

The four fields of activity

Quality management for start-up support / Social Return on Investment (SROI)

With the introduction of the financial instrument of the so-called „Me Inc.“ in Germany at the latest, it became obvious that the German start-up support scene is changing. Half of all full-time businesses are started out of unemployment, thus being somehow supported by public programmes. Despite the financial burden for public budgets up to now there exists no expert-based procedure to assess the advice and training services offered.

The main focus of this field of activity is on developing transferable, target-group-specific standards, instruments and methods of quality assurance and their sample testing and implementation in the individual start-up support services.

Furthermore, based on the so-called Social Return on Investment model, a transparent procedure will be developed to measure and assess efficiency and added value of (public) financing for start-up support measures. Besides the direct return – such as e.g. the number of start-ups realised –, this method also considers indirect returns, such as e.g. the improvement of the regional infrastructure, and its financial benefit for the society.

Basis for both development tasks is the introduction of an online-based documentation system to detect and optimise the performance processes.

Selfemployment

The field of activity Selfemployment with its projects Profiling, Advise and Coaching, Qualification and EnterAbility as well as Internet-based Start-UpTools combines the operational and planning elements of the Development Partnership.

On the one hand, it serves as a source of necessary information for the development of new products and quality standards for start-up support services. On the other hand, the participating projects are actively involved in the development process themselves and they provide the opportunity to realise, test and evaluate new ideas and models through their specific start-up support activities.

In detail it deals with:

- the further development of existing Enterprise advice centres in Berlin to Selfemployment Centres providing individual start-up support for young people, people with a migrant background and people with disabilities,
- the development of instruments, methods and forms of cooperation for an optimised outreach to the mentioned target groups,
- the application, supervision and control of newly developed methods on quality assurance,

the operational integration of public institutions such as local administration, employment agencies and job centres into the start-up support process.

Activation of regional capital

A multitude of societal actors make an effort to support start-up process out of unemployment by providing services such as volunteer engagement, privileged award of contracts and discounts, venture capital, settlement advice, access to business starter networks and many more.

For this reason, the central aims of this field of activity are to sensitise administration, to stimulate the engagement of private mentors, to lobby for the provision of reasonable industrial real estates by housing societies and private land owners and to bring all of them together to act within an integrated start-up support chain.

In this, a regional (local) approach will be taken and the manifold competence of the actors “on the spot” will be used.

Cooperation models between public and other actors of start-up support are supposed to be developed and tested. The level of success of these attempts for the individual support of business starters depends on the administrative interaction between institutions such as job centres/employment agencies, on the provision of contacts to get access to – local – markets, on the availability of reasonable industrial real estates and much more.

As a result, the combination of private, societal and public use of resources is to be optimised in order to realise the best possible effect for the support of business starters and the establishment of their businesses on the market.

Minimum quality standard for start-up advice

Aim of this field of activity is the improvement of the quality of start-up advice. Corresponding to the rising number of business start-ups, numerous advise services have been established in the last few years. However, behind them, there are not always reliable institutions and not every advisor is sufficiently qualified to especially meet the requirements of specific target groups. For this reason, in cooperation with numerous partner organisations, the German Association of Start-Up Support Organisations (VDG) develops a qualification service for start-up advisors based on minimum quality standards. In this context, specific trainings, self-learning support, information material and instruments to assure the defined quality standard are designed and made available for interested parties.

A binding national minimum standard for start-up advice based on a self-commitment of participants is supposed to be asserted by disseminating the programme on a broader national level.

Projects and organisations

Field of Activity **Quality Management for start-up support / SROI**

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EnterBusiness GmbH
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Field of Activity **Selfemployment**

Selfemployment: Advising and coaching

LOK.a.Motion GmbH
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Profiling

Förderverein für arbeitslose Jugendliche, FVAJ e.V.
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Qualification / EnterAbility

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Internet-based Start-upTools

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Field of Activity **Activation of regional capital**

Private Support for Business

Sozialer Bildungsverein e.V.
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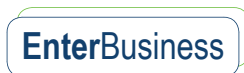
Business starter networks and settlement support

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Field of Activity **Minimum quality standard for start-up advice**

Gründungsberatungsstandards

VDG e.V.
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Strategic Partners

Employment Agency Berlin City Districts of Pankow, Mitte
Berliner Gesellschaft für internationale Zusammenarbeit mbH
Berlin Volksbank eG.
Berlin Local Authorities of : Friedrichshain-Kreuzberg, Marzahn-
Hellersdorf, Lichtenberg, Neukölln, Pankow
BIS Stadtteilmanagement GmbH
German Federal Employment Agency, regional directorate for
Berlin-Brandenburg
Bundesdruckerei GmbH
National Network: „Business in Partnership with Youth“ (UPJ) e.V.
German Children and Youth Foundation gGmbH
German Microfinance Institute e.V. (DMI)
Dorband Finanz GmbH
GLS Community Bank eG
Gsub social business consulting mbH
Berlin Department for Health and Social Issues
Neighbourhood management centres: Kottbusser Tor (SPI
Foundation), Sparrplatz, Helmholtzplatz, Soldiner Str. (L.I.S.T.
GmbH) , Falkplatz
Lovells Business Law Firm
Berlin Senate Department for Economics, Labour and
Woman's issues
Sozialer Bildungsverein e.V.
Federal Initiative: TeamWork for Germany
VEOLIA Foundation
German Association of Start-up Support Organisations (VDG)e.V.

National Coordination and Mainstreaming

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Transnational Coordination

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Evaluation

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Transnational Cooperation

Partners of the European Network “Transnational Access to
ReGional Entrepreneurship and Training” (ON TARGET):

- **Napier University**, Edinburgh, Scotland
- **Federation of Town Halls and Municipalities (FACC)**, Asturias, Spain
- **General Foundation** University of Valladolid, Castilla y León, Spain

Main focus of cooperation:

- Development of common instruments for an optimised
out reach to target groups and for profiling/diagnosis of
disadvantaged business starters (with a migrant background)
- Planning and carrying out of regional sectorial analysis to
analyse and tap full entrepreneurial potential in the sectors of
creative industry and tourism
- Development of common advice standards for start-up
advisors for specific target groups

More information at: www.start-up-support.net



Editorial details

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quality in start-up support

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Development Partnership

Enterprise plus ... for more quality in start-up support

EQUAL

EQUAL is a transnational programme of the European Union
which is funded by the Federal Ministry of Labour and Social
Affairs and the European Social Fund.

The Community Initiative EQUAL is meant to prevent and
combat unemployment, to develop human resources and to
promote professional and social integration of disadvantaged
groups into the labour market.

Basic for EQUAL are the so-called Development Partnerships
(DP), in which the relevant actors of the labour market jointly
develop an integrated approach to combat inequalities and
discrimination on the labour-market.

The main thematic fields are:

- **Employability,**
- **Entrepreneurial spirit,**
- **Adaptability,**
- **Reducing gender gaps**
- **Asylum seekers**

Enterprise plus... – for more quality in start-up support

A development partnership in the field of entrepreneurship promotion

Central goal of the DP is to improve the quality of start-up
support services and to support structurally disadvantaged
people in the preparation, realisation and stabilisation of the
their business.

Therefore we will establish competence and advice centres
specifically directed towards the target groups of young people
and people with a migrant background. The modular support
structure is ensured through an individual, process-oriented
service. It is based on using an integrated system of advice,
training including self-learning materials, mentoring, micro-
lending and the integration of local resources.

It is the task of the DP to develop quality standards as a basis
for reorientating and restructuring of public support services for
start-ups out of unemployment (selfemployment) taking into
consideration the specific target-group requirements.

