Projects and Products Portal for Leonardo da Vinci

Business Advisors Training Opportunities and Knowledge: to strengthen the consulting expertise and competence of the actors in public economic development through the transfer of an innovative and sustainable curriculum and the creation of consistent quality standards.

DE/12/LLP-LdV/TOI/147514

http://www.adam-europe.eu/adam/project/view.htm?prj=9673

Project Information

Title: Business Advisors Training Opportunities and Knowledge: to strengthen the consulting expertise and competence of the actors in public economic development through the transfer of an innovative and sustainable curriculum and the creation of consistent quality standards.

Project Number: DE/12/LLP-LdV/TOI/147514

Year: 2012

Project Type: Transfer of Innovation

Status: completed

Country: DE-Germany

Marketing Text: In view of a rapidly changing world, we believe that the European economic landscape needs to be smart, sustainable and integrative. Only such a foundation can assure high rates of employment, productivity and social cohesion. Public sector institutions promoting economic development play a vital role in this regard. And as a result, strengthening the consulting expertise and competence of business advisors in the public economic development sector is of great importance.

BARTOK intends to offer an innovative and sustainable training program for this target group of business advisors in the public sector. The transfer of successful training modules, the development of competence profiles and the creation of quality standards will close a gap in training and further education for public administrations throughout the EU.

Summary: BARTOK will make an active contribution to the educational objectives of the Leonardo da Vinci program and will address the gap in training and further education needs of public economic development advisors across the EU. The project aims to strengthen the consulting expertise and competence of business advisors responsible for stimulating economic growth through entrepreneurship.

Business advisors in local and regional economic development institutions need to play an increasingly major role. Their traditional tasks have included supporting the startup of companies and providing counsel for the ongoing survival of the startup enterprises. Considering global economic challenges as well as tightening budgetary situations, economic development institutions must develop more effective strategies to meet their primary objective of stimulating economic growth. And this is can only be achieved through training and further education aimed to support effective new business advising. Institutions of the economic development get more tasks of consultung and process-accompanying start-up support.

However in most cases, institutions do not possess the know-how to meet this demand for training. Neither schools, colleges or universities provide training in this sector. The innovative approach of BARTOK will offer a basis for consistent quality standards in the training and further education for the target groups across the EU. Through the integration and further development of existing training programs, a comprehensive curriculum including quality standards, which can be applied across the EU, will be created and consequently transferred within the EU. The span of the transfer of results ranging from the adaptation of existing teaching and learning materials to meet the demand in other countries up to the anchorage of quality standards in the specific education and training for the target group.

The individual project goals include:
a)A clear definition and description of the target groups' training needs
b)The development of competence profiles
c)The adaptation of existing training modules and development of training modules for business advisors in the public economic development sector
d)Development of quality control management

Description: The BARTOK (Business Advisors Training Opportunities and Knowledge) Project with the Partners, Kompass (Frankfurt, Germany), Aster (Bologna, Italy), KKIKK (Gothenburg, Sweden), and TIGZ (Kreis Groß Gerau, Germany) was launched during a

Project Information

KiKK OFF event in Bologna. Goal of the initiative is the professional development of business advisors in the public economic development sector. To establish consultant guides and quality standards for the public sector. To start with, a questionnaire was developed, to collect the specific training needs of the target groups in all participating regions.

In the next step, the Bartok partners conducted regional studies internally among the consultants actively involved in economic development. The results reflect the current professional development and need for further education and quality standards in this sector. Furthermore, it was confirmed that there is a lack of vocational education and training for consultants involved in economic development at regional level, and only very limited opportunities, at national level.
Participants of the survey were interested to learn about methods and structures to initate and accompany effective and efficient start ups.
In summary, all respondents welcomed the opportunity to expand their knowledge and learn new ways to enhance their effectiveness in supporting start-ups.
Based on the studies and on existing training modules already in action, the BARTOK partners,- together with “Bildungswerk der hessischen Wirtschaft e.V.” developed the Bartok Training Guide.
The Bartok manual is based on a modular system. The existing- adopted- training modules were tested in all partner regions. This was the basis for the development of competence profiles, modification of the existing training modules and development of new training modules.

The Bartok Guidebook for Trainers contains the 5 Modules. The guidebook provides a comprehensive basis for service orientated education and further education for business advisors in the public economic development sector.

