

How a region supports entrepreneurship?

-key questions

1. Attitudes towards entrepreneurship
2. Understanding what running a business means
3. Typical founder of a start-up business
4. Type of support
5. Public support organisations in a region



1. ATTITUDES FOR ENTREPRENEURSHIP

1970

1980

1990

2000

Business owner =
EXPLOITER

More positive, yet few
government support

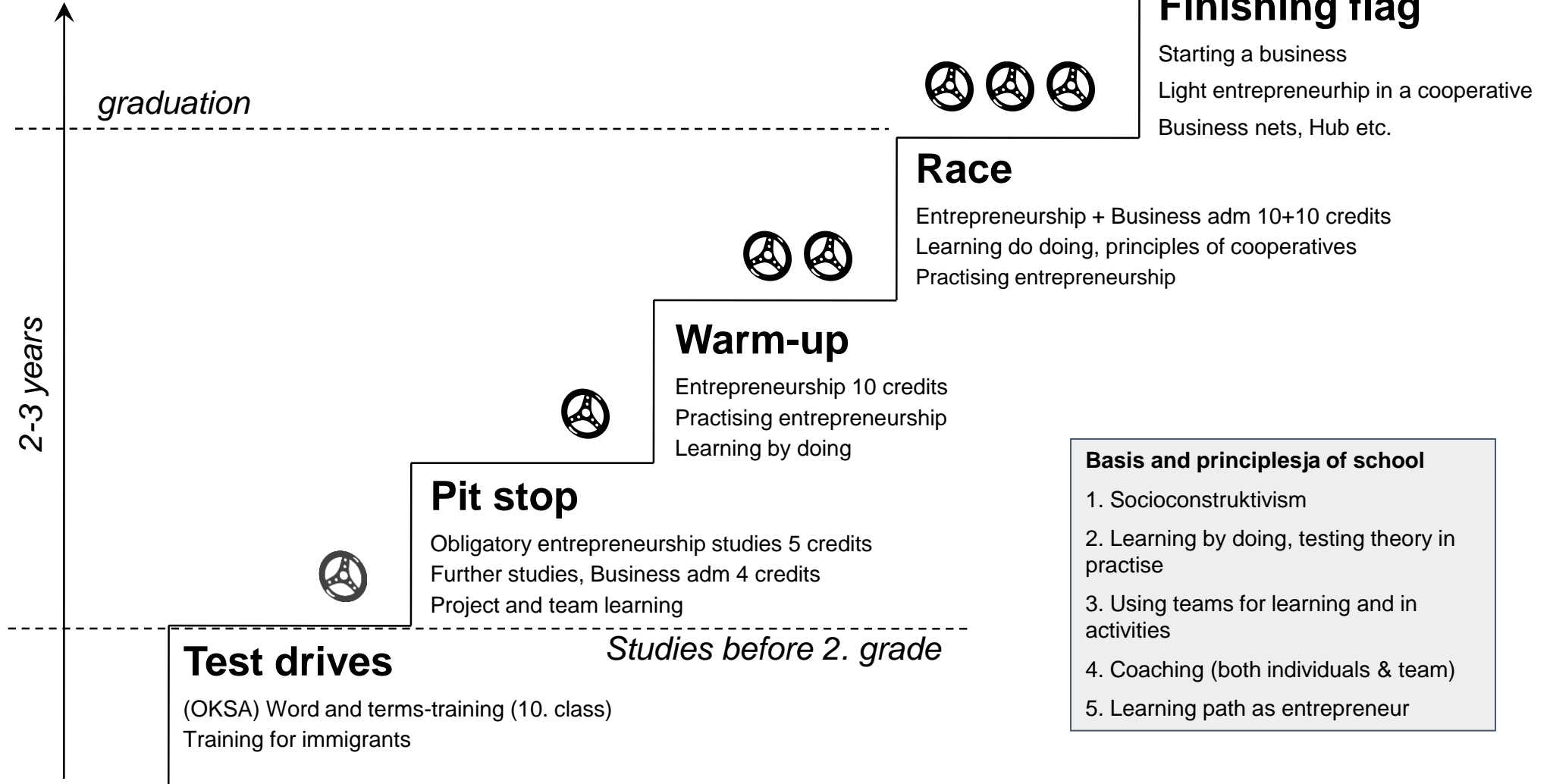
Entrepreneurship in studies, EU Programmes,
Free currency, European Aconomic Area

Entrepreneurship into schools,
international business models

2. UNDERSTANDING WHAT RUNNING A BUSINESS MEANS

- Realistic approach, business plan
- 25% of entrepreneurs earn less than average
- Multitalent: speciality/technology, business administration, strategic thinking, knowledge of society & tax offices, marketing & social skills...
- Dedication, enthusiasm
- Support (financial, emotional, knowledge..)
- Knowledge of client expectations, markets, competition (nowadays also internationally)
- Etc etc

