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# Pilot action template for the Vienna Region (AT) and implementation of the reg. Playpark

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CERlecon - CE119  
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LP - European Office, Board of Education for Vienna

PP2 - Vienna University of Economics and Business

PP10 - STEP RI Science and Technology Park of the University of Rijeka Ltd.



### 1. MAIN TOPICS OF THE NATIONAL/REGIONAL/LOCAL SMART SPECIALISATION STRATEGY (RIS3)

<p>What are the main economic and social innovation topics of the relevant RIS3 for the regional Playpark?</p>	<p><b>Social Innovation</b> in terms of services for socially discriminated target groups. Start-ups focused e.g. on services deaf people, products for people in a wheelchair, anti-mobbing and integration services e.g. for refugees etc. On the topic of <b>economic innovation</b>, Vienna Region focused on climate-friendly, smart city topics, e.g. sustainable consumption, waste reduction, substituting oil-based products etc.</p>
<p>How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?</p>	<p>The regional Playpark engaged in multiple ways. Through the connection of the University of Economics, help with financial topics was given as well as how to measure impact of sustainability-driven entrepreneurs. Through a cooperation with the Sustainability Challenge, the Start-ups in the Playpark have access to experts of the University of Economics as well as the University of Natural Sciences. Through various workshops and Start-up Camps, they are guided through the process of business creation. Furthermore, they are involved in a peer-to-peer concept, where the participants share their experience on an eye-to-eye level e.g. about funding possibilities, mistakes to avoid and networking.</p>

### 2. REGIONAL PLAYPARK TARGET GROUP

Description of the Regional Playpark's Target Group:

<p>How did the Regional Playpark attract and involve the Target Group (equal numbers of female/male participants and equal numbers of economic and social innovation business ideas/firms based on the relevant RIS3)?</p>	<p>Through strengthening and broadening the network of the university, the network already existing in supporting initiatives in the social and ecological entrepreneurship scene in Vienna. Contacts with the business sector, universities, schools, general social media outreach.</p>
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### 3. REGIONAL PLAYPARK IDEA GENERATION LABS

<p>When and where did IGL take place?</p>	<p>Two times in Rosalia Lehrforst, Lower Austria 20.-21.2017; 12.-13.10 (1<sup>st</sup> and 3<sup>rd</sup> cohort) One time in GEA Akademie, Waldviertl:6.-7.6.2018 (2<sup>nd</sup> cohort)</p>
<p>Short summary of IGL content/agenda:</p>	<p>IGL in cooperation with Sustainability Challenge, hence always a slightly different date and agenda.</p> <p>Overall Structure: Day One: Arrival Check-In(morning) Lean Canvas Method Dyade Work Group: Customer Segmentation, Pricing Input: Finances</p>



	Day Two: Time Management How to work in a Team Vision Workshop Departure and Check out
Describe shortly application procedure for the regional Idea Generation Lab?	IGL was integrated in the Playpark Program together with the Sustainability Challenge and a university course called 'Sustainable Entrepreneurship'. Everyone participating these programs, was part of the IGL.
Describe shortly application procedure and selection criteria for the six-month regional training programme?	1 <sup>st</sup> Step: The potential participants applied only with an application form containing the following questions: Contact Info Description of the business idea Your focus on sustainable development Customer benefits, target groups and market Risks and opportunities Connection to RIS3 Impact on multiple levels Human Resources.  2nd Step: Face to Face Interview Judging on: Developed Concepts, Feasibility, Sustainability/Social Innovation, Availability& Motivation

#### 4. REGIONAL PLAYPARK SUPPORTING METHODOLOGY

What final outcomes from the participants were expected by the regional Playpark after the six-month training? Are those outcomes achieved? If yes, how?	As the Start-ups were all in different stages, there is not one overall outcome in context of what they had to achieve. Depending on how they started, goals were defined for 6 month. In the nature of young enterprises, of course not all outcomes were achieved in time, however in most cases, with a realistic adoption to what is possible in 6 months, the Start-ups were able to reach most of their goals.
What were the contents/topics of the six-month training?  <i>(short description in bullet points with workshop topics, consultations hours and other activities)</i>	Content of the six-month training were: <ul style="list-style-type: none"> <li>• Start-up Camp/Idea Generation Lab</li> <li>• Prototyping, Marketing, Positioning, Vision Building</li> <li>• Sustainable driven entrepreneurship -vision, values, challenges</li> <li>• How to Start-up your business in Vienna</li> <li>• Business-Financial Plan</li> <li>• Impact Assessment</li> <li>• Playpark Community Meet-ups</li> </ul>
Which training tools were used?	Peer-to-Peer Learning, One-on-One Coaching, Start-up camps (many Workshops compressed in 2 days), Weekly JF Meetings, Exchange Weeks, Visit to Entrepreneurship scene in Vienna, xChange tool, RIS3 App, CERlecon eLearning modules, CERlecon Platform
Timeline of the six-month training at the regional Playpark:  <i>(short description in bullet points with exact dates of 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i>	<b>1st Cohort:</b> Kick-Off: 4.10.2018  Start-up Camp/Idea Generation Lab: 19-21.10.2018 Prototyping, Marketing, Positioning, Vision Building