The modular model offers a very structural, effective service orientated model for the start up process including aspects of sustainability.
Prior knowledge is considered and incorporated and offers easy access to begin with.
The general basis of dissemination was a regular updated dissemination concept. The concept included a universal lay out for all communication, concrete target groups, Websites, social media, newsletters and press releases.

The Bartok Website includes comprehensive information about the project for example Partner information, products and events. Parallel to the web activity the data base Adam was updated with products.
Ongoing dissemination to the public was done via social media- on Facebook, Twitter, Xing, LinkedIn, Open Press, Press Releases and a Flyer.

As the projects final highlight all products and achievements were presented in a special event- the final conference.
Regional actors from public administrations and economic development participating in the final conference and reached through dissemination showed a lot of interest in the Bartok products and the initiation of follow up projects..
Through dissemination on social media the consortium was approached from organizations in Italy, Turkey, Northern Ireland and South Korea.
Together, the consortium has has over 60 years of experience and know how in the field of entrepreneurship and economic development. Evidence of the success is clearly displayed in the number of start up’s still on the market five years after founding.
This in return proves that the training modules implemented into the project are not the result of short term decisions but indeed successfully used for years.
The trainings modules are based on experience and up to date knowledge and incorporate current Quality Standards in the educational and further educational sector for actors in economic development sector. This fact is a clear indicator that the Guidebook will be used in the future to align educational standards for business advisors in the public economic development sector.

Project Information

The Region of Gothenburg, the Institute Eurofortis in Latvia and the department for economic development of the town of Hattersheim, Germany are using the Bartok Guidebook for further eduction of their business advisors.
Also, as a direct result of the Project, Kompass is offering “Train the Trainer” seminars to business advisors.
A follow up project is planned with the region of Gothenburg.

Themes:
*** Utilization and distribution of results
*** Quality
*** Intercultural learning
*** Sustainability
*** Enterprise, SME
*** Continuous training
** Others
** Recognition, transparency, certification

Sectors:
*** Public Administration and Defence; Compulsory Social Security
*** Administrative and Support Service Activities

Product Types:
website
transparency and certification
teaching material
program or curricula
modules
CD-ROM
others

Product information:
Techniques for analysis and prognosis for education and training needs
Curriculum (based on 5 training modules and including a guidebook)
Hompage: www.bartok.eu

Social Media (Facebook/Twitter)
Newsletter
CD-ROM

Expertise in project analysis, training requirements, certification issues and existing training modules are combined into a curriculum, based upon the current learning needs, adapted and/or developed to a joint innovative integrated course.

Projecthomepage: www.bartok-info.eu

Project Contractor

Name:	Kompass Innovation and Incubation Center
City:	Frankfurt am Main
Country/Region:	Hessen
Country:	DE-Germany
Organization Type:	others
Homepage:	http://www.kompassfrankfurt.de

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Homepage:	http://www.kompassfrankfurt.de

Partner

Partner 1

Name:	Aster Societa Consortile Per Azioni
City:	Bologna
Country/Region:	Emilia-Romagna
Country:	IT-Italy
Organization Type:	others
Homepage:	http://www.aster.it

Partner 2

Name:	TIGZ Technologie-, Innovations- und Gründungszentrum GmbH
City:	Ginsheim-Gustavsburg
Country/Region:	Hessen
Country:	DE-Germany
Organization Type:	others
Homepage:	http://www.tigz.de

Partner 3

Name:	KKIKK
City:	Göteborg
Country/Region:	Stockholm
Country:	SE-Sweden
Organization Type:	others
Homepage:	http://www.kkikk.se

Project Files

R 10 Bartok Flyer EN.pdf

http://www.adam-europe.eu/prj/9673/prj/R%2010%20Bartok%20Flyer%20EN.pdf

R 10 Leaflet_English

R10 Leaflet_German.pdf

http://www.adam-europe.eu/prj/9673/prj/R10%20Leaflet_German.pdf

R10 Leaflet_Italian.pdf

http://www.adam-europe.eu/prj/9673/prj/R10%20Leaflet_Italian.pdf

R10 Leaflet_Swedish.pdf

http://www.adam-europe.eu/prj/9673/prj/R10%20Leaflet_Swedish.pdf

R12 Bartok Newsletter-Jan 2014.pdf

http://www.adam-europe.eu/prj/9673/prj/R12%20Bartok%20Newsletter-Jan%202014.pdf

R12 Bartok Newsletter-Sept 2014.pdf

http://www.adam-europe.eu/prj/9673/prj/R12%20Bartok%20Newsletter-Sept%202014.pdf

R13 Website-Aster BARTOK webpage.pdf

http://www.adam-europe.eu/prj/9673/prj/R13%20Website-Aster%20BARTOK%20webpage.pdf

