

**Recovery the Crisis through Entrepreneurial Attitude- Erasmus + Strategic  
Partnership****RECREATE****Contract number: 2017-1-PL01-KA203-038434****IO1/A4: Comparative analysis and development of Final Report on  
University students and staff Entrepreneurial Attitude****FINAL REPORT**

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## About Recreate Project

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. This is why innovation and creativity has been placed at the heart of the Europe 2020 strategy for growth and jobs. According to the Communication from the Commission "Supporting growth and jobs – an agenda for the modernization of Europe's higher education systems", universities need to create structured partnerships with the business community and increase the relevance of education and training programs by adding entrepreneurial skills to scientific expertise, so to improve the career prospects of researchers and students.

Among the weaknesses that need to be addressed, the EC stresses the need to invest in qualified Human resources: insufficient investment in the higher education system has been identified as one major cause of modest innovation performance. Skill sets need to be adapted to foster creativity, entrepreneurship and other transversal skills ('T-skills') such as team-work, risk-taking and project management, all of which are essential for the generation, development, commercialization and diffusion of innovation.

One important reason for Europe's limited innovation capacity is the relatively low level of entrepreneurship fostered in the EU compared to the US and, increasingly, the BRIC countries. Professors, researchers and students have poorly developed entrepreneurial mind-sets in the EU where individuals frequently prefer to be employees rather than employers, a situation which hinders the development of innovative new start-ups and SMEs. The challenge for higher education is to provide learning environments and curricula that stimulate independence, creativity and an entrepreneurial approach to harnessing knowledge.

REcovery the CRisis through Entrepreneurial ATtitude - RECREATE - aims to address precisely this need, namely to foster, in line with the provisions of the 2011 Modernization agenda:

- the creation of links between higher education, research and business especially at regional level
- the acquisition of transversal and entrepreneurial attitude among young researchers and students, in order to contribute to recovery of the current economic crisis.

Furthermore, RECREATE aims to stimulate the acquisition of key competences, such as creativity and digital skills through innovative learning environments such as open educational resources, and flexible learning approaches.

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## The Aim of IO1 – Entrepreneurial Attitude at University level - Study

The main aim of this IO was to clearly assess strengths, weaknesses, opportunities and threats of the target groups in the selected countries considering the theme of the project, i.e. knowledge-based entrepreneurship.

Researchers, students, university technical staff, potential entrepreneurs and incubators were invited to provide their views of their training needs. Based upon a common analysis framework, each participating country analyzed their needs, which are aggregated into this final report of output 1 as a compulsory analysis (IO1/A4). This report is meant to provide relevant recommendations and conclusions for further work and next steps in the project.

Based on the preliminary analysis of training needs, the consortium has identified a set of contents and tools to address those needs and it intends to have a preliminary feedback from the final beneficiaries as for the relevance of the approach proposed.

This allows correspondence between training needs and contents/tools delivered, but also a participatory method, as the final beneficiaries are involved both in the process of design/development and in the assessment (pilot test).

Moreover, the investigation focuses on the concrete obstacles and skill gaps that make the collaboration between universities and business difficult.

An online survey tool was elaborated to collect quantitative data (IO1/A1 and A2). Additionally, interviews were made. The results of the analysis can be read in the country reports (IO1/A3) and as a final reporting and overview in this compulsory analysis (IO1/A4).

The aim of analysis was to assess different issues, including:

- the attitude and perception of knowledge-based entrepreneurship;
- the extent to which academic research could produce marketable products and services and have market knowledge;
- the barriers experienced to the creation of links with the business community;
- whether specific structures, systems and cultures are in place to enable the leap from research to market;
- specific needs at local/national level;
- attitudes towards risk-taking; and lack/needs of transversal skills.

This intellectual output is a study on the university students and staff entrepreneurial attitude. Policy recommendations for entrepreneurship education in higher education are given in the conclusion and as a next step will be respected in the work of IO2.

