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Report on the “EDUC Entrepreneurship Days”

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Main Author	Julia BLUMENTAL
Institution	Université Paris Nanterre
E-mail	Julia.blumental@parisnanterre.fr
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Purpose of this document

The aim of this deliverable is to report the EDUC Entrepreneurship Days in Paris Nanterre and the EDUC Entrepreneurship Days in Cagliari: the programme, the participants and the output.

Both events contributed towards to these two expected outputs:

- ❖ Connect EDUC Centers for student entrepreneurs to enhance the quality of the provided services and training activities and to develop the mobility of student entrepreneurs. (OC10.2)
- ❖ Contribute to the development of European and entrepreneurial skills at large in the European Higher Education Area as well as within the European Research Area. (OC10.3)

Introduction

The organization of annual “EDUC Entrepreneurship Days” is part of the task “Developing entrepreneurial skills”. It seeks to reach students as well as teachers, researchers and external partners offering them a parallel and intertwined agenda.

For the students, these events are a great opportunity to support the development of entrepreneurial schemes and increase their network. It also encourages their learning/practice of European languages. For the academic and external partners, those events are the possibility to meet, share their projects and needs, and start a network.

The confluence of this panel of participants gives rise to the reflection on entrepreneurship training and increases the cooperation between entrepreneurship departments and services in charge of student entrepreneurs.

In the initial proposition, those events were thought of as two day conferences expecting 150 people to attend. However, considering the covid19 pandemic restrictions, and in order to respond better to the outputs, the format changed for both annual events.

Two annual events took place during the EDUC period (2019-2022), as has been mentioned in the initial proposal: The first one in Paris on November 8th and 9th, 2021 and the second one in Cagliari on September 27th, 28th and 29th, 2022.

1. Entrepreneurship Days in Paris Nanterre

Description of the event

The EDUC Entrepreneurship Days in Paris Nanterre took place on November 8th and 9th, 2021 at the University of Paris Nanterre. 38 participants from the EDUC universities attended the event: 24 students (4 per university), 9 academic staff and 5 external partners.

For this first version of the EDUC Entrepreneurship Days, the thematic was “to develop a business model from a creative idea by applying a relevant approach to produce an offer adapted to a market”.

That event invited the students from each university to take part in a multicultural team and follow different step leading to the proposition of a new business project. After an ideation stage, teams were led to follow a process to develop their idea and transform it into a marketable concept, useful and adapted to the market they chose. At the end of the event, each team had to prove in front of a jury (composed of socio-economic experts and teachers) that the product had its place on the market, was justified and that it could generate financial or non-financial value. The winning project was the original project PAWCKET, led by Giorgia Sitzia, a student from Cagliari.

In a parallel session, experts and teachers composing the jury attended several activities: Good practices events and cultural visits.

Agenda

	Students	Academic Staff and External Partners
Day 1 - November 8 th 2021		
From 10:30 a.m. To 12:00 p.m.	Workshop to work on their project thematic	Plenary : Entrepreneurship and the University Lecturers: William Prost, Departmental General Manager CCI Paris IDF Thierry Millet, member of CCI 92 and foundation UPN; Maribelle Mendanha, Educational manager of the People's Lab 4 Good (incubator for intrapreneurs at BNP Paris Bas); Marie-Claude Jarlégand, Expert in business creation; Moderator: Marc Jaillot

From 2:00 p.m. To 3:30 p.m.	Workshop to work on their project thematic and presentation	Workshop “Good Practices”
From 4:30 p.m. To 5:30 p.m.		Discovery of Station F
7:00 p.m.	Welcoming Dinner	
Day 2 - November 9 th 2021		
From 9:30 a.m. To 10:00 a.m.	Welcoming coffee	
From 10:00 a.m. To 12:00 p.m.	Workshop to work on their project presentation	Visit of the Quai Branly Museum Lecture: A creative project between entrepreneurship and art / history
From 2:30 p.m. To 3:30 p.m.		Workshop: EDUC assessment and perspectives
From 3:45 p.m. To 5:10 p.m.	Project competition: presentation of students to the jury	
6:00 p.m.	EDUC Entrepreneurship Days Closing	
6:30 p.m.	Gala and cocktail	

Approach and evaluation grid used by the jury for the competition

Approach

Students were invited to follow 3 steps to develop a business model from a creative idea by applying a relevant approach to produce an offer adapted to a market.