R14 BARTOK-first-Newsletter-2Oct2014.aster.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK-first-Newsletter-2Oct2014.aster.pdf

R14 BARTOK - Newsletter#1.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK%20-%20Newsletter%231.pdf

R14 BARTOK - Newsletter#2.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK%20-%20Newsletter%232.pdf

R14 BARTOK - Newsletter Aprile 2013.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK%20-%20Newsletter%20Aprile%202013.pdf

Project Files

R14 BARTOK Newsletter_EN.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK%20Newsletter_EN.pdf

R14 BARTOK-Newsletter Giugno 2013.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK-Newsletter%20Giugno%202013.pdf

R14 BARTOK-Newsletter Maggio 2013.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK-Newsletter%20Maggio%202013.pdf

R14 Bartok Newsletter-May 2013.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20Bartok%20Newsletter-May%202013.pdf

R14 BARTOK-Newsletter Settembre 2013.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK-Newsletter%20Settembre%202013.pdf

R14 BARTOK-Newsletter Settembre 2014.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20BARTOK-Newsletter%20Settembre%202014.pdf

R 14 Newletter Swedish B vill tipsa dig om en nyhet.htm

http://www.adam-europe.eu/prj/9673/prj/R%2014%20Newletter%20Swedish%20B%20vill%20tipsa%20dig%20om%20en%20nyhet.htm

R 14 Newsletter Swedish

R 14 Newsletter Swedish A vill tipsa dig om en nyhet.htm

http://www.adam-europe.eu/prj/9673/prj/R%2014%20Newsletter%20Swedish%20A%20vill%20tipsa%20dig%20om%20en%20nyhet.htm

R 14 Newsletter Swedish

R 14 Newsletter Swedish C.htm

http://www.adam-europe.eu/prj/9673/prj/R%2014%20Newsletter%20Swedish%20C.htm

R 14 Newsletter Swedish

R14 Press Release-EU Project BARTOK crosses major milestones.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20Press%20Release-EU%20Project%20BARTOK%20crosses%20major%20milestones.pdf

R14 Press Release-EU Projekt BARTOK erreicht erste Meilensteine.pdf

http://www.adam-europe.eu/prj/9673/prj/R14%20Press%20Release-EU%20Projekt%20BARTOK%20erreicht%20erste%20Meilensteine.pdf

Project Files

R15 1-Sept 2014-BARTOK conference handout-English.pdf

http://www.adam-europe.eu/prj/9673/prj/R15%201-Sept%202014-BARTOK%20conference%20handout-English.pdf

R15 1-Sept 2014-BARTOK conference handout-German.pdf

http://www.adam-europe.eu/prj/9673/prj/R15%201-Sept%202014-BARTOK%20conference%20handout-German.pdf

R15 1-Sept 2014-Presentation ASTER.ppt

http://www.adam-europe.eu/prj/9673/prj/R15%201-Sept%202014-Presentation%20ASTER.ppt

R15 1-Sept 2014-Presentation BECKMANN.pdf

http://www.adam-europe.eu/prj/9673/prj/R15%201-Sept%202014-Presentation%20BECKMANN.pdf

R15 1-Sept 2014-Presentation KKIKK.ppt

http://www.adam-europe.eu/prj/9673/prj/R15%201-Sept%202014-Presentation%20KKIKK.ppt

R15 1-Sept 2014-Presentation TIGZ+BWHW.pptx

http://www.adam-europe.eu/prj/9673/prj/R15%201-Sept%202014-Presentation%20TIGZ%2BBWHW.pptx

R 6 Study -District_Groß-Gerau_Germany.pdf

http://www.adam-europe.eu/prj/9673/prj/R%206%20Study%20-District_Gro%C3%9F-Gerau_Germany.pdf

R 6 Country Study Germany 1

R 6 Study-Frankfurt, Germany.pdf

http://www.adam-europe.eu/prj/9673/prj/R%206%20Study-Frankfurt%2C%20Germany.pdf

R 6 Country Study Germany 2

R 6 Study -Gothenborg, Sweden.pdf

http://www.adam-europe.eu/prj/9673/prj/R%206%20Study%20-Gothenborg%2C%20Sweden.pdf

