

**Interreg
Europe**



European Union | European Regional Development Fund



Entrepreneurship and business creation in Interreg Europe projects

Learning from good practices, interesting approaches and policies
linked to Interreg Europe's projects

Policy Learning Platform

Thematic workshop

14 November 2018



Content



- Business Support Ecosystems
- Challenges and practices from Interreg Europe projects
 - Access to knowledge & skills / awareness raising
 - Access to infrastructures
 - Access to funding

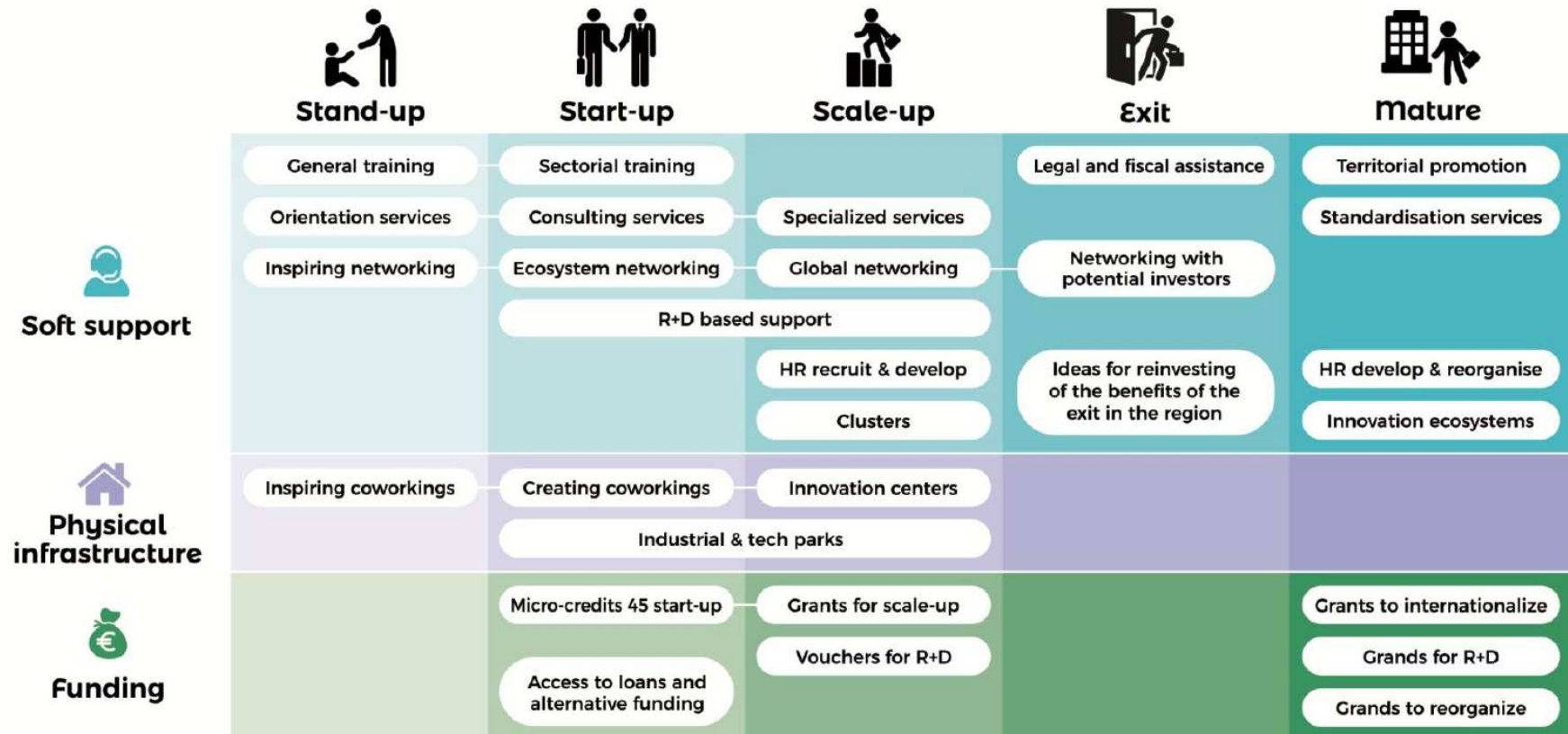


Entrepreneurship and business creation Ecosystem approach



Business Support Ecosystem

TRINNO
Interreg Europe

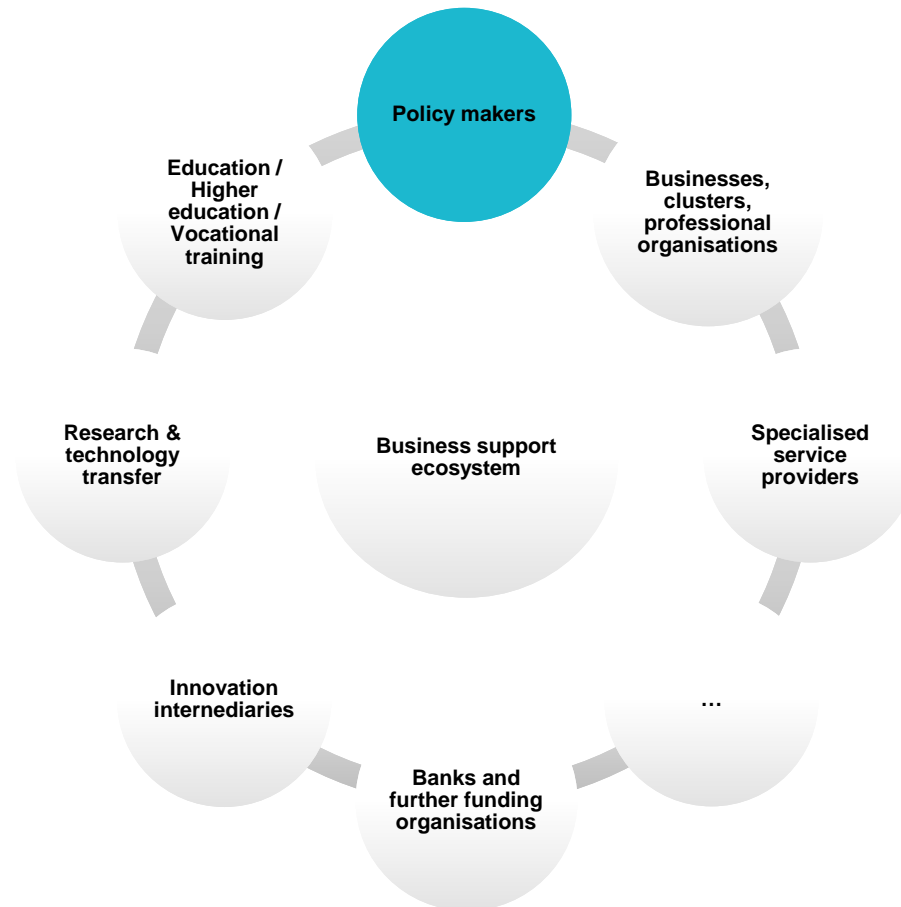


Challenges on ecosystem level

Establish – manage - improve



- Governance
- Coordination
- Capacity building



Challenges on ecosystem level

Projects and good practices



| Acronym | Title |
|----------------------|---|
| ABCitiEs | Area Based Collaborative Entrepreneurship in Cities |
| E-COOL | Entrepreneurial and Intrapreneurial Mindset in Young People through the Dynamisation of Competences, Teaching Methodologies and Entrepreneurial Ecosystem |
| GROW RUP | Entrepreneurship development and capacity building policies for business creation and growth in outermost regions |
| iEER | Boosting innovative Entrepreneurial Ecosystem in Regions for young entrepreneurs |
| INNOGROW | Regional policies for innovation driven competitiveness and growth of rural SMEs |
| Innova Foster | Fostering startup & innovation ecosystems in Europe |
| Rural SMEs | Policies to develop entrepreneurship and innovative SMEs in rural areas |
| SPEED UP | Supporting Practices for Entrepreneurship Ecosystems in the Development of Urban Policies |
| RCIA | Regional Creative Industries Alliance – From European recommendations to better regional CCI policies for a more competitive economy |

