

Knowledge mission Entrepreneurship

April 3 & 4

➤ Invitation

We are pleased to invite you to participate in the upcoming RUN-EU Knowledge Mission on Entrepreneurship, focusing on Regional Influences on Small and Medium Enterprises (SME). This engaging event will be held on [April 3rd and 4th](#), 2025, at [NHL Stenden Leeuwarden](#). It will offer a platform to explore the role of regional innovation and entrepreneurship in driving SME growth.

➤ Participants

What makes this Knowledge Mission particularly special is that it aligns with the offline week of the RUN-EU Short Advanced Program Green Growth: Sustainable Business in a Circular Society. The students who attend this program have already been exploring circular entrepreneurship online and will begin their offline week on March 31st.

Knowledge Mission participants are welcome to join the students on Wednesday the 2nd of April for the Friesland Circular Entrepreneurship Tour, which includes visits to several circular businesses. On Thursday the 3rd of April and Friday the 4th of April, students will participate in selected activities and collaborate with Knowledge Mission participants. This synergy enables the challenges to be approached from diverse perspectives, fostering the development of future-proof solutions.

For knowledge mission participants, we aim to bring together participants from the Quadruple Helix, focusing on Regional Innovation and Entrepreneurship. We welcome:

- Governmental bodies: Provincial and municipal representatives, representatives from local NGOs, etc.
- Academia: Researchers, teachers, and students.
- Industry: Local businesses and entrepreneurship organizations.
- Civil Society: Engaged community members.
- RUN-EU members: Work Package 4 members, associate partners, management, and others.

Center for Entrepreneurship

➤ Program

Wednesday 2nd of April 09:00-17:00	Optional Friesland Circular Entrepreneurship Tour
Thursday 3rd of April 09:00-17:00	<p>The Knowledge Mission will kick off with a warm welcome, an introductory session and engaging presentations from guest speakers in the morning.</p> <p>Following lunch, knowledge mission participants will break into groups to collaboratively tackle design challenges using the Design Thinking methodology. This setup encourages active dialogue as participants explore potential solutions to pressing regional challenges.</p> <p>On set times, the student groups and knowledge mission groups will meet to exchange ideas. This encourages connection in the quadruple helix and ensures diverse perspectives to be shared, enriching the problem-solving process.</p>
Friday 4th of April 09:00-17:30	<p>In the morning, knowledge mission groups will have time to refine their prototypes and prepare a poster presentation showcasing their proposed solutions to the design challenges.</p> <p>After that, the posters of the students and of the knowledge mission participants will be presented during a poster presentation, which will also serve as a networking opportunity.</p> <p>The event will conclude with the announcement of the best student prototype, as voted on by the participants of the Knowledge Mission.</p>

➤ Design Challenges

To inspire meaningful outcomes, the participants of the knowledge mission will work in groups to address the following design challenges, connected to Sustainable Development Goals.

- Develop a prototype for a strategy to help SMEs monitor materials and waste streams more efficiently, focusing on accelerating scalability, circularity, and environmental impact.
- Develop a prototype for a strategic roadmap to enhance the innovation capacity of SMEs, focusing on creating supportive ecosystems, partnerships, and policies that foster multisectoral collaboration.
- Develop a prototype for a framework for supporting SMEs in adopting SDGs, focusing on policy recommendations (governance), local resource allocation, and long-term regional impact.
- Develop a prototype for a strategy for fostering SME communities that act as catalysts for feasible consumption and promotion of circular products, considering local economic, cultural, and social dynamics.
- Develop a prototype for a comprehensive policy framework and business model toolkit for facilitating organisations to help SMEs transition to more sustainable practices.



➤ RSVP

Please RSVP by March 15th via [this link](#) to confirm your participation.