R 6 Country Study Sweden

R 6 Study -Italy.pdf

http://www.adam-europe.eu/prj/9673/prj/R%206%20Study%20-Italy.pdf

R 6 Country Study Italy

R 6 Study -Kommunale_Wifö_Region_Groß-Gerau_Germany.pdf

http://www.adam-europe.eu/prj/9673/prj/R%206%20Study%20-Kommunale_Wif%C3%B6_Region_Gro%C3%9F-Gerau_Germany.pdf

Project Files

R 6 Summary of studies.pdf

http://www.adam-europe.eu/prj/9673/prj/R%206%20Summary%20of%20studies.pdf

R 6 Summary Country Studies

R9 ASTER-PilotSeminar MatchForExport Materials.pptx

http://www.adam-europe.eu/prj/9673/prj/R9%20ASTER-PilotSeminar%20MatchForExport%20Materials.pptx

R9 ASTER-PilotSeminar MatchForExport Programme.pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20ASTER-PilotSeminar%20MatchForExport%20Programme.pdf

R9 ASTER-PilotSeminar ProfilingTool Materials.pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20ASTER-PilotSeminar%20ProfilingTool%20Materials.pdf

R9 ASTER-PilotSeminar ProfilingTool Presentation.pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20ASTER-PilotSeminar%20ProfilingTool%20Presentation.pdf

R9 ASTER-PilotSeminar ProfilingTool Programme.pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20ASTER-PilotSeminar%20ProfilingTool%20Programme.pdf

R 9 BARTOK Guidebook (deutsch).pdf

http://www.adam-europe.eu/prj/9673/prj/R%209%20BARTOK%20Guidebook%20%28deutsch%29.pdf

R9 BARTOK Guidebook (English).pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20BARTOK%20Guidebook%20%28English%29.pdf

R9 BARTOK Guidebook (Italian).pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20BARTOK%20Guidebook%20%28Italian%29.pdf

R9 BARTOK Guidebook (Swedish).pdf

http://www.adam-europe.eu/prj/9673/prj/R9%20BARTOK%20Guidebook%20%28Swedish%29.pdf

R9 KKIKK PilotSeminar Mapping.pptx

http://www.adam-europe.eu/prj/9673/prj/R9%20KKIKK%20PilotSeminar%20Mapping.pptx

Project Files

R9 KKIKK Speed Coaching 4+1 Phase Model.pptx

http://www.adam-europe.eu/prj/9673/prj/R9%20KKIKK%20Speed%20Coaching%204%2B1%20Phase%20Model.pptx

Products

1 R9 BARTOK Guidebook (English)

2 R9 BARTOK Guidebook (German)

3 R9 BARTOK Guidebook (Italian)

4 R9 BARTOK Guidebook (Swedish)

5 R9 ASTER-PilotSeminar MatchForExport Materials

6 R9 ASTER-PilotSeminar MatchForExport Programme

7 R9 ASTER-PilotSeminar ProfilingTool Materials

8 R9 ASTER-PilotSeminar ProfilingTool Presentation

9 R9 ASTER-PilotSeminar ProfilingTool Programme

10 R9 KKIKK PilotSeminar Mapping

11 R9 KKIKK Seed Coaching 4+1 Phase Model

12 R10 Leaflet_German

13 R10 Leaflet_Italian

14 R10 Leaflet_Swedish

15 R12 Bartok Newsletter-Jan 2014

16 R12 Bartok Newsletter-Sept 2014

17 R13 Website-Aster BARTOK webpage

18 R14 Bartok Newsletter-May 2013

19 R14 Press Release-EU Project BARTOK crosses major milestones

20 R14 Press Release-EU Projekt BARTOK erreicht erste Meilensteine

21 R15 1-Sept 2014-BARTOK conference handout-English

22 R15 1-Sept 2014-BARTOK conference handout-German

23 R15 1-Sept 2014-Presentation ASTER

24 R15 1-Sept 2014-Presentation BECKMANN

25 R15 1-Sept 2014-Presentation KKIKK

26 R15 1-Sept 2014-Presentation TIGZ+BWHW

27 R 6 Country Studies

28 R14 BARTOK - Newsletter Aprile 2013

Products

29 R14 BARTOK-first-Newsletter-2Oct2014.aster

30 R14 BARTOK-Newsletter Giugno 2013

31 R14 BARTOK-Newsletter Maggio 2013

32 R14 BARTOK-Newsletter Settembre 2013

33 R14 BARTOK-Newsletter Settembre 2014

34 R10 Leaflet English

35 R14 BARTOK - Newsletter#1

36 R14 BARTOK - Newsletter#2

37 R 14 Newsletter_Swedish

38 R14 BARTOK Newsletter_EN

Product 'R9 BARTOK Guidebook (English)'