- Identify an existing unmet need or potentially untapped supply
This step is the detection of a business opportunity or the generation of a creative concept. It can be a new product/service, a new version of an existing product/service or a replication of a product/service in another context. The justifications for the choices and proposals have to be supported by theoretical or empirical elements. The target concept is not important as long as the steps are effective, realistic and in line with the context. The target audience can be local, national or international. The scope of the project must require a legal status of company type with a turnover at three years sufficiently consistent to classify you as a SME (according to INSEE/EU category).

- Confront this idea with the market to transform it into a useful and suitable concept: prototype/user feedback/ people
This step requires searching for existing elements related to the chosen operating mode and initial competencies. The idea is to gather information from the chosen sector of activity (qualitative and quantitative) and the theoretical elements of the disciplinary fields concerned.
- Develop the corresponding business model
This step is the writing of a document presenting the concept and the associated business model. It includes the genesis of the choice of the concept, the most relevant theoretical elements, the business model, the business plan. The value sharing is detailed and quantified. It contains qualitative elements (product, proposed concept) and quantitative elements (projected accounting, the evolution of management balances, the profitability of investments, the pricing model...) and all the proposals must be justified.

Students were also expected to present their business proposal to a jury for 20 minutes with prepared slides (figures, drawings of the prototype, images and videos, diagrams...).

Evaluation Grid

Evaluation Grid for oral presentation:

Orale Presentation / 20	10 mn of presentation + 3 questions maximum	Grade
Overall quality of work		/18
Is the business model clear and complete (value created and delivered)?		/5
Does the work show consistency and relevance of choices?		/5
Are the justifications and evidence for the proposals provided?		/4
Is the project part of a positive business approach?		/4
Creativity and entrepreneurship		/12
Is the concept an original production, useful and adapted to a market		/3
Will stakeholders be attracted to the project?		/4
Can the entire project be considered reliable and viable?		/4
Oral communication		/10
Respect of the constraints (time, distribution between students)		/3
Quality of communication materials		/2
Quality of verbal and non-verbal communication		/2
Quality of the argumentation during the question and answer phase		/3
Group dynamics		/3
Evaluation		/40
Appreciation, key elements		

Evaluation Grid for the paper document (from step 3):

Document Presentation / 20	Grade
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Overall quality of work	/7
Is the business model clear and complete (value created and delivered)?	/7
Does the work show consistency and relevance of choices?	
Are the theoretical elements relevant and sufficient?	
Is the financial part reliable?	
Are the justifications and evidence for the proposals provided?	
Are the environmental, legal or informational aspects (including information systems and ICT) dealt with appropriately and in a relevant manner?	
Creativity and entrepreneurship	/7
Is the concept a new product/service?	/7
Will stakeholders be attracted to the project?	
Can the entire project be considered reliable and viable?	
Written communication	/6
Presentation, syntax, spelling, clarity, style, standards	/6
Structuring, methodology, justifications, sources	
Evaluation	/20
Appreciation, key elements	

Preparation and communication of the Entrepreneurship Days in Paris Nanterre

Elaboration of the agenda

The first challenge in the preparation of this event was that the six partners didn't share the same viewpoint over an event of this type. Indeed, several scenarios were possible to reach the objectives of WP10. This was very interesting since the exchange of practices is one of the objectives of the EDUC alliance and for these first Entrepreneurship Days, it was essential that it was not the host university that imposed a device but that we approached this event as a co-construction.

That being the case, all partners agreed on the following statements:

- Criteria of selection and the profile of the participating students
 - Their level of study and field of training
 - The pre-existing entrepreneurial project
- The process could be carried out over a longer period of time (such as a semester) but the time frame will only allow for a preliminary exchange between students.
- Each university proposes a group of 4 students with a project, the selection of the project is made beforehand by the home university.
- The groups are then deconstructed and the leader of each project will be accompanied by students from the other universities in order to facilitate the exchanges. Finally each group has members of the 5 nationalities.
- The implementation of the work is done on both days for the students with a tutor provided by the organizing university.

