



## LNet public conference and workshop on entrepreneurship Amsterdam June 2006

'Entrepreneurship for a better city' was the slogan of the third Learning Network (LNet) workshop held in Amsterdam on 28 June 2006. The event marked the end of a two year cycle of LNet working seminars, exploring social enterprise and innovation as well as entrepreneurship. Gathering together LNet partners and local economic development practitioners from Amsterdam, the workshop led to an interactive and fruitful exchange.

Diverse aspects of entrepreneurship promotion were analysed through case studies prepared by the LNet partners, with all projects demonstrating the potential for entrepreneurship in deprived urban areas.

For example, promoting 'Education and Entrepreneurship' is one of the successes of Amsterdam, where different models of disseminating an entrepreneurial spirit among young people have proved to be effective. The (V)MBO Business School project promotes entrepreneurship among 14 and 15 year old school pupils. The project, which gives the young people an opportunity to develop 'learning companies', has demonstrated the need for the public sector to encourage and support this kind of initiative.

Similarly, the House of the Entrepreneur ('OHZO') works in South East Amsterdam to promote entrepreneurship among the largely migrant population. The LNet workshop was held at the Cultural and Education Centre of South East Amsterdam, where the House of the Entrepreneur operates - after the workshop, delegates had the opportunity to look around some of the inspiring businesses which had been assisted by the initiative.

Other initiatives were also discussed during the LNet workshop, such as the 'Urban Project', which aims to promote enterprise at community level in London. The strengths of this project lie in the development of a strong partnership with the local community and in the innovative delivery of the project, where the outreach workers employed to market the initiative at grass roots level are local people.

Empowerment of the local community is fundamental to encourage businesses to grow in deprived areas. This issue was also addressed by the Milan partners, where a project predominantly funded by local authorities supports immigrant entrepreneurs through training courses and networking opportunities.

Ensuring that businesses have access to finance and business support are necessary preconditions for increasing entrepreneurship in deprived neighbourhoods. The Hamburg partner presented a successful scheme, the Micro Loan

Welcome to the ninth European Learning Network (LNet) newsletter. The Network partners - Amsterdam, Hamburg, London, Milan and Prague - are actively developing and implementing policies to promote enterprise in deprived urban neighbourhoods. Through LNet the cities will develop common approaches to realising the economic and social potential of deprived urban areas and practical tools to support enterprise in these areas.

Programme, managed by the City of Hamburg, which grants business loans to unemployed people who, due to poor credit histories for example, would never be supported by the traditional banking sector. Business support to new companies was presented by the Prague Science Incubator, hosted by the Technology University, which provides facilities and business advice to small companies.

The LNet toolkit on entrepreneurship, which will be available online in October and in hard copy in December 2006, was also presented at the workshop. The toolkit explores ways in which policy makers and practitioners can tackle barriers to entrepreneurship in their regions, for example financial skills and governance issues. Its practical focus is to suggest top tips for local development practitioners, helping them to overcome these barriers and to look at the possible transferability of some of the good practices identified in each partner city. The toolkit will draw directly on the case studies presented at the Amsterdam workshop.

## LNet presented in Stockholm: Urban Futures Conference May 2006

Urban Futures 2.0 was a unique opportunity for key policy makers at local, regional, national and European level, as well as practitioners, researchers, city organisations and other relevant stakeholders to address a broad spectrum of future challenges for urban areas. The objective was to promote new structures and tools for dialogue and partnership.

The conference was a joint initiative by the City of Stockholm, the Swedish Government and the European Commission.



How can a deprived urban area become a successful urban area? This was the topic of the LNet workshop organised in Stockholm on 4 May 2006, in the context of the Urban Futures conference.

Delphine Michel, LNet project manager and Amanda Brandellero, LNet expert, educated the audience in various methods for identifying deprived urban areas, and then helping them bloom. The issue of "social enterprising" and its transferability were among the topics discussed between the delegates.

For more information visit: [http://www.urbanfutures.se/flash\\_in dex.asp?menu=9](http://www.urbanfutures.se/flash_in dex.asp?menu=9)

[www.thelearningnetwork.net](http://www.thelearningnetwork.net)

## LNet toolkit soon online!!!

The LNet partners will release an English version of the LNet toolkit in October 2006. The online version will combine the three themes scrutinised by the LNet partners: social enterprise, innovation and entrepreneurship. Economic development practitioners will be able to use this tool to help them overcome the barriers faced by deprived urban areas in the promotion of entrepreneurship.

