



**Interreg**



Danube Transnational Programme

DA-SPACE

# OPEN INNOVATION TO RAISE ENTREPRENEURSHIP SKILLS AND PUBLIC PRIVATE PARTNERSHIP IN DANUBE

Kick-Off event Women in Business  
17th July 2018 - Varna  
Valentina Grillea - bwcon

[www.interreg-danube.eu/da-space](http://www.interreg-danube.eu/da-space)  
Project co-funded by European Union funds (ERDF, IPA)



# Open Innovation

# Entrepreneurship

**Raise entrepreneurship skills**

---

**Reduce brain drain**

---

**Develop innovative learning systems**

---

**Develop a common framework for (social)  
innovation**

# 7

## Open Innovation Labs in the Danube Region



# Target Groups



## Public Administration

- Regions
- Ministries
- Cities
- Regional Development agencies



## Universities

- Universities
- Research centres



## Companies

- SMEs
- Startups
- Corporate
- Single Entrepreneurs

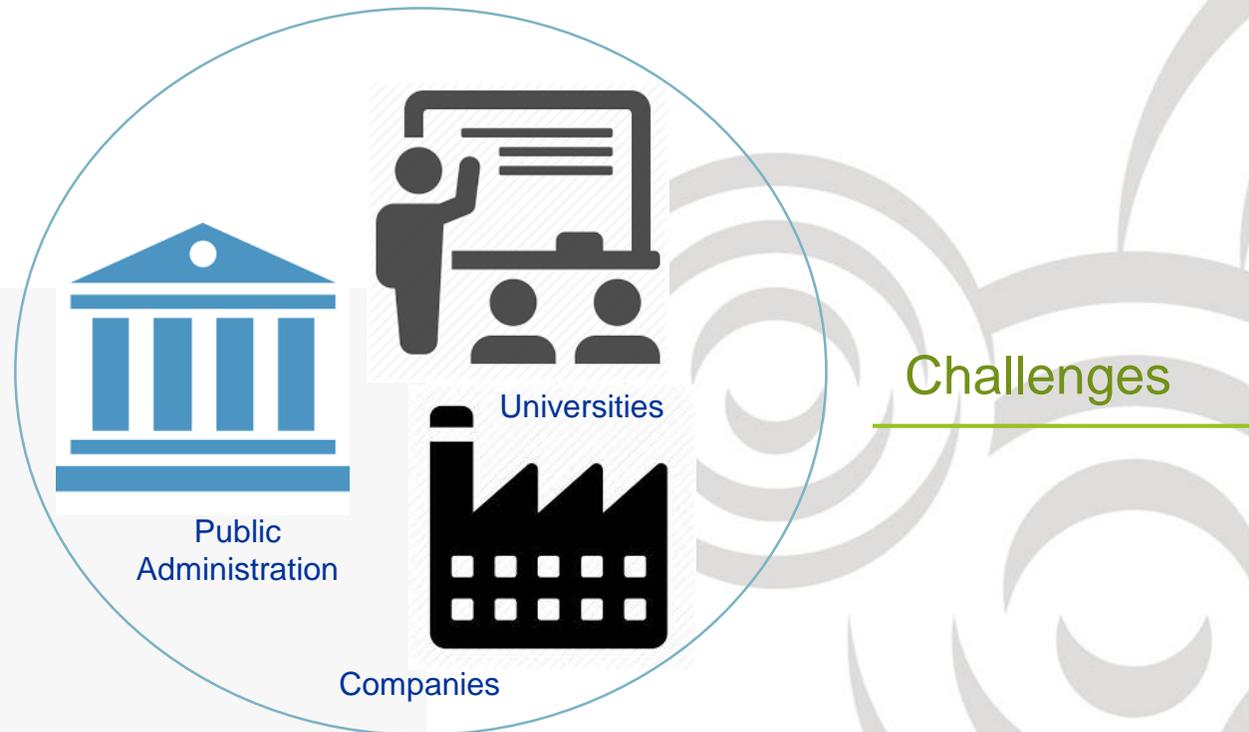


## Young Talents

- Students
- Phd
- Young people in general

# Process

## Seekers – Define the challenges



## WHAT IS A CHALLENGE?

*It is a real problem, issue, future goal, product/service innovation that an institution has or it is dealing with*

