



Nachhaltiges Wachstum und Soziales Unternehmertum in der EU

*Workshop Sustainability - DRS
Tulln, 25 March 2015*

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European Commission - DG Growth*

To enterprise

Entrepreneurship refers to an individual's ability to turn ideas into action.

It includes

- *creativity,*
- *innovation and*
- *risk acceptance,*
- *as well as the ability to plan and manage projects in order to achieve objectives.*

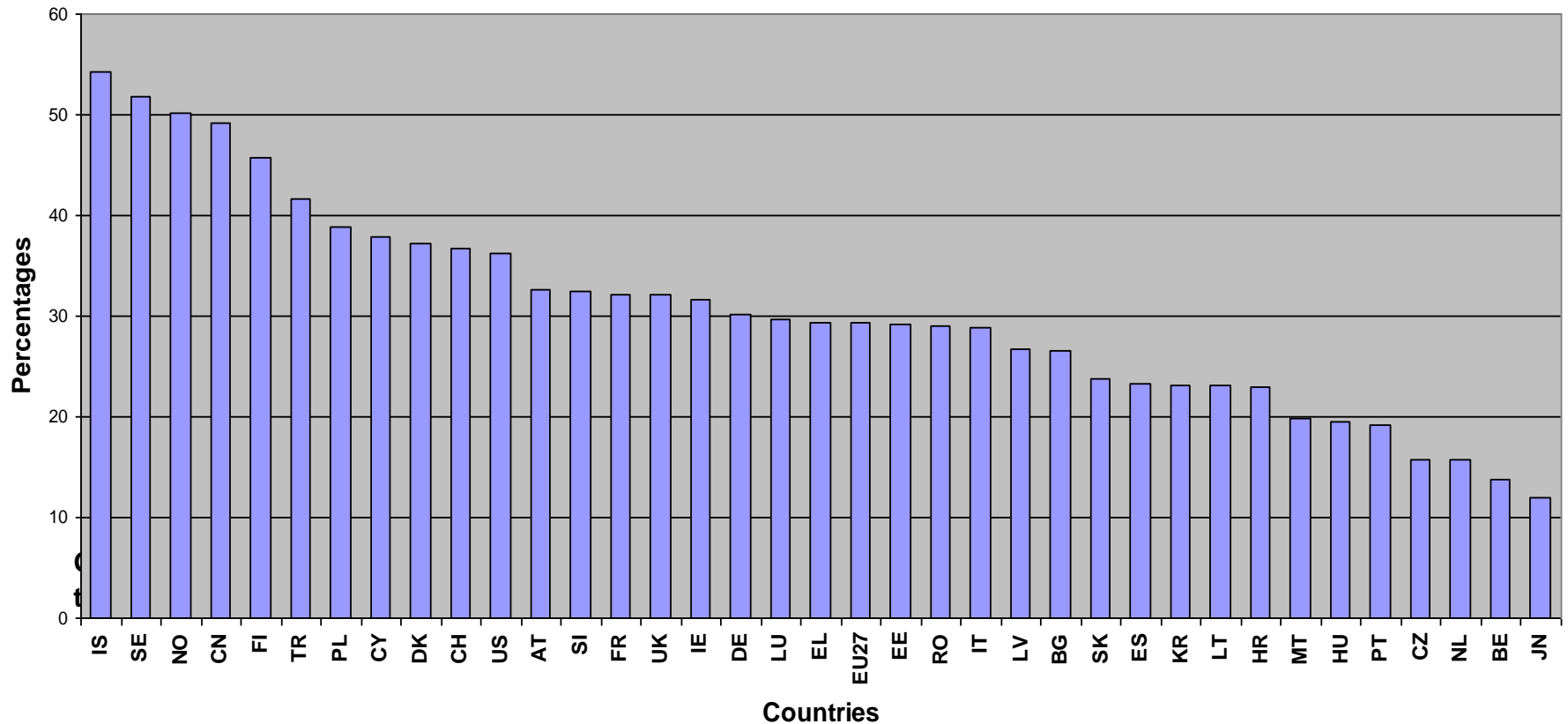
This

- ✓ *supports everyone in day-to-day life at home and in society,*
- ✓ *makes employees more aware of the context of their work and better able to seize opportunities,*
- ✓ *and provides a foundation for entrepreneurs establishing a social or commercial activity*