Title:	R9 BARTOK Guidebook (English)
Product Type:	teaching material
Marketing Text:	
Description:	Handbook for business advisors
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R9 BARTOK Guidebook (German)'

Title:	R9 BARTOK Guidebook (German)
Product Type:	teaching material
Marketing Text:	
Description:	Handbook for Business advisors
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R9 BARTOK Guidebook (Italian)'

Title:	R9 BARTOK Guidebook (Italian)
Product Type:	teaching material
Marketing Text:	
Description:	Handbook for Business advisors
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R9 BARTOK Guidebook (Swedish)'

Title:	R9 BARTOK Guidebook (Swedish)
Product Type:	teaching material
Marketing Text:	
Description:	Handbook for Business advisors
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Swedish

Product 'R9 ASTER-PilotSeminar MatchForExport Materials'

Title:	R9 ASTER-PilotSeminar MatchForExport Materials
Product Type:	teaching material
Marketing Text:	
Description:	Finding new business contacts for Export and Import.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R9 ASTER-PilotSeminar MatchForExport Programme'

Title:	R9 ASTER-PilotSeminar MatchForExport Programme
Product Type:	program or curricula
Marketing Text:	
Description:	Agenda of the Video conference.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R9 ASTER-PilotSeminar ProfilingTool Materials'

Title:	R9 ASTER-PilotSeminar ProfilingTool Materials
Product Type:	teaching material
Marketing Text:	
Description:	Materials the business advisos Needs to use the profiling tool.
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R9 ASTER-PilotSeminar ProfilingTool Presentation'

Title:	R9 ASTER-PilotSeminar ProfilingTool Presentation
Product Type:	teaching material
Marketing Text:	
Description:	Presentation of the Profiling Tool
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R9 ASTER-PilotSeminar ProfilingTool Programme'

Title:	R9 ASTER-PilotSeminar ProfilingTool Programme
Product Type:	program or curricula
Marketing Text:	
Description:	Event's agenda
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R9 KKIKK PilotSeminar Mapping'

Title:	R9 KKIKK PilotSeminar Mapping
Product Type:	teaching material
Marketing Text:	
Description:	Presentation about Aster and the Mapping Tool
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Swedish

Product 'R9 KKIKK Seed Coaching 4+1 Phase Model'

Title:	R9 KKIKK Seed Coaching 4+1 Phase Model
Product Type:	teaching material
Marketing Text:	
Description:	Presentation of the 4+1 Phase model
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Swedish

Product 'R10 Leaflet_German'

Title:	R10 Leaflet_German
Product Type:	distribution methods
Marketing Text:	
Description:	Leaflet about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R10 Leaflet_Italian'

Title:	R10 Leaflet_Italian
Product Type:	distribution methods
Marketing Text:	
Description:	Leaflat about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R10 Leaflet_Swedish'

Title:	R10 Leaflet_Swedish
Product Type:	distribution methods
Marketing Text:	
Description:	Leaflet about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Swedish

Product 'R12 Bartok Newsletter-Jan 2014'

Title:	R12 Bartok Newsletter-Jan 2014
Product Type:	program or curricula
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R12 Bartok Newsletter-Sept 2014'

Title:	R12 Bartok Newsletter-Sept 2014
Product Type:	teaching material
Marketing Text:	
Description:	Handout
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R13 Website-Aster BARTOK webpage'

Title:	R13 Website-Aster BARTOK webpage
Product Type:	website
Marketing Text:	
Description:	Homepage of the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R14 Bartok Newsletter-May 2013'

Title:	R14 Bartok Newsletter-May 2013
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R14 Press Release-EU Project BARTOK crosses major milestones'

Title:	R14 Press Release-EU Project BARTOK crosses major milestones
Product Type:	teaching material
Marketing Text:	
Description:	Project description
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R14 Press Release-EU Projekt BARTOK erreicht erste Meilensteine'