The study is an analysis of all the information collected at national level, it gives a single overarching portrait of the current training needs of the target group, its lack of knowledge in the countries involved in the consortium. The report will improve the work of development and design of the training contents, as it will be used as a starting point to direct both methodology and contents.

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The objective of the study was to identify the students and researchers' attitudes and intentions toward entrepreneurship, their personal characteristics and future plans in connection with entrepreneurship.

## Evaluation Tools and Method

An online survey was used in order to collect the feedback from the students, university staff and other entrepreneurship institutions. The participants completed the online survey from Middle of January until End of May 2018. For advertising and distributing the survey, each project partner used his/her own distribution channels.

The online survey aimed at collecting feedback for the evaluation of the following areas:

- Current stage of business ideas/ business start-up of students, university staff and others interested in starting a scalable business.
- Relevance of soft and hard skills to participants' needs/ interest.
- Module content for training workshops/programmes related to entrepreneurship education.

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## Compulsory analysis of the survey results

### Participants' Characteristics

In the Recreate questionnaire, 256 people participated in. Participants were mainly students and staff at university, some of whom already identifying as entrepreneurs.

Number of Participants	Field of Study/Work
44	Entrepreneurs
104	Students
75	Researchers
32	Graduates
31	Technical staff of university
9	Technical staff of incubator
15	Other *

Table 1: number of participants; Source: own  
\*all participants who chose "other" as answer noted a relation to university in their work

There were 156 male and 95 female. Five people didn't want to give information about their sex.

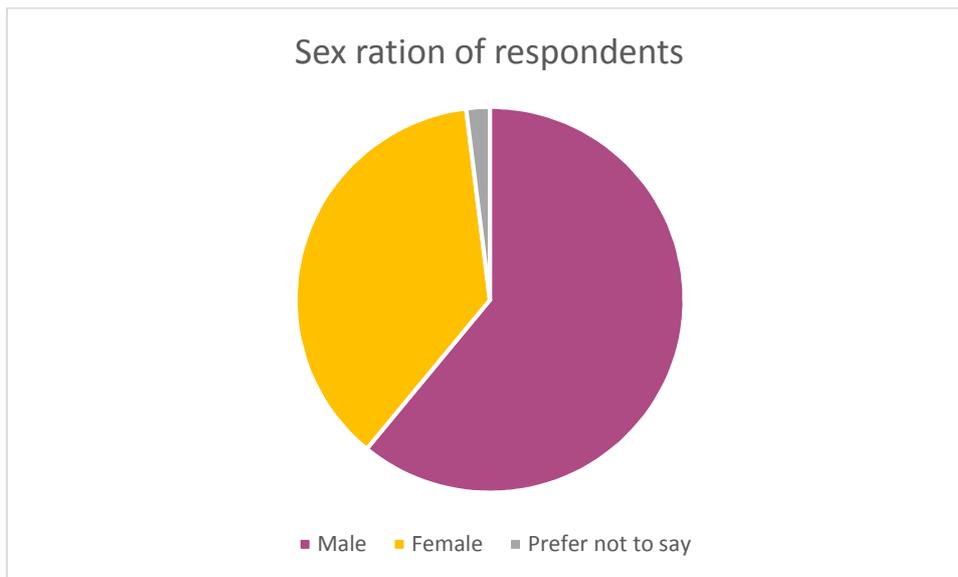


Figure 1: sex ratio of respondents; Source: own

About half of the participants were 20 to 29 years old (126 of 256). The group of people aged between 30 and 39 was the second largest with 62 people.