- The Entrepreneurship Days culminated in a half-day competitive presentation session, where 6 teams defended their project idea. The process was incentivized through prizes, with evaluation and project ranking by the jury comprised of institutional partners
- A research meeting is planned in parallel to discuss good practices in entrepreneurship

For the elaboration of the agenda and the activities, the university implicated the entrepreneurship pole PEPITE¹ PON. PEPITE PON helped in the conception and the structure of young entrepreneurial projects.

Selection of participants

Students were selected based on the following criteria

- All students, whatever their level and discipline (bachelor, master, PhD) can apply
- Level in English: at least B2
- Motivation of each student to participate in such a mobility programme: skills/knowledge to be developed/strengthened, European dimension of the project, etc.
- Definition of an entrepreneurial project at intermediate or advanced level. The projects must be pre-existing and the selected students will aim to develop their project internationally. The Entrepreneurship Days will serve as a place of consecration to develop the project through intercultural exchanges.

A simplified application form had been used in each university in order to collect information from students due to the limited number of places. The pre-selection of students was carried out locally by the home university. Once universities had recruited their students for the event, the University Paris Nanterre formed 6 teams by respecting the rules of the Entrepreneurship Days: the teams had to be composed of a project manager (usually the initial project manager) and 3 students from different universities.

Before the event, the selected students attended 2 online sessions:

- A videoconference: Presentations and Icebreaking activity. After this session, students had to send their project by email to the EDUC coordinator
- Short videoconference in English: Discussions before the event in Paris.

¹ PEPITE offers entrepreneurial students administrative and entrepreneurial support, coupled with a program, adapted to the pace of each student to promote the development of their project. The I-Engage incubator offers more specific support to more mature projects on the theme of the social economy.

Promotion

Each EDUC University was in charge of the local communication and selection of the participants (students, academic staff and external partners). The mobility of the students and academic staff was granted by their home university.

Different communication tools have been used:

- At EDUC level : social media
- At university level : email, webpage social media, etc.

Short assessment

After the event, the students completed an anonymous evaluation survey. It revealed some positive and negative points.

Good points (+)	Points to improve (-)
That event allowed to meet Nanterre's local partners	The information came too late
The welcome at the University of Paris Nanterre was great	The Entrepreneurship Days were organized as an event, and not enough as a cooperative process
	The purpose of the event was not specific enough
	Too much of the event was in French.

This short survey allows us to define the following suggestions:

- Include all members of the EDUC alliance in a more important way in the organization and decision-making of Entrepreneurship Days. Make decisions earlier.
- Create a common EDUC calendar on entrepreneurship or share our calendars on entrepreneurship, and make Entrepreneurship Days the common point between our calendars.
- Organize Entrepreneurship Days entirely in an incubator like the Station F.
- Have a very specific theme (e.g.: Smart Cities) for the Entrepreneurship Days to not have the exact same event every year, and attract a larger audience.
- Encourage a greater number of member faculties to participate in Entrepreneurship Days, in order to be able to improve the pedagogy of teaching entrepreneurship.

2. Entrepreneurship Days in Cagliari

Description of the event

The EDUC Entrepreneurship Days took place on September 27th, 28th and 29th, 2022 at the University of Cagliari with the collaboration of the University of Cagliari Service Center for Innovation and Entrepreneurship -CREA.

The main purpose of the event was strengthening the culture of European Entrepreneurship in higher education within a multidisciplinary and international frame.

Entrepreneurship Days involved students, experts, stakeholders and staff from each university of the EDUC Alliance. 54 participants attended the event: 21 students with no experience in entrepreneurial activities, 8 students with previous experience in past EDUC entrepreneurial activities (Entrepreneurship Days/Week) and 25 participants among experts, stakeholders and EDUC staff.

The activities were organized as follow:



Figure 1 Welcome Dinner

27th September - a “Welcome Dinner” with ice-breaker games was realized with the support of two external experts to facilitate the first contacts and exchanges among participants.

28th September - two parallel sessions were realized. Especially, one was devoted to the “Laboratory - social innovation business game”, led by two external experts and EDUC staff, featuring 21 students from the six universities of the EDUC Alliance with no previous experience in entrepreneurship. The Laboratory, aimed at encouraging the entrepreneurial mindsets of students, was focused on the development of the ability to turn ideas into a business project and to make a final pitch in front of a jury of experts. Students were divided into 4 groups and role-playing and strategy games were the main working tools.