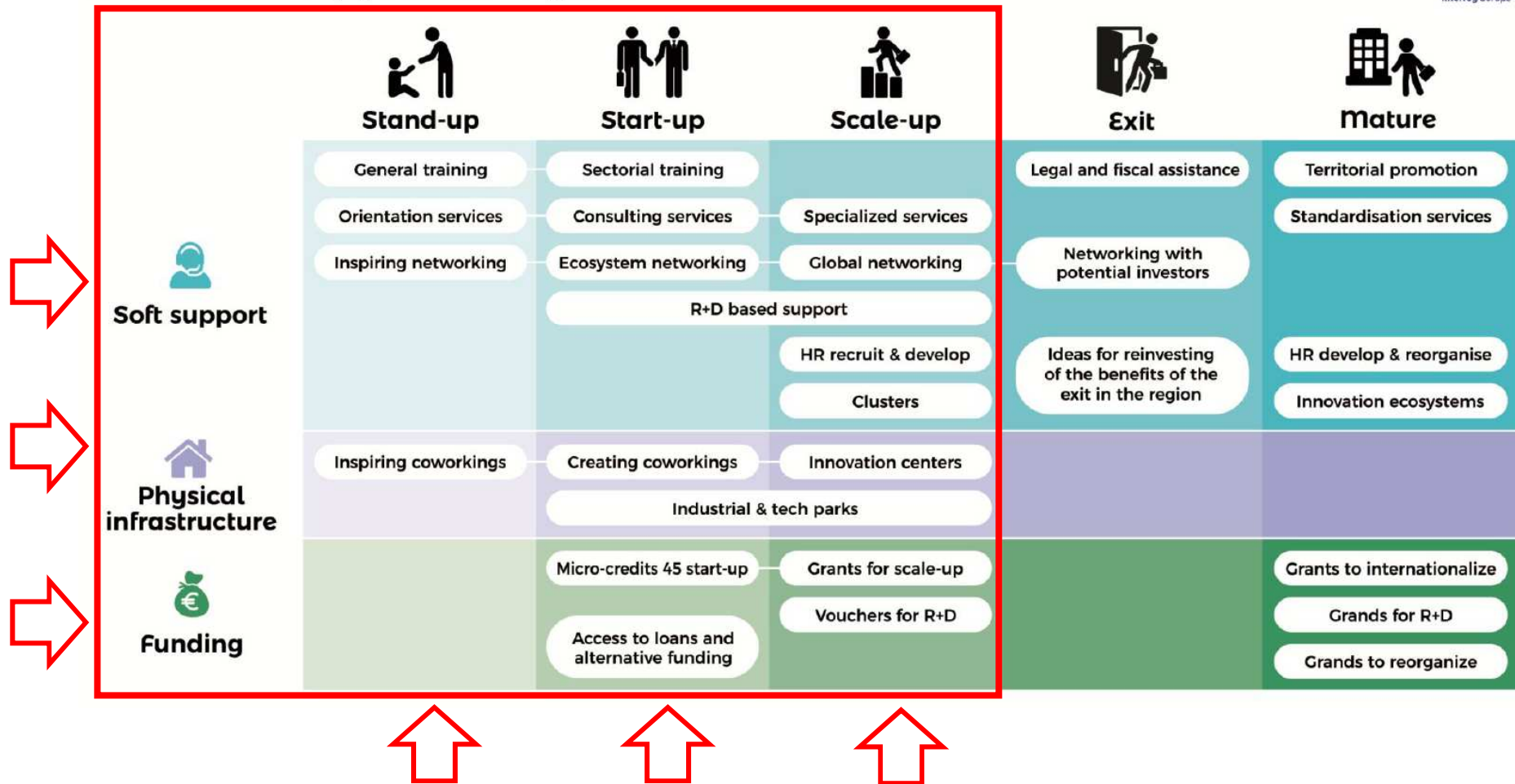


Horizontal & vertical challenges



Business Support Ecosystem

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Horizontal challenges

Access to skills, knowledge, networks



| Acronym | Title |
|---------------------|---|
| E-COOL | Entrepreneurial and Intrapreneurial Mindset in Young People through the Dynamisation of Competences, Teaching Methodologies and Entrepreneurial Ecosystem |
| OSS | One Stop Shop towards competitive SMEs, focusing on the ecosystem for the first line service system |
| REBORN | Embracing failure to encourage entrepreneurship and competitiveness |
| STOB regions | Succession and Transfer of Business in Regions |

