



Entrepreneurship

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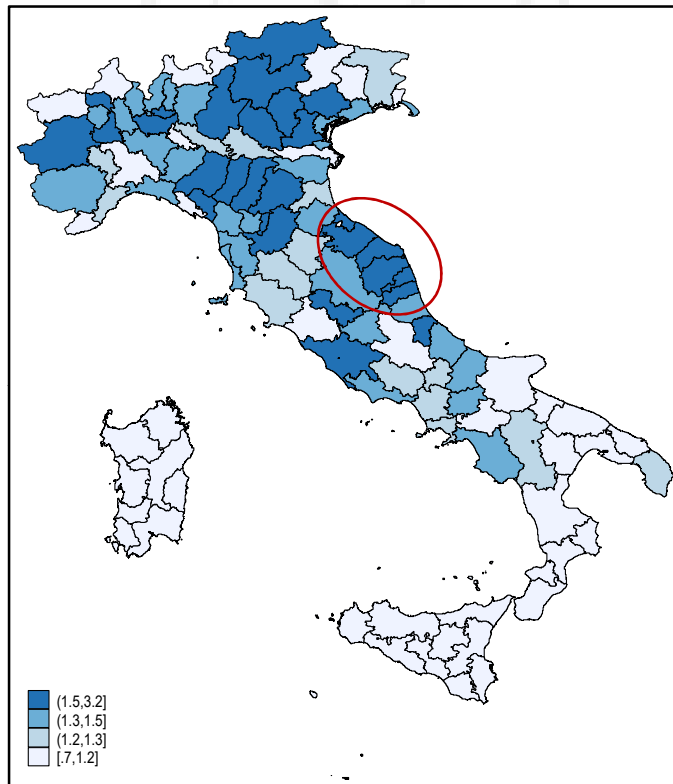
Entrepreneurship is the engine of growth

Entrepreneurship is a much broader concept than firm creation

- Creation of new organizations (**entrepreneurship**)
- Entrepreneurial activity of employees in private and public organizations (**intrapreneurship**)
- Being innovative and proactive in everyday live (**entrepreneurial attitude**)

Marche: an entrepreneurial region

New firm formation in **high-tech sectors** on adult population - 2017

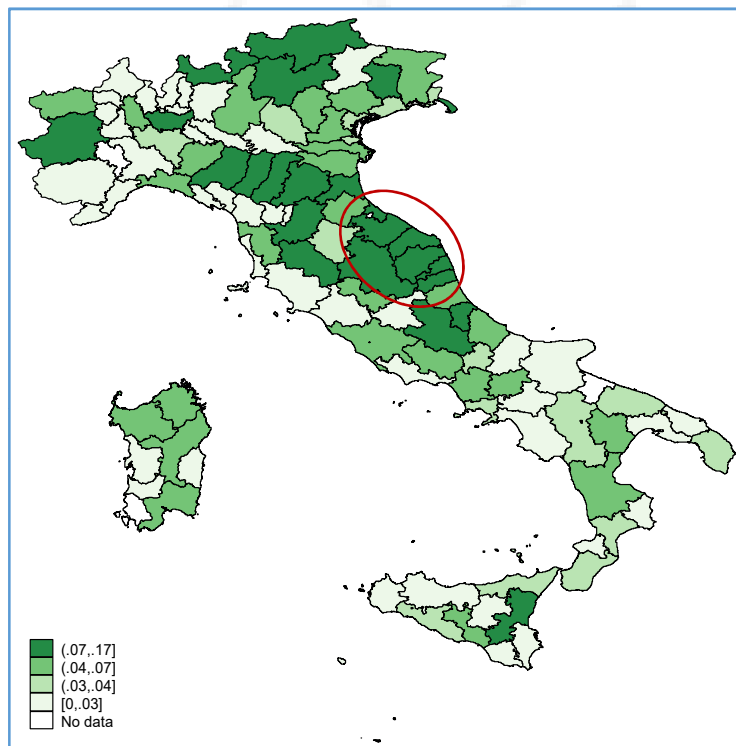


Source: elaborations on ISTAT and CCIAA

During the last decade the Marche showed high entrepreneurial rates in high-tech sectors (in both manufacturing and services)