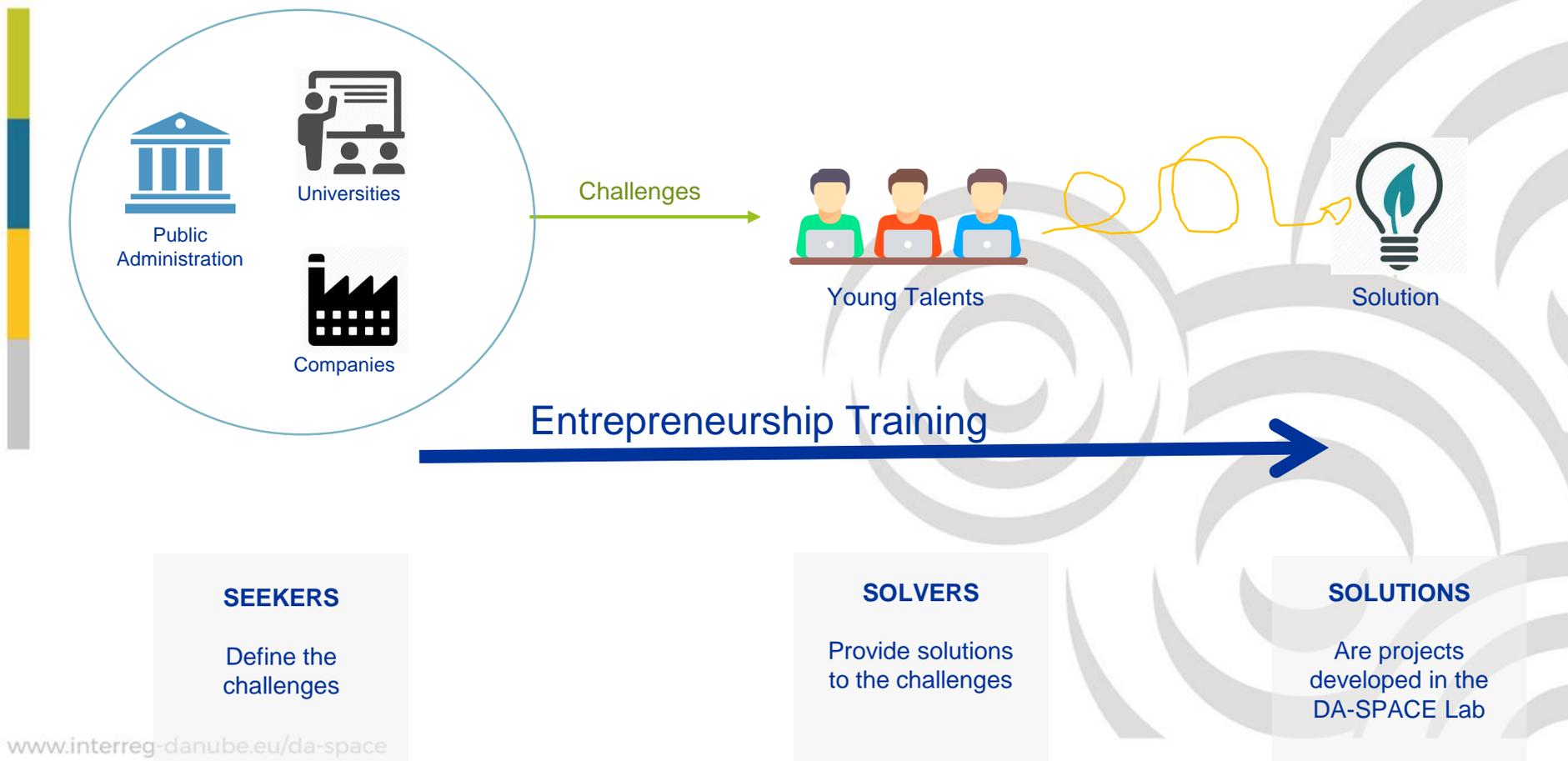


- ❖ What could be the **new strategic areas** at your organization?
- ❖ What are the **BIG problems** your organization will solve **in the next 5 years?**
- ❖ What would you like to **learn more about?**
- ❖ Challenges/problems or **ideas/concepts** you want **to test out?**

# Process



# Process



## CO-CREATION – NEW THINKING – PURE DEVELOPMENT

Attribute	Traditional projects	Innovation work
Scope	Pre-defined problems and clear target	(Re)defined and validated scope during the project and again <b>Small discoveries</b> along the way
Team	Efficiency Professional track record	<b>More diversity</b> Attitude and <b>inspiration</b>
Main quality factors	Fulfilling specifications, re-usability of results	<b>Creating value</b> for the customer/user Re-usability of concept
Thinking patterns	Follow rules	<b>Think differently</b> and challenge assumptions

