Final Conference
Incubating Creativity with Profits

EMBEDDING ENTREPRENEURSHIP FOR ECONOMIC GROWTH

Astrid Severin
Brussels, 18th November 2014
How many times should an entrepreneur be able to start over?
Entrepreneurship and growth

“Entrepreneurship is not, as commonly assumed in Europe, necessarily about small and medium sized companies (SMEs). It is about growth, creativity and innovation. Innovative entrepreneurs come in all shapes and forms. They start companies, they spin out companies from universities or corporations, they restructure companies in need of refocusing, they innovate within larger organisations. Usually they share a primary objective – growth.”

(European Foundation for Entrepreneurship Research, October 2004)
Most entrepreneurial countries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States</td>
</tr>
<tr>
<td>4</td>
<td>Sweden</td>
</tr>
<tr>
<td>10</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>13</td>
<td>France</td>
</tr>
<tr>
<td>17</td>
<td>Germany</td>
</tr>
<tr>
<td>59</td>
<td>Greece</td>
</tr>
</tbody>
</table>

Source: Global Entrepreneurship and Development Institute
INTERREG IVC entrepreneurship figures

- 8 projects
- 74 project partners
- 55 regions involved
- 204 good practices identified
Entrepreneurship capitalisation
Transfer of regional development good practices into mainstream EU Structural Funds programmes.

Target audiences
- Decision makers
- Programme bodies
- End-users
- Multipliers

Expected results
- Innovative approaches
- Policy recommendations
- Synergies and mutual enrichment
- Projects links to related initiatives
- Specific topic related recommendations
Challenges to entrepreneurship 1/2

- Fragmentation and short-termism
  - Services provided in a reactive and ad hoc way
- Diversity of the target group
  - Young people, migrants and women
- Contextual differences
  - No “one size fits all” solution
- Weaknesses in impact measurement
  - Difficult to measure attitudinal impact
Challenges to entrepreneurship 2/2

- Low awareness levels of support mechanisms
  - Poor visibility and accessibility of some support mechanisms

- Access to finance
  - Access to finance remains a barrier for entrepreneurs

- Lack of an entrepreneurial culture
  - Fear of failure is a Europe-wide cultural barrier
The entrepreneurship support-development matrix

Present the findings of the study in a comprehensive and yet accessible way for policymakers

<table>
<thead>
<tr>
<th>Support</th>
<th>Access to know-how</th>
<th>Access to facilities</th>
<th>Access to finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education &amp; training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mentoring &amp; coaching</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technological knowledge</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Access to know-how 1/3

- Education and training

Awaken the entrepreneurial spirit in Europe

“Summer Entrepreneur” (MINI EUROPE)
14-20 years old students create their own businesses during the summer holidays
Access to know-how 2/3

- Mentoring and coaching
  Especially valuable for social entrepreneurs

“fairKauf” (MESSE)
Social second-hand store where unemployed people sell used goods
Access to know-how 3/3

- **Technical knowledge**

  High tech start-ups need Access to technological knowledge

“Cluster Support Environment Mode” (MINI EUROPE)
Business Incubation and Business Technology Centres
Access to facilities

- Supporting high tech start-ups through incubators with specific services

“CleanTech Campus” (PROSPECTS)
Provides services especially to businesses involved in clean mobility, renewable energy and clean production processes
Access to finance

- Funding should be part of an integrated package

Maloposka Region, Poland (PASE)
Unemployed people receive funding and guidance to help them set up social enterprises
Entrepreneurship capitalisation results

- Two reports (2013/2014)
- Policy recommendations
- Policy brochure
- Two workshops
General recommendations for policymakers

- Continuity, Consistency, Stability of Policy
- Policy to consider regional differences / needs
- Stakeholders involved from A to Z
- Help Entrepreneurs ≠ Regulatory Barriers
- Help entrepreneurs get commercial successes
- “Teachers play an important role in sparking the entrepreneurial spirit”
- Raise the image & profile of entrepreneurship
Capitalisation in INTERREG EUROPE

Policy Learning Platforms

- Individual advice
- Peer reviews
- Thematic seminars
- Recommendations
  - Design and implementation of Structural and Investment Funds programmes
Greenovate! Europe EEIG

Rue d’Arlon 63-65
B – 1040 Brussels
Tel +32 2 400 10 05/06

www.greenovate-europe.eu

Astrid Severin
astrid.severin@greenovate.eu