

To: **Media**

From: **TransUP project consortium**

Page numbers:

1

Press release

To whom it may concern,

Five partners from four different countries aims to tackle the challenge of making the Alpe Adria region an attractive hub for innovative entrepreneurs and investors!

The consortium led by [Friuli Innovazione](#) from Italy, brought together the regional startup force through “**Supporting Transnational Start-up Ecosystems —TransUP**” project – [Technology park Ljubljana](#) and [IRP Inštitut za raziskovanje podjetništva](#) from Slovenia, [Carinthian Economic Promotion Fund \(KWF\)](#) from Austria and [STEP RI Science and Technology park of the University of Rijeka](#) from Croatia.

They are gathering their knowledge and experience in one **peer learning group** through which they will address the issue - technology startups in the Alpine Adriatic area usually look to Western Europe or to the USA rather than to neighboring countries for models of change and development. First peer learning group meeting will be held in Rijeka, Croatia, on June 30th 2016 in STEP RI Science and Technology park of the University of Rijeka.

The objective of the TransUP is thus to collaboratively address a common innovation support challenge and to peer-review transnational support services and co-design an innovative and systemic **Crossregional Softlanding Programme** for enhancing a multicultural and international driven attitude among startups in order to improve their survival chances on the global market.

The TransUP group will create a valuable document, using the Twinning Advanced methodology, called **Design Option Paper** which will represent the **guidelines** for making the Alpe Adria region an attractive for innovations and investments. The recommendations developed in the DOP document will be valid **for all sectors and EU geographical locations**.

“Supporting Transnational Start-up Ecosystems —TransUP” project is implemented in frame of the European Union’s Horizon 2020 Research and Innovation Programme (H2020) and lasts for 12 months, starting from April 1st 2016.. The project relates to the work programme topic “Peer learning of innovation agencies INNOSUP-5-2014.

For any additional questions, feel free to contact:

Claudia Baracchini

project manager

Friuli Innovazione

e-mail: Claudia.baracchini@friulinnovazione.it

phone: +39 0432 629940