- Good practices (see also database – more practices to come)
 - Awareness action targeting different target groups (kids, students, unemployed people) (*Entrepreneurship Kids*)
 - Information portals
 - Training, coaching, mentoring
 - Fairs



Horizontal challenges

Access to skills, knowledge, networks – Practices



STOB regions:

- **Success-o-meter: a self-assessment tool for knowledge in business transfer**
 - 16 unique questions that address the preparation and process of succession
 - Free for all
 - Over 20.000 tests performed
 - Scientific validity of the tool has been positively peer-reviewed
 - Enables to evaluate the needs for action

<https://www.interregeurope.eu/policylearning/good-practices/item/255/the-success-o-meter-a-self-assessmenttool-for-knowledge-in-business-transfer/>

- Owner: Institute for Entrepreneurship, German Mittelstand and Family Firms (EMF)

Ensuring the continuity of existing businesses through successful transfer or takeover is a challenge for many European regions and represents a significant potential in terms of maintaining employment and economic activities. The topic is often not strongly taken into consideration in policy or not strongly communicated.

It is therefore meaningful to promote the development of suitable policy approaches. The success-o-meter provides hereby a straight forward and easily transferable tool enabling to address a large target group, identify the most critical needs and eventually develop further policy measures to address them.



Horizontal challenges

Access to skills, knowledge, networks – Practices



STOB regions:

- Next step: **succession wiki** (under preparation): comprehensive digital online reference guidebook gives an overview of four main topics:
 1. transfer of a company (handing over as a senior)
 2. internal succession (within a family or family network)
 3. external succession (buyers, employees)
 4. General Aspects concerning people who seek information (e.g. advisors, students, policy-makers)

<https://www.interregeurope.eu/policylearning/good-practices/item/1564/the-successionwiki-a-comprehensive-online-lexicon-for-business-transfer/>
- Owner: Institute for Entrepreneurship, German Mittelstand and Family Firms (EMF)



Horizontal challenges

Access to skills, knowledge, networks – Practices



REBORN:

- **No fail No gain Conferences**

- Sharing knowledge, experience, awareness
- Bringing entrepreneurs and potential entrepreneurs together
- Increasing success in terms of attendance – high satisfaction
- Attendees do not just want to hear entrepreneurs, they also want to hear failures (and how to overcome it & grow after it) about Life & personal projects
Winston Churchill: « Success consists of going from failure to failure without loss of enthusiasm»
- <https://www.interregeurope.eu/policylearning/good-practices/item/852/no-fail-no-gain-conferences/>
- Owner: GoToRo ASBL

This practice is much about role models and the huge social capital represented by entrepreneurs' experiences while setting-up and running a business.

It provides an interesting complementary approach to entrepreneurship and business creation policies, which focus commonly on providing support in terms of expertise, training, facilities or funding. While all of this is important, the practice reminds us that setting up and running a business is primarily a human experience which cannot be fully rationalised. And this experience cannot be better translated than by entrepreneurs themselves.



Horizontal challenges

Access to infrastructures



| Acronym | Title |
|--------------------|--|
| FFWD EUROPE | FAST FORWARD EUROPE Focus on startup accelerators |
| ESSPO | Efficient support services portfolios for SMEs |
| iEER | Boosting innovative Entrepreneurial Ecosystem in Regions for young entrepreneurs |
| SPEED UP | Supporting Practices for Entrepreneurship Ecosystems in the Development of Urban Policies Focus on business incubators in urban environments |

- Good practices (see also database – more practices to come)
 - Accelerator – acceleration programmes (*Kaunas STP*)
 - Incubators
 - Research parks
 - Competence centers / Hubs (*Kantola*)



Horizontal challenges

Access to infrastructures - Practices



iEER

▪ **Contamination Lab of Polytechnic University of Marche**

- Addresses the lack of variety in entrepreneurial team composition when developing new ideas and when starting new companies.
- Four areas: the cHouse (for group work), the cClass (for seminars and other learning activities), the cWork (for hosting nascent entrepreneurs) and the cFun (for relax)
- 50 students coming from all the curricula (Medicine, Engineering, Economy, Natural Sciences, Rural Sciences) and all years of study
- Students from two other universities and from a high school
- Developing together entrepreneurial projects
- High demand – high quality of projects (3 out of 8 continue after the programme)
- <https://www.interregeurope.eu/policylearning/good-practices/item/1064/contamination-lab-of-polytechnic-university-of-marche/>
- Owner: Polytechnic University of Marche-UNIVPM (Marche Regional Authority)

This project resulted from a discussion between leading entrepreneurial universities in Italy, stimulated by the Italian Ministry of University and Research. Given the success experienced by those universities that acted as pioneer in the development of the programme, in 2016 the Italian Ministry of University and Research issued a call for the replication of this practice in other universities.



