

# BUGÜNÜN GENÇLERİ YARININ GİRİŞİMCİLERİ

## Today's Young People Tomorrow's Entrepreneurs

2019-1-TR01-KA229-076851



Co-funded by the  
Erasmus+ Programme  
of the European Union



## The state of art of Entrepreneurship in the partners' countries



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# The world of Entrepreneurship

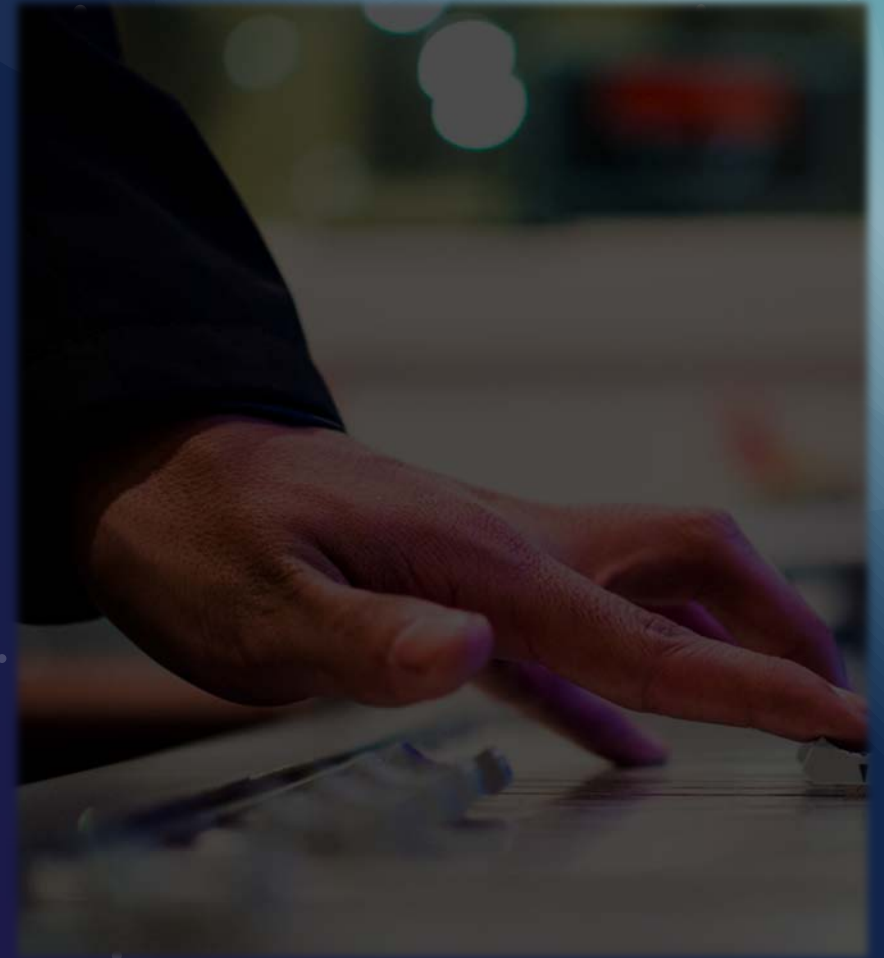
## Italy-Calabria



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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

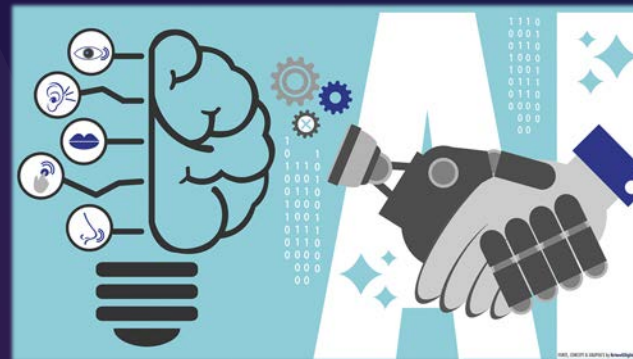




# Don't be discouraged!



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.