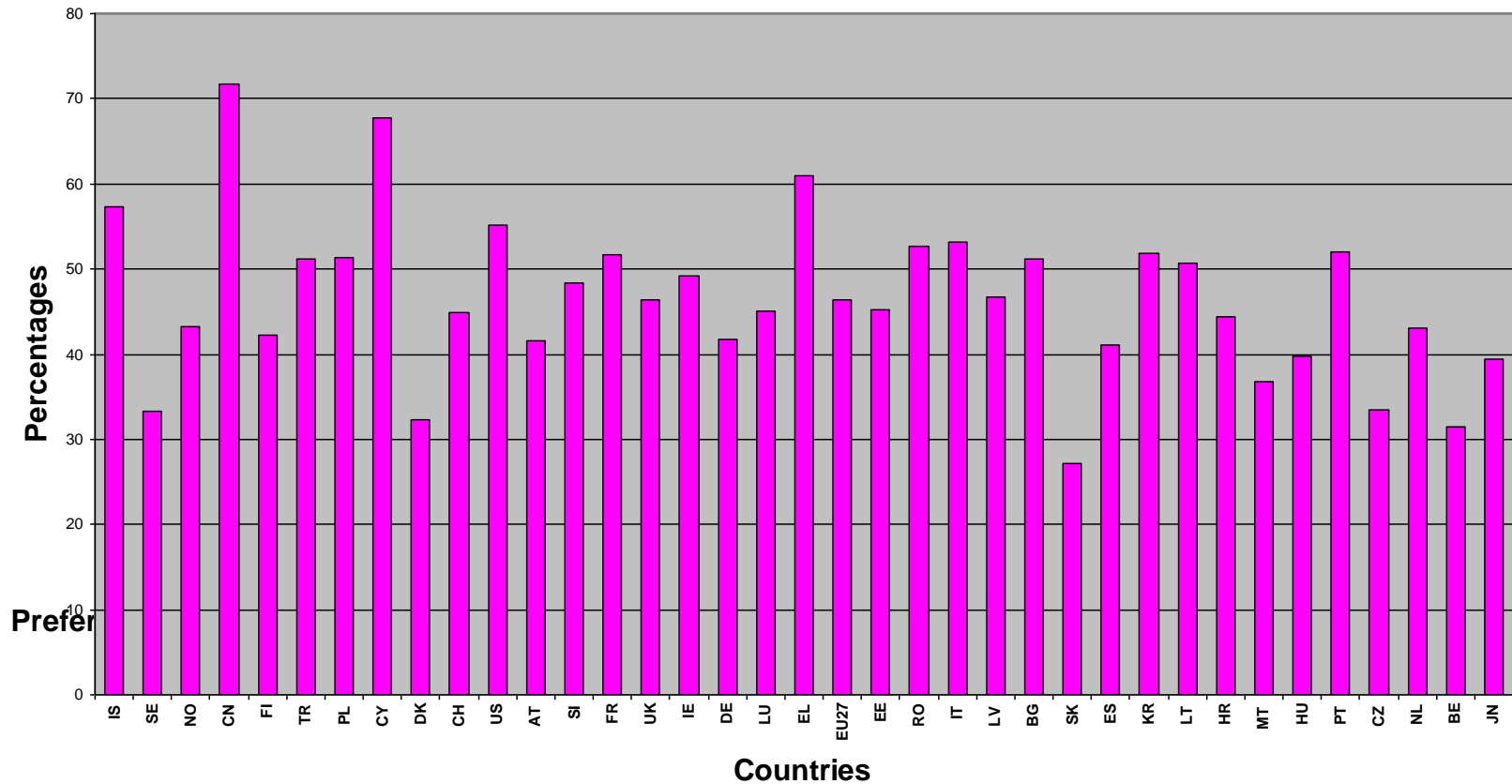
Skills acquired

<i>Personal skills</i>	<i>Business skills</i>
<ul style="list-style-type: none">• Team working	<ul style="list-style-type: none">• Basic economics
<ul style="list-style-type: none">• Communication	<ul style="list-style-type: none">• Financial literacy
<ul style="list-style-type: none">• Self-confidence	<ul style="list-style-type: none">• Developing market research
<ul style="list-style-type: none">• Taking initiative	<ul style="list-style-type: none">• Drafting a business plan
<ul style="list-style-type: none">• Problem-solving	<ul style="list-style-type: none">• Raising finance
<ul style="list-style-type: none">• Taking calculated risk	<ul style="list-style-type: none">• Sales techniques
<ul style="list-style-type: none">• Leadership	<ul style="list-style-type: none">• Running a business meeting

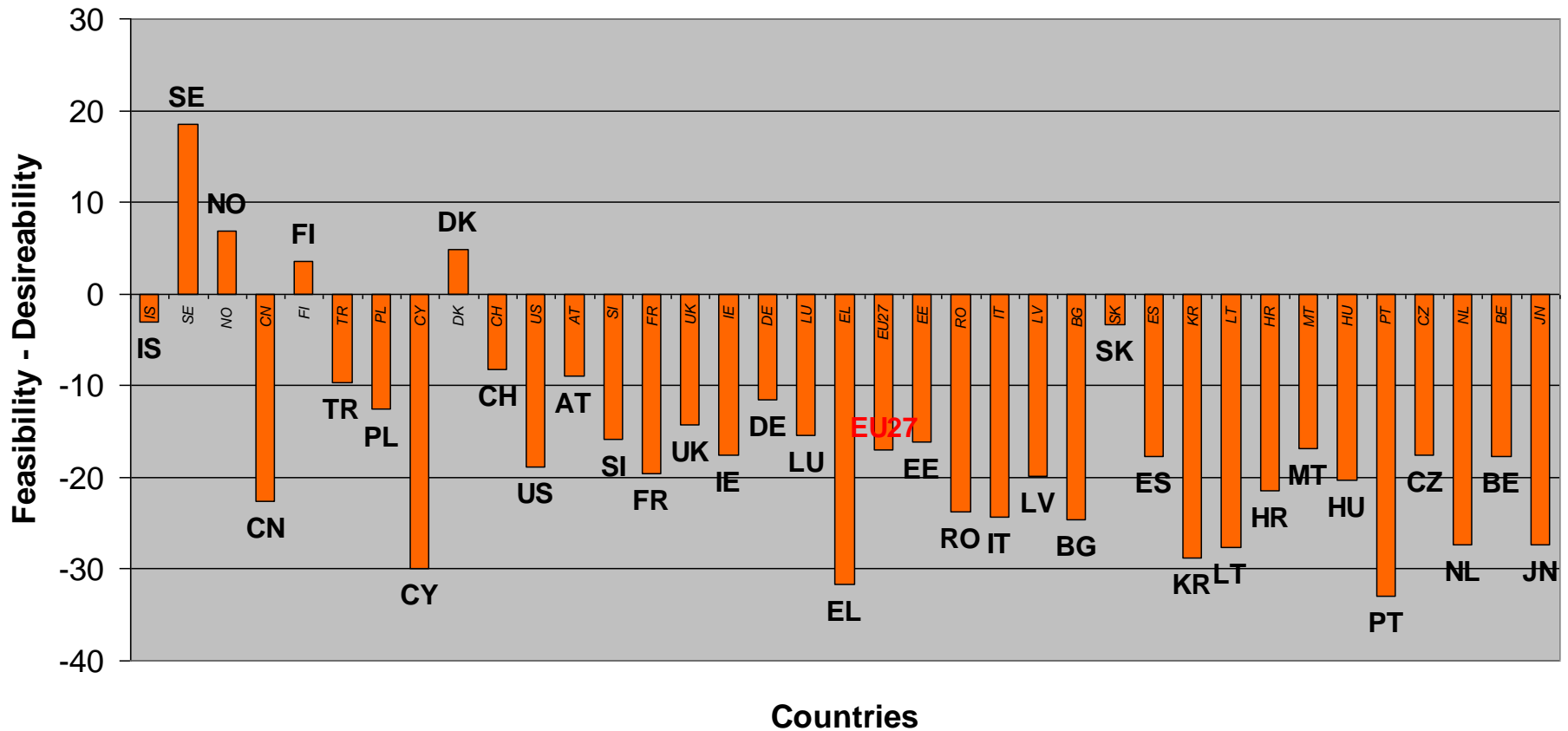
Feasibility of becoming self-employment



Desirability of becoming self-employment



Comparing Feasibility and Desireability



The Oslo Agenda

Entrepreneurship Education in Europe

The Oslo Agenda for Entrepreneurship Education in Europe

The aim of the "Oslo Agenda for Entrepreneurship Education" is to step up progress in introducing entrepreneurial mindsets in society, systematically and with strategic actions. The Agenda is a rich array of proposals, some which stakeholders can pick actions at the appropriate level, and adapt them to the local situation. Relevant actors are indicated for each one of the proposed actions.

The Agenda is an outcome of the Conference on "Entrepreneurship Education in Europe: Fostering Entrepreneurial Mindsets through Education and Learning" - an initiative of the European Commission jointly organised with the Norwegian government - held in Oslo on 26-27 October 2005, which followed the Commission from Commission on the same topic.

The Conference aimed to exchange experiences and good practice, and to propose ways to move forward in this area. The ideas advanced in Oslo by a broad representation of stakeholders (eg. national, regional and local governments, business associations and entrepreneurs, promoters of programmes, school teachers, academics and students) result now in a detailed catalogue of initiatives, based on successful experiences in Europe, which could be usefully taken in the EU and in neighbouring countries.