## What do we want?



From  
traditional  
(student-)projects

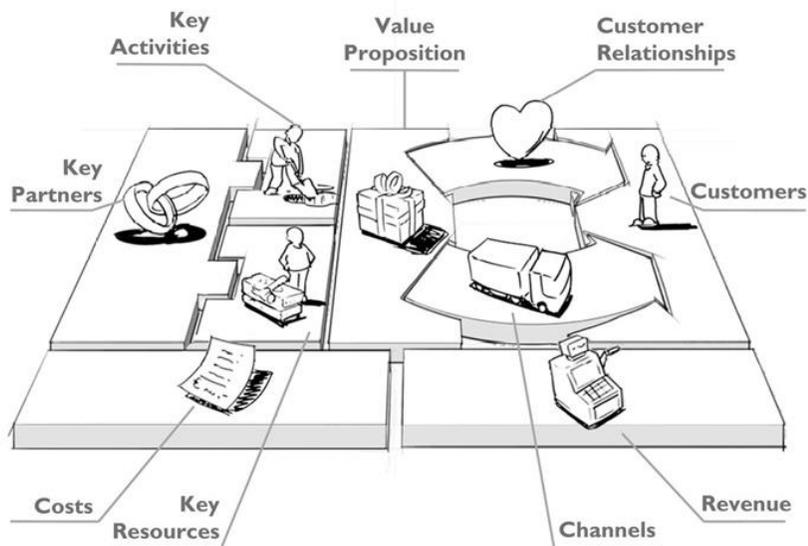


To  
Co-Creation projects with  
multidisciplinary teams with the ability  
of new thinking



# Next steps

## SUSTAINABILITY



## TRANSFERABILITY





# SOME RESULTS

**Open Innovation Lab**

**7 Demo Day**

**Winning Team**

**Entrepreneurship Training**



**4 Public Institution + 1 BSO  
+ 1 NGO**



**31 SME + 4 Large Companies**



**15 University or Research  
Center**

**56 Seekers**

64 challenges



consulting  
Destination  
administration

tourism  
financial  
engineering  
I o T  
Data cities  
Digital Engineering  
**management**  
public Smart Big  
Energy service  
government  
energy  
telco/IT

**50** teams



 **Interreg**  
Danube Transnational Programme  
DA-SPACE

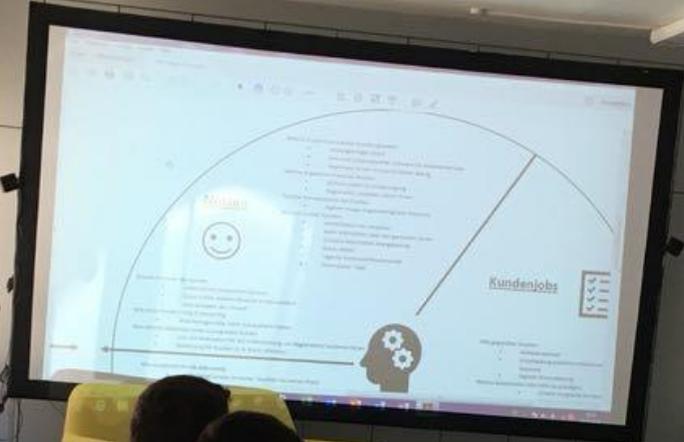
ulm

# DA-SPACE

Open Innovation to Raise  
Entrepreneurship Skills and  
Public Private Partnership  
in Danube Region

[www.interreg-danube.eu/da-space](http://www.interreg-danube.eu/da-space)

Overall Budget: 1 987 166.5 EUR  
ERDF Contribution: 1 262 138.75 EUR  
IPA Contribution: 725 027.75 EUR



> 40 mentors meeting



Several on site „visiting“



**> 300 peoples attended our events**



**> 280 hours of Workshops and Lectures**



# 233 Young Talents



- COLLECT FEEDBACK
- IDENTIFY IMPROVEMENTS
- IMPLEMENT THEM



BE OPEN  
BE INSPIRED  
CREATE  
TOGETHER



READY FOR THE NEXT CHALLENGE

# Fall in love with the problem not the solution

**Valentina Grillea**

---

bwcon GmbH  
Head of Scouting and Matching

grillea@bwcon.de  
+49 (0)711 – 18421 642