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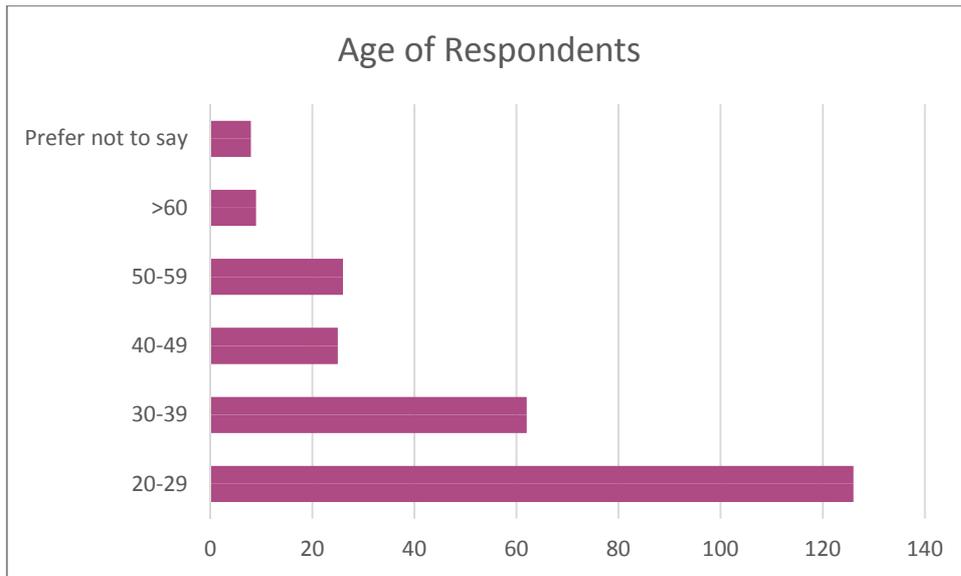


Figure 2: age of respondents, Source: own

### Participants' Awareness of Openly Accessible Information

199 of the 253 participants could imagine starting a business, while 59 of them were uncertain and 78 of the participants had already been searching for information on how to manage a start-up or spin-off was generally accessed from the Internet and where the respondents were students, through University material and their specific course.

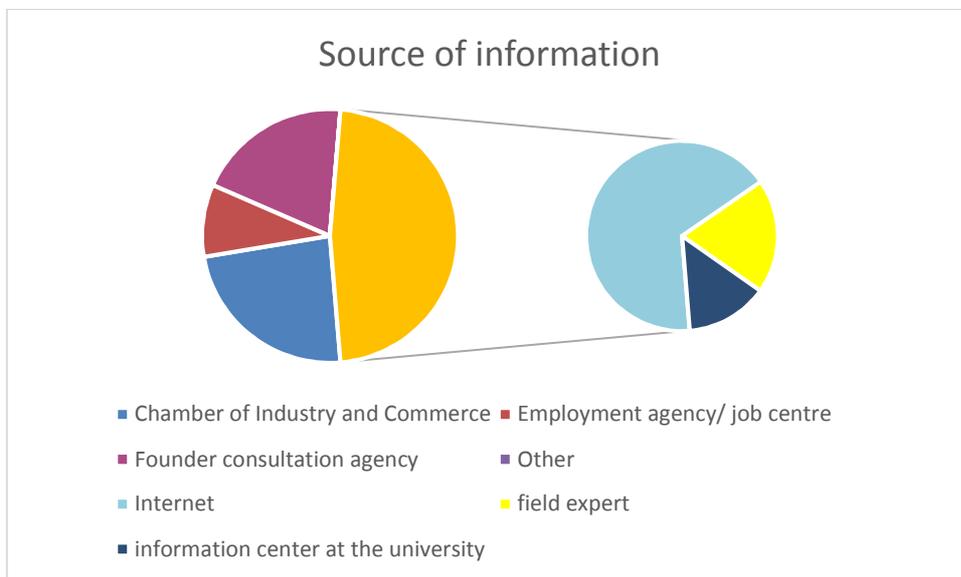


Figure 3: source of information; Source: own

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The majority of respondents (about 68%) were satisfied with the information they got, and one third would had needed more information.

### Scalable Business Ideas

165 participants of the survey answered the question if they already had a scalable business idea in mind. 58 of them had got one, 55 didn't and 47 were uncertain about how to answer this question. Five people didn't want to answer this question, but didn't skip.