Example Jyväskylä Vocational Institute Entrepreneurship School



3. TYPICAL FOUNDER OF A START-UP BUSINESS

- First a one man firm (own professionalism)
- Or team start (division of tasks, continuency?)
- Taking over a family business (family support, advance knowledge)
- Taking over a business of a person aiming to retire
- Vocational trained person or new technology (manager = worker)
- Person testing entrepreneurship for 6-12 months by financial aid
- Person in working life and urged to start own business (by a major client)
- Retired person with pension as a safety frame

4. TYPES OF SUPPORT

- Knowledge (mentoring, friendships, education etc)
- Financial (free courses, start-up grants, grants for investments, grants for making business international, business angels ...)
- Networks (Association of businesses, Chamber of commerce, export rings, Social networks in internet (LinkedIn etc.)
- Commercial business communities (such as www.thinkkora.com)
- Governmental efforts (country reports, joint exhibitions in tourism...)

5. PUBLIC SUPPORT ORGANISATIONS IN A REGION

- Own municipality (trade promoter)
- Regional development companies
- ELY-keskus (governmental centre for Economic Development, Transport and the Environment) -> EU Programmes *)
- Leader-groups (for rural businesses) *)
- Regional Council (ERDF, Regional development fund etc programmes for supporting business branch or group of businesses)
- Association of businesses, Chamber of commerce

*) Reform of regional Administration 1.1.2019

SOME NEW PROJECTS IN SE FINLAND



Euroopan unioni
Euroopan sosiaalirahasto

Hankesuunnitelma

Kestävää kasvua ja työtä 2014–2020
Suomen rakennerahasto-ohjelma



Elinkeino-, liikenne- ja
ympäristökeskus

Project name:

Joint entrepreneur education and training
program of vocational education

Partners:

South Karelia vocational institute
South Karelia University of Applied Sciences

Budget:

€400.959

Duration:

1.1.2015-31.12.2017

Funding source:

European Social Fund (ESF)

Project name:

Entrepreneurship education flows in Southeast Finland –
from regional entrepreneurship education strategy to an
entrepreneurship ecosystem in SE Finland

Partners:

Cursor Oy
South Kymenlaakso vocational institute
Lappeenranta University of Technology
Kouvola vocational institute

Budget:

€496.642

Duration:

1.1.2015-30.6.2017

Table 4: Early-stage entrepreneurial activity by age in selected member states in 2015 (as % of population in each age group) (Suomalainen et al., 2016)

Country	18–24	25–34	35–44	45–54	55–64	Total
Estonia	14.7	21.5	17.1	7.3	4.6	13.1
Finland	5.2	8.6	9.7	5.2	4.4	6.6
Germany	4.6	6.3	5.0	5.4	2.0	4.7
Latvia	16.0	22.3	17.6	9.6	4.2	14.1
Sweden	5.6	9.3	7.3	7.0	6.0	7.2
United Kingdom	3.9	7.3	8.9	7.9	5.4	6.9
<i>Average (EU)</i>	<i>7.5</i>	<i>10.7</i>	<i>9.7</i>	<i>7.1</i>	<i>4.3</i>	<i>8.0</i>

GLOBAL UNIVERSITY ENTREPRENEURIAL SPIRIT STUDENTS'
SURVEY

National Report 2016 FINLAND

Timo Pihkala
Elena Ruskovaara
Ulla Hytti

Table 8: Share of intentional founders depending on parents' entrepreneurship %

	Directly	After 5 years
All respondents	9,8	30,8
Father is an entrepreneur	19,2	16,5
Mother is an entrepreneur	5,8	10,4
Both parents are entrepreneurs	11,5	14,6

14,3% of students are currently running a business or are self-employed

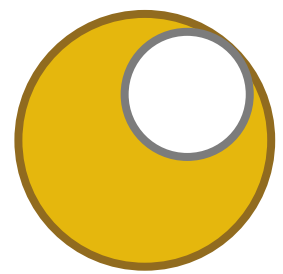
19,0% of students are currently preparing a start-up

9,8 % of students are intending to start directly after graduation

30,8% of students are intending to start 5 years after graduation

JA-YE Finland

- Provides enterprise education programmes in co-operation with schools and enterprises.
- Part of the Junior Achievement Worldwide and Europe –network
 - NGO
 - 120 member nations; 39 in Europe
 - Since 1995 (in Finland)



Network of JA-YE Finland's regional offices

Northern Ostrobothnia (Oulu/ Southern Oulu region)

Central Ostrobothnia (Kokkola)

Southern Ostrobothnia (Seinäjoki)

Satakunta (Pori)

Finland Proper (Turku)

Tavastia Proper (Hämeenlinna)

Pirkanmaa (Tampere)

Central Finland (Jyväskylä)

Uusimaa (Järvenpää)

Northern Savonia (Kuopio/Iisalmi)

Southern Savonia (Mikkeli)

Kouvola

Kotka-Hamina (Kotka)

Päijänne Tavastia (Lahti)

Ostrobothnia (Vaasa)

Metropoli (Helsinki)

Northern Karelia (Joensuu)