EU
Member States
Educational authorities
Regional / Local authorities
Business / Industry
Entrepreneurial organisations (1)
Business incubators / Entrepreneurs

A Framework for policy development

- A1. **Secure political support for entrepreneurship education at the highest level.** Real progress will be possible only with a strong commitment from national and regional governments and from the relevant Ministers, in the context of the implementation of the Lisbon strategy.
- A2. **Better integrate entrepreneurship education into the Lisbon reorienting process.** Integrated Guidelines for Growth and Jobs, and make the commitment of Member States' progress in this field more effective by means of applying specific indicators.
- A3. **Set up a Europe-wide framework of what is to be achieved,** followed by proper evaluation of the impact of measures taken. Coordination needs to be ensured at the EU level, with the definition of broad objectives and of desired outcomes for entrepreneurship education. The above framework could be supported by the establishment of a European Observatory for Entrepreneurship Education, with national centres.
- A4. **Launch national strategies for entrepreneurship education,** with clear objectives covering all stages of education. Such strategies should call for the active involvement of all relevant actors: public and private, and establish a general framework while defining concrete actions. There will range from the inclusion of entrepreneurship into the national curricula to providing support to schools and teachers. The overall goal will be to ensure that young people can progress coherently in acquiring entrepreneurial competences across all stages of the education system.
- A5. **Create Working Groups,** both at European and at national level, where all the different stakeholders involved in entrepreneurship education can be represented (public administrations, business, educational administrators, students, etc.). These Groups could have among their objectives, that of setting targets for entrepreneurship education, taking into account all relevant elements, and that of reporting on progress achieved.
- A6. **Promote entrepreneurship education at regional level,** with a coherent programme to bring together local stakeholders and addressing the various levels of education through a range of different instruments.
- A7. **Facilitate the development of entrepreneurship education within the lifelong process** by encouraging the mobility of teachers (across countries and across different institutions, including in the private sector) by covering the role of educators other than teachers, practitioners, entrepreneurs, students, scientists, researchers, highlighting entrepreneurship career paths in undergraduate education at university.
- A8. **Increase coherency between European funding programmes** that can be used to support entrepreneurship education projects and activities (in particular the Lifelong Learning Programme, the CDF, the ERDF). These programmes can be valuable in supporting centers, initiatives at national and local level.
- A9. **Ensure coherency at European level in the evaluation of programmes and activities,** in order to show the comparability of results. The EU could bring together a group of countries in entrepreneurship education, to help define indicators and specify regional educational processes.

(1) Entrepreneurial organisations and business associations that play the role of building into business education and the business world, and that are at the forefront of introducing entrepreneurship into business education programmes and activities.

- ❖ A detailed catalogue of 47 initiatives, based on successful experiences in Europe
- ❖ Stakeholders can pick actions at the appropriate level
- ❖ Relevant actors are indicated for each one of the proposed actions



European
Commission

Guidebook Series

How to support SME Policy
from Structural Funds.