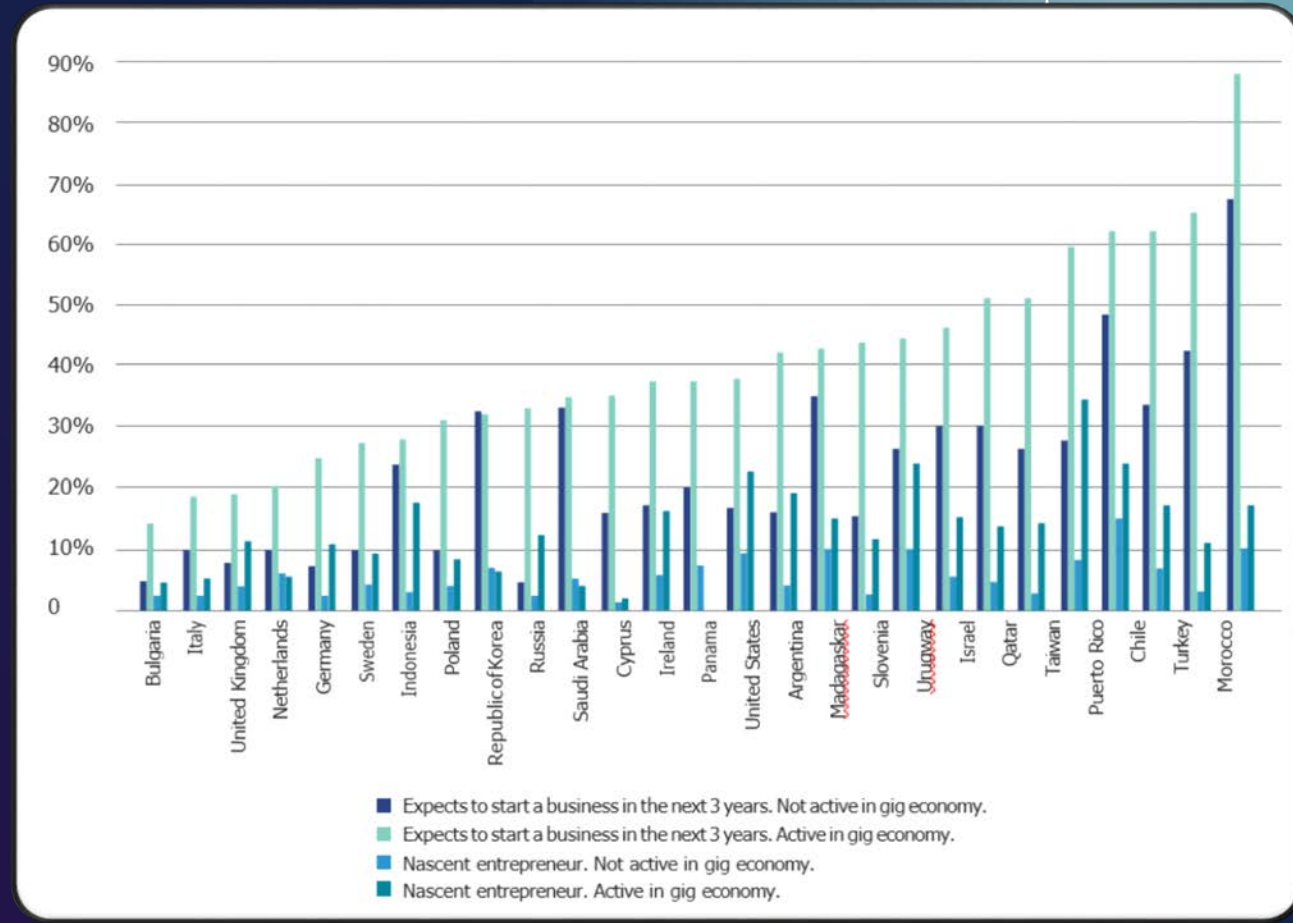


# Global Entrepreneurship Monitor 2018/2019



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.
- "SELFIEmployment" 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!



# Entrepreneurship Strategy of Turkey



## ENTREPRENEURSHIP STRATEGIES OF TURKEY

\* Objectives related to entrepreneurship in Turkey's policy and strategy documents are included in the 'tenth progress plan. This plan includes the following objectives:

Entrepreneurship culture,

\* Formal and non-formal education programs for entrepreneurship at all levels of education will be developed through practices aimed at increasing the quality of entrepreneurship trainings, introducing and rewarding entrepreneurial role models.

\* The institutional capacities and cooperation levels of all institutions and organizations will be increased by providing them services and support in the entrepreneurship ecosystem.

## TENTH PROGRESS PLAN

Culture of entrepreneurship will develop through development practices that regarding and common education program about entrepreneur.

\* All establishment that providing ministration and support will develop capacity and cooperation level.