Figure 2 A team of the Laboratory

The other session “Roundtable” involved 23 participants: stakeholders, experts, EDUC Staff and 8 students that had already taken part in previous EDUC entrepreneurial activities (Entrepreneurship Days/Weeks). Each participant presented activities carried out and results achieved in the field of entrepreneurship at local and national level in the last years. In addition, they illustrated their personal vision on the future of entrepreneurial education in Europe. Students with previous experience in entrepreneurship provided their point of view on strengths and weaknesses of EDUC entrepreneurship activities they had been beneficiaries of. A guided discussion closed the second working day.



Figure 3 Round Table

The two parallel sessions were followed by a Plenary session, in the morning of **29th September**, in which a rapporteur of the Round Table illustrated the Key Outcomes of the presentations and discussions among experts about the future of Entrepreneurial culture in Europe and how the EDUC Alliance can actively contribute to promoting transnational cooperation in the field of entrepreneurship in higher education.

Main outcomes of the Round Table were reported in a final document, shared among partners, which will be used as the basis to improve entrepreneurial activities foreseen in the EDUC roll out.

After the wrap-up of the Round Table, each working group of students presented its own



Figure 4 Presentation of a Pitch from Laboratory

pitch of the business project idea developed during the previous Laboratory. After the presentations, 3 UniCa start- uppers (two online and one on site) illustrated to the plenary session participants their business creation experience. Certificates of attendance as well as small prizes were given to all the students.



The entire afternoon was dedicated to the visit of the Net Value Incubator (www.thenetvalue.com) where the

General Director and his partner, told the story about the creation of the incubator, its success and failure figures, the services offered to “want to be entrepreneurs” to support them in the development of their business idea including finding public and private investors. Experts and students had the opportunity to ask several questions and receive answers on doubts or issues of specific interest.