Title:	R14 Press Release-EU Projekt BARTOK erreicht erste Meilensteine
Product Type:	teaching material
Marketing Text:	
Description:	Project description
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R15 1-Sept 2014-BARTOK conference handout-English'

Title:	R15 1-Sept 2014-BARTOK conference handout-English
Product Type:	teaching material
Marketing Text:	
Description:	Handout for the final conference
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R15 1-Sept 2014-BARTOK conference handout-German'

Title:	R15 1-Sept 2014-BARTOK conference handout-German
Product Type:	
Marketing Text:	
Description:	Handout for the final conference
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R15 1-Sept 2014-Presentation ASTER'

Title:	R15 1-Sept 2014-Presentation ASTER
Product Type:	
Marketing Text:	
Description:	Presentation for the final conference from Aster
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R15 1-Sept 2014-Presentation BECKMANN'

Title:	R15 1-Sept 2014-Presentation BECKMANN
Product Type:	
Marketing Text:	
Description:	Presentation for the final conference from Prof. Dr. Beckmann DHBW
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R15 1-Sept 2014-Presentation KKIKK'

Title:	R15 1-Sept 2014-Presentation KKIKK
Product Type:	
Marketing Text:	
Description:	Presentation for the final conference from KKIKK
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R15 1-Sept 2014-Presentation TIGZ+BWHW'

Title:	R15 1-Sept 2014-Presentation TIGZ+BWHW
Product Type:	
Marketing Text:	
Description:	Presentation for the final conference from TIGZ and BWHW
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	German

Product 'R 6 Country Studies'

Title:	R 6 Country Studies
Product Type:	procedure for the analysis and prognosis of the vocational training requirement
Marketing Text:	
Description:	The Country studies were conducted in all 4 Partner regions in order to capture the unique challenges and Needs of Business advisors in the public sector of each area.
Target group:	Business Advisors and Teachers in the sector public economic development
Result:	Based on the Country studies the qualification Profile, qualification requirements and contiuning education Needs among Business advisors were developed.
Area of application:	
Homepage:	
Product Languages:	

Product 'R14 BARTOK - Newsletter Aprile 2013'

Title:	R14 BARTOK - Newsletter Aprile 2013
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R14 BARTOK-first-Newsletter-2Oct2014.aster'

Title:	R14 BARTOK-first-Newsletter-2Oct2014.aster
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R14 BARTOK-Newsletter Giugno 2013'

Title:	R14 BARTOK-Newsletter Giugno 2013
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R14 BARTOK-Newsletter Maggio 2013'

Title:	R14 BARTOK-Newsletter Maggio 2013
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R14 BARTOK-Newsletter Settembre 2013'

Title:	R14 BARTOK-Newsletter Settembre 2013
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R14 BARTOK-Newsletter Settembre 2014'

Title:	R14 BARTOK-Newsletter Settembre 2014
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	Italian

Product 'R10 Leaflet English'

Title:	R10 Leaflet English
Product Type:	distribution methods
Marketing Text:	
Description:	Leaflet about the project
Target group:	Business advisors and teachers in the public economic development sector
Result:	
Area of application:	
Homepage:	
Product Languages:	

Product 'R14 BARTOK - Newsletter#1'

Title:	R14 BARTOK - Newsletter#1
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R14 BARTOK - Newsletter#2'

Title:	R14 BARTOK - Newsletter#2
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the project
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Product 'R 14 Newsletter_Swedish'

Title:	R 14 Newsletter_Swedish
Product Type:	distribution methods
Marketing Text:	
Description:	Project Information
Target group:	Business Advisors in the public economic development sector
Result:	
Area of application:	
Homepage:	
Product Languages:	

Product 'R14 BARTOK Newsletter_EN'

Title:	R14 BARTOK Newsletter_EN
Product Type:	distribution methods
Marketing Text:	
Description:	Newsletter about the Project/final conference invitation
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	English

Events

Final Project Meeting and Conference

Date	17.09.2014
Description	The conclusion of the BARTOK Project was marked with an internal meeting to address final activities and a conference on the following day with the release of the BARTOK Guidebook for Trainers
Target audience	Day one: Partners internal Meeting and Day 2: Conference for Business Advisors in the public Sector
Public	Closed event
Contact Information	Elke Read
Time and place	17th Sept: 10 am - 5 pm 18th Sept: 1.30 pm - 4.30 pm