## FOUNDATION ABOUT ENTREPRENEUR IN TURKEY

- ★ Entrepreneur Council:
  - ★ It was established in 2012.
  - ★ The council consists of 32 institutions and organizations.
  - ★ The council is a kind of advisory platform.
  - ★ The secretariat services of the council are carried out by KOSGEB. ( Small and Medium Enterprises Development Organization of Turkey)



## Council's Mission:

- \*Determining new strategies and policies for developing entrepreneurship culture and environment and promoting entrepreneurship
- \* In this context, supporting entrepreneurs, eliminating the elements that prevent entrepreneurship.



# PROGRAMS TO DEVELOP ENTREPRENEURSHIP

Ministry of National Education Formal and Widespread Entrepreneurship Education

- Entrepreneurship training should ensure to achieve the following objectives :
  - \* Having self-confident, creative, entrepreneurial minded young individuals who can take risks and initiatives. In other words, these individuals should have the basic competence of entrepreneurship
  - \* Increasing the role of young entrepreneurs in society and economy



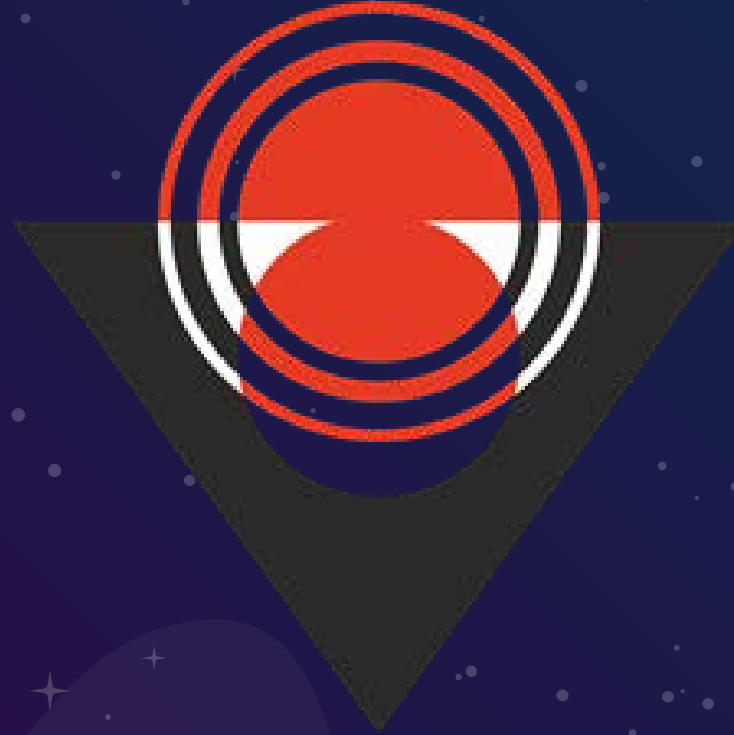
★ KOSGEB Applied Education of Entrepreneur

\*Consists of workshop -based trainings.

\* Those trainings intend spreading the entrepreneurship culture and introducing entrepreneurs to the concept of business plan and establishing successful enterprises.



**TUBITAK**  
(scientific and technological research council of Turkey)  
**Entrepreneurship Programs**



**TÜBİTAK**

# Entrepreneurship Information / Support Network





# Development Agencies

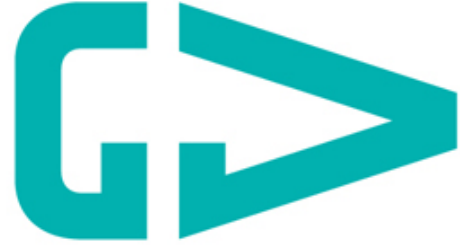


Habitat Association



habitat

# Foundation of Entrepreneurship



**GİRİŐİMÇİLİK VAKFI**

# International Entrepreneurship Center



# ACTION PLAN AND STRATEGY OF TURKEY ENTREPRENEURSHIP ( 2015-2018 )

\* It aims to promote entrepreneurship culture in our country, create a strong ecosystem and develop entrepreneurship.

