



*November 24, 2017*

# PRESS RELEASE

*For immediate release*

## Successful EEE National Launch in Austria, Innsbruck

On November 24, 2017 the EEE National Launch in Austria has been successfully conducted by MCI Management Center Innsbruck. The EEE project funded by the Erasmus+ program seeks to foster the entrepreneurial ambition of students and to increase their entrepreneurial activity. To introduce the EEE project to a broader public and to demonstrate the first project outputs the EEE project took part in the Start-up Festival in Innsbruck, organized by Startup.Euregio to showcase the start-up community in Tyrol, South Tyrol and Trentino. The Start-up Festival brought together start-ups, institutions in the start-up ecosystem, investors, students, and people generally interested in entrepreneurship.

The participants of the National Launch in Austria consisted of young start-ups, Bachelor and Master students, PhD students, lecturers from HEIs, investors, and representatives from the Startup.Tirol initiative.

The three outputs of the Triple E project have been introduced to the participants of the National Launch in Austria individually, as well as in a plenary session. Questions, discussions, and suggestions for improvements were welcome. Overall, MCI Management Center Innsbruck received a very positive feedback from the attendees in the National Launch in Austria for all three outputs.

Participants especially appreciated the practical approach of the toolkit with the involvement of different external actors through which entrepreneurs and interested people in this ambit are brought closer to share and exchange thoughts and experiences, and through which the development of an entrepreneurial network is fostered at the same time. The modular approach of the toolkit was of special interest to attendees because of its flexibility and the possibility of a university-wide adaption, independent of subject and faculty. In this context, the participants also highlighted the availability of basic and advanced courses within the toolkit which



helps to train beginners, as well as to improve the skills of those in a more advanced stage.

During the presentation special attention was given to the topic of social entrepreneurship and the developed course in this ambit, because it is a topic which was previously often neglected and underrated. Many of the participants even had no concrete idea about it. Hence, attendees first of all appreciated the addressing of this topic and the possibility to learn more about it. Representatives from HEIs welcomed the creation of lecture content realized as teaching toolkit and looked forward to integrate the developed modules, and courses within their own lectures. They found the toolkit also especially useful for new (young) or unexperienced faculty in the ambit of entrepreneurship and saw it as a big support when preparing lectures. Participating students were interested in the toolkit as well, in particular from a self-study point of view and saw it as a chance to improve individual skills and know-how. Finally, the availability of the teaching toolkit as open source has attracted the attention.

The idea of forming a national alliance that fosters entrepreneurship in the region of Tyrol is not new to area and has been fostered before, as there have been numerous different, diffuse and non-transparent entrepreneurship support activities existent. With the establishment of the Startup.Tirol alliance the aim to foster entrepreneurial activities has been finally unified and put on a formal scale. The EEE project and the integration of the EEE alliance into the Stratup.Tirol movement have brought additional benefits, focusing in particular on entrepreneurship education. This could be seen as an effective way to build a bridge between academia and practice and to form a broader network including not only entrepreneurs, investors, etc. but also HEIs.