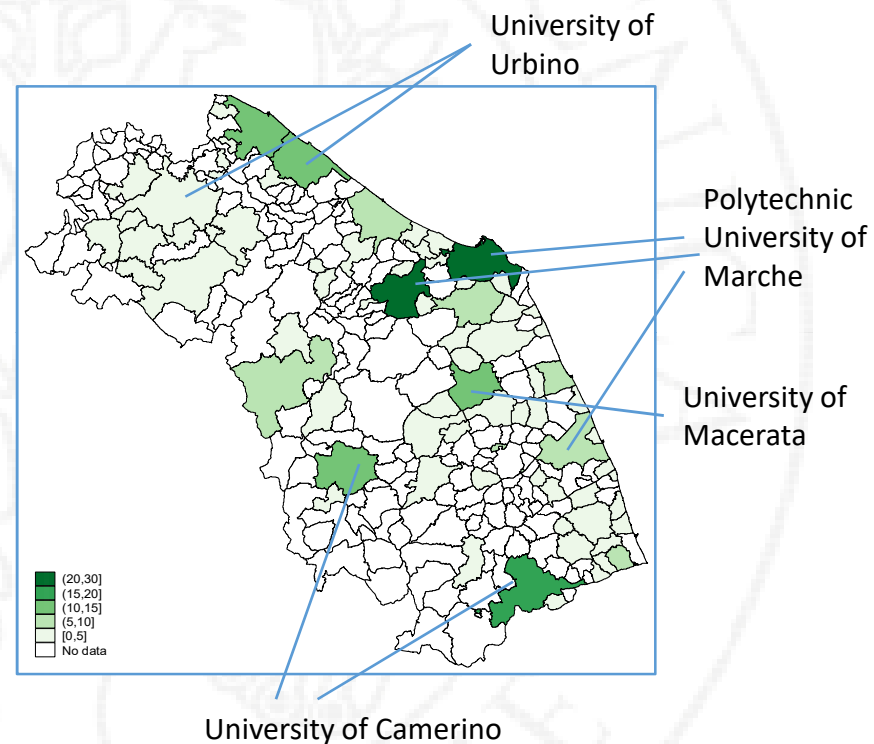
Marche: an entrepreneurial region

Innovative start-ups per 1000 residents

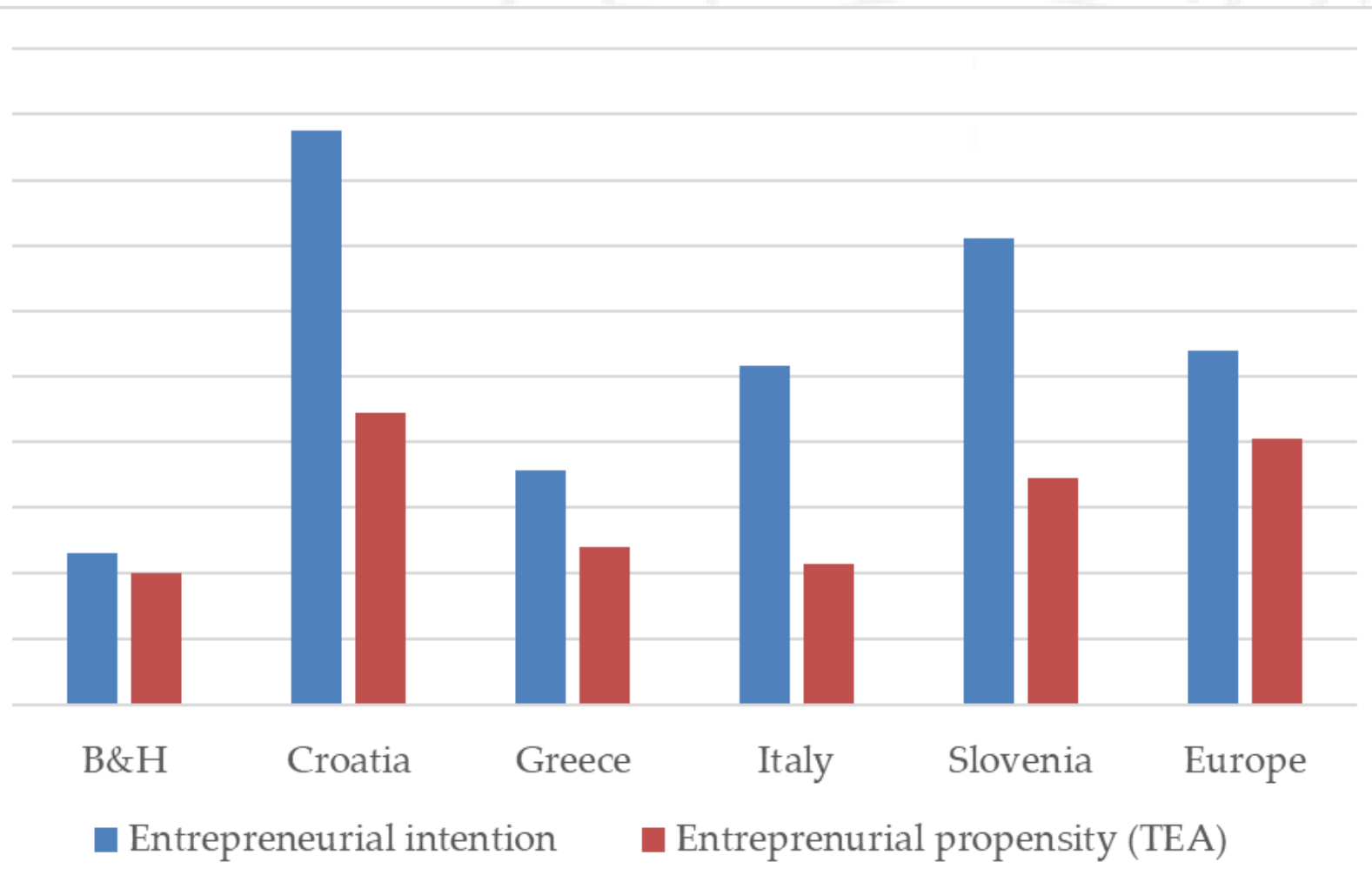


Source: elaborations on ISTAT and CCIAA

Distribution of innovative star-ups



Common problems in AIR countries

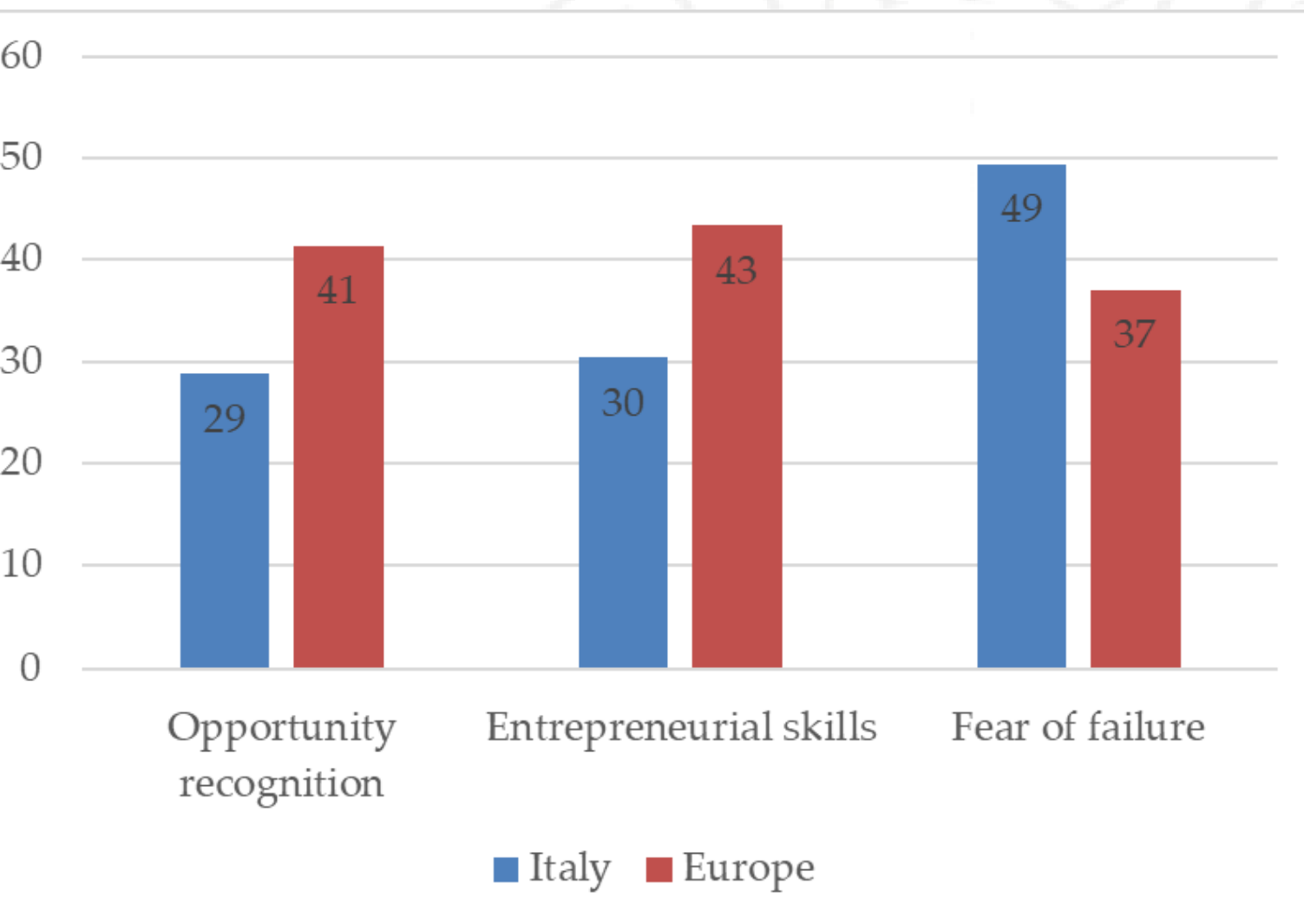


Low level of entrepreneurial activity

large gap between entrepreneurial intention and entrepreneurial propensity

Source: GEM Global Report, 2017

Explaining the gap



Factors explaining the gap are similar in other AIR countries

Source: GEM Global Report, 2017

What to do

- In the **long term**: creating an entrepreneurial mindset (education, education and education)
- In the **short-term** the best recipe is **TOP**
 - **Training** (entrepreneurial skills)
 - **Opportunities** (business projects and technology)
 - **Places** (coworking, fab-labs, incubators)

TOP needs that universities, chambers of commerce, cities and regional governments operate in close synergy

What can we do

- Sharing best practices in entrepreneurship education and start-up support in our universities, cities and regions
- Promoting connections, exchanges and partnerships between young entrepreneurs in the A-I area

Contamination Lab @ univpm

It's a place to favor the *contamination* between:

Students in different disciplines

Student at different levels

Academy and industry



c Lab is active learning

A learning process based on:

- team working
- problem solving
- focus on results
- communication capabilities



What can we do:

- Sharing best practices in entrepreneurship education and start-up support in our universities, cities and regions
- Promote connections, exchanges and partnerships between young entrepreneurs in the A-I area
- Leveraging on the resources of the AIR and the EUSAIR pillars



CAPITAL CULTURE is an educational experience, which helps young people from the AIR to develop their own business ideas in the field of tourism and culture



EU Strategy
for the Adriatic
and Ionian Region
EUSAIR

