

# Third mission and the collaboration with social partners

Kristīne Bērziņa



**UNIVERSITY  
OF LATVIA**

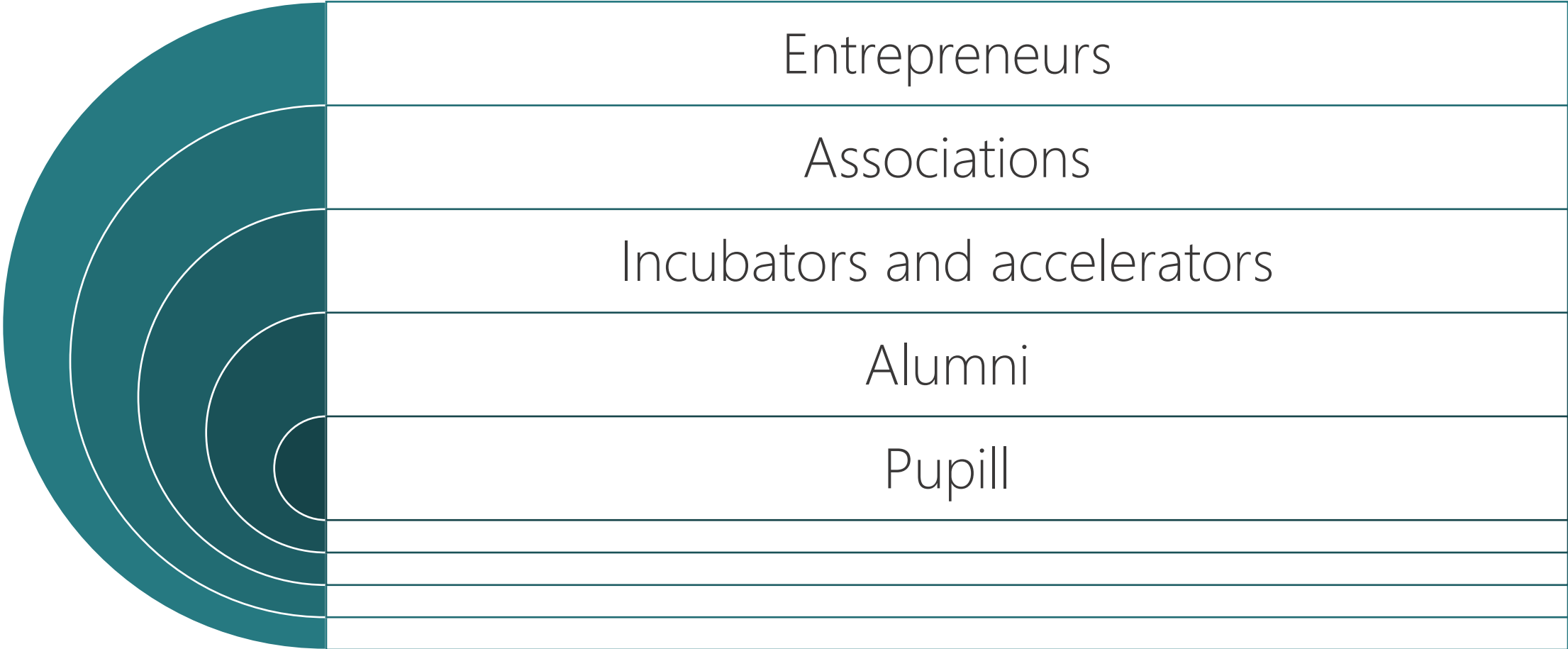
# **Kristine Berzina, Teaching and research**

- 2023 Beijing Foreign Languages School, China
  - 2023 Chulalongkorn University, Thailand
  - 2022 Georgia, TSU
  - 2019 Indian Institute of Management Indore, India
  - 2017- 2018 Vienna Technical University
  - 2015- 2017 Novosibirsk State Technical University
  - 2015, 2017 Aristotle University, Greece
  - 2014 University of Aveiro, Portugal
  - 2013 Varna Economic University, Bulgaria
  - 2012 Polytechnic Institute of Porto, Portugal
  - 2010 Navarra University, Spain
- Courses:
  - Enterprise creation and development
  - Product design and development
  - International Economics and Business
  - Consumer behaviour in international business

