

The First Baltic Forum For Youth Entrepreneurship

«Q-Camp 2010»

Saint-Petersburg

6-9 October 2010



Best Agers is a project part-financed by the Baltic Sea Region Program

The First Baltic Forum for Youth Entrepreneurship «Q-Camp 2010»

The first Baltic Forum for Youth Entrepreneurship “Q-Camp 2010” was held in Saint-Petersburg in October 6 – 9th 2010 being one of the steps of the international project “Best Agers – using the knowledge and experience of professionals in their primes to foster business and skills development in the Baltic Sea Region”(within the Program “Baltic Sea Region 2007 – 2013”).

The aim of the Forum was to develop new forms of interaction between experts from Baltic countries (mostly people aged 55+) with young people interested in innovation and technology entrepreneurship. In the course of the Forum various activities were implemented, aimed at stimulating international and interdisciplinary collaboration for creation and promotion of innovative hi-tech projects.

13 Universities and organizations from 6 Baltic Sea countries participated in the Forum. During the three days experts and members of youth teams were exchanging experiences, presenting their projects, discussing the opportunities for collaboration. Workshops and business-games were the forms of cooperative work of older professionals and young people. Both sides got much pleasure and use from this work.

The Forum was organized by Saint-Petersburg State University of Information Technologies, Mechanics and Optics, which was represented by its two subdivisions – Inter-University student business-incubator “QD”, which has vast experience in developing youth hi-tech entrepreneurship and Department for project management development, which is constructing the University’ project management system and coordinates the ITMO part of the “Best Agers” project.

This booklet is aimed at disseminating information on QCamp-2010 and project “Best Agers” to the wider audience. We hope that it will spark your interest.

Best Regards,

QCamp-2010 Team

About the Project “Best Agers”

With demographic change - recently defined as one of the four key challenges for European regions by the EC - and the current economic crisis looming, the cities and regions of the BSR have to find creative ways of disclosing and utilizing unused opportunities. The project “Best Agers” (“Using the knowledge and experience of professionals in their primes to foster business and skills development in the Baltic Sea Region”) which includes 19 partners from 9 countries, was approved in September 2009 within the program of interregional cooperation EU “Baltic Sea Region 2007-2013”.

The 55+ (people of “Best Age”) are the growing part of the working-age population, and hence we cannot afford to disrespect their potential and their readiness to share their experience and skills. Instead, this hidden potential must be utilized. The contribution of older people to the human capital stock must increase to make up for the shrinking number of young people. Innovation should not be equated with young age only. Seen from this perspective, the 55+ remain of “best age” for economic activities for many more years, sometimes even well beyond retirement age”.

“As previous projects have shown, the population of the Baltic Sea Region will rapidly become older and the 55+ age groups will experience large growth rates in the near future. The result will be a pool of older professionals who are healthier than ever, well-educated and motivated and who can be mobilized to counteract the negative effects of demographic change –shrinking regional workforces and the so called "brain drain". The project will survey successful approaches and good practice examples, develop them further and transfer them to the partner regions with low-key Best Ager involvement.”

New strategies of attracting people of “Best Age” to the work in small and medium innovative companies are developing within the project; new solutions are worked out, workshops and conferences for professionals willing to participate in economics development and social sphere of Baltic Sea Region are being held.



Forum «Q-Camp 2010»

The first Baltic Forum of Youth Entrepreneurship “Q-Camp 2010” was held in Saint-Petersburg in October 6-9th 2010 as one of the stages of an international project “Best Agers – using the knowledge and experience of professionals in their primes to foster business and skills development in the Baltic Sea Region”(within the Program “Baltic Sea Region 2007 – 2013”).

The key audience of QCamp-2010 were the representatives of partner organizations, young entrepreneurs – students of the Faculty of Entrepreneurship of SPbSU ITMO and invited experts from different organizations of Saint-Petersburg and Moscow.

6th October. Arrival Day.

The majority of foreign participants arrived to Saint-Petersburg the day before the start of the Forum. Therefore they were able to walk around the city and get an eyeful of Saint-Petersburg in autumn. In the second part of the day there was an excursion to the Museum of Optics of SPbSU ITMO, with its unique interactive exposition.

Later on, the head of the Department for project management development Philip Kazin and director of Inter-University business incubator QD Marina Soukhorukova presented the concept of SPbSU ITMO’s innovation infrastructure development. Afterwards there was an excursion around business-incubator “QD”.



Meeting in Inter-University Student Business Incubator “QD”

7th October. The First Day of the Forum.

The first plenary session of the Forum concentrated on presenting the “Best Agers” project to the Russian audience. The concept of the project was described by project coordinator Hartwig Wegemester, Academy of Economics, Schleswig-Holstein (WAK).



