

## WORKSHOP 2 / Les événements et publications sur l'entrepreneurship se multiplient : dans quel but et avec quel impact ?

### L'atelier en un coup d'oeil

WHAT ? Evénements / publications	WHERE ?	WHO ? Structure initiatrice	TARGET ? Cibles	WHAT ? Objectifs / actions / succès
Enterprise week (partie de la Global Entrepreneurship Week) / Make Your Mark (campagne nationale de promotion)	Royaume- Uni	Enterprise Week	Etudiants / Jeunes entrepreneurs	<ul style="list-style-type: none"> <li>- promotion à travers divers événements et publications pour stimuler la création d'entreprises</li> <li>- réalisation d'études de marchés et d'études de cas pour convaincre de l'importance de l'entrepreneurship</li> <li>- création d'un réseau d'acteurs</li> </ul>
Journée européenne de l'entrepreneur	Pays européens	Initiées par la Commission européenne, les journées européennes de l'entrepreneur sont présidées par la ville de Turku (Finlande)	Grand public / professionnels	<ul style="list-style-type: none"> <li>- organisation d'activités festives pour la sensibilisation du grand public et des professionnels à l'entrepreneurship</li> <li>- partenariat entre organismes publics et entreprises privées</li> <li>- opportunité de rencontre entre les acteurs</li> <li>- création d'un groupe de travail pour favoriser la collaboration entre villes européennes et un meilleur échange des bonnes pratiques</li> </ul>
Forum mondial de l'entreprise	Evian, Région Rhône-Alpes	Fondation EM Lyon Entrepreneurs, KPMG International (réseau de cabinets d'audit et de conseil)	Entrepreneurs et décideurs politiques internationaux	<ul style="list-style-type: none"> <li>- réunion de 70 personnalités internationales pour un partage d'expériences autour du thème « l'entrepreneuriat, créateur de richesse économique et de justice sociale »</li> <li>- édition d'un livre à l'issue de l'événement, recueil des</li> </ul>

				recommandations des intervenants
Global Entrepreneurship Monitor	International	Business School of Imperial College		<ul style="list-style-type: none"><li>- consortium de recherche académique dont le but est de compiler des données internationales pour mesurer le taux d'activité entrepreneuriale de différents pays</li><li>- activités de promotion de l'entrepreneuriat</li></ul>

## **Enterprise week**

**TINA ZOURNATZI**

*Commission européenne – European enterprise awards – Animateur*

The European Commission's role is to help Member-States as well as the businesses with the most positive activities, especially small and medium-sized enterprises.

Why and how are all these events impacting on Entrepreneurship? How can the policy be adapted to this field? We recommend the exchange of "good practices" between the Member-States.

We know what the "Media multiplier" factor is and that it affects the entrepreneurs' perception whether or not these messages are taken into account by the policy makers who support the stakeholders.

The aim of these endeavours is to act for small businesses in Europe; to provide information regarding concrete and non concrete measures on a national, regional and local scale. They also promote the idea of a monetary network, as with the Lisbon strategy.

Every aspect of an adopted legislation is tested by small and medium-sized enterprises to determine its impact... This increases the volume of a "good practices catalogue".

During the first European Week next May, European enterprises will showcase the most innovative and reliant practices which could be transferred at a local scale. This is referred to as an "Umbrella to business and events". A similar venture is the European Enterprise Awards, which reward the most innovative governmental policy regarding entrepreneurship by giving it international exposure.

## **Make Your Mark**

**MARISKA VAN DER LINDEN**

*Make Your Mark (Royaume-Uni) – Research and Knowledge Manager*

I will start with a quick overview of the Make Your Mark campaign, whose goal it is to promote the globalisation of entrepreneurship, the creation of a network or a link to make and maintain contacts. We focus specifically on young entrepreneurs who at the moment, are targeted by the main research projects throughout European universities and programmes. We also focus on how all these events and publications impact on their perception of this field, towards which their professional orientation converge.

### **Question**

You spoke about the "young [entrepreneurs]". How do you [as a member of the Make Your Mark campaign] approach this group about entrepreneurship?

### **Mariska VAN DER LINDEN**

There's a special focus on demographic sub- categories. Different groups have been listed, such as: « Hesitate Creative », which is entrepreneurial, but not quite sure-footed; they need the right environment to grow. There also exists « The Floating Risk Takers » who are looking for the next

challenge, and can hardly be employees. But they are not specifically “Young” or “Women”. So we try to adapt our activities to these groups.