Kristīne Bērziņa



# With whom I cooperate?



# Why cooperation?

- «All our civilization is made on the base of collaboration» (R.Axelrod, 1999)
- Cooperation can be a suitable tool for innovation support (H.Chesbrough, 2012)
- Organisations participate in different networks to spread the risk and uncertainty involved in the innovation processes, shorten innovation time, reduce costs, and access external resources (L.Li, F.Su, W.Zhang, J.-Y.Mao, 2017)
- Network relationships can be used to facilitate internationalisation process and to speed up opportunities (A.Ojala, 2009; D.Bentivoglio, G.Bucci, M.Belletti, A.Finco, 2021)
- Innovation is a systemic process in which organisations interact and collaborate with a variety of networks (D.Bentivoglio, G.Bucci, M.Belletti, A.Finco, 2021)

# Tourism associations Research

- 2020-2023 WESKILL, Erasmus+ project Wellness and Spa Tourism Sectoral Skills (WeSkill), 2020-2023, researcher
- 2019 development of an action plan for the development of Latvia's tourism offer as part of the BRANDTour project of the Interreg Europe program/ Researcher
- 2017-2019 Boosting tourism business growth through higher vocational education (BOOSTED) (ETS2016/24), researcher
- 2018 Consumer behavior of foreign tourists in Riga/ Researcher// Project LU reg. No. ZD2018/20663
- 2017 Jūrmala city tourism action plan 2018-2020, researcher
- 2017 Tourist satisfaction study on the field of tourism in Jūrmala during the winter period

# Tourism associations, publications

- 2022 Berzina, K., Medne, I., Uspele, G., IN-DEMAND SKILLS AND COMPETENCES FOR EMPLOYEES IN SPA AND WELLNESS SECTOR// Proceedings of 14th International Scientific Conference "New Challenges of Economic and Business Development – 2022: Incentives for Sustainable Economic Growth", LU, Rīga, Latvija, pp.
- 2021 Barrell A, Paalzow A, Baltins E, et al. Cross-border Entrepreneurial Education, Development and Knowledge and Technology Transfer: Experiences with the Cambridge–Riga Venture Camp Programme—A Reflective Report. Journal of Entrepreneurship and Innovation in Emerging Economies. 2021;7(1):99-105. doi:10.1177/2393957520984035
- 2019 Medne, I., Berzina, K. Tourism Product/ Service Attribute Influence on overall Tourist satisfaction Level in Riga// Proceedings of 11th International Scientific Conference "New Challenges of Economic and Business Development – 2019: Incentives for Sustainable Economic Growth", LU, Rīga, Latvija, pp.
- 2019 Medne, I., Berzina, K. Recognition and Perception of Latvia as a Tourism Destination in Different Segments// Proceedings of the International Scientific Conference "Economic Science for Rural Development'2019", LLU, Jelgava, Latvija, pp.

# Internship

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- Since 2018, the University of Latvia has started implementing a project that promotes the renewal of academic staff and the development of competencies
- As part of the project, the academic staff of the Faculty of Business, Management and Economics staff could gain knowledge as interns





