

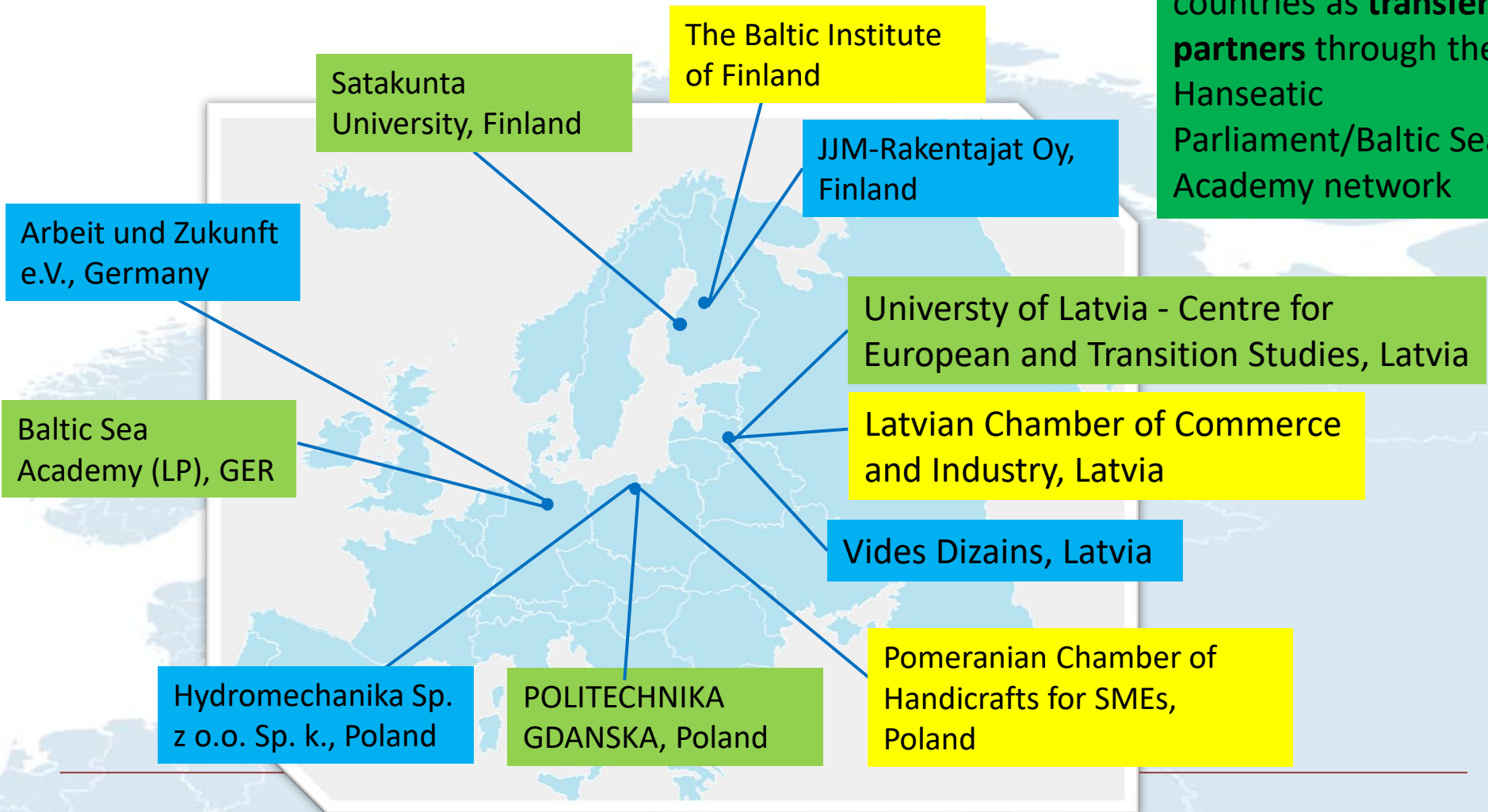
Innovative Entrepreneurs and Innovation Support for SMEs: Knowledge Alliance “Human Resources and Organizational Development” (KA4HR)



Co-funded by the
Erasmus+ Programme
of the European Union

Project Partners

Plus 50 chambers and 18 universities/ colleges from 13 countries as **transfer partners** through the Hanseatic Parliament/Baltic Sea Academy network



Project in a nutshell

Which target groups do we address?

Duration: 36 months
01.11.2018 – 31.10.2021



- ❖ **Owners and employees of SMEs**
- ❖ **Students as future entrepreneurs or managers in SMEs**
- ❖ **Lecturers in education, further education and higher education**
- ❖ **Chambers in their function as SME promoters and training providers as well as other training providers**
- ❖ **Universities that qualify entrepreneurs and carry out R&D work**

Program: Erasmus+
Key Action 2
Knowledge Alliance

Why do we need this project?