## ***European Day of Entrepreneur***

**MARKKU AHOLAINEN**

*Turku Region Development Centre (Finlande) – Business Development Officer*

I will focus on the European Day of Entrepreneur for which the EU has chosen Finland as a driving force. Of course, the major aim is to promote entrepreneurship which will benefit private cooperation, improve Europe, generate synergy by actors in different fields and incubate ideas and increase international cooperation.

We have been able to rely on the excellent feedback of our previous organized events such as different EDE's, The Night of the Entrepreneur; which made possible the come-back of the majority of the participants the following years.

EDE's aim to reinforce links with the territories of Finland and Europe during festive activities like galas, It also ensures competitiveness, network at European level for a better and an efficient exchange of good practices between the countries.

## ***World Entrepreneurship Forum***

**YVES-HENRI ROBILLARD**

*EM Lyon Business School (France) – Directeur du projet World Entrepreneurship Forum*

The Topic of this forum is “Conviction” as a creator of wealth and social justice. It gathers people from the social entrepreneurship side (experts, policy makers, union leaders, professors) based on their relevant experience. Implementing innovations is brought to all types of businesses, organisations included, and research on the different economies and environments are conducted.

The different key factors for success from one country to another depend on social, economic, religious and business environments. The market is directly linked to the State:

- in Europe it is more a matter of cooperation, where wealth without the community wouldn't work. It is distributed to people who know each other, and that is the State's driven effort.
- in the US however, as in the UK and Australia, it is more a matter of there being a strong reliant, therefore the effort that must be driven in these countries is Cooperation.

We are in charge of making recommendations on entrepreneurship development on a global scale, thanks to a final article produced by an international scientific and academic committee, to feed the Think Tank.

We also exported this concept abroad following an experiment in China where 50 students spoke with entrepreneurs to identify what they thought was the key problem for their generation, which is to say the

one they will have to face as future entrepreneurs themselves. The final output is a co-signed book with entrepreneurship experts.

The Rhone Alpes region dedicates this event to anybody working in this field and in this area.

**Question**

Is this supposed to be an annual event [...] ?

**Yves-Henri ROBILLARD**

There will be a set of conferences and events spread throughout the year in partnership with KPMG, EM Lyon Business School, the OECD and the French Ministry of Education, Presidency, as well as others. But there will definitely be at least one event in the next two years, as this is a first edition.

**Question**

Do you accept that many different people?

**Yves-Henri ROBILLARD**

Well, we focus on people devoted to developing knowledge and exchanges, as well as people who are able to contribute to that global knowledge. Workshops of 20 people will gather and debate subjects.

***Global Entrepreneurship Monitor*****ERKKO AUTIO**

*Tanaka Business School of Imperial College (Royaume-Uni) – Responsable de l'organisation du Global Entrepreneurship Monitor*

The aim of the Global research Consortium, is to compile a reliable, international quality-database. It has gathered 1.5 million interviewed people.

This collection allows for the studying of specificities concerning entrepreneurship from one region to another throughout the globe. Why is one country more entrepreneurial than another? What is the link between entrepreneurship and jobs?

The studies we do are not based on any international standard as each country has its own. In fact, no business registration is nationally comparable. They do have purposes linked to entrepreneurship such as being part of the economy, enhancing skills, motivation and activity.

To avoid teaching methods to become unified and stilted, we encourage the growth of entrepreneurial professors: the more high-growth entrepreneurial activity there is in an economy, the more money is devoted to education, which is instrumental to developing skills and business-marketing plans.

To ensure this, we conduct population surveys to collect people's perception of the opportunity to start a business, start-up skills...

What matters is the rate of high-growth activity and its quality: "Who starts these firms", and not "How many firms are there"? Here are the links between entrepreneurship, education and the perception of the population.

**Question**

[...] Does a family environment affects a young entrepreneur?

**Erkko AUTIO**

Yes it matters because you observe your parents and tend to reproduce the same scheme. Overall young people tend to be entrepreneurial.

**Question**

Do you consider self-entrepreneurs to be their own company, or on the contrary, as in the US, do you only consider an entrepreneur to be someone who is able to employ people?

**Erkko AUTIO**

No, we believe that anyone able to create a business and become an entrepreneur, including self-employment, should be considered as such. Also, we do measure growth expectation, which is how we measure high growth. How many of these entrepreneurs seek growth?

[...]

**Mariska VAN DER LINDEN**

There has been research conducted which actually shows that the family environment directly affects the young entrepreneur only if the father is an entrepreneur himself. Why is this not the case if the mother is self-employed or an entrepreneur?

[...]