	<p>Start-up Workshop 1: Sustainable driven entrepreneurship -vision, values, challenges: 30.10.2018</p> <p>Start-up Workshop 2 (Wirtschaftsagentur Wien): 21.11.2018- How to Start-up your business in Vienna</p> <p>Start-up Workshop 3: (Wirtschaftsuniversität Wien) 4.12.2018- Financials</p> <p>Internal Finals: 16.1.2018</p> <p>1.st Cohort Goodbye/Networking Meeting: 20.04.2018</p> <p>Coaching/Mentoring: Spread over 6 months, individually. Peer-to-Peer Session: 1 Thursday a month at the Playpark from 18:00-20:00</p> <p>Finals in Stuttgart: 25.&amp; 26.2</p> <p>Incoming Exchange Week: 4.-8.12.2017 Outgoing Exchange Week: 20.-24.11.2017</p> <p><b>2<sup>nd</sup> Cohort:</b> Workshop 1&amp;2 (22. &amp; 23.3): 1.Day: Prototyping, Marketing 2. Day: 'Gründen in Wien': Visit to Entrepreneurship Scene in Vienna</p> <p>Workshop 23.4: With renovated scientist Kate Raworth: 'How to do Business within the doghnut' Principles</p> <p>Workshop 3.5: Sustainability-Driven Design Thinking Workshop</p> <p>IDEA Generation Lab:Start-up Camp (6.-7.6) at GEA Akademie Business-Financial Plan Impact Assessment</p> <p>Internal Finals:2.7</p> <p>Finals in Venice: 20.9.</p> <p>Playpark Exchange Week Outgoing: 14.-18.5 Incoming 16.-20.6</p> <p>Peer-To-Peer Session at Playpark every Month (Tuesday or Thursday) Coaching/Mentoring: Spread over 6 months, individually.</p>
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	<p><b>3<sup>rd</sup> Cohort:</b>        8.10 Kick-Off at the Playpark        Start-up Camps:        12.-13.10 Idea Generation Lab: 1. Start-up Camp Prototyping, Marketing, Positioning, Vision Building        8. and 10.1 2. Start-up Camp in Wien: Pitch Training, Impact Measurement, How to Finance</p> <p>Playpark Community Meet-ups( all 3 cohorts):        25. <i>October</i> Meet and Greet all Start-up Generations        18.12 Christmas Party        25. 2 February Cook-Off Challenge</p> <p>Workshops:        Wirtschaftsagentur (Vienna Business Agency): 21.3        How and where to Start-up in Vienna, Financial aspects</p> <p>Follow up Workshop: 22.3 (Financial Planning of a Start-up- University of Economics)</p> <p>Every Three Weeks: Jour Fixe with Playpark Manager and every Start-up!</p> <p>Interreg CERlecon Playpark Exchange Weeks        Outgoing Krakow: 4.-7.2        Incoming from Rijeka: 25.2- 1.3</p> <p>Coaching Session: Individually        Internal finals: 20.3</p> <p>Playpark Finals in Vienna: 4.-5.4</p>
<p>What kind of support the regional Playpark provide after the six-month training?</p>	<p>There is an ongoing Alumni Network in place, Networking event once every 2 months at the Playpark.</p>

**5. REGIONAL PLAYPARK FUNDING INITIATIVES**

<p>Did regional Playpark help the participants to find money to finance their business ideas? If yes, how?</p>	<p>Through peer-to-peer sessions, designed organized and moderated by the Playpark Manager, the Start-ups were able to exchange profound insight knowledge on different funding calls.</p> <p>Through Coaching with our experts and Jour fixe Sessions with Playpark Staff, the Start-ups were able to gain insights to different funding opportunities as well as asking question and getting feedback for applications. Furthermore, the Start-ups were able to receive important contacts throughout the Playpark Network.</p> <p>We realized we have to pay more attention to potential investors, respectively we have to bridge our start-ups with investors who are open for the still unusual segment of green business, social innovations and sustainability driven start-ups. This particular group of investors are called impact investors and investors with a primary focus on green finance. Therefore, during</p>
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	the last period we decided to link up the Playpark Sachsenplatz with the growing segment of impact investors including expertise on green finance for this purpose.
List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):	Produktion in der Stadt, calls for creatives' Wirtschaftsagentur'  Social Impact Award  ClimateLaunchpad-[sic!]-students' innovation centre, TUN T-Mobile  Innovate for Nature- WWF  AWS First/FFG

Overview and information/guidance about funding initiatives and how they will support the participants in bringing their ideas/firms to market:

<b>Funding initiatives and sources/managing authority</b>	<b>Target groups - eligible beneficiaries</b>	<b>Identified best practices and deficiencies</b>
aws	Austrian Start-ups	Long Procedure to apply
Vienna Business Agency	Start-ups in Vienna-different calls	Wait for the Call fitting to your Start-up
WWF Innovate for Nature	Biodiversity enhancing Start-ups	Easies Application-narrow definition on positive biodiversity impact
Climate Kic Austria	Start-ups with focus on CO2 saving products/services	Only for very scaleable projects, further advanced



<http://tinyurl.com/CERlecon>

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