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- For SMEs to remain competitive in the long term,
 - ➔ it is necessary to increase their innovation capacity and reduce the gap between qualification requirements & demands
- Human capital is the most important resource for strengthening innovation and productivity
- There is great need for further development in this area in the countries south of the Baltic Sea,
 - ➔ Workplace Innovations are already more advanced in the Scandinavian countries

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- Very high need for cooperation between SMEs and universities, focus on cooperation in two areas
 - ➔ development, testing, and implementation of SME-specific methods, and projects through R&D work at universities
 - ➔ strengthening of awareness and competences in this new area of innovation promotion for SMES through qualifications
- High and growing demand for entrepreneurs for business transfers and start-ups

Project in a nutshell

What do we want to achieve?

- ✓ Development of Knowledge Alliance & Center of Competence "HR for SME", which will include vocational training institutions, chambers and SMEs
- ✓ Development of a dual bachelor study course
- ✓ **Through intensive, targeted promotion of human resources Strengthening the innovation and competitiveness of SMEs in the Baltic Sea Region**
- ✓ Development, testing, evaluation and implementation of a dual bachelor study course

Project in a nutshell

What will be produced?

Foundation, expansion and permanent operation of a Knowledge Alliance

Permanent Operation through Foundation and start of Operations of the Center of Competence "HR for SME

Analysis, adaptation to national conditions and implementation of Best Practices Workplace Innovations

Curricula and teaching materials for continuing education seminars

- a) "Employees and co-entrepreneurs"
- b) "Digitisation and Human Capital"
- c) „Innovation Processes“

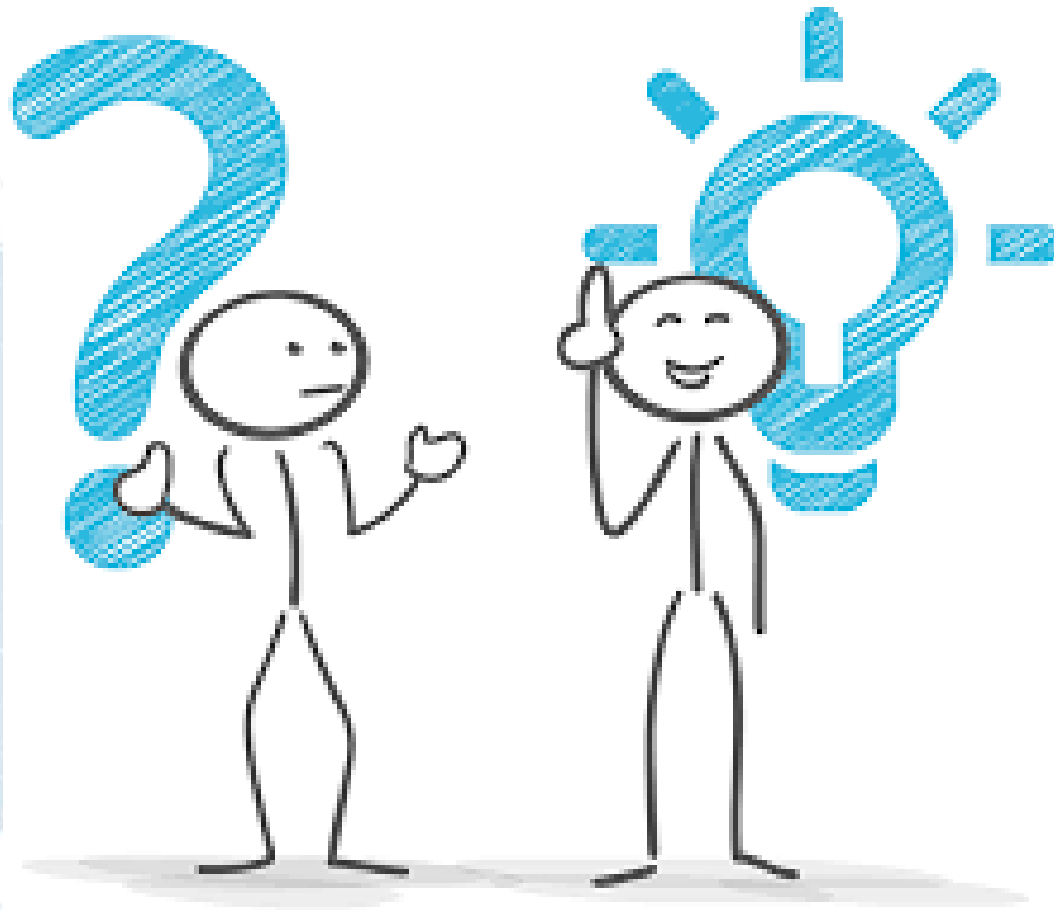
Dual Bachelor's program "Corporate Management 4.0"

Solutions for R&D tasks of SMEs

Baltic Sea-wide transfer of results to 50 chambers of commerce and 18 universities from 13 countries as well as implementation consulting

Project in a nutshell

Questions and suggestions?



***SME support is the most important and best way forward
the EU successful
to do!***

**With 99% of all companies
and 70% of all jobs, SMEs
carry Europe!**

**Thank you
very much
for your
attention !**

