into a viable project? What are the costs? How does the financing succeed? Can the right target groups be inspired at all? How does the idea have to be designed to really work?

The business model of a company or project describes the system of how a (customer) benefit is generated and delivered in the long term. No matter if it is a concrete product or a service. Thinking in business models has become easy to learn by means of the "Business Model Canvas" method at the latest. Illustrative, striking and playful are the first ideas that work.

Learning goals:

- get to know thinking in business models and the method "Business Model Canvas"
- can design your own project ideas with the help of the "Business Model Canvas"
- gain experience of how successful (social) entrepreneurship projects work

Duration: 4 lessons

Method: Workshop

Digital Competences – E-Learning

The key problem of "digitization" must be answered by "digital literacy" as a key competence

Trade is one of the most dynamic sectors in the European Union and is in a state of flux. The ever-growing e-commerce sector offers new opportunities for entrepreneurs and employees and changes the behavior and expectations of consumers.

Modul 5

What is E-Commerce?

E-commerce takes place in a variety of constellations. Simple web shops are just as important as service portals, online file sharing, etc. In addition, shopping via smartphone is becoming increasingly popular. For a good understanding of what e-commerce encompasses, knowledge of technical terms and the different business models in this area is required.

Learning goals:

- understand the general basics of e-commerce
- know the role and function of e-commerce
- Identify e-commerce principles

Duration: ca. 1,5 lessons

Method:

- E-learning incl. Learning target control on moodle (e-learning platform)
- On request with tutorial accompaniment
- Computer equipment can be provided

Modul 6

Law and security in E-Commerce

The areas of law and security are important conditions for the successful use of e-commerce. Only if these two areas are well covered, success is possible. Especially young people are often aware of the fact that it makes a difference whether they use digital media privately or for business and are not aware of the potential dangers involved.

The flood of virus e-mails, spams and chain letters must be handled professionally. To protect Internet users, certain types of e-mailing are prohibited, while others are allowed. The module explains the most important sections and gives tips for daily practice.

Learning goals:

- know interpretation and application of standards and legal regulations regarding IT Security

Duration: 1,5 lessons

Method:

- E-learning incl. Learning target control on moodle (e-learning platform)
- On request with tutorial accompaniment
- Computer equipment can be provided

Modul 7

PC, Tablet, Smartphone & Co in E-Commerce

Searching for and finding information, reviews and prices on the products and services of companies - including their own - is one of the key skills in e-commerce.

The module explains the possibilities of the various technical systems and gives hints for their application.

Learning goals:

- Use interactive and digital media to improve processes
- identify critical factors of commercial communication on the Internet

Duration: 1,5 lessons

Method:

- E-learning incl. Learning target control on moodle (e-learning platform)
- On request with tutorial accompaniment
- Computer equipment can be provided

Modul 8

Create your own app

Programming is one of the cultural techniques besides reading, writing and arithmetic

Anyone who knows basic programming skills will not only have better chances on the job market, but will be able to move independently through our media-dominated world and actively shape it.

With apps like Pocket Code (developed by Graz University of Technology) you can create your own games, animations, stories or music videos directly on your tablet or smartphone. Pocket Code uses an intuitive visual programming language inspired by Lego building blocks.

Learning goals:

- train foresighted networked thinking
- develop problem-solving skills and find their own creative solutions
- learn to organize sequences disciplined
- Develop symbol understanding

Duration: 4 lessons

Method:

- Face-to-face Workshop
- Android tablets can be provided on request