



READY TO BUILD
THE FUTURE?
YES.

June 27, 2018 – Brussels - #YESbxl



GIOVANI SI



Regione Toscana



Youth Entrepreneurial Spirit



Hauts-de-France

Boosting the Entrepreneurial spirit

Regional Strategy for Initiative and Entrepreneurship



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The Hauts-de-France Region - Key figures

299 500

companies

1.5 million

employees

12.6%

of new businesses/year
(national average : 12.5%)

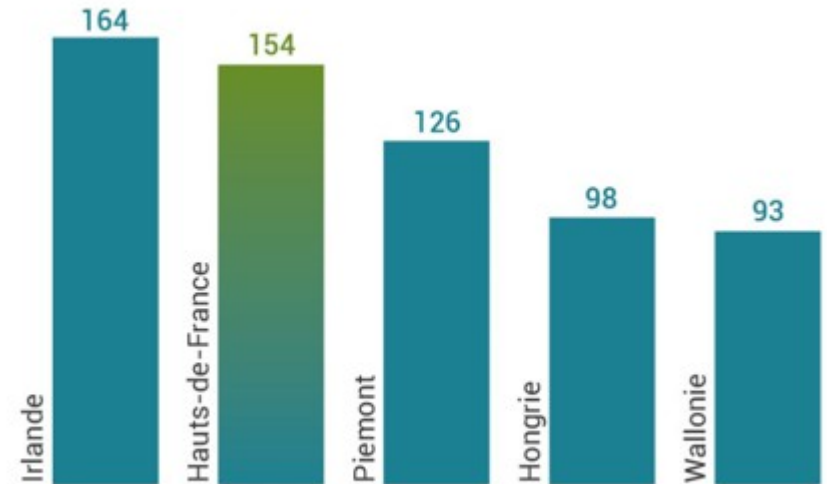
154

billion €

GDP

4th

French region



COMPARAISON PIB RÉGION
(en milliards €, 2013)

Can be compared to some European countries

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The Hauts-de-France Region – The youngest French region

6 million

inhabitants

9.4%

Of the national population

33%

Of our population is under 25 yo
National average : 30.5%



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Target: Acting collectively for future generations to convince them entirely of the positive aspects of entrepreneurship and make them commit with serenity in all kind of initiatives

Public targets:

- Pupils,
- Students,
- Young people (students or not)

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Youth Entrepreneurial Spirit

Acting collectively for future generations

Stakeholders :

National Board education

Ministry of Higher Education and Research

Public investors

Higher Education

Local authorities



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Mindset entrepreneurship activation in school

- Including entrepreneurship in teacher's training (initial training too)
- Labelling of educational tools "entrepreneurship" to facilitate deployment in schools,
- Construction of a diversified offer of actions for students and a range of services for operators: website, share catalog, extranet ... (<http://idee.ac-lille.fr/>)
- Developing assessment tool for entrepreneurship skills,
- A steering of the regional actors to improve the territorial coverage (organisation of the prospection, objectives defined locally, coordination of the actions).

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Entrepreneurship department in higher education

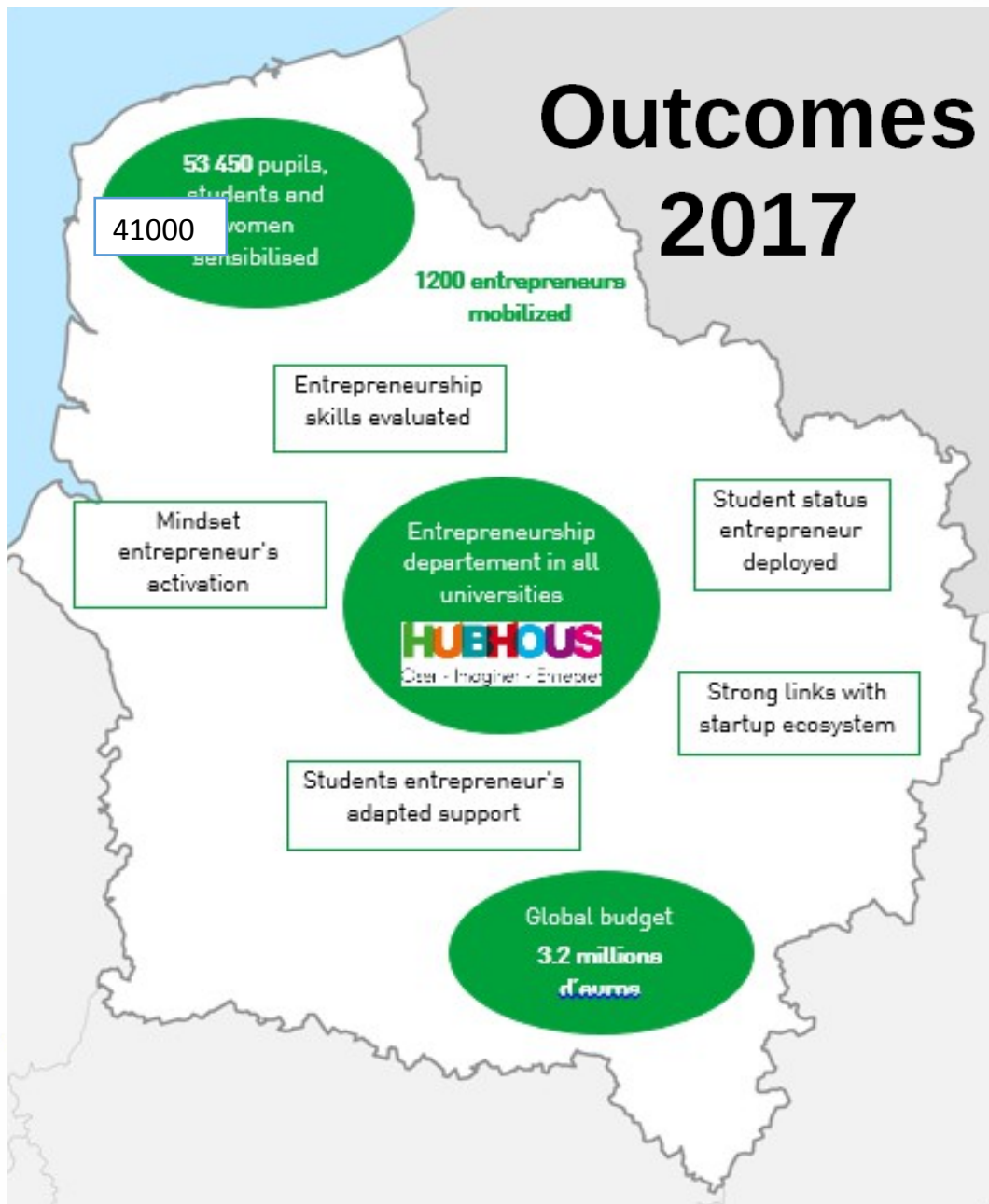
- **Political porting** of entrepreneurship within universities,
- **Entrepreneurship included in strategic targets** of universities
- **A 7 Hubhouses network** (space dedicated to student initiative and entrepreneurship) spread across universities (first help desk, entrepreneurship training, Regional policies orientation)
- **2 PEPITE labelled by the Ministry of Higher Education and Research**
PEPITE is in charge of deploying student entrepreneur status, entrepreneurship training in all higher education institutions
- At present, we are working on **financial facilities** for student initiative together with the national government