Building
Entrepreneurial
Mindsets and
skills in the EU

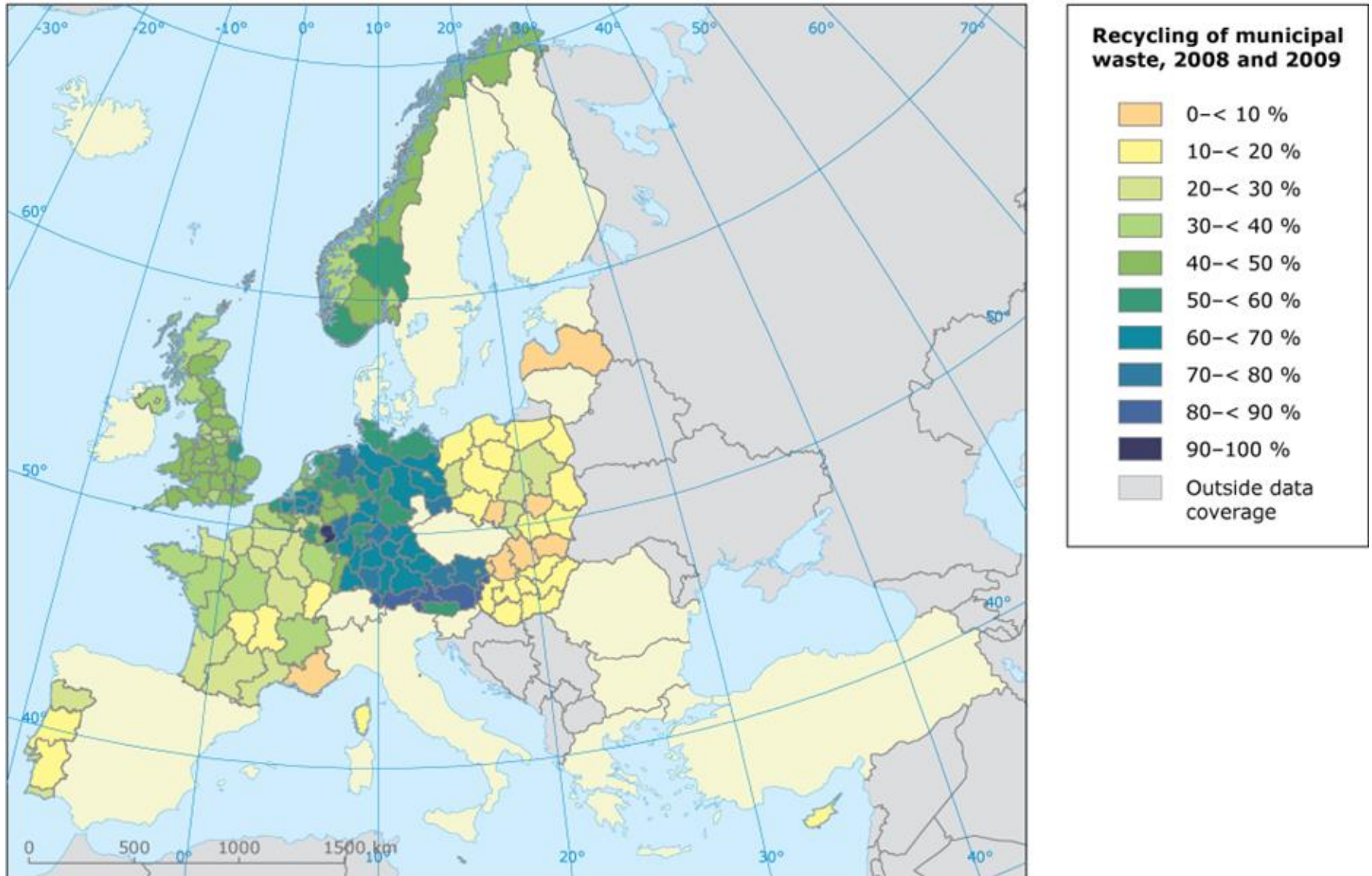
Enterprise
and Industry

1

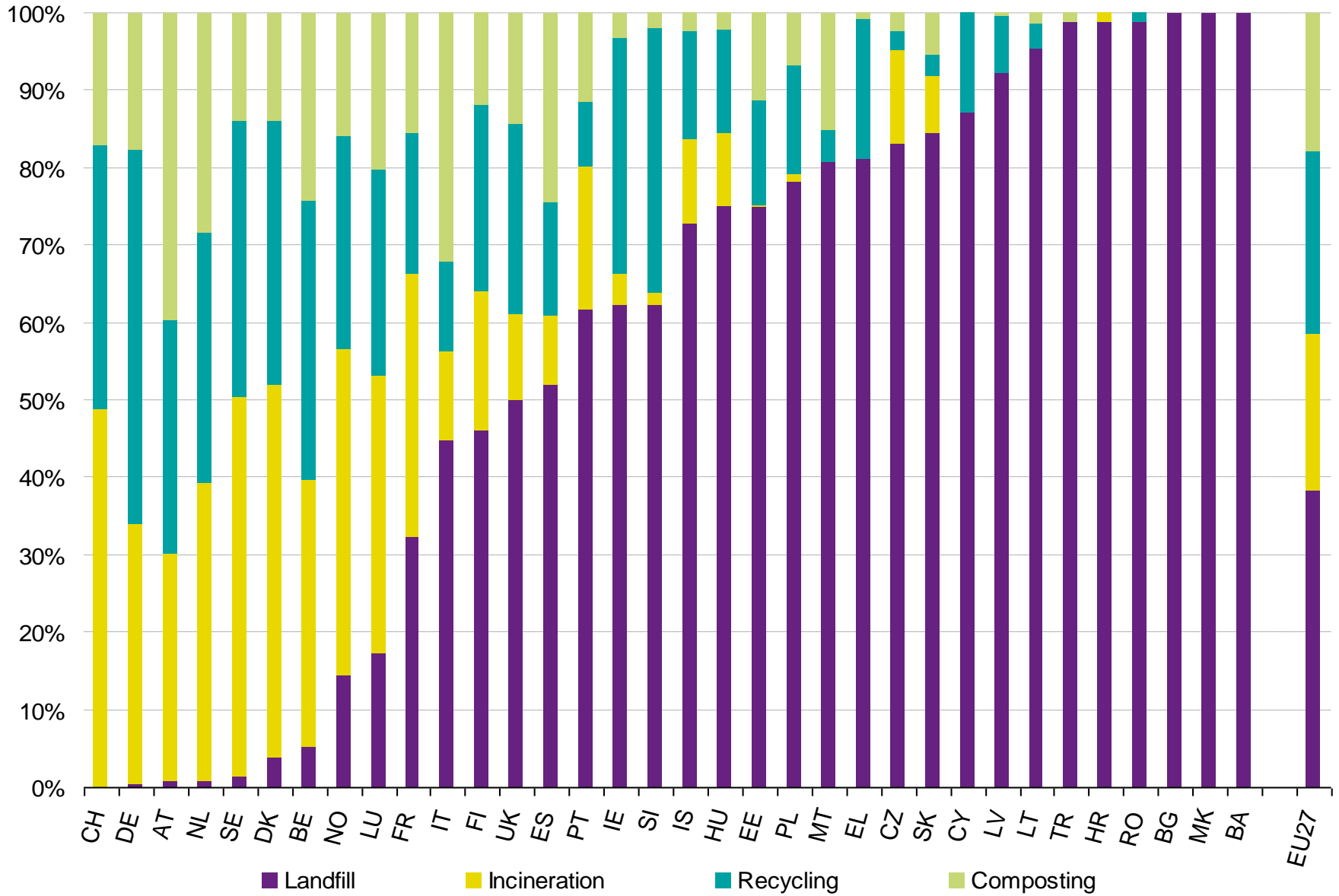
- ❑ Short layout of the relevant EU Policy
- ❑ Evolution model of Entrepreneurship Education Policy
- ❑ Examples of actions to be taken /Inspiration
- ❑ Potential for funding from EU Structural Funds



*Based on existing,
verified good practices*



Sources: European Environment Agency, based on Eurostat 2010 data



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11 <u>Na</u>	12 <u>Mg</u>											13 <u>Al</u>	14 <u>Si</u>	15 <u>P</u>	16 <u>S</u>	17 <u>Cl</u>	18 <u>Ar</u>
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37 <u>Rb</u>	38 <u>Sr</u>	39 <u>Y</u>	40 <u>Zr</u>	41 <u>Nb</u>	42 <u>Mo</u>	43 <u>Tc</u>	44 <u>Ru</u>	45 <u>Rh</u>	46 <u>Pd</u>	47 <u>Ag</u>	48 <u>Cd</u>	49 <u>In</u>	50 <u>Sn</u>	51 <u>Sb</u>	52 <u>Te</u>	53 <u>I</u>	54 <u>Xe</u>
55 <u>Cs</u>	56 <u>Ba</u>		72 <u>Hf</u>	73 <u>Ta</u>	74 <u>W</u>	75 <u>Re</u>	76 <u>Os</u>	77 <u>Ir</u>	78 <u>Pt</u>	79 <u>Au</u>	80 <u>Hg</u>	81 <u>Tl</u>	82 <u>Pb</u>	83 <u>Bi</u>	84 <u>Po</u>	85 <u>At</u>	86 <u>Rn</u>
87 <u>Fr</u>	88 <u>Ra</u>		104 <u>Rf</u>	105 <u>Db</u>	106 <u>Sg</u>	107 <u>Bh</u>	108 <u>Hs</u>	109 <u>Mt</u>	110 <u>Ds</u>	111 <u>Rg</u>	112 <u>Uub</u>	113 <u>Uut</u>	114 <u>Uuq</u>	115 <u>Uup</u>	116 <u>Uuh</u>	(117) <u>(Uus)</u>	118 <u>Uuo</u>