Please consult [www.thelearningnetwork.net](http://www.thelearningnetwork.net) soon!

## Project visited in Amsterdam: NDSM-WERF

Kinetisch Noord (Kinetic North), a private (citizen) initiative of artists, skaters, craftsmen and non-profit organisations, has - through a competition - been given the opportunity to transform the former ship dock NDSM Wharf into a gigantic working space (total 85,000 m<sup>2</sup>) for experimental art, techniques and cultural activities. A mix of young, unknown and more experienced artists, new media and old crafts inspire and interact with each other.



Kinetisch Noord's building philosophy follows the methods of the alternative town planning strategy called 'Stad als Casco' ('City as a Hull'). In order to establish affordable working space as well as social dynamics, Casco's (which can be new buildings or re-used old buildings) are developed wherein the end-users take responsibility to finish and finance, the building process and/or interior design. On the NDSM Wharf residing tenants, new incoming tenants and other participants share the same mission in establishing a sustainable self-governed environment and are therefore equal partners in the development and financing of the project. Thanks to the enthusiasm of project manager Eva De Klerk and a strong workforce, the project is supported by the public authorities and attracts many visitors and companies.



For more information visit: [www.ndsm.nl](http://www.ndsm.nl)

## News from LNet Partners

### Localeconomy – Hamburg April 2006



First Conference on local economy held in the district Hamburg-Eimsbüttel

On 12 April 2006 the first local economic conference took place in the district of Hamburg-Eimsbüttel. More than 100 local key actors, politicians, entrepreneurs, stakeholders and administrative and governmental staff participated. After introductory speeches by the chamber of commerce, chamber of trade, local authority and TuTech, a fruitful panel discussion followed on the challenges for the local district economy.



Themes put forward for discussion by the audience included the enterprise gap, competition, synergies between small entrepreneurs and large department stores, as well as the need for simplification of planning procedures and the extension of business support. LNET was promoted by leaflets and posters at the event.

### Social enterprise ventures - Amsterdam June 2006

The day after the June LNet workshop on entrepreneurship, the Social Development Department of the City of Amsterdam organised a whole-day event around social entrepreneurship. The event mixed presentations by social entrepreneurs with interactive sessions where the delegates worked on concrete business plans.

Visit: [www.ssp.amsterdam.nl](http://www.ssp.amsterdam.nl)

For contributions and additional information please contact [lnet@gle.co.uk](mailto:lnet@gle.co.uk)

## Diary of events

### Greater London Enterprise providing expertise to the City of Amsterdam

As a consequence of the Amsterdam LNet workshop and her inspiring presentation on London's Urban Project, the City of Amsterdam has invited Tracey Killy from Greater London Enterprise to speak at a workshop on entrepreneurship in the autumn. Tracey is the manager of the Urban Project (an URBAN II programme run by oneLondon, a subsidiary of Greater London Enterprise) and will provide her expertise on ways of promoting entrepreneurship in deprived communities.

### LNet closing conference London, 11 December 2006

The LNet project will close with a final conference on 11 December 2006 at the Tate Modern in London, the same setting where it was launched two years ago. The event will gather high profile policy makers and economic development practitioners. The purpose of the day will be to present the LNet final report and above all to try "live" the LNet toolkits partners have developed, during an interactive afternoon workshop where delegates will work on real business plans helped by the toolkits.

For further information, contact [delphine.m@gle.co.uk](mailto:delphine.m@gle.co.uk) or check [www.thelearningnetwork.net](http://www.thelearningnetwork.net) for future updates.

### Hamburg's final LNet local seminar Innovation, Immigration and Entrepreneurship: Perspectives for urban renewal and local economy in Hamburg 26 January 2007, 09.00 - 13.00

The aim of this local seminar is to explore the combination of innovation, migration and entrepreneurship as an impetus for urban development and the local economy. The seminar will present LNet findings to the Hamburg audience.

For the successful development of Hamburg's urban areas, local economic regeneration is of great importance. In Hamburg, where 30% of the inhabitants have a migrant background and the urban development strategies focus on growth and internationalisation, the economic integration of migrants plays an important role.

Opportunities for and barriers to migrant entrepreneurship will be identified and discussed and successful case studies and new promising approaches will be presented focussing on the following themes: job creation, vocational training, promotion of start-ups and inward investment. Moreover, the LNet online toolkit will be presented to the Hamburg audience.

For information and registration contact: [LNET@tutech.de](mailto:LNET@tutech.de)