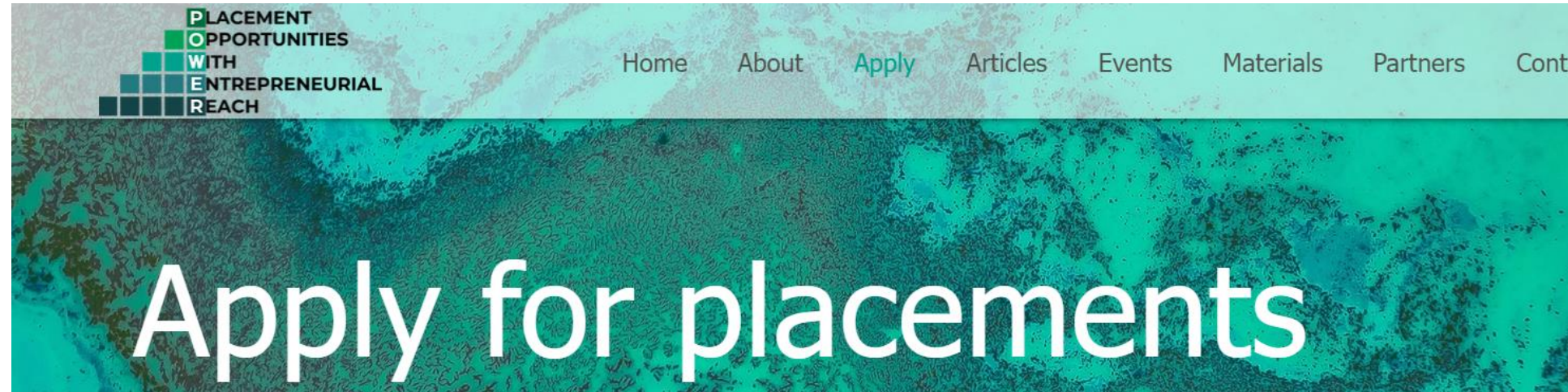
# Horizon and Erasmus+

- 2021-2023 FORTHEM, Horizon 2020 project Fostering Institutional Transformation of R&I Policies in European Universities (FIT FORTHEM)
- 2018-2021 KA2: Cooperation for innovation and the exchange of good practices – Knowledge Alliances Knowledge Alliances POWER | Placement Opportunities With Entrepreneurial Reach; researcher
- 2018-2021 Erasmus+, KA2 Strategic Partnership 2018 2018-1-ES-01-KA203-050886 Universidad de Alcalá ; project manager in Latvia
- 2016-2017 #europehome project Erasmus+, KA2, Strategic Partnerships academic coordinator on developing entrepreneurial skills

# Power

- Cooperation for innovation and the exchange of good practices – Knowledge Alliances

# POWER



Opportunity to apply for placements at European startups



**Are you interested to experience what it takes to build a business? Would you like to do a placement in Spain, Greece, Finland or Luxembourg and gain insights into the startup world as well as share your skills and talents with promising startup companies?**

Placement at a startup company is an opportunity to explore your strengths and talents while performing meaningful tasks that support innovations and businesses of cutting edge technologies. Project POWER incubators and startups are keen to meet talented and motivated students willing to make a difference.



# Junior Achievement Latvia

- Business idea development in starting from the 4th class at schools of Latvia
- Lectures for teachers



**Alumni as mentors**

# University of Latvia

## Student Business Incubator

- Founded in 2012, financed by the University of Latvia, Latvian and foreign patrons
- The University of Latvia Student Business Incubator is the largest university-based business incubator in Latvia
- The incubator helps students and their teams of all study levels and faculties to start and develop a business, offering comprehensive support, which, for example, includes the opportunity to participate in incubator workshops, receive support from mentors and coaches, gain access to office and production facilities, and financial support in the form of grants

#BVI

Es nekad sev nepredota  
ja nebūtu mēģinājis



LU STUDENTŲ  
BIZNESŲ INKUBATORAS



FIRST SALE  
ON AS  
SIBLE!

INITIAL GOAL  
A STARTUP IS  
TO LEARN,  
NOT TO SCALE.

LAIKS  
BIZNESAM



# University of Latvia Student Business Incubator

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- Early stage business idea support
- More than 50 teams every year
- Start Smart
- 6 months pre-incubation course based on Steve Blank methodology
- Photo and Video Studio, Prototyping Studio and Idea Testing Stand

# PROGRAMMA StartSmart

Pieteikšanās ir sākusies!

Piesakies līdz  
16. augustam!

[ej.uz/Smart23](http://ej.uz/Smart23)





# NO/LOW CODE PROTOTYPING

ACCELERATING THE PRODUCT  
DEVELOPMENT PROCESS WITH NO/LOW  
CODE PROTOTYPING

Tehnisko  
prasmju  
darbnīca

Piesakies līdz:  
**13.04.2023.**

- UZAICINĀJUMS  
PIEDALĪTIES

# Icebreaker

- From the Conference to the Student Business Opportunity Festival
- From couple hundred participants to over thousand
- From one University event till multi University major event
- From few organisers till dozens of volunteers
- Openings from Minister of Economics till president of Latvia
- the sympathy of the Latvian Chamber of Commerce and Industry in the nomination "Trademark of the Year - for Latvia«

# Development of Icebreaker

- Students, young entrepreneurs, researchers, business experts and enthusiasts from the Baltics
- Shared experience of local and foreign experts from the business and university environment
- Young entrepreneurs or owners of business ideas compete for the for prizes
- Creative workshops and master classes, discussions on topical issues of the modern world and innovations in science, medicine, and technology take place at the festival
- in person and online

# ICEBREAKERS'18

05.09.2018

12:00

What you know about business  
is just a tip of the Iceberg

People Work Riga  
E. Birznieka-Upīša 21, Rīga

**STUDENT PITCH BATTLE**

**10 000 EUR COMPETITION**

**MATCHMAKING**

**PANEL DISCUSSION**

**WORKSHOPS**



Read More at: [www.icebreakers.lv](http://www.icebreakers.lv)

OPLE  
WORK



A large projection screen displays a presentation slide. The slide features a stylized blue and white logo consisting of a triangle with a checkmark inside. The text 'ICEBREAKERS'18' is written in white on a dark blue banner across the middle of the logo. At the bottom left of the slide, there is a small circular logo and the text 'UNIVERSITY OF LUTON STUDENT BUSINESS INSTITUTE'. The background of the slide is light blue with a faint world map and bokeh light effects.