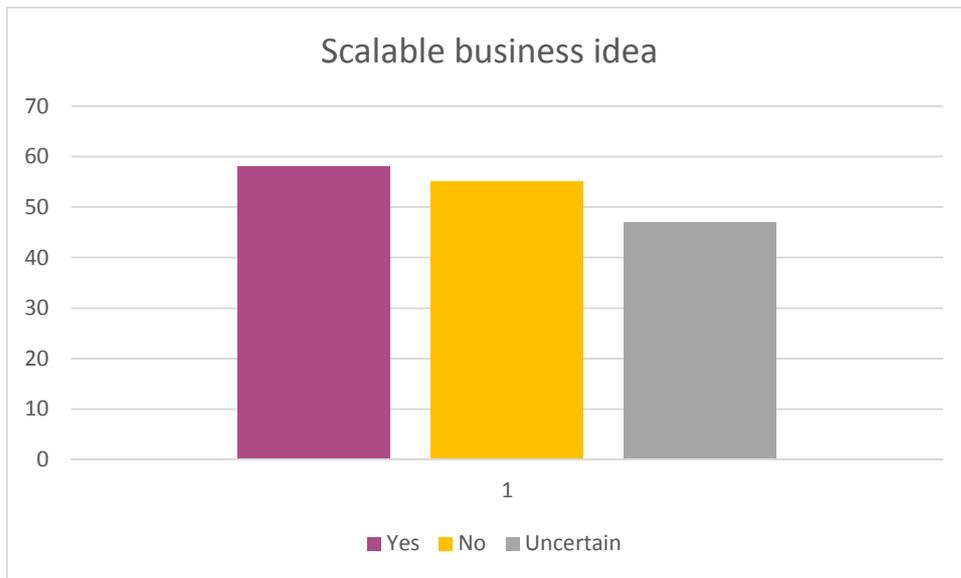


Figure 4: scalable business idea; Source: own

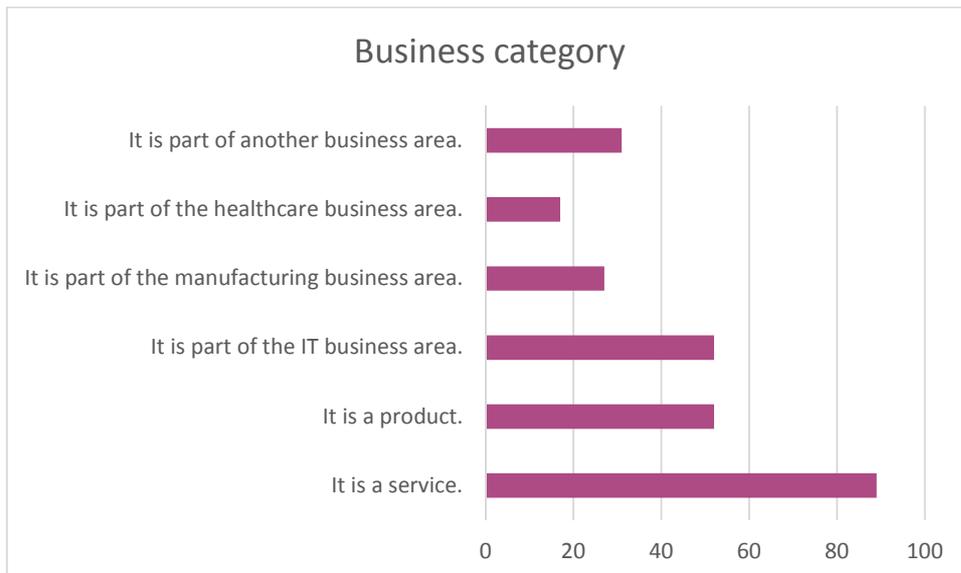


Figure 5: business category; Source: own

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Three participants who answered “another business area” gave further information:

- Online business,
- Dance and music industry: Indian dance form,
- Arts.