Marina Soukhorukova, Director of Inter-University Student Business Incubator “QD”

Tomas Cernevicius, vice-director of KTU Regional Science Park (KTC), in his turn, spoke in details about the Work Package 5 (Tutoring start-ups, students and pupils) of which the “Q-Camp 2010” is a part.

Philip Kazin and Marina Soukhorukova presented the role of SPBSU ITMO and Inter-University business-incubator “QD” in the project “Best Agers” and also denoted aims and objectives of the Forum.

The foreign participants of the project spoke about their organizations and current projects.

The good impulse for live discussion was in particular made by the presentation of



Hartwig Wegemester, Academy of Economics, Schleswig-Holstein (WAK)

Alfredas Lankauskas, Dean of the Faculty of natural sciences, Siauliai university, Lithuania. He spoke about hydrogen energy, its production and perspectives of development. The students were interested in perspectives of implementation of such technologies and, their competitiveness in comparison to other solutions.

Presentation of Vidas Laurushka, the President of Siauliai University, Lithuania, concentrated on innovative solutions in the sphere of ICT development for the people with limited physical abilities.

Andrzej Tubielewicz, professor of Gdansk University of Technology (GUT), Poland, presented the Faculty of management and economics, which was created in 1995. The main idea of the Faculty is integration of technical and managerial sciences, research and business development. The way of cooperation between GUT and Gdansk business-incubator resembled in many senses the way of cooperation between the Entrepreneurship Faculty of SPBSU ITMO and Inter-University business incubator “QD”. This resemblance was considered as a good basis for future collaboration of the two universities.

Arnis Sauka, Director of Entrepreneurship Courses, Stockholm School of Economics in Riga (Latvia) suggested another possibility of cooperation for the partners. He told that in November 2010 SSE plans to start a course within which the Russian and Latvian students could develop and implement joint hi-tech business-projects.

There was a number of other very interesting presentations after which the students were generally acquainted with the major areas of expertise of the “Best Agers” project partners.

Business-game «Romashka»

After lunch participants were invited to test the practical methods of cross-generation interaction with the help of business-game “Romashka”. The students of the Faculty of Entrepreneurship of SPbSU ITMO and one youth project team from Germany (University of Rostock) received nice opportunity of presenting their projects to the experts from Europe and Russia.

The game consisted of 8 rounds (according to the number of student teams and experts). Each round was 15 minutes long and during these minutes the teams had to present their projects to the experts and receive feedbacks from the latter.

The presented projects were very impressive in their variety: from production of radio-controlled airship to new demolition technologies in Saint-Petersburg.

During 3 hours the experts had time not only to evaluate and discuss the ideas of students but to build good contacts with the most perspective teams. Efficiency of such a form of interaction was revealed by confirmations of some experts that they were ready to support these students in the future.

The first day ended up with the plenary discussion and exchange of opinions as regards the results of the ‘Romashka’ game.

At night the sightseeing trip to Saint-Petersburg down town was organized for the foreign guests of the “QCamp-2010”.



Vyacheslav Rutshtein, First Vice-President of the Union of Industrialists and Entrepreneurs, St. Petersburg Branch

8th October. The second Day of the Forum.

The second day of the Forum started from the round tables.

The first round table “Cross Generation Innovation Environment. Interaction of generations as a stimulus of innovation development” attracted significant attention not only of the experts, but also of the young participants of the Forum. Various problems of cross-generation dialogue (including mechanisms of interaction in innovation area) were discussed at the round table. In the course of the discussion the following questions were mentioned: technological, philosophical and cultural aspects of interaction of generations, communication preparedness and skills of representatives of various ages including virtuality, etc. An interesting project was presented by Ewa Hendrick Petersen, project manager from County Norrbotten, Sweden. Ewa told about organization of cross-generation environment in the North of Sweden within innovative project “Green House”. 35 representatives of various professions are interacting with their mentors – people of Best age.



Round table «Cross Generation Innovation Environment. Interaction of Generations as a Stimulus of Innovation Development»

The moderator of the round table, professor Nikolay Borisov, mentioned that innovations in Russia today often presuppose breach with the past. Other countries, meanwhile, appreciate their previous experience, which causes natural inter-generation link. The mechanism of delivering social experience in its turn influences innovative progress.

The second round table “Youth Innovations: Infrastructure and State Support” was opened by two distinguished Russian speakers - Ivan Burtnik, Head of community “Futurussia”, Skolkovo (Moscow) and Igor Rozhdestvensky, director of business-incubator Ingria (Saint-Petersburg). Young entrepreneurs were able to get very interesting information from them up-close.