Project Meeting, Frankfurt, Germany

Date	28.04.2014
Description	This Meeting was called to review the Guidebook and examine the Theoretical Foundations of the Curriculum.
Target audience	The BARTOK Partners
Public	Closed event
Contact Information	
Time and place	28 - 30 April, 2014, Kompass, Frankfurt, Germany

WP 4_9.8 Pilot Seminar Match for Business

Date	26.02.2014
Description	The Match for Business tool is an effective instrument to assist startups find new potential Clients, Partners and suppliers across the value chain.
Target audience	Seven companies from Sweden, Italy and Germany participated in this session.
Public	Closed event
Contact Information	elkeread@kompassfrankfurt.de
Time and place	Via Video - with Aster,KKIKK and Kompass Partners in Italy,Sweden and Germany.

Events

Pilot Seminar "Mapping" and "Match for Business", Sweden

Date	05.12.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the "Mapping" i.e. the valuable need to establish linkages to all the stakeholders engaged in startup support
Target audience	Business Advisors in the public sector
Public	Event is open to the public
Contact Information	Lucia Severed Lucia@kkikk.se
Time and place	Gothenburg, Sweden

Pilot Seminar "Profiling", Italy

Date	21.11.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the module, 'Profiling' which is a tool to determine the potential start up's academic, professional, as well as socio-economic background.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	
Time and place	Bologna, Italy

Events

Press Conference, Germany

Date	24.10.2013
Description	The 'Wirtschaftsförderung der Stadt Rüsselsheim' the Rüsselsheim Business Development Agency hosted a press conference to disseminate information about their first Bartok Seminar and thereby gain increased visibility among potential start-ups. Rüsselsheim, a vital member of the Competence Network in the Darmstadt Rhein-Main region, was one of the first participants in the pilot evaluations of BARTOK.
Target audience	Members of the press
Public	Event is open to the public
Contact Information	
Time and place	5.15 pm, Rüsselsheim, Germany

Pilot Seminar "Role, Task and Self Conception" and "Mapping", Germany

Date	23.10.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the 'Roles and Responsibilities' of advisors and examined the need for 'Mapping' - i.e. establishing linkages to all the stakeholders engaged in start-up support.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	
Time and place	Frankfurt, Germany

Events

Pilot Seminar "4+1", Sweden

Date	10.10.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the "4+1 Module", which describes the full life cycle support that enhances a start up's survival rate.
Target audience	Business Advisors in the public sector
Public	Event is open to the public
Contact Information	Lucia Severed Lucia@kkikk.se
Time and place	Gothenburg, Sweden

Pilot Seminar "Role, Task and Self Conception", Italy

Date	08.10.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the 'Roles, Task and self conception of business advisors in the public sector
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	
Time and place	Bologna, Italy

Events

Pilot Seminar "Profiling" Part 2, Germany

Date	25.09.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed a new module, 'Sustainability' which was introduced as a result of the regional studies and a recognitzion of the trends facing new start ups.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	
Time and place	Frankfurt,Germany

Pilot Seminar "Profiling" Part 1, Germany

Date	11.09.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the module, 'Profiling' which is a tool to determine the potential start up's academic, professional, as well as socio-economic background.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de
Time and place	Frankfurt,Germany

Events

Dissemination for Project, Association of Hesse Business Developers, Germany

Date	29.08.2013
Description	The Association of Hesse Business Developers or 'Arbeitsgemeinschaft der Wirtschaftsförderer im Hessischen Städtetag - HAKW' has the single largest membership of business advisors - BARTOK's target group. This event provided the opportunity to present BARTOK's goals and deliverables which will be made available to this user group.
Target audience	Business advisors in the Association of Hesse Business Developers 'Arbeitsgemeinschaft der Wirtschaftsförderer im Hessischen Städtetag - HAKW.'
Public	Event is open to the public
Contact Information	
Time and place	Frankfurt,Germany

Pilot Seminar "Mapping", Italy

Date	25.06.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed 'Mapping' - i.e. establishing linkages to all the stakeholders engaged in start-up support
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	
Time and place	Bologna, Italy

Events

Pilot Seminar " Mapping" and "4+1", Sweden

Date	11.06.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed 'Mapping' - i.e. establishing linkages to all the stakeholders engaged in start-up support as well as the "4+1 Module", which describes the full life cycle support that enhances a start up's survival rate.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	For Participation please contact: Lucia Severed Lucia@kkikk.se Elke Read elke.read@kompassfrankfurt.de
Time and place	Gothenburg, Sweden