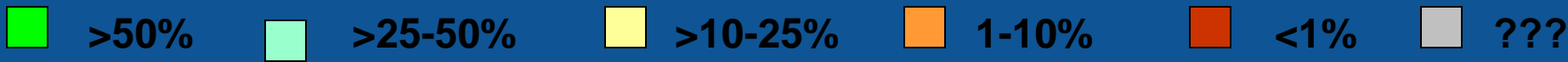


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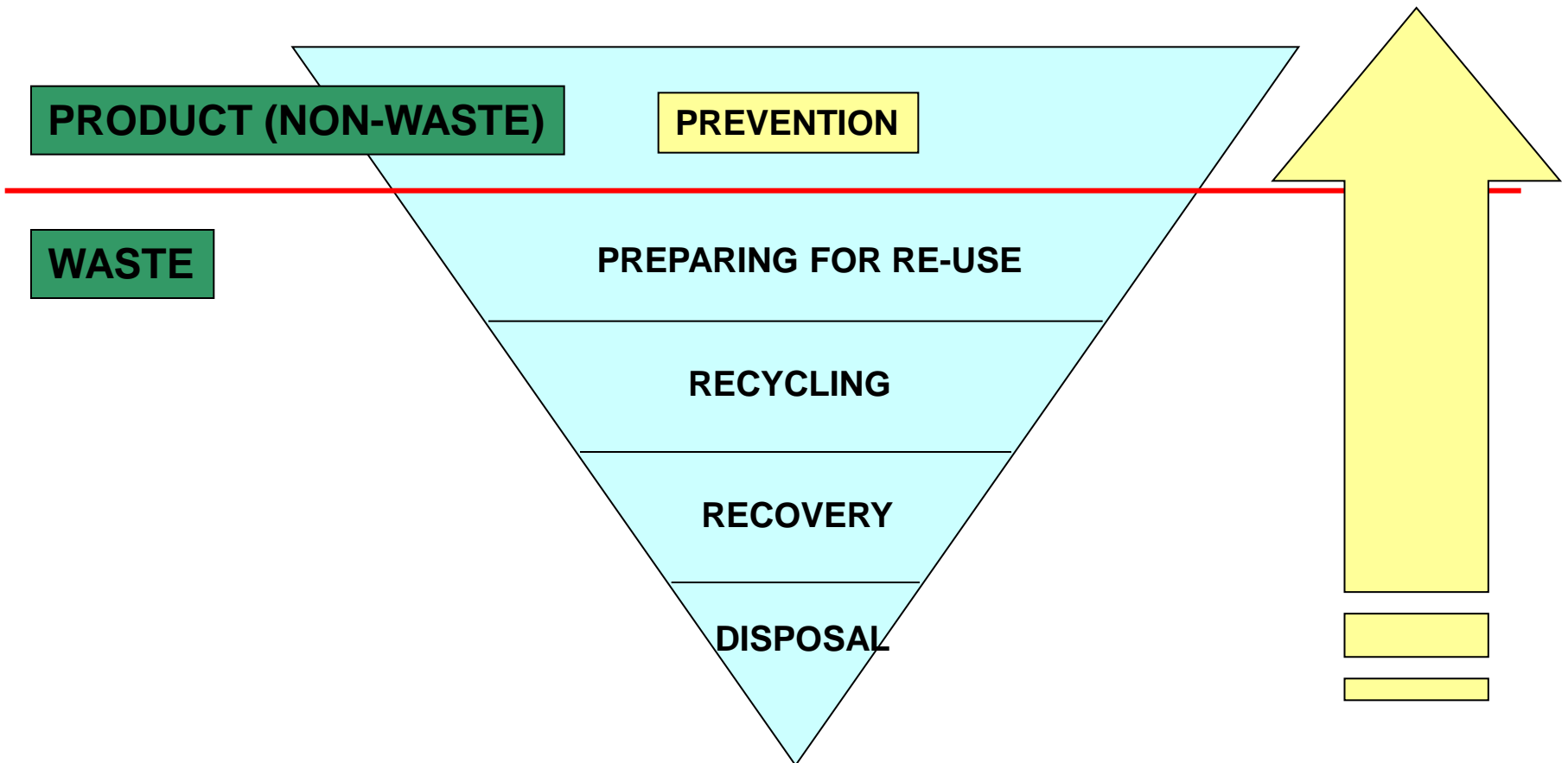
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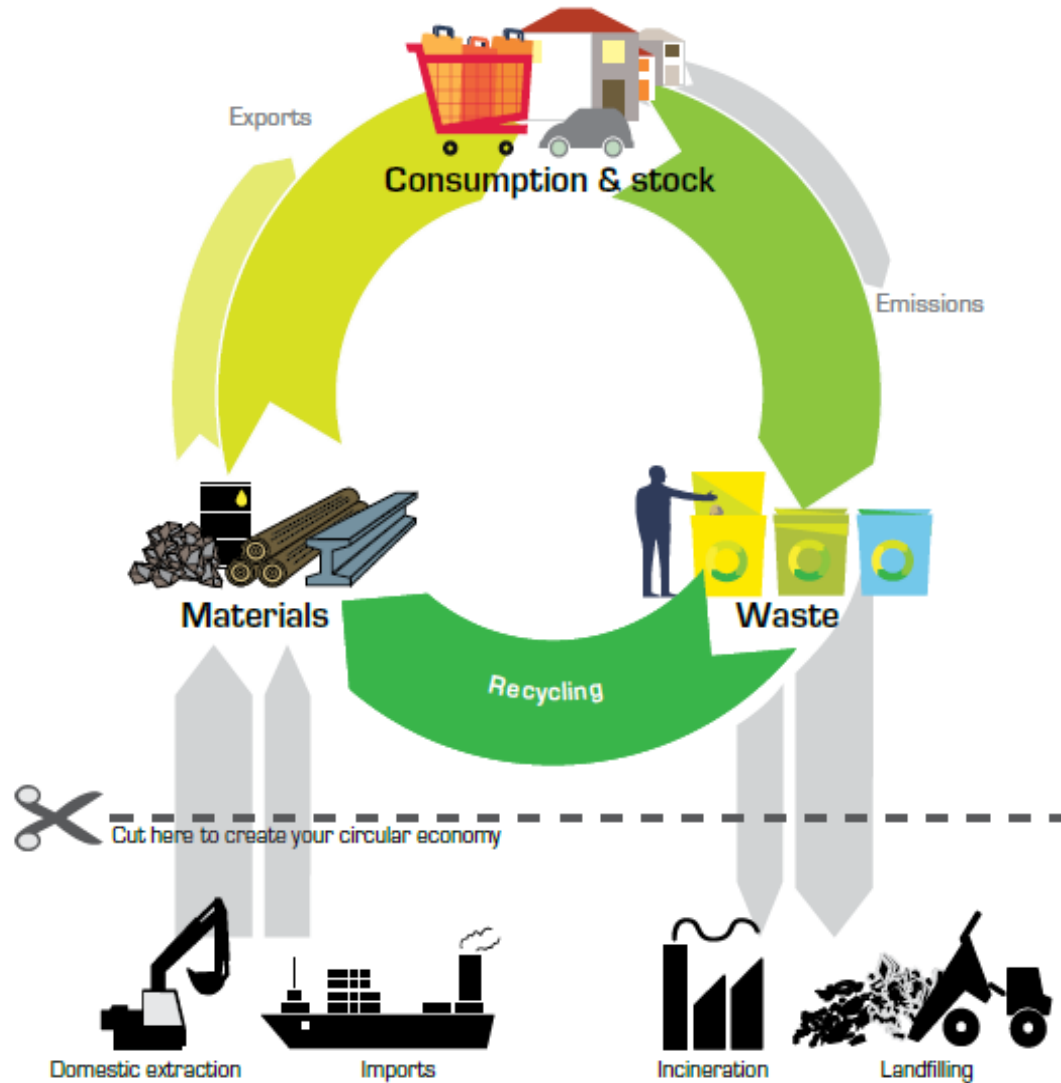


