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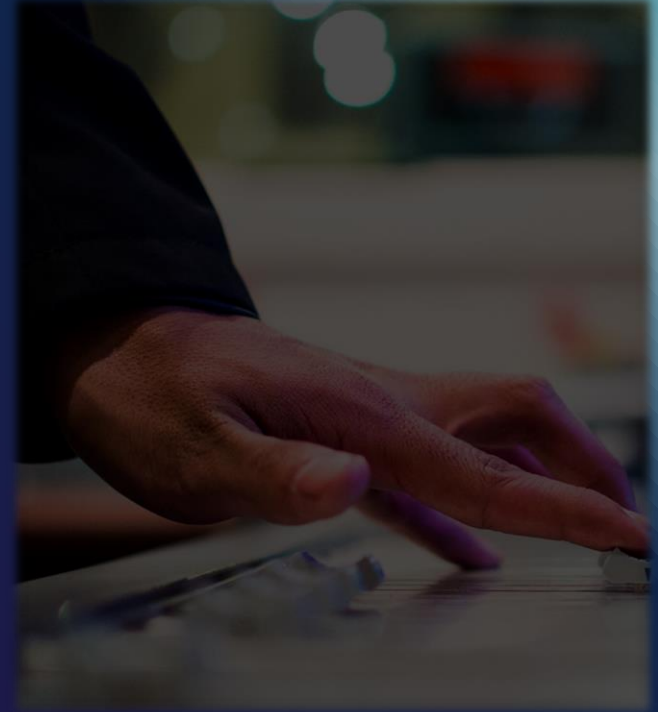
THE WORLD OF ENTREPRENEURSHIP Italy-Calabria



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Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit." While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of start-up businesses fails due to the lack of funding, wrong business decisions, economic crisis, lack of market demand, or a combination of all of these factors. A broader definition of the term is sometimes used, especially in the field of economics. In this usage, an Entrepreneur is an entity that has the ability to find and act upon opportunities to translate inventions or technologies into products and services: "The entrepreneur is able to recognize the commercial potential of the invention and organize the capital, talent and other resources that turn an invention into a commercially viable innovation".





Attitudes, motivations, skills:



Becoming an entrepreneur is not definitely for everyone and no one was born knowing everything about entrepreneurship, yet everyone can become an entrepreneur, detaining features such as:

- Potentialities
- Enthusiasm
- Knowledge
- Managerial skills





Do we have the right attitude?



First, the entrepreneur's personal abilities are certainly very important, but they do not determine to the utmost the success of the company, especially in complex organizations where different people are involved in business management and in the production process (partners, managers, employees, workers etc.). There are various external critical factors that can frustrate the efforts of the best entrepreneur such as for example the entry of a formidable competitor.





Do we have the proper motivation?



We must then ask ourselves about the motivations to set up on our own the chosen activity. It must be considered that this decision has important effects on our personal life. Setting up on our own does not only mean changing activities: in most cases it also means upsetting our lifestyle habits, with impact also in the family environment, which can become particularly burdensome.





Do we have the right skills?



From a technical point of view, we must be sure to be able to run the "tools of the trade", that is the know-how required to carry out a specific type of activity. If we have never worked in the chosen field, it is advisable to:

- carry out internships in one or more companies in the sector
- associate with people who have already worked in the same field
- attend professional ad hoc training courses

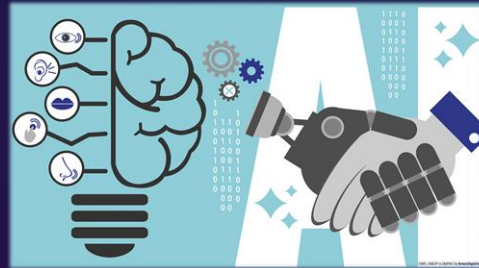




Don't be discouraged!



Have you seen? It is not so easy to become an entrepreneur but this should not discourage you because the future is open to the new generation. The future of entrepreneurship is increasingly digital and approaching the digital world is one of the most important aspects for creating a business today. We must not immediately “think big” to become great entrepreneurs but it is enough to start from small companies, startups and find a competent team. We must certainly have an open mind, being competent in English language and E-skills as first steps. We must admit our own limits to overcome them and not have the presumption of being able to do everything by ourselves. We should not feel discouraged if the first attempts go wrong, we need these experience in the future to avoid making the same mistakes.





The situation in Italy:



In Italy there seems to be a low propensity for entrepreneurship and investment. This is what emerges from the 2018/2019 Global Entrepreneurship Monitor data. More precisely, only 4.2% of the working-age population is involved in the launch of new business. There are some significant issues:

- The size range of companies is mainly made up of micro-enterprises.
- Since micro-enterprises have a relatively low productivity, the fact that they are so numerous reduces the aggregate productivity of the Italian economy, thus not giving a real impetus to the Italian economy.
- Finally, it should be noted that "high-impact" entrepreneurship, which is associated with significant growth and a strong increase in employment, is rather small in size.



