



REBORN
Interreg Europe



European Union
European Regional
Development Fund

*Sharing solutions for better
regional policies*



High Dissemination Event

“Regional Action Plan – Region of Murcia (Spain)”

15th September 2020
Almudena Sánchez – CEEIM

REBORN

*Embracing failure to
encourage entrepreneurship
and competitiveness*

PRESENTATION OF THE PROJECT

Framework

Interreg Europe Project | Improvement of regional policies

Policy instrument | Operational Programme – ERDF Murcia

Thanks to REBORN, now, the policy specifically mentions an action to support SMEs and entrepreneurs at risk of failure & re-entrepreneurs:

Regional Action Plan on Re-entrepreneurship



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REGIONAL ACTION PLAN

A goal without a Plan, it is just a wish....(Unknown)



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REGIONAL ACTION PLAN | ACTIONS IMPLEMENTED

ACTION 1 | Early Warning Service in Business Management and Advice on decision making (ELENCO)

- Business management tool (AI + KPIs)
- To detect *Early Financial Warning Signals*
- Coaching sessions for entrepreneurs «*based on a deep analysis of the bankruptcy's causes*»
- 10 CEEIM companies



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Embracing failure to encourage entrepreneurship and competitiveness

REGIONAL ACTION PLAN | ACTIONS IMPLEMENTED

ACTION 2 | RENACE - Public implementation of «National Second Chance Law»

- **Decrease or even eliminate** the debts from entrepreneurs in good faith.
- **Entities involved:** 13 public bodies, professional associations and business centres and 8 financial institutions
- In total, of the **100 files** completed, 69 have found solutions such as refining with the banks. In the rest, agreements have been reached with non-financial creditors
- **Negotiated dissatisfied liability: 27,5 million euros**
- **Exonerated liability: 7,3 million euros**



PROGRAMA
RENACE.

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REGIONAL ACTION PLAN | ACTIONS IMPLEMENTED

ACTION 3 | FAILURE MANAGEMENT *(To be presented by the authors on SESSION 2...)*

- Publication of the book: **«FAILURE MANAGEMENT: A PRACTICAL HANDBOOK»**

- 3rd Edition – **«FAILURE MANAGEMENT COURSE»** *(Interreg Europe Best Practice)*

REGIONAL ACTION PLAN | ACTIONS IMPLEMENTED

ACTION 4 | COMMUNICATION ACTIVITIES

- «NO FAIL NO GAIN» conferences: sharing knowledge, experience, awareness
- Dissemination campaigns to stop «failure stigmatization»





¡Gracias!

almudena.sanchez@ceeim.es

www.interregeurope.eu/reborn

 @EUReborn

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