### Support required for start-up: Soft Skills

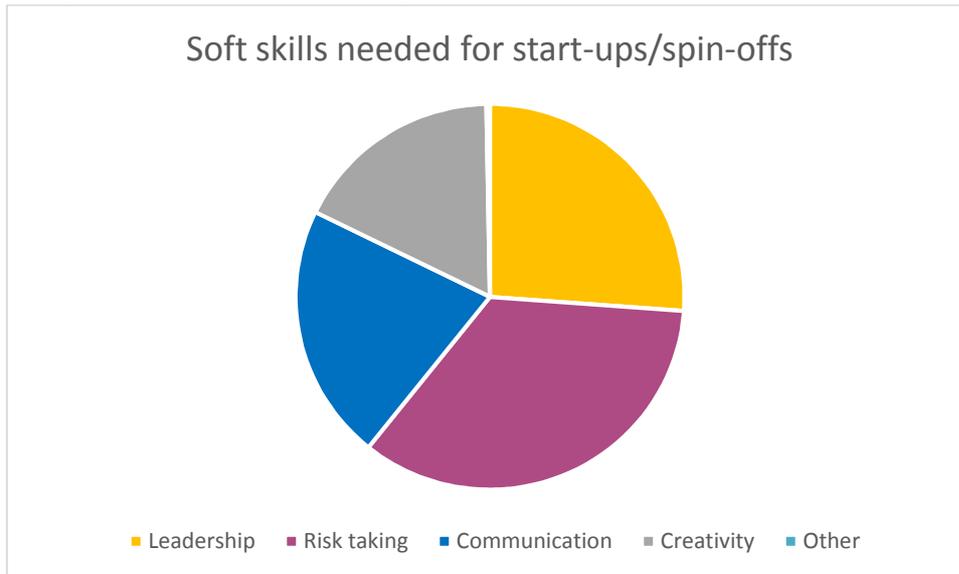


Figure 6: soft skills needed; Source: own

The participants were asked to select from a range of soft skills, which ones that they would like more knowledge and experience on. The most selected soft skill was risk-taking (111), followed by leadership (84), Communication (69) and Creativity (56). An ‘other’ choice was provided to enable open-ended answers and some participants included “recruiting a team” as a soft skill they would like to develop. Also multiple choice was possible answering this question the result is clear and will be respected in further steps of the project.

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## Support required for start-up: Hard Skills



Figure 7: hard skills needed; Source: own

Participants of the questionnaire were asked to answer on the question “Which of the following topics do you need more knowledge and experience on?”. Multiple answer was possible.

The most relevant skills are:

- Start-up funding (92)
- Route to market (86)
- Legal and fiscal issues (85)
- Business planning (84)

Other topics of interest relating to marketing were also provided by participants as well as individualized areas of development through the open-ended section of the questionnaire. Possibly relevant skills arisen from this were “submission of patent applications” and “Options for internal cooperation and networking with other start-ups”.

Regarding required information on marketing issues the feedback is to focus on marketing in the knowledge triangle work, in social media marketing and in search engine marketing, which was added by some participants as additional information to category “other”.

