



# Entrepreneurship2020 Action Plan

Brussels, January 2013

DG ENTERPRISE AND INDUSTRY



# Entrepreneurship2020

- Goal: Re-igniting the entrepreneurial spirit in Europe
- Context:
  - Europe 2020 – growth and higher employment
  - Industrial Policy Communication – real economy
- Joint actions needed: EU + Member States, all levels, long-term engagement for lasting, deep impact



# Action Pillars of Entrepreneurship2020

- Entrepreneurial education and training
  - **create new generations of entrepreneurs**
- Creating an environment where entrepreneurs can flourish and grow
  - **offer effective support or get out of entrepreneurs' way!**
- Role models and reaching out = radical cultural change
  - entrepreneurship as 'the new cool'
  - involve groups not reached before



# Action Pillar 1 – Education & Training

- New foundations: investing in entrepreneurial education is one of highest return investments possible
  - Practical experience **and learning** is key
  - Involve real-world entrepreneurs
  - Build **knowledge, skills** (business basics, creativity, responsibility, initiative, sense of achievement) and **interest** in entrepreneurship
- New frontiers: higher education for entrepreneurship
  - European Institute of Technology (EIT) example
  - Universities → more entrepreneurial: beyond transfer of knowledge towards active support for developing entrepreneurial ventures



## Action Pillar 2 – Environment where Entrepreneurs Flourish & Grow

- Improve access to finance
- **Effective** support at crucial stages in business lifecycle
- New business opportunities, need for new skills & capabilities for digital age
- Transfers of business
- Efficient bankruptcy procedures and second chance for honest bankrupt entrepreneurs
- Reduce regulatory burden



## Action Pillar 3 – Role models and reaching out to specific groups

- Entrepreneurship as attractive career option and more well-known entrepreneurs celebrated as role models
  - Practical positive communication about rewards and recognition of achievements.
- New horizons: reaching out to and mobilising untapped entrepreneurial potential
  - Women
  - Seniors
  - Migrants
  - Unemployed
  - Young people



# Follow-up

- Competitiveness & industrial policy
- Small Business Act
- National SME Envoys
- Member State National Reform Programmes in European Semester framework



European  
Commission

Thank you