Hacking Growth: regions and cities for startups, scale-ups and SME innovation in the next EU policy framework

Alain STORCK / 10th of October 2019 / Brussels
In entrepreneurial spirit we believe

- Enterprises need more agility
- Young people want meaning and flexibility
- Digital technology accelerates the flow of work

Strengthening the entrepreneurial spirit

- Fostering the emergence of entrepreneurs
- Promote the employability and adaptability of employees

Source: Rapport IGAENR 2018
Challenges for Hauts-de-France

Focus on teaching community to make a change of scale

Engage key pillars to support entrepreneurship

Political support  Academic recognition  Enterprises commitment

Engage 100% of students in entrepreneurial spirit
Support and EU funding mobilized

Focus on the ERDF support

- Financing of Hubhouses through the ERDF fund
- Official request, for their 2019-20 funding, to include iEER best practices (Clab and AE) in their annual program: take ownership of teacher training, develop a stronger collaboration with innovation and research ecosystem, develop of a service offer on events promoting creativity and facilitating the creation of multiprofile teams

"Multiply teacher training to entrepreneurship" is presented as our 3rd pilot action in the Hauts-de-France regional funding strategy for Smart Specialisation.
Currently drafting the "Engagement in EU programmes for Economic Transformation based on Smart Specialisation"
Impact on regional entrepreneurial policies

STARTER PLAN: Regional council finance operational actors, from awareness raising to business creation, with the help of European funds.

25 000 35 000 36 000

AT SCHOOL /student BEFORE CREATION TEST OF ACTIVITY FINANCIAL STRUCTURATION AFTER CREATION

Raising Awareness Chequebook STARTER Support
Results and futur

- Maintaining training activities and writing new action plans for both students and Universities staff, to raise awareness on entrepreneurship and corporate culture.
- At least one creativity event per University in 2019
- New teacher’s training in the South part of HDF, in 2019 or 2020

Next EU Policy circle

Initiate a strong motivation and a real policy to make entrepreneurship and creativity a pillar of the student’s education.

Fostering integration of the engagement of teachers in their duty service, evaluation and promotion process.

Encourage the recognition and enhancement of skills and competencies delivered by an entrepreneurial spirit, with the support of economic actors.
Thank you!

Questions welcome