Regional and International Education Partnerships for Workplace Innovation in SMEs" (WIN4SMES)



What is this conference about?

What approaches promote entrepreneurship in a certain region?

This challenge affects all stakeholder from VET and HE to businesses and government. WIN4SMES Cove Hamburg developed together with project partners and associated partners approaches that turned out effective at some considered level. We hope that the presentations will inspire you to take actions in your specific environment.

You can register using this link. Feel free to join for the whole conference or only for the sessions most relevant to you.

Conference sessions:

10:00 - 10:10	Introduction	Maëla Barçon | Hanse-Parlament
10:10 - 10:30	Agile Workshops	Heiko Meiwes | ITECH
10:30 – 10:50	Start-up Scouts / Workshop with AI	Tuba Ercan | FH Wedel
10:50 - 11:10	The Hungarian approach	Tamás Rettich | IPOSZ
11:10 - 11:20	Coffee break	
11:20 - 11:40	HORIZON STEPH	Luana Ladu | TU Berlin
11:40 - 12:00	The Danish approach with SMEs	Michael Christiansen | IBC Kolding
12:00 - 12:20	Erasmus for Young Entrepreneurs	Christina Morthanou | Skillman Network
12:20 - 13:00	Open discussion / Chat	

The Approaches

ITECH Elbinsel , Germany - Target Group IT Apprentices and Design Students / Finland, Spain, Romania and Taiwan

The approach of agile workshop formats with international composed teams and **external case givers** is regularly integrated into the school organization. Core elements are real world problems, design thinking, SCRUM and the support by external specialists.

University of Applied Science Wedel, Germany - Target Group Students and Pupils

Startup Scouts is a program in which specially trained university students from FH Wedel, a university of applied sciences with a focus on business, IT, and engineering, work directly with school classes in short, peer-to-peer innovation workshops. Using Lean Startup principles and AI-powered prototyping, students are inspired to identify problems, develop a problem-solution fit, and turn their ideas into apps within a single lesson while learning effective prompting techniques.

The workshops are connected to a Hamburg network for potential start-ups.

IPOSZ Hungary (The Hungarian Association of Craftsmen's Corporations) - Target group VET graduates

IPOSZ from Hungary presents an approach developed together with companies and employer associations. They collected up to 600 ideas from potential entrepreneurs among VET graduates. After an evaluation they selected 12 best practices and invited the people to a one-week course for finalizing prototypes. The results are impressive.

TU Berlin with Abu+, Germany - Target Group SMEs, Potential Entrepreneurs and Politicians

This session provides a concise overview of the EU-funded STEPH project, including its core objectives, methodology, and key deliverables designed to facilitate compliance with the Ecodesign for Sustainable Products Regulation (ESPR). Focusing specifically on the home textiles and footwear sectors, the presentation highlights how STEPH supports SMEs through tailored capacity-building initiatives. Attendees will discover practical tools, including a Circular Design Toolkit, dedicated MOOCs, customized SME coaching programs, and circular business model frameworks designed to streamline eco-design integration and accelerate sustainable growth.

IBC Kolding, Denmark (International Business College) - Target Group: All stakeholder in VET and Business

IBC in Kolding, Denmark, is more than a business college. We connect education, entrepreneurship and business development to create lasting value for individuals and organisations

IBC has strong connection to the Danish business community providing services beyond traditional education: we work directly with companies to strengthen organisational capabilities, foster innovation and translate knowledge into practice.

Michael Christensen from IBC Kolding offers over two intensive days a highly valuable learning experience focused on thinking outside the box, working with Double Diamond methods, and - most importantly - turning ideas into concrete reality.

Skillman Network – Young Entrepreneurs

The European exchange programme for young entrepreneurs EYE.

The cross-border Erasmus for Young Entrepreneurs exchange programme offers new or aspiring entrepreneurs the opportunity to learn from an experienced entrepreneur who runs a small business in another participating country.

Christina Morthanou from Skillman and CSCS Italy will present details and experiences with that program.