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### **BARTOK: Together to the Best Practice in Europe**

Ellen Bommersheim, Lucie Sanchez, Silvia Falciasecca, Lucia Severed and Gabriele Fladung meet regularly to create curricula for development agency and consulting. They are the main actors in the BARTOK project, in which they bring their competence and experience of the startup consulting.

### **Start-up Consultancy: A complex working area of the public economic development**

Institutions of the public economic development are the first contact persons for questions about business start-ups.

- As consulting-, knowledge- and information professionals
- As guide through the administrative bodies
- As mediator between company- and administration culture, between communal and economic interests
- As experts for company locations
- As guides to additional offers

#### **Regional networking as USP**

The strengths of the public economic development are independence of private economic interests, knowledge of the region, contact to relevant actors, to supporting and financing institutions, to innovations and founding centers, to initiatives and networks, competitors, cooperation partners and a lot more.

#### **Pilot seminars in your region**

If you are interested to participate in a pilot seminar, please contact your regional contact person.

### **BARTOK: To strengthen the consulting competencies and decision making process within public economic development**

Partners from three European countries aiming to develop curricula for education and further education of professionals involved in business start ups and business development consultancy. Thereby BARTOK will close an EU wide gap in the field of education and further education within the public administration sector.

The new curricula - based on Best Practice Tools, is innovative and sustainable, it will provide a foundation for consistent quality standards, it will be characterized by great adoptable and practical relevance and can be used across many countries in Europe.

## The Project Partners

### Kompass – Center for Entrepreneurship, Frankfurt, Germany

Kompass – Center for Entrepreneurship, was established in 2000, as a public entity in the city of Frankfurt. Ever since its inception, Kompass has distinguished itself and gained wide recognition for its stepping up to the changing social and economic market conditions. This is evident in Kompass' wide reach, from offering training and education for the unemployed, providing startup consultation to Frankfurt's large migrant community, promoting entrepreneurship among seniors, to consulting economic development institutions on training interventions for entrepreneurship across the EU.

Kompass also developed the Profiling Tool and the 4+1 Phase Model.

### Aster Societa Consortile Per Azioni, Bologna, Italy

Aster's mission – as stated by the Emilia-Romagna Regional Law n. 7/2002 – is to promote the regional productive system through the enhancement of its competitiveness and innovation. Aster is also in charge of coordinating actions to develop the regional industrial research and to promote knowledge and competence transfers. Aster also developed the "Business Services Mapping Tool".

### KKIKK Leva med Själ, Gothenburg, Sweden

KKIKK is a well-positioned and highly recognized provider of vocational studies and further adult education in companies and organizations in Sweden. KKIKK also has a good reputation for training Business Advisors in European countries and also outside Europe. The Team working within and through KKIKK has specific competences in running both small and big companies, with success through all stages, and thus can genuinely define work processes oriented to make its client's performance excellent.

KKIKKs target groups are entrepreneurs, managers and management teams from the lifecycle of organizations from pre start to closing down or reorienting.

They developed the "Match for Business" tool.

### TIGZ: Technology, Innovation and Incubation Centre GmbH, Germany

1998 the district of Gross-Gerau, Germany founded the TIGZ Technology, Innovation and Start-Centre GmbH with the aim to improve the framework conditions for startups in the district. Core tasks of the GmbH are the support of startups, the acquisition of settlements, property marketing, promotion of innovation and technology transfer, the offer of consulting services (startup consulting, technology consulting, marketing consulting and information services) as well as the support of the cities and municipalities of the district in the implementation of economic development measures. They contributed to the BARTOK project with the module to reflect the "Role, Tasks and Self-concept".

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## Contact

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