ASPA  
2018



PEOPLE  
WORK

**“The grant was truly what we needed at the time in order to develop our business, to provide quality service for our customers and to attract new clients.”**

**ILZE MUCIŅA**

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Founder of  
MUCINA



***ICEBREAKERS'19***



**OCTOBER 4TH**

**UL HOUSE OF SCIENCE**

**WHAT YOU KNOW ABOUT BUSINESS IS JUST A TIP OF  
THE ICEBERG**



ICEBREAKERS'19







**“ICEBREAKERS’ support helps not only financially, but more importantly, gives you extra dedication in creating the next big thing.”**

**KONRĀDS BUŠS**

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Co-founder of  
Yogasense



**“The grant made it possible for us to raise our manufacturing capacity thus making it possible to enter new markets.”**

**VALTERS ODZIŅŠ**

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Founder of O KRAFTS



# WE ARE THE ICEBREAKERS'20

POWERED BY  
UNIVERSITY OF LATVIA  
STUDENT BUSINESS INCUBATOR



UNIVERSITY  
OF LATVIA

NATIONAL  
DEVELOPMENT  
PLAN 2020



EUROPEAN UNION  
European Regional  
Development Fund



RIGA TECHNICAL  
UNIVERSITY

INVESTING IN YOUR FUTURE

ERDF co-financed project no. 1.1.1.3/18/A/007 University of Latvia Innovation Grants for Students

ICEBREAKERS'20

ICEBREAKERS'20





**ICEBREAKERS'20**

**PitchBattle**  
**7000€**  
**Prizewinner**  
**APTOLUX**

UNIVERSITY OF LATVIA  
STUDENT BUSINESS INCUBATOR

UNIVERSITY OF LATVIA  
FACULTY OF BUSINESS,  
MANAGEMENT  
AND ECONOMICS

UNIVERSITY OF LATVIA

**ICEBREAKERS'20**

UNIVERSITY OF LATVIA  
STUDENT BUSINESS INCUBATOR

# POWER expo sessions in Icebreaker

10.30 How to find *internships in European start-ups?*

11.00 Internship varieties in start-ups – *face-to-face, remote and blended?*

11.30 How to gain *most from remote internships in start-ups?*

12.00 Placements that emPOWER –how to make your *internship at start-up truly meaningful?*

12.30 Tips on how to find a *suitable/matching placement at start-ups*

**P**lacement  
**O**pportunities  
**W**ith  
**E**ntrepreneurial  
**R**each



Co-funded by the  
Erasmus+ Programme  
of the European Union

OCTOBER 8TH

# ICEBREAKERS'21

REINVENTING THE FUTURE



UNIVERSITY  
OF LATVIA

NATIONAL  
DEVELOPMENT  
PLAN 2020



EUROPEAN UNION

European Regional  
Development Fund



RIGA TECHNICAL  
UNIVERSITY

INVESTING IN YOUR FUTURE

ERDF CO-FINANCED PROJECT NO. 1.1.1.3/18/A/007 UNIVERSITY OF LATVIA INNOVATION GRANTS FOR STUDENTS

OCTOBER 8TH

# ICEBREAKERS'21

REINVENTING THE FUTURE



KEYNOTE SPEAKERS &  
PANEL DISCUSSIONS



WIN 10'000 EUR  
FOR YOUR BUSINESS IDEA



WORKSHOPS & SIDE EVENTS

TAKE YOUR FREE TICKET!



6. OKTOBRIS

# ICEBREAKERS'22

MISIJA: RADĪT



LATVIJAS  
UNIVERSITĀTE



LU STUDENTU  
BIZNESĀ INKUBATORS



LA VĒRSIS UNIVERSITĀTE  
OF APPLIED SCIENCES





ICEBREAKERS'22  
UZVĀRĒTĀJU PAZĪNOŠANA

FESTĪVĀLA PARTNERI

GRANTU KONKURSS  
8000 EUR  
UZVĀRĒTĀJS  
OG SENSE  
ICEBREAKERS

ICEBREAKERS

10'000 EUR

GRANTU KONKURSS  
2000 EUR  
UZVĀRĒTĀJS  
AR WHEELS  
ICEBREAKERS

ICEBREAKERS



Thank you!



**UNIVERSITY  
OF LATVIA**