They presented their organizations, denoted directions, aims and problems of development. Speakers touched upon the issues of integration of Russian companies in international innovative environment, participation in legislative initiatives on support of innovative progress, support and defense of innovative entrepreneurship, forming a demand for innovations in Russia.



Round table «Youth Innovations: Infrastructure and State Support»

The participants from Germany and Sweden – Hartwig Wegemester, Academy of Economics (WAK) Schleswig-Holstein, Robert Bialowons, Research Association Mecklenburg-Vorpommern (FMV) and Peter Jonsson, consultant of county Norrbotten – also made very interesting presentations on their experience of innovative business-projects.



David Melikdjanyan, Youth club
"Etcetera" leader

The third round table was dedicated to the topic "Methodology of Interdisciplinary in Innovations". David Melikdjanyan, Youth club "Etcetera" leader and Cyril Pshenichny, Geognosis Project, Project Leader presented their ideas. The participants of round table discussed interaction between science and art in particular. David Melikdjanyan mentioned that skill of finding areas of common interest of various disciplines helps to define new perspectives of understanding the reality, it makes deeper our knowledge about the world and stimulates creativity via the interest to cognition.

The second part of the day was focused on working in micro groups, combining representatives of different ages and countries. The participants discussed the forms of cooperation of people of different age, their expectations and experiences of such communication, etc. It was made obvious that not only delivery of experience to the young people is needed but also the feeling of being in demand, which is very important to the older people. Both factors stimulate innovative development of societies and economies.

The key result of the Forum "Q-Camp 2010" was in formation of international network of organizations, working in the field of innovative youth entrepreneurship development. Participants are sure that further contacts, elaboration of new methods of inter-generation interaction will allow to take further steps towards solution of social and economic problems caused by demographic crisis in the Baltic Sea region.



Concluding session of the Forum



Philip Kazin, Head of department for project management development, SPbSU ITMO

The Forum concluded its work with a highly positive event: start of the airship with logo of the Forum over the Finsky Gulf. Informal communication and warm atmosphere has become another pledge for the close and productive cooperation in the future.



Results of the First Baltic Forum of Youth Entrepreneurship «Q-Camp 2010»

What was the Forum's contribution to the «Best Agers» project

- The Forum presented to the European partners the Russian approach to development of hi-tech youth entrepreneurship in university and organization of respective interaction of young people with “best agers” (having the Inter-University student business-incubator QD as a pilot model).
- Forum has become an example of successful work of experts (55+) and young entrepreneurs in the sphere of presenting and evaluating project ideas.
- Russian and European experts shared their experiences in practice of consulting work with young entrepreneurs.
- It was useful project event for all partners of Work package 5, which contributed to realization of indicators and priority objectives of “Best Agers” project.

Results of the Forum for SPbSU ITMO

- Successful presentation of innovative infrastructure of SPbSU ITMO to foreign partners.
- New partnerships with foreign universities, companies and organizations.
- Active participation of SPbSU ITMO in regional cooperation in Baltic Sea Region.
- Raise of SPbSU ITMO's international profile as a center of innovative youth and social projects.

Results of the Forum for the Faculty of Entrepreneurship

- Efficient mechanism of interaction of the Faculty of Entrepreneurship with business-incubator “QD” was demonstrated to the distinguished audience of Russian and foreign experts.
- Successful positioning of the Faculty of Entrepreneurship at the Baltic Sea region market of entrepreneurship education.
- Partnerships with foreign faculties of entrepreneurship and business.
- Development of presentation skills of the students of the Faculty of entrepreneurship
- The Students of Faculty of entrepreneurship have developed skills of intercultural communication and useful contacts in the Baltic Sea countries.

Development Perspectives of QCamp

- Transformation of the project «QCamp-2010» into regular and periodic event.
- Conducting «QCamp -2011» in Saint-Petersburg in the framework of «Best Agers» project in summer 2011.
- Conducting European research on conditions of youth hi-tech entrepreneurship progress in Baltic Sea countries in 2012.
- Development of an analogue of “QCamp” in the framework of Russian-Finnish cooperation.
- Launch of new international projects together with “Best Agers” projects' partners, aimed at development of entrepreneurship education in Russia and EU countries.

Students of the Faculty of entrepreneurship SPbSU ITMO were very impressed by the Forum. Here are some of the opinions:



«The event was successful; especially I remember the first day and the business-game – competition in project ideas. There was a possibility of communication with old friends and get acquainted with new people. Some of the experts' advices we will implement in practice. Also it was a great possibility to demonstrate our product – radio-controlled airship- in action. Thanks a lot to organizers».

