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EU-Project BARTOK crosses major milestones

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.

Regional Studies:

In each of their respective regions in Germany, Italy and Sweden, BARTOK partners conducted a study of public institutions engaged in supporting new business development. Business advisors in the public sector are responsible for entrepreneurial support and are typically the first official source of information for startups. They are ideal enablers in that they possess local and regulatory knowledge, have regional contacts, have no personal or vested interest and can provide independent and neutral consultation. However, the findings also showed that business advisors in the public sector have no standard, coherent, continuing education platform to help them effectively support entrepreneurs and ensure the survival of startups. Additionally, all regions reported that existing barriers to entry such as bureaucratic red tape, complex licensing procedures, prolonged wait times and lack of transparency, urgently need to be relieved. In terms of 'Portfolio Management,' i.e. accompanying a startup to ensure survival and healthy growth, business advisors reported a gap in training and this signaled that the 4+1 Life-Cycle (Good Practice), support of startups is a vital competence to transfer and integrate among business advisors in the public sector.

Pilot Seminars:

After completing the regional studies, partners adapted and pilot tested the five Good Practice training modules: 1) 4+1 Life- Cycle Support; 2) Profiling; 3) Mapping; 4) Cross Border Business Startup (Match for Export); 5) Role and Conception of Business Advisors. Each module represents training materials which have been successfully used by the respective partners in their own startup advising and have led to startup survival rate of 80% in 5 years – far above national averages. The Pilot Seminars enabled the testing of these modules among business advisors in the public sector and proved very fruitful in showing region specific differences as well as commonalities, which will provide a foundation for the training curriculum.

Dissemination:

BARTOK's dissemination activities capitalized on a variety of platforms which included: BARTOK website introducing the project objectives, the partners and Leonardo's Life Long Learning program; Facebook and Twitter; press releases and media coverage; and postcards (leaflets) distributed to public sector institutions involved in business development. Additionally, more than 12 events and pilot seminars meetings provided effective venues to interact with key stakeholders in the public sector and begin to gain acceptance and buy-in for the vital necessity of training

Second Half Objectives

BARTOK's second half objectives include the integration of learnings from Pilot Seminars into the five Good Practice training modules for the curriculum. In addition, the curriculum will include the theoretical Quality Standards foundation, empirical findings from the regions, gap assessment and principles of the learning concept. Upon completion of the curriculum, which will contain materials for trainers as well as participants, dissemination activities as well as a final press conference will mark the successful transfer of BARTOK training within the partner countries.

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Learn more about BARTOK: www.bartok-info.eu und www.bartok-info.de

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Contact :

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