Figure 5 Visit to the Net Value Incubator

Agenda

  <p>UNIVERSITY OF CAGLIARI 27-28-29 September 2022</p>	<h3>EEDAYS PROGRAM</h3> <h4>Tuesday 27 September</h4> <p>Ghetto degli Ebrei Venue: Via Santa Croce 18, Cagliari</p> <p>19:30: Educ Welcome Dinner + Ice Breaker Game</p> <p>Division of the participants into teams and presentation of the game. Each team is given 2 or 3 padlocked boxes. Each box has a clue to solve a puzzle, find the code and open the lock. Purpose of the game: work together to solve all the puzzles before the others.</p> <p>Welcome dinner will follow.</p>	<h3>EEDAYS PROGRAM</h3> <h4>Wednesday 28 September</h4> <p>Session 1 Laboratory on the creation of business ideas addressed to students with no previous experience in the entrepreneurial field.</p> <p>Session 2 Round Table on the future of Entrepreneurial culture in Europe with the participation of stakeholders/experts and students with previous experience in the field.</p> <p>Plenary Session Presentation of project ideas and outcomes from the Sessions 1 and 2.</p> <p>Details below</p>
<h3>EEDAYS PROGRAM</h3> <h4>Wednesday 28 September</h4> <p>Session 1 Worksite: CREA-Via Ospedale 121, Cagliari</p> <p>LABORATORY Managed by Marco Casto (CREA) and external expert/s</p> <p>Social innovation business game A role-playing and strategy game to learn how to transform an idea into a business project. The participants start to know each other thanks to a software technology, then they form teams and start working on a shared goal: create a business idea. During the game they will brainstorm, define the tasks, fit in the canvas business model, face unexpected events and define a group project. Each group will have to start from a different area of social innovation.</p> <p>h. 09:15: Initial brief h. 10:00: Presentation of the participants through the smart system h. 11:00: Team creation and delivery of the working kit and Teamwork h. 13:15 - 14:30: Lunch Break h. 14:30: Teamwork to complete business projects with the support of the stakeholders/experts; choice of a rapporteur for each group who will illustrate the business idea in the plenary session. h. 16:30: Institutional greetings from Prof. Alessandra Carucci - Vice Rector for International Affairs; Plenary session - Presentation of project ideas by rapporteurs of the Laboratory and key outcomes of the Round Table h. 18:30: End of the Plenary Session</p>	<h3>EEDAYS PROGRAM</h3> <h4>Wednesday 28 September</h4> <p>Session 2 Worksite: CREA-Via Ospedale 121, Cagliari</p> <p>ROUND TABLE Moderated by Prof. Maria Chiara Di Guardo (Director of CREA)</p> <p>h. 09:15 - 13:00 / Coffee Break h. 10:00-10:30 Round table among experts/stakeholders coming from the EDUC universities and students with a previous background in entrepreneurship.</p> <p>Experts/stakeholders illustrate their activities on entrepreneurship with a presentation in which they focus on the following topics:</p> <ul style="list-style-type: none"> • Entrepreneurial training/mentoring/research activities carried out at their institutions/business (main areas of expertise); • Issues encountered up to now (current scenario); • Opportunities and needs identified; • Possible solutions; • Funding; • Personal vision on the future of entrepreneurial education (desired scenario); • Possible synergies within the EDUC Alliance (resources); • Added value which could be provided to strengthen the entrepreneurial culture within the EDUC Alliance. <p>Students briefly illustrate their past experience, what they appreciated, what they would have improved and their expectations for the future.</p> <p>Guided discussion</p> <p>h. 13:15 - 14:30: Lunch Break h. 14:30: Participation to the working groups of parallel session 1 to support students while completing their business project ideas h. 16:30: Institutional Greetings from Prof. Alessandra Carucci - Vice Rector for International Affairs; Plenary session - Presentation of project ideas by rapporteurs of the Laboratory and key outcomes of the round table h. 18:30: End of the Plenary Session</p>	<h3>EEDAYS PROGRAM</h3> <h4>Thursday 29 September</h4> <p>Managed by Marco Casto Worksite: CREA-Via Ospedale 121, Cagliari and The Net Value Incubator Viale la Playa 15, Cagliari</p> <p>h. 09:30: Visit of CREA and presentation of the activities of the Center h. 10:30: Meet UniCa Startups: 5 business stories between success and failure h. 13:00 - 14:15: Lunch Break h. 14:30: Visit of The Net Value Incubator h. 17:00: End of the EDUC Entrepreneurship Days</p>

Day 1 - September 27 2022			
From 19:30 a.m	Educ Welcome Dinner + Ice Breaker Game	Division of the participants into teams and presentation of the game. Each team is given 2 or 3 padlocked boxes. Each box has a clue to solve a puzzle, find the code and open the lock. Purpose of the game: work together to solve all the puzzles before the others.	
Day 2 – September 28 2022			
Laboratory		Round Table	
9.15-10	Initial Brief	9.15-13	Round table moderated by Prof. Maria Chiara Di Guardo (Director of CREA)
10-18.30	Presentation of the participants through the smart system, division in 4 teams and start of work on creating a business idea	14.30-18.30	Discussion on added value to be provided within EDUC Alliance
Day 3 – September 29 2022			
9.30-11	Institutional Greetings from Prof. Alessandra Carucci - Vice Rector for International Affairs; Presentation of Business Idea from the Laboratory		
11-13	Meet UniCa Startupper and closing remarks by Prof. Maria Chiara Di Guardo		
15.30-17.30	Visit The Net Value Incubator		

Preparation and communication of the Entrepreneurship Days in Cagliari

Elaboration of the agenda

To prepare the Entrepreneurship Days Agenda several meetings were organised, since May 2022:

- internally at UniCa between the EDUC staff and the Director of the University Service Center for Innovation and Entrepreneurship of the University of Cagliari, Prof. Maria Chiara Di Guardo.

- At the Alliance level with the other EDUC partners in order to share a common approach in the definition of topics, identification of target groups and activities to be implemented.

All 6 partners agreed on taking this chance of Entrepreneurship Days to create synergies between students, experts and stakeholders, also involving UniCa Start- uppers and the Net Value Incubator, to share best practices. Furthermore, the division into 2 sessions had the aim of stimulating the entrepreneurial vocation in students from Laboratory and create a moment of debate among experts and stakeholders from Roundtable about the future of the culture of European Entrepreneurship.