\* Targets are as follows:



- Regulatory Framework:

- Developing an entrepreneur friendly regulatory framework

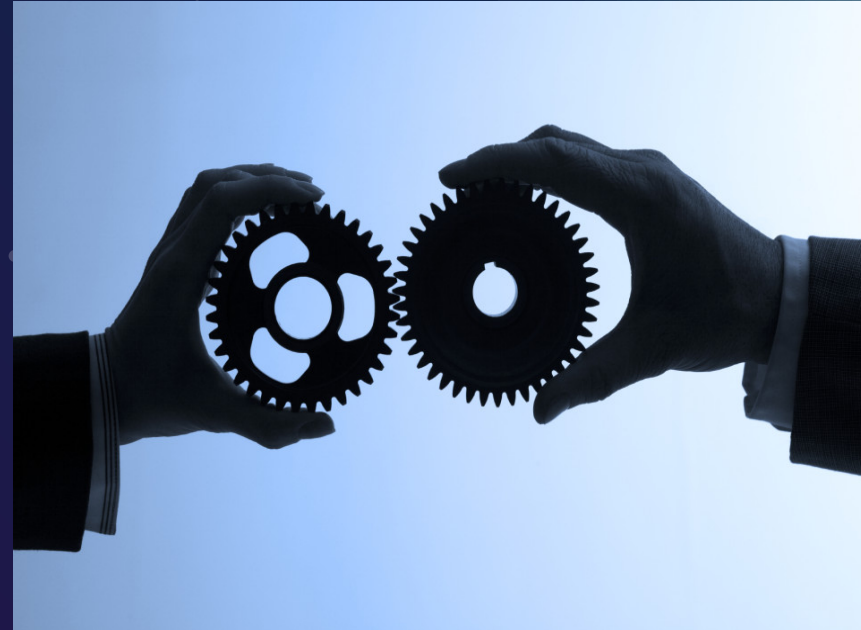
- \* Supporting Innovative Entrepreneurship

- Supporting innovative and technology-based entrepreneurship.



## Prior Thematic Areas and General Supports:

Development and implementation of a sustainable support system in prior thematic areas and general areas such as Women Entrepreneurship, Young Entrepreneurship, Eco Entrepreneurship, Social Entrepreneurship, Innovative Entrepreneurship and Global Entrepreneurship



## Entrepreneurship Culture

Development of a culture that embraces entrepreneur and

entrepreneurship in our country

Training and Consultancy

Services:

Dissemination of

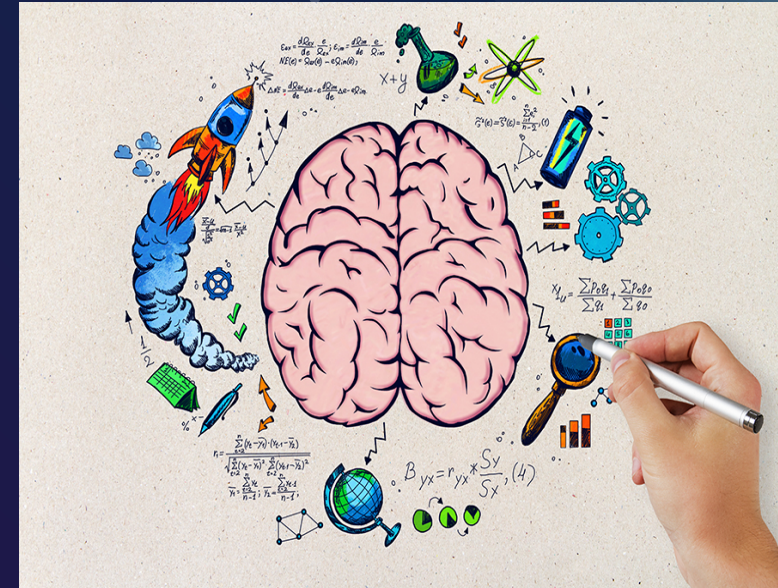
Entrepreneurship training at formal and non-formal education level and development of

consultancy system for

Entrepreneurs

Access to Finance: Facilitating and sustainably

Increasing entrepreneurs' access to finance.







# ENTREPRENEURSHIP STRATEGIES



★ CROATIA



Source

<https://startupsventurecapital.com>

# What is an **ENTREPRENEUR**?

- ★ A special kind of businessman
- ★ A leader
- ★ A decision maker
- ★ A person who has a vision how to help large groups of people

# What is an ENTREPRENEURSHIP?

- ★ It is a journey and you have taken the first step.

# CROATIA

- ★ The republic of Croatia is a country in south-eastern Europe with a population of 4 million people.
- ★ A healthy urban environment provides many benefits for entrepreneurship, especially a growth-oriented, innovative, high technology form of entrepreneurship.
- ★ Slightly more than 50% of the population in Croatia lives in four urban areas: Zagreb (the capital), Rijeka (industrial port city on the Adriatic), Split (economic centre of Dalmatia), and Osijek (the economic centre of Eastern Slavonia).

- ★ Eastern Croatia, on average, is the least competitive and requires a significant investment to reach the other regions, especially in the development of entrepreneurship, business infrastructure and investment incentives.