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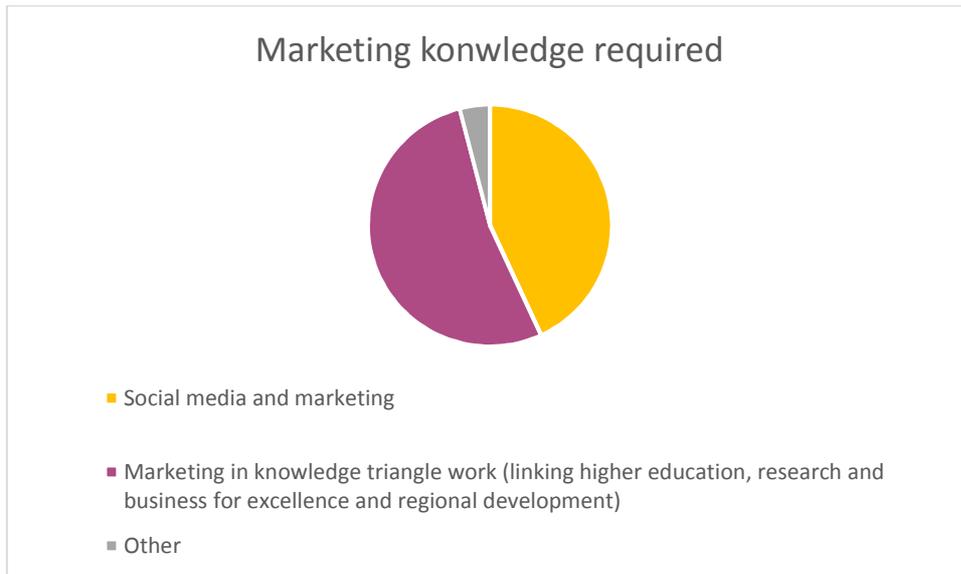


Figure 8: Marketing information needed; Source: own

50 participants left their E-Mail addresses to receive further information from the Recreate project.

## Conclusion

Receiving personal information (E-Mail addresses) from about 20% of the participants shows there is high interest in topics Recreate deals with. The aim of IO1 was to find out which topics would be most interesting to the target group. Based on the feedback from the 256 people who participated the survey in all partner countries most interesting topics are drawn together in this final report. Finding the right topics was an important part of the project as it directly effects the relevance of the work to be done in further steps. IO2 will focus on creating a training plan and developing training modules, respecting the overall interest of the target group:

- Risk-taking (43%)
- Leadership (33%)
- Communication (27%)
- Start-up funding (36%)
- Route to market (34%)
- Legal and fiscal issues (33%)
- Business planning (33%)
- Marketing in knowledge triangle work (36%)

\*yellow=soft skill; purple=hard skill; blue=marketing

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Comparing the results of the surveys run in the partner countries needs to be reflected critically.

The number of participants was different in the countries. This fact is important to keep in mind looking at the final report which summarizes the results as total feedback. The highest number of participants comes from Slovakia (161), the lowest number is from the Netherlands (9).

Number of Participants	Country
161	Slovakia
61	Poland
41	United Kingdom
29	Italy
13	Germany
9	Netherlands

*Table 2: number of participants per country: Source: own*

The main indicator of this output - as written in the proposal - was to reach about 200 people with the survey and could be fulfilled.

The conclusion of the overall evaluation of the feedback on the topics that will be most relevant for the work of IO2 are important for further work and the quality of the project outcome in all partner countries. Taking a look on the fields of interest provided as multiple choice answers in the questionnaires it's a positive to mention no country goes against the overall results. All country results are mostly in line with the others. Only individual responses, which were made under the category "other" on some open questions differ. As the number of such feedback is low, the input will be respected in the work on IO2, but on a second level of relevance. Main focus will be to cover the identified needs of all partner countries.

In Germany two interviews with external experts took place next to the questionnaire. Both interviews took place in advance of preparation and dissemination of the questionnaire(s). The information and feedback collected through these interviews was respected in the creation process of the questionnaire. Partners from other countries used internal staff and experts for such feedback.

All in all the feedback given by participants provides a foundation to compare interests of target group across partner countries. The result of this analysis has affirmed the need for this research and proposed training workshops/ programmes around entrepreneurship education. The results of IO1 contain high value for the project and the overall results of the survey will have high relevance for the next steps. The gathered list of contacts (50 E-Mail addresses) will increase future dissemination of the project.

IO1 was supposed to end in June 2018. Due to little delay in the process of data collection, country reports were finalized in the end of July. This expenditure of the timeframe was discussed in advance between the output leader (ILI-FAU) and the coordinator (TUL), other partners were informed and had agreed. Due to high work load and summer break in August the final report was finalized in the first half of September 2018. To avoid any negative influence on IO2 timeframe, ILI-FAU and Coventry University collaborate closely together.

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