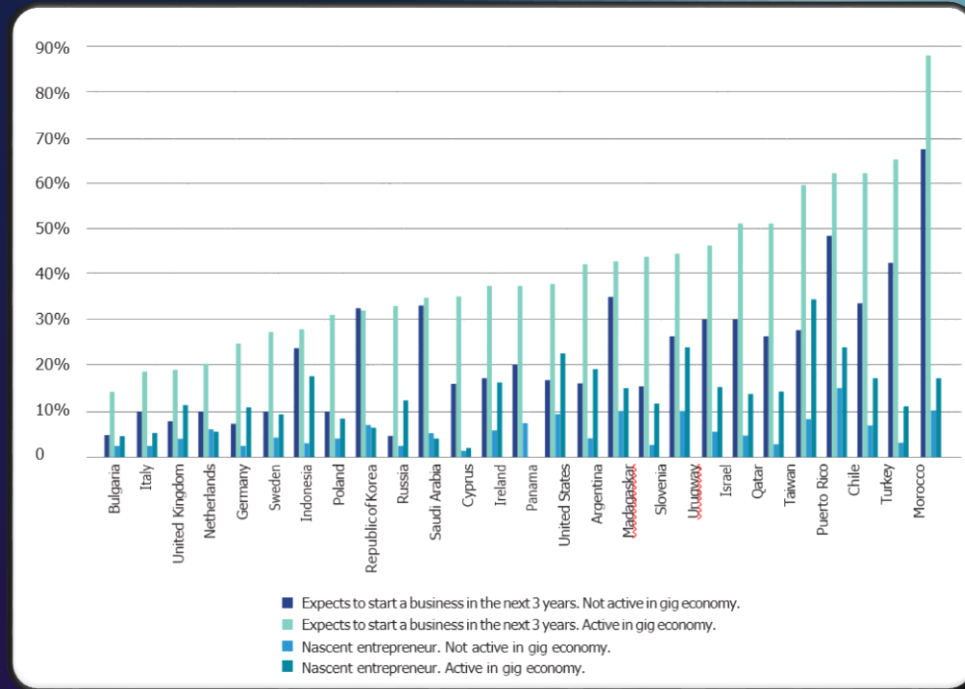


Global Entrepreneurship Monitor 2018/2019



Italian economy has not yet fully recovered from the 2008 financial crisis and the subsequent internal recession of 2011-2013. As a result, the rate of TEA in Italy in recent years has been among the lowest in the so-called innovative countries. The TEA rate observed in 2018 (4.2%) is the lowest in the last five years. In addition to uncertainty at EU and global level, this situation is determined by the results of political polls and the difficulties in forming a coalition government. This situation of uncertainty is evident from the fall in the share of entrepreneurial opportunity in Italy.

From the graph we can see how low the Italian situation is with regard to the desire to open an activity or to work in one in the future.





The situation in the Calabria region



Calabria is characterized by a weak industrial structure. The region is strongly dependent on public budget, which accounts for a relevant share of the regional employment (about 25% in 2017; the highest value among all the regions). The main areas of specialization include: agro-food, chemistry and steel industry, textiles and wood. Crafts and tourism account for relevant sectors, even if the offered services are not very competitive.

Only recently the situation seems to be improving and some enterprises have been set up. Tourism is the prevalent field, due to the high potentialities of the region.



Brain Drain!

Young enterprises represent a considerably lower percentage if compared to the other Italian regions. The idea of starting a business in Calabria does not even go through the Calabrian students' minds: as soon as their studies are over they start looking for work in northern Italy or abroad where they will probably live for all their life.

'Ndrangheta tentacles influence this trend too.



Solutions!

Italy can facilitate the creation and development of new innovative enterprises by adopting specific regulations. These measures aim to promote sustainable growth, technological development, the aggregation of an ecosystem animated by a new entrepreneurial culture devoted to innovation and employment, particularly among young people. **The S3 Strategy** which was approved by the Regional Council in 2015, is the result of an ongoing process involving several stakeholders in Calabria. The overall objective envisaged by the regional smart specialization strategy is to increase the innovative capacity of the regional production system to determine a competitive shift with respect to domestic and international markets. The success of this policy strategy represents a key element to reverse the recent trend of economic decline .

The purpose of the S3 document is to design an "integrated innovation process" enhancing regional economic development, through the identification of innovative potentials and the selection of a limited set of priorities.

The S3 Calabria Innovation Areas imply valorization of the production base that supports innovation and extra-regional projection of already developed areas / systems or potential emerging ones:

- Agribusiness
- Green building
- Tourism and Culture
- Logistics
- ICT and innovative Tertiary sector





Help from Europe!



Europe has allocated many funds for Italy to young entrepreneurs who want to implement and develop an entrepreneurial idea in order to see their dreams and ambitions fulfilled:

- "Smart and Start" supports the birth and growth of innovative startups with high technological and digital content.
- "Zero interest rate" is the incentive for young people and women who want to become entrepreneurs. The benefits are valid throughout Italy and provide for the zero-rate financing of business projects with expenses up to 1.5 million euros which can cover up to 75% of the total eligible expenses.
- "Cultura Crea" supports the birth and growth of entrepreneurial and non-profit initiatives in the cultural-tourist industry that aim to enhance the cultural resources of the territory in the regions of Basilicata, Calabria, Campania, Puglia and Sicily.
- "Resto al Sud" is the incentive that supports the emergence of new entrepreneurial activities initiated by the under-46s in the Southern regions.
- "SELFImployment" finances the launch of small business initiatives promoted by young NEETs with zero-interest loans.



We must persuade young people not to leave, making them understand the importance of Entrepreneurship in Calabria, whose not yet exploited territory should be considered rather as a potentiality than an issue, thus turning needs and troubles in opportunities.

The young people can change the future of the region.

They don't have to give up! Not anymore!



Thanks for watching

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