Source

<http://thebestincroatia.com/>

# GREAT EXAMPLE



- ★ Young Croatian entrepreneur Ivan Mrvoš makes Forbes '30 Under 30' list
- ★ 23-year-old Croatian entrepreneur
- ★ Ivan Mrvos is the founder of Include, which manufactures solar-powered 'smart benches' equipped for the Internet of Things that can be incorporated into smart city initiatives.
- ★ Since its founding, the company has sold over 900 of its benches to cities around the world.

# ANOTHER GREAT EXAMPLE

- ★ ★ MATE RIMAC is by far Croatia's most popular success story
- ★ The founder and CEO of the celebrated Rimac Automobili, the factory of which is located near Zagreb (capital of Croatia), has enjoyed large investment from major firms in the automotive industry, including the likes of Porsche.
- ★ 2018 Entrepreneur of the Year



Source  
[www.rimac-automobili.com](http://www.rimac-automobili.com)



★ 1989.



- ★ CLOTHES
- ★ SOUVENIRS



# PROBLEMS...

- ★ insufficient level of activity in new business venture
- ★ small share of growing enterprises
- ★ administrative obstacles to the implementation of entrepreneurial activity
- ★ insufficient development of the financial market
- ★ lack of education focused on the development of entrepreneurial knowledge and skills

## BUT...

- ★ the development of the Croatian economy in the future period, will depend on the responses to the identified challenges.

# Bibliography:

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- ★ Luker, Gina. How to start a home-based Etsy Business, 2014.
- ★ Schiffman, Stephan. The young entrepreneur's guide to business terms, 2003.

**THANKS FOR YOUR ATTENTION!**



# Entrepreneurship strategies

- ★ Estonia
- ★ Kanepi Gymnasium
- ★ 2020

# What is entrepreneurship and who is entrepreneur?

★ Entrepreneurship is creating new businesses or organizations with the purpose of implementing entrepreneur business idea (2)

★ Entrepreneurship is everything that has:

***Purpose***

***Risk of not achieving the goal***

***The need to plan your activity***

***The need to involve different resources (such as money, time etc)***

(2)

# Who is entrepreneur?

- **Person who wants to implement their business idea and starts working for it**
- **Entrepreneur needs to be with a good organizational skills, courageous to take risks and confident**



# Estonia entrepreneurship

Estonian government approved at the end of 2013 «Estonian entrepreneurship growth strategy 2014–2020»

- ★ Integrated to national business environment
- ★ Specialized, adaptable, reliable
- ★ Attractive to active and courageous for young entrepreneurs
- ★ **A crossroads of international business in a strong EU**
- ★ With a supportive public sector (1)