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Youth Entrepreneurial Spirit

Outcomes 2017



And beyond

The « Festival de l'initiative » promotes the initiatives of young people in schools
In 2017, 3 823 participants



THE WEEK OF THE INITIATIVE

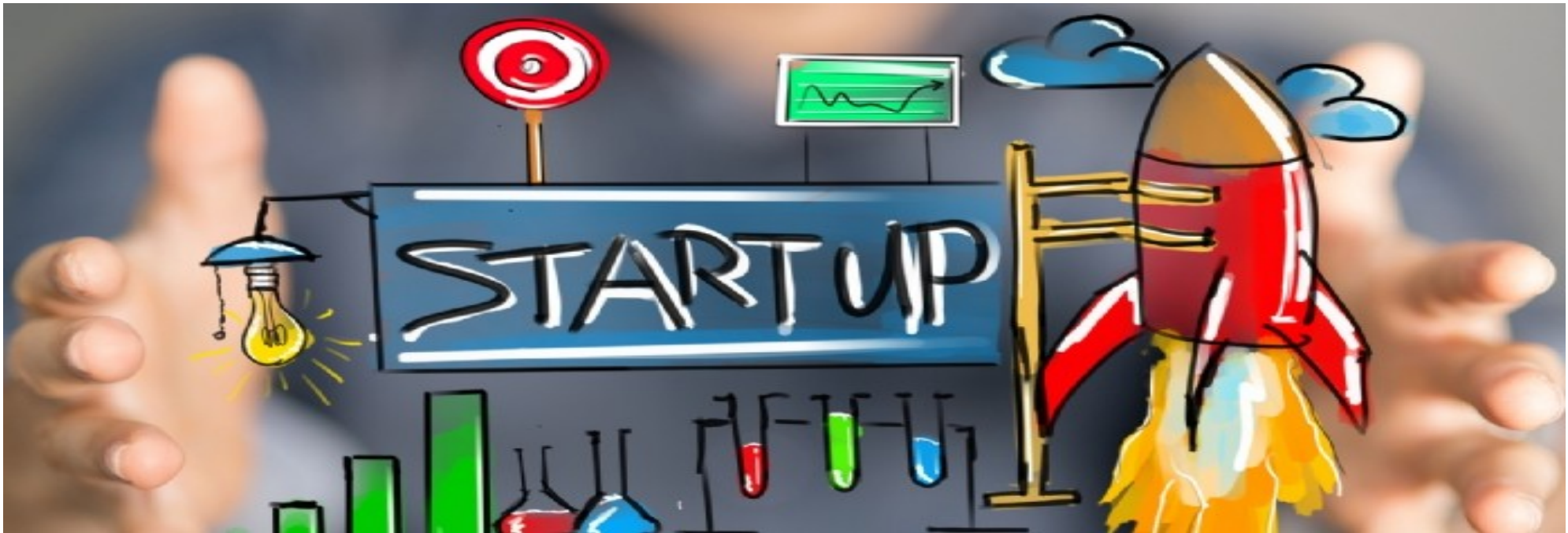
Declining of Global Entrepreneurship Week, highlighting more than 310 actions, 4-room arms of the Greater Region, as part of the Region's policy.

INITIATIVES PRICES

A competition launched to identify and put forward original initiatives and reveal the entrepreneurial potential of the inhabitants



Innovation parks



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Innovation parks – incubation, acceleration... and beyond!

An offer of
reception and
accommodation

An accompanying
offer

An offer of
animation network
and promotion

Local governance & Regional network



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Innovation parks' target

Project owners willing to be accompanied to go through the marketing stages of their ideas

Researchers, PhD students and recent graduates willing to enhance their research through new collaborations or creation



Companies willing to develop their business through innovation and build partnerships

Territory willing to initiate or support a territorial marketing strategy and differentiating local development (innovation)

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