



INCLUSIVE ENTREPRENEURSHIP – YOUTH TARGETING, OUTREACH AND INCENTIVES


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THE TYPICAL „ENTREPRENEUR”



[illegible]

Entrepreneur

Startup strategy and

A stylized illustration of a person in a blue suit with a red tie, holding a black briefcase in their right hand and a light blue folder or document in their left hand. A large, round, brown clock is positioned to the right of the person, showing the time as approximately 10:10. The background is a solid light blue.



ENTREPRENEUR



Entrepreneur
ICON

A grid of ten colorful icons representing various aspects of entrepreneurship. The icons are arranged in two rows of five. The top row includes: a rocket (Startup Budget), a wallet with a coin (Track Credit Inflows), a megaphone (Marketing), a gear with a lightbulb (Expenses), and a person with a lightbulb (Leadership). The bottom row includes: a person with a lightbulb (Entrepreneur), a coin with a plus sign (Build Cash), a person with a lightbulb (Customer Relationship), a pair of scissors (Reduce Expenses), and a pie chart (Business Results). Each icon is labeled with its corresponding business concept below it.

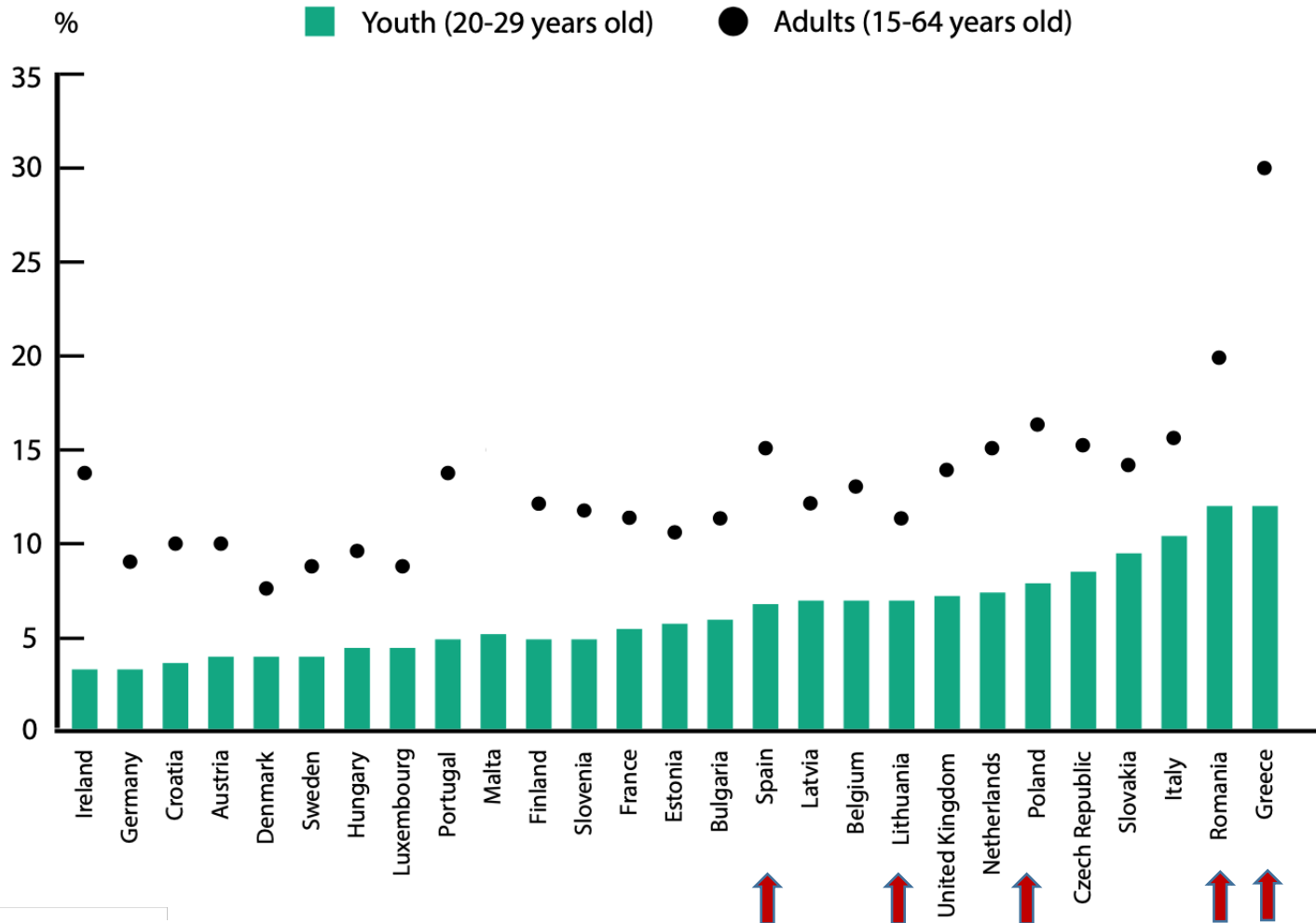


STARTUP ICONS
EDITABLE FONT - 480x480px - 12pt

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STYLISTED FACT

Proportion of working people that are self-employed, 2017



YOUNG SELF-EMPLOYED, ENTREPRENEURS

- Large differences— across time and countries
See, above 10% **EL, RO, IT**, **PL, LT, ES**, below 5% - HU, AT, DE
 - Mostly better educated, **but not just**
 - Very **specific individual needs & attitudes**
 - ... and variable motivations (mainly out of necessity, but not exclusively – also, opportunity)
-
- No typical entrepreneur or self-employed ...
 - **...no typical young entrepreneur or self-employed**