Moving up the waste hierarchy

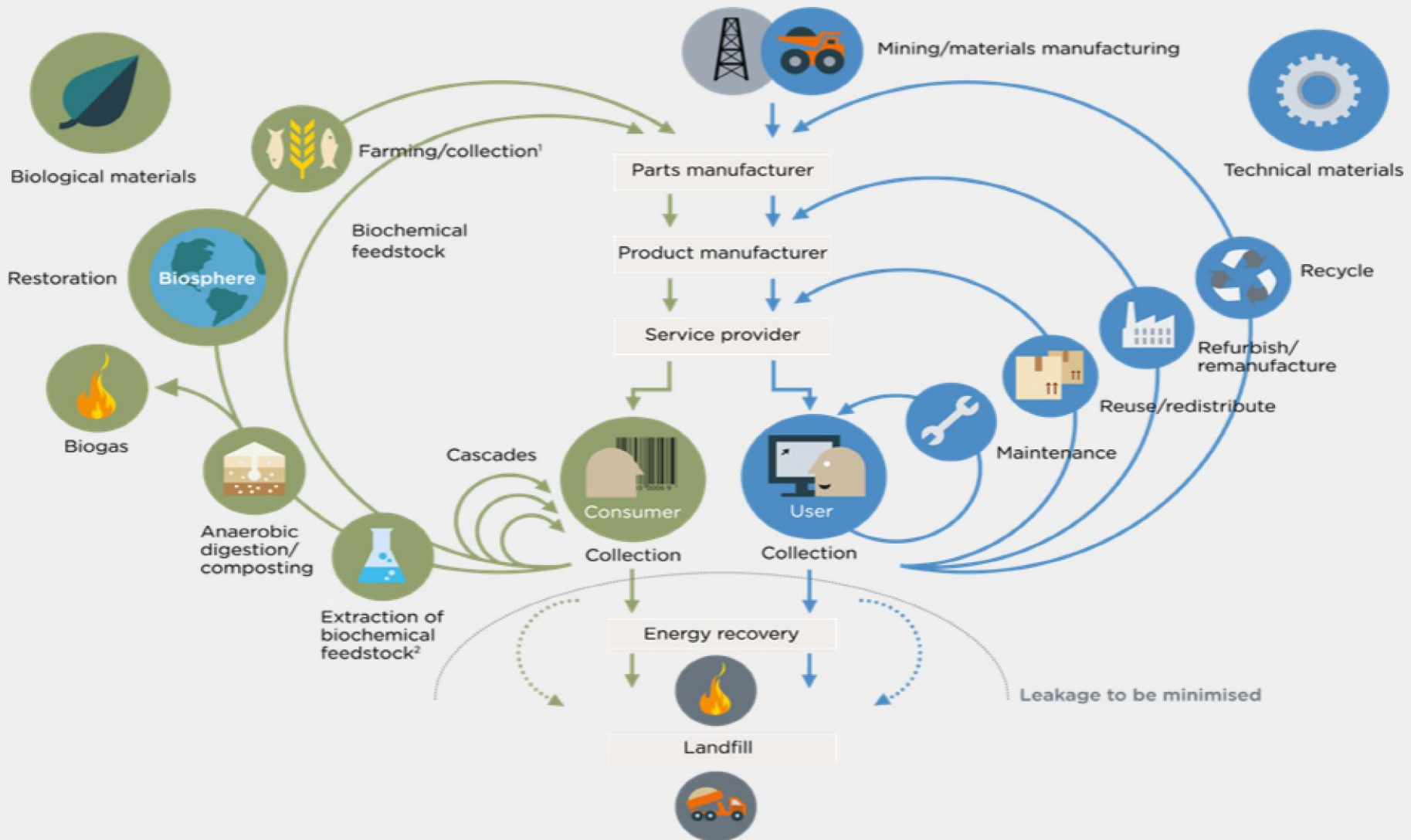




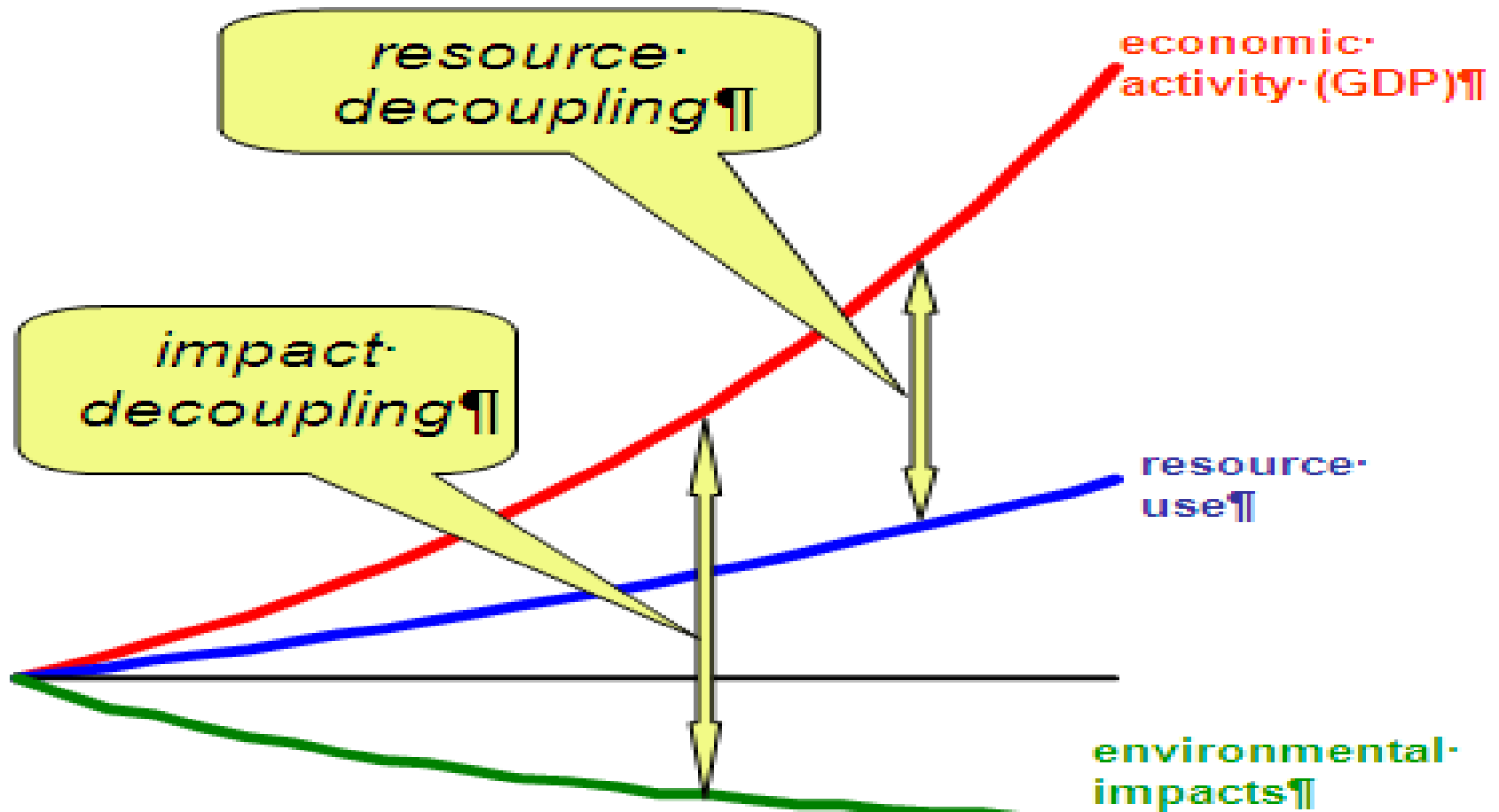
European
Commission



The circular economy—an industrial system that is restorative by design



¹ Hunting and fishing
² Can take both post-harvest and post-consumer waste as an input
 SOURCE: Ellen MacArthur Foundation - Adapted from the Cradle to Cradle Design Protocol by Braungart & McDonough



Source: UNEP/International Panel on Sustainable Resource Management, May 2010

Public Policy for more RE

Regulation	Market-Based Instruments	Voluntary Instruments	Information
<ul style="list-style-type: none"> - standards - prohibitions 	<ul style="list-style-type: none"> - subsidies - taxes/ fees - cap and trade 	<p>“Voluntary” instruments, such as sectoral agreements refer to the self- organisation of market actors.</p>	<ul style="list-style-type: none"> - Provision of scientific and technological knowledge - Funding information - Labelling

→ **Overcoming different types of barriers for more RE**

→ **Using the innovation ability of SME's**

Green Action Plan for SMEs

Context

- Raw materials+energy and water = **50% of total manufacturing costs** vs. 20% for labour costs.
- 60% of total **waste is not recycled**, composted or reused.
- 44% of large companies in the EU **sell their scrap material** to another company vs. 24% of SMEs.
- Resource efficiency **savings potential: € 630 billion** p.a. for European industry.
- World market for **environmental industries** is growing by 5% a year and is expected to triple by 2030, but 87% of SMEs in the EU only sell in their national markets.