Taras Misovets, student of the Faculty of Entrepreneurship SPbSU ITMO

«It was a useful event. I received multi-faced feedback on my project, shared contacts with interesting people. The idea of interaction with people of Best Age with young specialists seems to me very perspective. Sharing experiences between people can make a synergy effect and help in achievement of desired in front of each team goals».



Oleg Kosolapov, student of Faculty of Entrepreneurship SPbSU ITMO



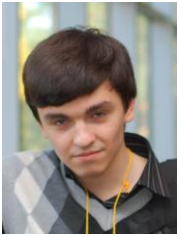
«The foreign Delegation of the project “Best Agers” observed the life of Faculty of Entrepreneurship and business-incubator “QD”. Students who told about their projects received useful feedbacks. All participants of the conference expressed a wish to participate in such an activity regularly. The format of communication is very successful. I want to extend thanks to all organizers and Institute of Coaching in the name of Philip Guzeniuk for the business-game “Romashka”. Event is more than excellent, wait edgily for the next QCamp 2012».

Dmitry Belyaev, student of Faculty of Entrepreneurship SPbSU ITMO

«The event has made a positive effect not only in the context of emotions and feelings, but also in the context of usefulness. Networking, creating of new ideas, projects and partnership relations – all these are only a small part of the result of the Forum “QCamp”. It is very good that first experience of conducting such an event was successful. I believe that such conferences will happen more often».



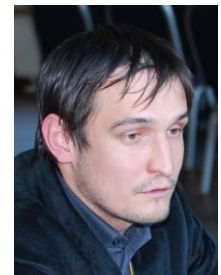
Anna Lekanova, student of Faculty of Entrepreneurship SPBSTU ITMO



«Good impressions remained from organization of the Forum: excellent place, beautiful nature and perfect service. The most valuable for me were business-games. It could be great if it occupies 70-80% of all time of event, but not 30% as it was at that time. Very funny was the start of airship, which finally flew as it was supposed to. The Forum QCamp is a very good possibility to communicate with experts and classmates in informal atmosphere».

Alexander Vyrupaev, student of Faculty of Entrepreneurship SPbSU ITMO

«Thanks to organizers for implementing the Forum. But, unfortunately personally for me there was not so much use. The limit of the business-game “Romashka” format was that in given 15 minutes I couldn’t present my project and that advices that I got from experts I knew before. Maybe it’s only my problem in explanation the project and limit of presentation skills. The advantage is that we could train the communicative skills. During the Round table it was very interesting to listen to David Melikdjanyan».



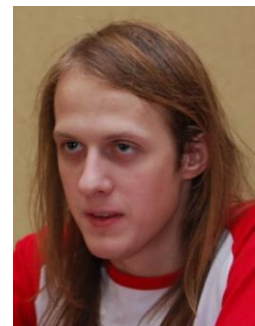
Daniil Kravtsov, student of Faculty of Entrepreneurship SPbSU ITMO



«Creative format gave us the opportunity to cooperate productively with experts and foreign guests, discuss our projects and get the evaluation. It is too early to talk about any tangible results. It will come later – in month and years. Anyway, sharing contacts with useful people was carried out and it was very important. And, also, good weather and beautiful place, chosen for conducting conference encouraged successful work».

Evgeny Ponomarev, student of Faculty of Entrepreneurship SPBSTU ITMO

«I want to extend thanks for the event organization. The idea of separate components (business-game “Romashka”, round tables and project “Best Agers”) as well as organization is more than just good. Otherside that for me and my project there could be more use if we knew the details of the format before. But anyway it was rather useful in the context of the experience of long-term conversation and language practice. I do hope that these events will be conducted more frequently and that we will be more ready with our projects for this».



Oleg Urzhumtsev, student of Faculty of Entrepreneurship SPbSU ITMO

The List of Partners of Work Package 5

Academy of Economics (WAK) Schleswig-Holstein (WAK), Germany



Research Association Mecklenburg-Vorpommern (FMV), Germany



West Pomeranian Business School, Poland



Gdansk University of Technology (GUT), Poland



Siauliai Branch of the National Regional Development Agency, Lithuania



Siauliai Chamber of Commerce, Industry and Crafts, Lithuania



KTU Regional Science Park, Lithuania



Stockholm school of Economics in Riga, Lithuania



County Council of Norrbotten



CONNECT Latvija



University of East Anglia



Estonian Association of SMEs (EVEA), Estonia



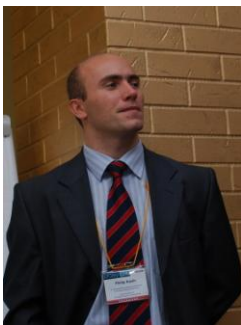
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