Project Meeting, Sweden

Date	10.06.2013
Description	All partners were represented at the 3rd BARTOK project meeting. The focus of the meeting was on Work Package 3 'Blending and Adaptation of Curriculum.'
Target audience	BARTOK Partners
Public	Event is open to the public
Contact Information	
Time and place	Gothenburg, Sweden

Events

Pilot Seminar "4+1", Italy

Date	28.05.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the "4+1 Module which describes the full life cycle support that enhances a start up's survival rate.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	
Time and place	Bologna, Italy

Pilot Seminar "Profiling" and "Match for Business", Sweden

Date	17.05.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the module, 'Profiling' which is a tool to determine the potential start up's academic, professional, as well as socio-economic background and the 'Match for Business' method.
Target audience	Business advisors in the public sector
Public	Event is open to the public
Contact Information	For Participation please contact: Lucia Severed Lucia@kkikk.se Elke Read elke.read@kompassfrankfurt.de
Time and place	Gothenburg, Sweden

Events

Pilot Seminar "Role, Task and Self Conception" and "Mapping", Germany

Date	14.05.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the 'Roles and Responsibilities' of advisors and examined the need for 'Mapping' - i.e. establishing linkages to all the stakeholders engaged in start-up support.
Target audience	Business advisors in the public sector (Hessischen Arbeitsgemeinschaft der Technologie-und Gründerzentren -HAT e.V., für Wirtschaftsförderer)
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de
Time and place	Frankfurt,Germany

Pilot Seminar "Profiling", Germany

Date	26.03.2013
Description	Based on the regional studies conducted in Germany, Italy and Sweden, BARTOK partners adapted and tested the training modules through the Pilot Seminars held in their respective countries. This Pilot Seminar reviewed the module, 'Profiling' which is a tool to determine the potential start up's academic, professional, as well as socio-economic background.
Target audience	Business advisors from the Department of Economic Development; representatives of the office for town development Frankfurt; small and medium business representatives
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de
Time and place	Frankfurt,Germany

Events

Dissemination of Project at Mayoral Reception for New Business Advisors, Frankfurt, Germany

Date	18.03.2013
Description	Following the 2nd BARTOK meeting, Partners were invited to join the Mayor, City of Frankfurt, for the "Gründerempfang" a reception for new business advisors.Partners had the opportunity to present BARTOK's initiative for updated training and development of public sector officials and this was highly welcomed.
Target audience	Over 150 policy makers and business advisors.
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de
Time and place	Frankfurt Town Hall (Römer), Germany

Projet Meeting, Germany

Date	18.03.2013
Description	All partners were represented at the 2nd BARTOK project meeting. The focus of the meeting was on Work Package 2 'The Study of the Regions' and the needs assessment of the business development advisors in the public sector.
Target audience	BARTOK Partners
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de
Time and place	Frankfurt, Germany

Events

Dissemination for Pilot Seminars, Handwerkskammer, Darmstadt, Germany

Date	03.12.2012
Description	The Association of Craftperson in Darmstadt 'Handwerkskammer', is a key player in the support and development of start ups. This event provided the opportunity to present BARTOK's goals and deliverables which will be made available to this user group.
Target audience	Handwerkskammer, Darmstadt,
Public	Event is open to the public
Contact Information	Elke.read@kompassfrankfurt.de
Time and place	Darmstadt, Germany

Pilot Seminar "Match for Business", Event, Italy

Date	27.11.2012
Description	Following the kick-off meeting, Aster, Italy organized a networking event "Match for Business" which enabled the partners to test a specific Network Action format developed by KKIKK in Sweden.
Target audience	21 business advisors and entrepreneurs participated in testing this method during the event.
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de
Time and place	Bologna, Italy

Events

Project Kick off Meeting, Italy

Date	26.11.2012
Description	All partners were represented at the 1st BARTOK project meeting. The focus of the meeting was on Work Package 1 'Management and Coordination' and addressed the Coordination, Budget and Reporting guidelines for the partners.
Target audience	BARTOK Partners
Public	Event is open to the public
Contact Information	elke.read@kompassfrankfurt.de Tel: 0049 69 219 78502
Time and place	Bologna, Italy