Green Action Plan for SMEs

Objectives:

- Improve SME resource efficiency as a driver of companies' competitiveness.
- Enable SMEs to turn environmental challenges into business opportunities by improving productivity and reducing costs.

34 EU actions in four areas:

- Greening SMEs
- Green entrepreneurship
- Opportunities for SMEs in a greener value chain
- Access to markets for green SMEs

Greening SMEs for competitiveness & sustainability

- Greening SMEs
- Green Entrepreneurship
- Greener Value Chain
- Access to Markets
- Governance

Provide information, advice & support



Facilitate access to finance

Improve technology transfer mechanisms

Green Entrepreneurship for the companies of the future



Greening SMEs

Green
Entrepreneurship

Promote eco-
innovation

Make use of
clusters for eco-
innovation

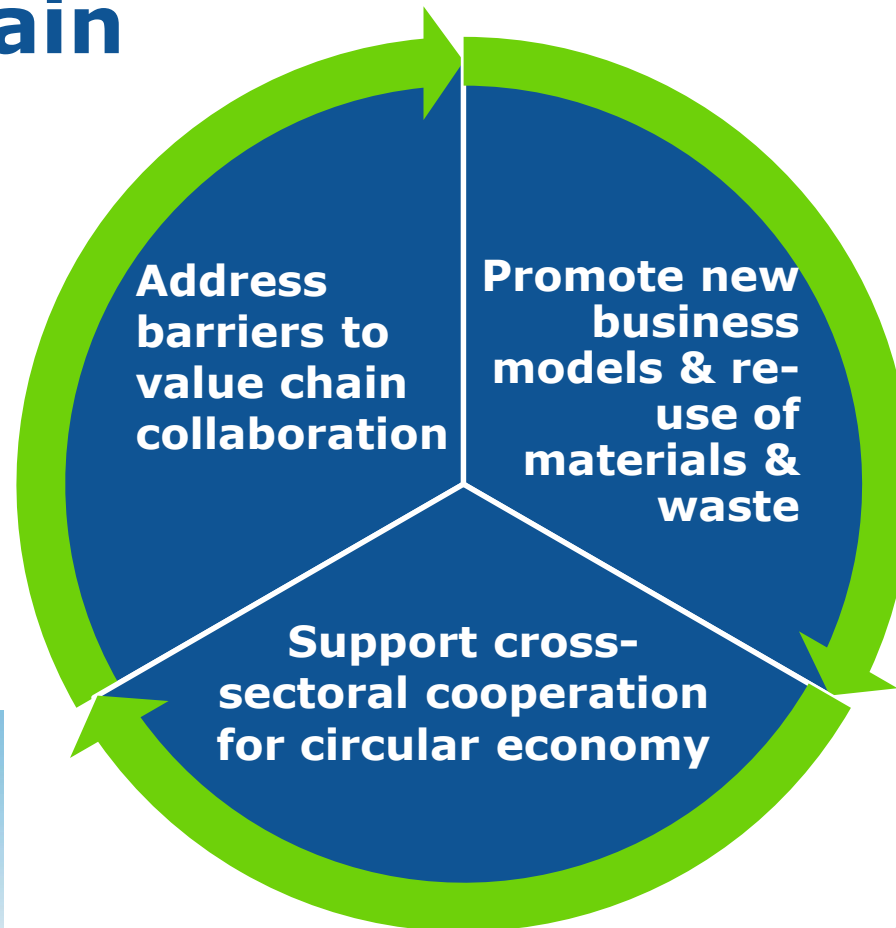
SME
S

Facilitate business
partnering + skills &
knowledge

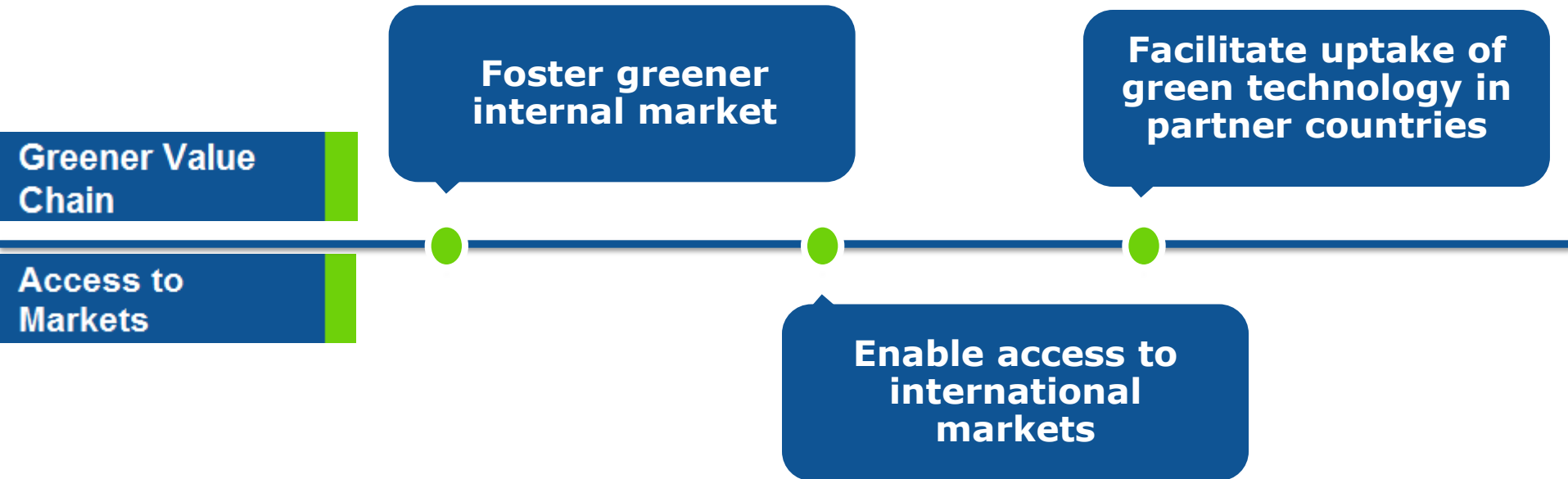
Opportunities for SMEs in a greener value chain