# Junior Achievement (JA)

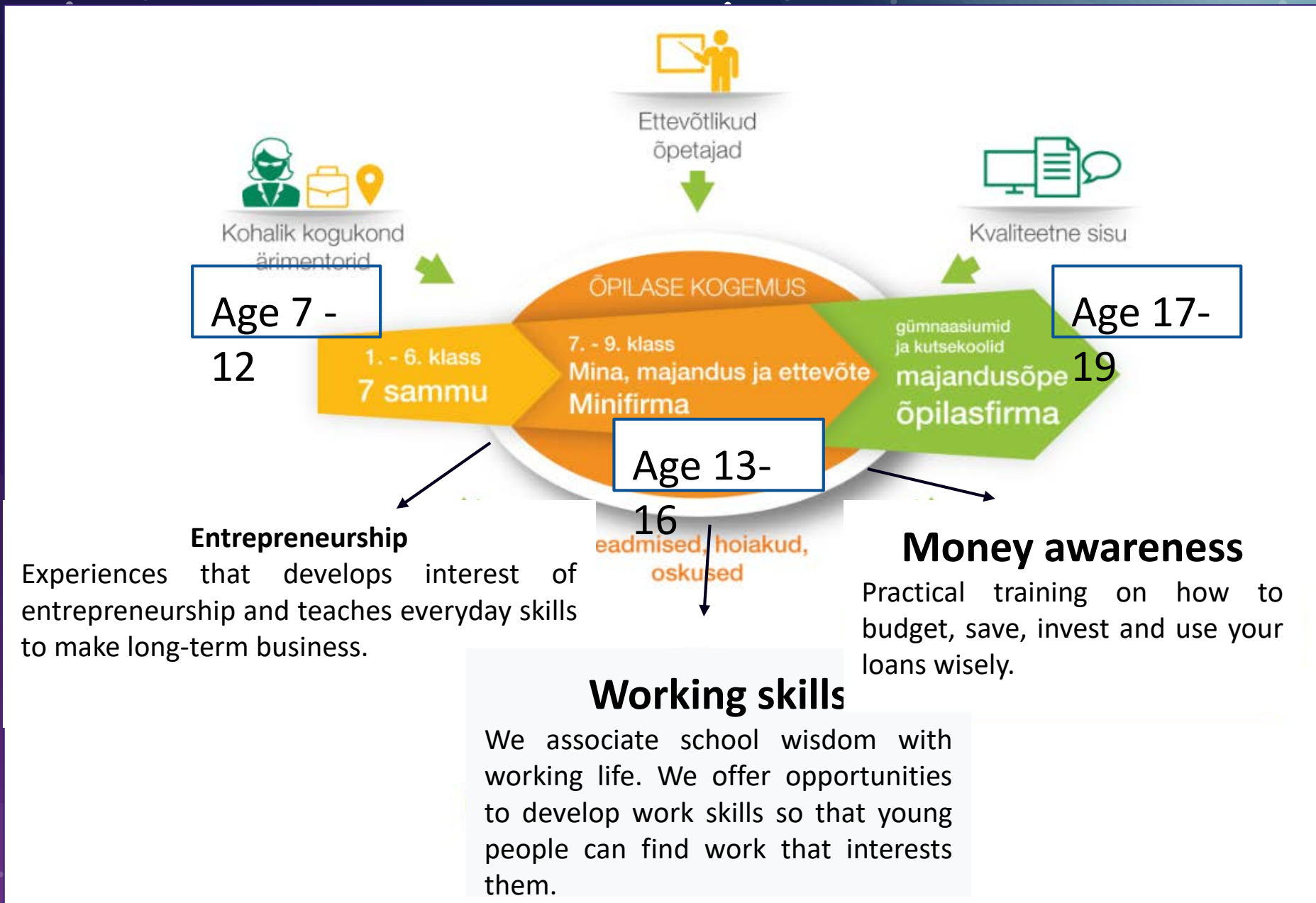
**.JA Estonia missions are:**

**To develop economic thinking in young people**

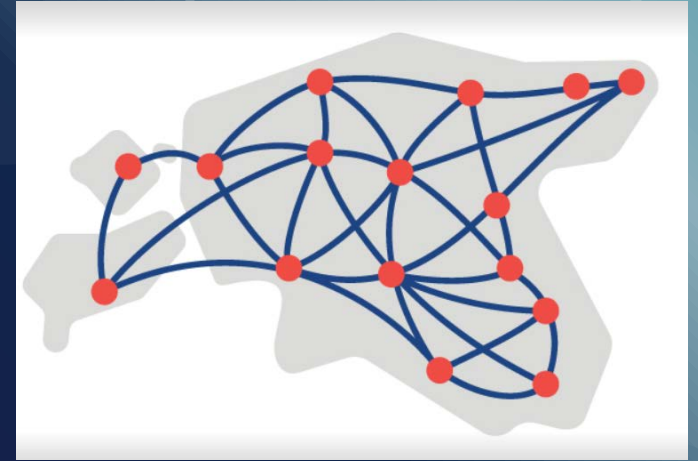
**To support entrepreneurial guiding choices**

**To develop entrepreneurship among young people**

**In the 2018/2019. academic year, 402 student companies were made in Estonia (4)**



# County development centres



- ★ 15 county development centres in Estonia
- ★ Purposes are to support development, develop attitudes and support development
- ★ For entrepreneurs there are free consultations and different workshops
- Organizes workshops for young people (5)

# National curriculum for business education

- ★ Gymnasium offers courses in economics and entrepreneurship
- ★ At the end of courses the student should have developed their knowledge and some skills significantly in this field
- ★ The curriculum is based on objectives to achieve them (6)

# References

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3. <https://et.wikipedia.org/wiki/Ettev%C3%B5tlus>
4. <http://www.ja.ee/meist.html>
5. <https://www.arenduskeskused.ee/tutvustus/>
6. <https://www.riigiteataja.ee/aktilisa/0000/1327/2925/13275408.pdf>

The background is a dark blue and purple gradient with a starry pattern. There are many small white dots and larger four-pointed stars scattered across the scene. On the right side, there are large, semi-transparent, wavy shapes in shades of teal and light blue. The overall effect is a dreamy, cosmic atmosphere.

**Thank you for listening!**



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# Thanks for watching



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