Horizontal challenges

Access to infrastructures - Practices



ESSPO

- **Bind 4.0**
 - Public-private acceleration programme
 - Opportunity to access non-refundable funding, equity loans and/or favorable conditions financing from 30.000 euros up to a maximum of 500.000 euros, depending on the stage of the startup.
 - Connecting startups with leading Industry 4.0 manufacturing, energy, and healthcare companies and contracts worth up to €150,000.
 - High demand among international start-ups
 - 27 international start-ups already selected (40 business projects in cooperation with 27 big corporates)
 - <https://www.interregeurope.eu/policylearning/good-practices/item/1374/bind4-0/>
 - Owner: Basque Government

From the beginning, the BIND 4.0 programme has been characterised by high demand from the international start-up scene. Already under the first call, more than 250 applications were submitted from companies located in 41 countries. Until now, 27 international start-ups have been selected to develop a total of 40 projects in collaboration with 27 big corporates.



Horizontal challenges

Access to funding



| Acronym | Title |
|---------------------|---|
| ATM for SMEs | Access to Microfinance for Small and Medium-sized Enterprises |
| Innova-FI | Financial Instruments for Innovation |

- Good practices (see also database – more practices to come)
 - Grants (*Norway-Bulgaria Green Industry Innovation*)
 - Preferential loans (e.g. 0% loans) and guarantees (*INVEGA Fund*)
 - Public-private mixed funding schemes
 - Micro-funding (micor-credit using ESF), crowd funding
 - Revolving funding schemes
 - Vouchers (*CENTROPE voucher*)
 - Business angels
 - Venture capital



Horizontal challenges

Access to funding - Practices



ATM for SMEs

- **MICROCREDIT FUND FOR ENTERPRISE CREATION USING ESF FUNDS**
 - ESF Microcredit fund offering microloans in order to support individuals with difficulties in accessing traditional credit channels to start up a business
 - Microloans of EUR 5,000-25,000
 - Reimbursable at zero percent interest and without guarantees
 - Sustained high demand since 2009
 - Few defaults (about 3% for microloans according to 2015 evaluation)
 - The provision of non-financial services combined with a micro-loan improves the repayment capacity and overall performance of the microcredit fund
 - <https://www.interregeurope.eu/policylearning/good-practices/item/509/microcredit-fund-for-enterprise-creation-using-esf-funds/>
 - Owner: Sardinia region

The practice illustrates well the possibility to use ESF Funding for microloans at favorable conditions to support individuals or start-ups with difficulty to access traditional credit channels. The experience gained by the Sardinia region in the management of the Microcredit ESF Fund can facilitate preparation of programmatic documents and ensure a model for access to information, support in the strategic review in the use of resources and certification of expenditure for other regions.



Horizontal challenges

Access to funding - Practices



FFWD EUROPE

▪ **MurciaBan - Business Angels Network**

- Online platform to connect Business Angels with Entrepreneurs
- Facilitate access to funding for projects with growth potential
- Promote investments (co-investments)
- Promote learning and continuous updating of investors
- Offer specific trainings for entrepreneurs
- 73 active investors
- 14 investment forums – 80 projects
- <https://www.interregeurope.eu/policylearning/good-practices/item/1724/murciaban-business-angels-network/>
- Owner: Centro Europeo de Empresas e Innovación de Murcia

Although the consolidation of a BAN normally is not a fast procedure, it allows a lot of learning opportunities and a better entrepreneurial ecosystem knowledge. Moreover, it contributes sensibly to better networking possibilities and opens business opportunities. It can contribute to the attraction of experienced Business Angels and technology based companies to the region where it is created.



Thank you!
Contact us:



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