Green
Entrepreneurship

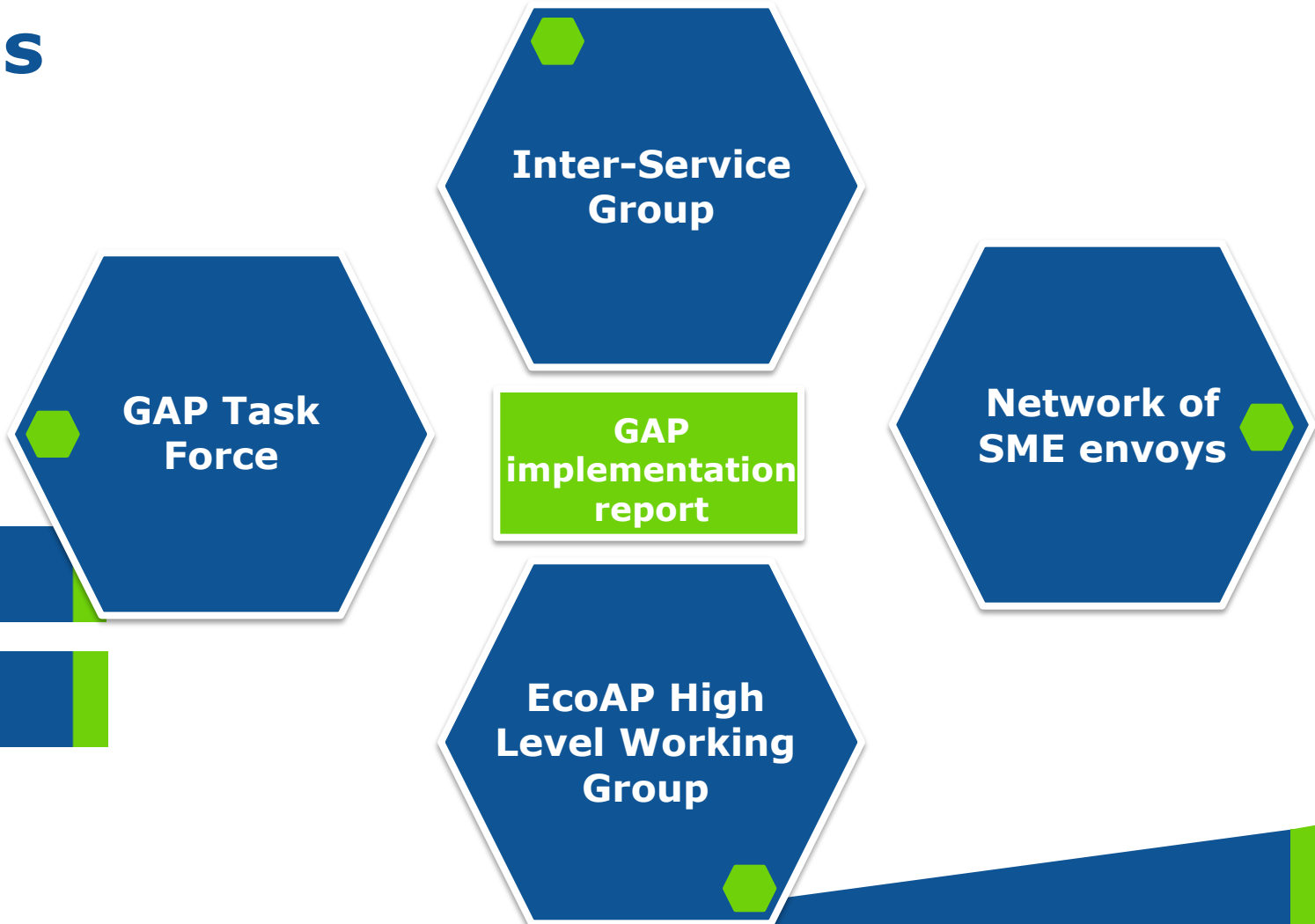
Greener Value
Chain



Access to markets for green SMEs



Green Action Plan Governance for SMEs





Action Pillars of Entrepreneurship2020

Entrepreneurial education and training

- create new generations of entrepreneurs

Creating an environment where entrepreneurs can flourish and grow

- offer effective support or get out of entrepreneurs' way!

Role models and reaching out = radical cultural change

- entrepreneurship as 'the new cool'
- involve groups not reached before



Action Pillar 1 – Education & Training

New foundations: investing in entrepreneurial education is one of highest return investments possible

- **Practical experience and learning** is key
- Involve **real-world entrepreneurs**
- Build **knowledge, skills** (business basics, creativity, responsibility, initiative, sense of achievement) and **interest** in entrepreneurship

New frontiers: higher education for entrepreneurship

- European Institute of Technology (EIT) example
- Universities → **more entrepreneurial**: beyond transfer of knowledge towards active support for developing entrepreneurial ventures



Action Pillar 2 – Environment where Entrepreneurs Flourish & Grow

- **Improve access to finance**
- **Effective support at crucial stages in business lifecycle**
- **New business opportunities, need for new skills & capabilities for digital age**
- **Transfers of business**
- **Efficient bankruptcy procedures and second chance for honest bankrupt entrepreneurs**
- **Reduce regulatory burden**



Action Pillar 3 – Role models and reaching out to specific groups

Entrepreneurship as attractive career option and more well-known entrepreneurs celebrated as role models

- Practical positive communication about rewards and recognition of achievements.

New horizons: reaching out to and mobilising untapped entrepreneurial potential

- Women
- Seniors
- Migrants
- Unemployed
- Young people

Erasmus for Young Entrepreneurs



European Commission in cooperation with a European level Support Office (SO) and intermediary organisations (IOs) at national / regional level

coordination
support
matching

Practical induction

1 – 6 months stay
abroad

**New
entrepreneur**

going abroad to learn
from an experienced
entrepreneur

**Experienced
host
entrepreneur**

established in
another EU country

Learning on the job, exchange of
experience, market access,
networking, intercultural learning





European Commission



European Commission Enterprise and Industry

European Commission > Enterprise and Industry > Policies > ... Small Business Act - Database of good practices



Small Business Act - Database of good practices

- Enterprise and Industry
- Small and medium-sized Enterprises (SMEs)
- Small Business Act - Database of good practices
 - Good Practice list
 - Login
- Privacy statement
- Help
- Charter for Small Enterprises
- European Enterprise Awards
- EuroMed Good Practices

Search

Country:

SBA policy area:

Text:

Year of submission:

Source-:

Good Practices Found : 35

- Please select ...
- Expert Group
- European Enterprise Awards
- Enterprise Policy Group
- European Charter for Small Enterprises
- SBA implementation in member states

Country (All)	Title	Year of submission	SBA policy area	Translations
<input type="checkbox"/> AT	ProTRANS, Programm zur Förderung von strategischer Produktfindung, Innovationsmanagement und Technologietransfer für KMU	2011	8	de
<input type="checkbox"/> IT	Opening 2 Foreign Markets (O2FoMa)	2011	7	it
<input type="checkbox"/> IT	WE TECH OFF - build your future	2011	1.2	it
<input type="checkbox"/> IT	Scuolav Projec	2011	1.1	it
<input type="checkbox"/> IT	CSR good practices in Lombardia	2011	10	it
<input type="checkbox"/> PT	Projecto Promoção do Empreendedorismo Imigrante - PEI	2011	1.4	pt
<input type="checkbox"/> AT	business pro austria (bpa)	2011	8	de en fr
<input type="checkbox"/> AT	"Mingo Finance" - individual coaching on enterprise financing	2011	6.1	de en fr



SME Policy Good Practices Catalog

http://ec.europa.eu/enterprise/policies/sme/best-practices/index_en.htm

Eurobarometer on Entrepreneurship

http://ec.europa.eu/enterprise/enterprise_policy/survey/eurobarometer_intro.htm

Entrepreneurship Education

http://ec.europa.eu/enterprise/entrepreneurship/support_measures/training_education/index.htm

Green Action Plan for SMEs

http://ec.europa.eu/enterprise/sme/public-consultation-green-action-plan/index_en.htm

Erasmus for Young Entrepreneurs

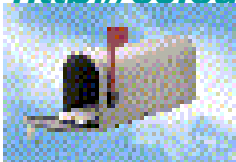
http://ec.europa.eu/enterprise/entrepreneurship/support_measures/erasmus

SBA

http://ec.europa.eu/enterprise/entrepreneurship/sba_en.htm

SME Policy Guidebooks

http://ec.europa.eu/enterprise/policies/sme/regional-sme-policies/index_en.htm



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