Participants

All students, whatever their level and discipline (bachelor, master, Phd) could apply.

Each partner selected 4 students without experience based on their interest in entrepreneurship and 2 students that had already taken part to EDUC Entrepreneurship Days/week among candidates with B2 level of English (since the language of work was English). Moreover, each partner identified experts from their institutions and external stakeholders in the field of entrepreneurship for the Roundtable (such as The Chamber of Commerce des Hautes de Seine, Wheeldogs, Falling Walls, Pepite and the Center for Studies and Research on Organizations and Strategy) There was also the participation of two representatives from the new Universities that joined the EDUC Alliance: Jaume I and the University of South-Eastern Norway.

Promotion

Each EDUC University promoted the event by sending emails, through their social media profiles and Universitys' websites. At EDUC Alliance level, the event was promoted on EDUC social media and website, by circulating the Entrepreneurship Days program and communication materials (as well as a flyer, Instagram and Facebook posts and timetable) prepared by UniCa.

During the event a video was made filming the most relevant part of the Entrepreneurship Days: [https://www.youtube.com/watch?v= Ey7YcTXNHk](https://www.youtube.com/watch?v=Ey7YcTXNHk)

Short assessment

After the event, the participants completed an evaluation survey. Results are briefly illustrated in the following table.

Good points (+)	Points to improve (-)
Clarity of the information and Entrepreneurship Days' objectives	Limited time dedicated to the Laboratory on the creation of business ideas and for Roundtable
Dynamism and interactivity of Entrepreneurship Days' program	Difficulty of interaction with UniCa Start-uppers due to language barriers
Satisfaction about the visit to the Incubator Net Value	Limited number of common activities
Relevance of the outcomes from Roundtable with the main purpose of Entrepreneurship Days	
Multidisciplinary and International participants	

The following suggestions were also provided:

- creation of the team based on students' presentations/background and reduction of the number of participants per team;
- organization of the meeting with start-ups/companies/stakeholders providing an interpreter in case of linguistic barriers;
- splitting of Roundtable into different working groups;
- improving students' participation by creating a clear jury panel and setting criteria for evaluation;
- inclusion of mentoring sessions focused on professional development for students;
- less time dedicated for presentation of the projects and more time for the discussion;
- preparation of video testimonials from staff and students at the end of the Entrepreneurship Days.

Conclusion

Evidence suggests that developing entrepreneurial mindsets is a key ingredient for the creation of the conditions to foster welfare and economic sustainability and to improve Europe's external competitiveness. Due to this, it is important to promote Entrepreneurship in Higher education within an international and multidisciplinary frame, sharing objectives and best practices.

For these reasons, Entrepreneurship Days/Week aimed to connect students from different Universities courses, stakeholders and experts from the Universities of EDUC Alliance belonging to entrepreneurial environments.

Furthermore, the purpose was building entrepreneurial skills in students and giving back a common vision for future steps as EDUC to contribute to the development of European and

entrepreneurial skills in the European Higher Education Area, as well as within the European Research Area.

The events gave the chance to apply the logic of “learning by doing” putting emphasis on the practical aspect of learning from what others have done before, obtaining a mutual enrichment.

It follows from the final feedback that the issue of Entrepreneurship arouse interest among students, whatever is their course of study and that the institutions are well aware of the importance of connecting Higher education to Entrepreneurship and the significant impact that Universities can have on entrepreneurial development.

GLOSSARY:

MU: Masaryk University

PTE: University of Pécs

UNICA: University of Cagliari

UP: University of Potsdam

UPN: University of Paris Nanterre

UR1: University of Rennes 1

WP: Work Package

CREA: Centro Servizi di Ateneo per l'Innovazione e l'Imprenditorialità; University Service Center for Innovation and Entrepreneurship

PEPITE PON: Pôle Étudiant Pour l'Innovation, le Transfert et l'Entrepreneuriat Paris Ouest Nord; Student cluster for innovation, transfer and entrepreneurship Paris Ouest Nord

PEPITE Bretagne: Pôle Étudiant Pour l'Innovation, le Transfert et l'Entrepreneuriat transfert Bretagne; Student cluster for innovation, transfer and entrepreneurship Bretagne