

Session III

Policies to promote Entrepreneurial Ecosystems

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Why is Europe not 'taking the risk'?

“The biggest risk is not taking any risk... In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”

– Mark Zuckerberg, Facebook

EU Policy is no silver bullet



The role of EU Policy

- Supports and encourages – but does not lead or dictate or suffocate...
- Takes a holistic approach, but is sensitive to uniqueness of ecosystems
- Evolves over time

EU policy that did not work: Post Card from the EU: Entrepreneurship in Europe

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37%

The number of EU citizens who would rather work for themselves

Spotlight on the European Union: The state of entrepreneurship

505,665,739

The population of the EU

Money

21% of survey respondents believed that the biggest barrier to starting up or becoming self employed was access to capital

99% +

The number of all European businesses are in fact, small businesses

Red Tape

The second biggest reason why EU residents are nervous about starting up

180 Million

The estimated number of people who would rather work for themselves in the EU as opposed to an employer

EU policy that worked (?)

- Entrepreneurship 2020 action plan – review in 2015
- Future Internet PPP
- The UK's Future-Fifty Scheme program





innovative
medicines
initiative

Fostering collaboration between start-up entrepreneurs and large companies



- Easier financial rules
- Industrial partners to contribute in kind

How should EU institutions move forward?

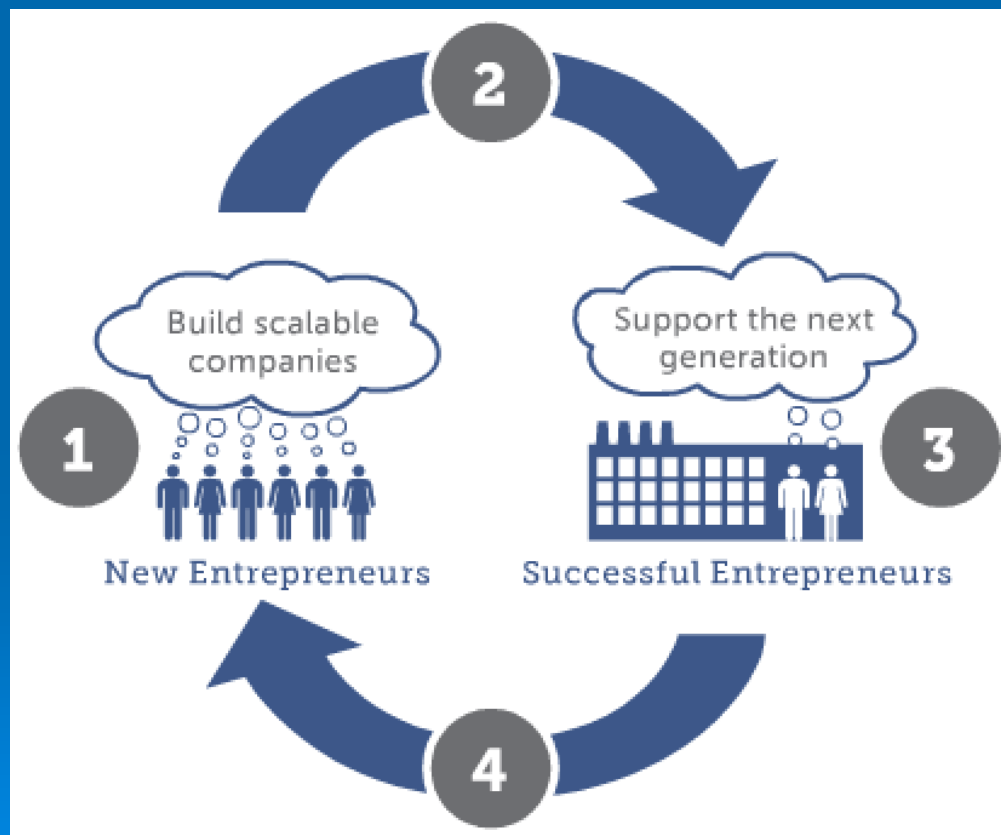
1. Develop EU industry strategy for growth
2. Align strategy of EU, MS's, Regions
3. Be an integral part of entrepreneurial ecosystems

What should Commission change?

1. Reduce obstacles and red tape
2. Encourage Investment
3. Help accelerate through PPP
4. Sell Europe to foreign investors

And...

...Promote entrepreneurship and build entrepreneurial DNA



Entrepreneurial ecosystems – future business model

- ‘Run versus change the business’
- Are EU Institutions ready (leadership, structure, skills)?



Q&A?

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