Session III

Policies to promote Entrepreneurial Ecosystems

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Fact: Europe has only 110* IP requests versus 400 in the US

* Per 1 million inhabitants
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

37% The number of EU citizens who would rather work for themselves

Spotlight on the European Union: The state of entrepreneurship

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

505,665,739 The population of the EU

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EU policy that worked (?)

- Entrepreneurship 2020 action plan – review in 2015

- Future Internet PPP

- The UK’s Future-Fifty Scheme program
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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