References: Blanchflower-Meyer 1991, Bosma-Harding 2007, Brockhaus-Borowitz 1986, Harding 2003, OECD 2014, Smallbone 2004

INCLUSIVE ENTREPRENEURSHIP POLICIES

*„Giving equal opportunities to **all** social groups to start a business or to be self-employed”*

(OECD 2017, EC 2014)



- EU agenda:
 - focus on **groups in disadvantaged situation / vulnerable groups** (~ young NEETs)
 - **new types of enterprises** (cf. social enterprises), self-employment
 - emphasis on **complex measures and harmonisation of different policy tools** rather than (just) focusing on financial assistance
- OECD agenda:
 - Mapping group-specific needs and challenges
 - Supporting policy learning
 - Mapping and disseminating good practices

THE POLICY RATIONALE – FOR YOUNG NEETS

- **Transit:** self-employment as a way out of unemployment, may not be *the* final solution
- **Employability:**
 - Knowledge and hard skills - esp., financial, IT/digital, language and communication
 - Soft skills: self-reliance, confidence, creative thinking & attitudes (team work, conflict resolution)
- **Local diversification and resilience:** local economy
- Market failures: e.g. lack of access to finance

References: EC2012, OECD 2017, 2019

TARGETING & OUTREACH

- **Going local and there where young NEETs are**
Government should work in **partnership and collaboration with civil society/youth organisations** (AT, DK)
- **Understanding the needs and the language of young NEETs**
Detailed assessment of individual needs (AT, BE)
Design of tailor-made and flexible services
Sensitisation of public administration (language, attitude - BU)

A historical map of Budapest, Hungary, showing the city's layout with various districts and landmarks. The map is in a sepia tone with red lines indicating roads or boundaries. Labels in Hungarian are visible, such as 'Szechenyi tér', 'Városliget', and 'Palotai legelő'.

THE USUAL INCENTIVES

➤ Easing market entry

Regulatory simplification (e.g. lower capital requirements, easier tax administration – NL, DE)

Access to finance (microcredit) *coupled with* mentoring (BU, HU, RO)

➤ Networking

Matchmaking, peer networks

Local/ regional networks

➤ Follow up services

„Do not drop my hand”, e.g. peer learning, twinning & mentoring (AT)

References: Afschar 2011, Bosma-Harding 2007, Düll 2011, OECD 2019

THE YOUTH-SPECIFIC INCENTIVES !!!

➤ **Tailor-made development of hard & soft(!) skills**

Cf. gender, education level, locality, and local labour market conditions

Offering a „menue” of services developing soft skills (peer supervision, mentoring, twinning)

➤ **Flexible offer of support services**

Mentoring, peer-supervision, finance, trainings, but also easing mobility and lowering childcare burden (DK, FI, SE)



➤ **Welfare bridges(!)** – helping transit period

e.g. wage subsidy (cf. unemployment benefits), tax allowances/credits (UK), vouchers for childcare services (HU) or for public transport (FI)

References: Budapest Institute 2017, 2020, Eurofund 2011, OECD 2014, 2019, OSCE 2021

SELF-ASSESSMENT TOOL & KNOWLEDGE BASE


www.betterentrepreneurship.eu

BETTER POLICIES FOR BETTER LIVES

Home Assessment ▾ Resources About

English (en) ▾

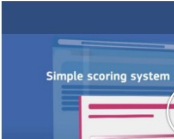
Sign up / Sign in




The Better Entrepreneurship Policy Tool

Improve your inclusive or social entrepreneurship policies

Entrepreneurship is important for innovation, job creation and economic growth. It can also strengthen social inclusion and tackle societal challenges through policies for **inclusive entrepreneurship** and **social entrepreneurship**.












Supporting youth in entrepreneurship

Self-assessment

See description of each module below

Select a module below to start your assessment

-  Fostering an inclusive entrepreneurial culture ▾
-  Strengthening the design and delivery of youth entrepreneurship support ▾
-  Building a supportive regulatory environment for young entrepreneurs ▾
-  Building entrepreneurship skills and capacities for inclusive entrepreneurship ▾
-  Facilitating access to business finance for young entrepreneurs ▾
-  Expanding networks for young entrepreneurs ▾



The circular diagram illustrates the components of the self-assessment tool. It is divided into six colored segments, each with an icon and a label: Strategies (pink, top), Regulations (light green, top-right), Skills (teal, bottom-right), Finance (orange, bottom), Networks (blue, bottom-left), and Culture (purple, top-left). Each segment contains a white icon representing its theme: a checklist for Strategies, a document with a pencil for Regulations, a pencil for Skills, a stack of coins for Finance, a group of people for Networks, and a group of people for Culture.

Inclusive entrepreneurship ➤

Social entrepreneurship ➤



Thank you for your attention!

Any questions? :)

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