



# THE COMMUNITY OF PRACTICE ON INCLUSIVE ENTREPRENEURSHIP

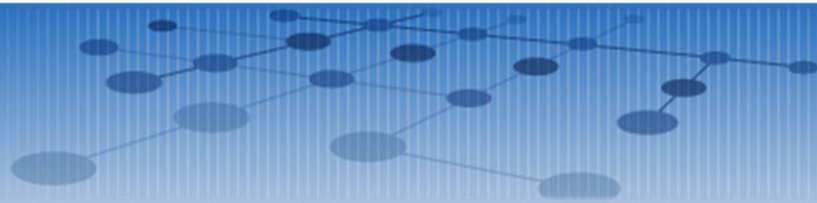
*“A network of people actively involved in opening up entrepreneurship to all parts of society”*



## Planning for Integration between Providers

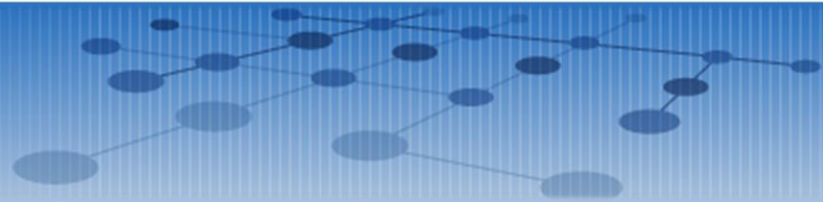
Berlín, April 16th-17th

Ana María Méndez, COPIE IBS Expert



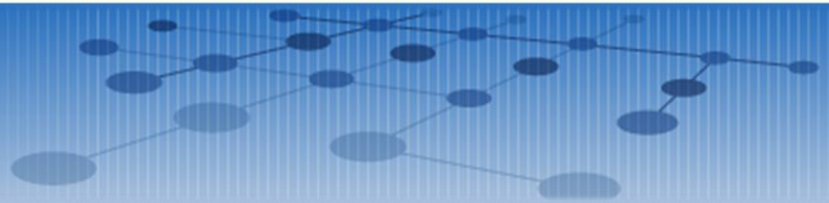
## Aim of this action

- The Resources Map is focused on the ORGANIZATIONS which provide business support services to beneficiaries in order to get the effectiveness and efficiency of resources
  - To establish the necessary steps that should be developed to structure the support organizations in a business advice process in one European region to get a business integrated and inclusive support for entrepreneurs under these 3 fundamental pillars: sustainability, inclusiveness and quality
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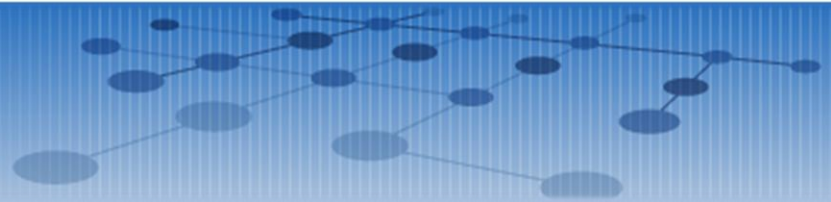
## Phases in the working process

1. Description of the project
  2. Analysis of the organizations which provide business support services in the area
  3. Design of the tool according to objectives and requirements
  4. Action with these organizations
  5. Analysis of provided information and order about organizations
  6. Dissemination and use of this tool in the working process - Review
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## **Involved actors to develop a Resources Map in one European region**

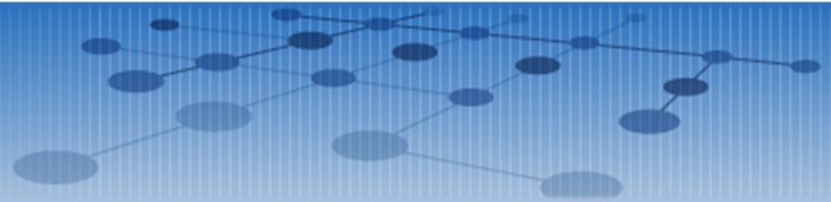
- DG, MA and policy makeres
  - Organizations which provide business support services
  - Agents working inside these organizations with final beneficiaries
  - Action developed in organizations which provide business support services in public institutions
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# How to develop a Resources Map in a European region

**The phases in the process**

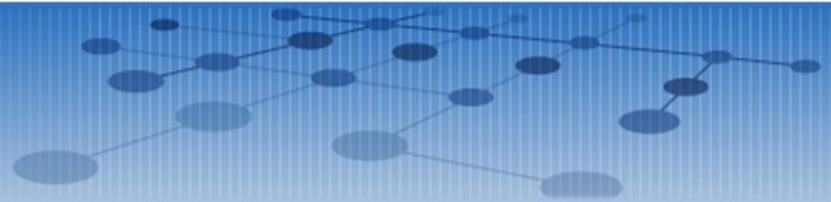
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# 1

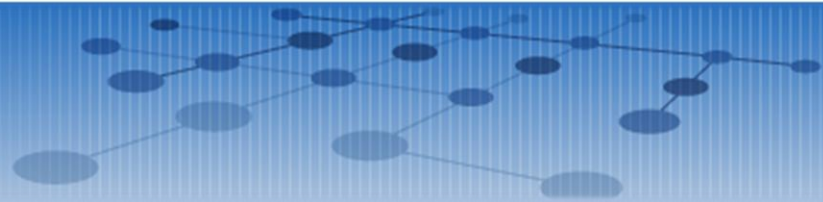
**From the idea to the project**

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# Critical points

- **Decide to develop the action**
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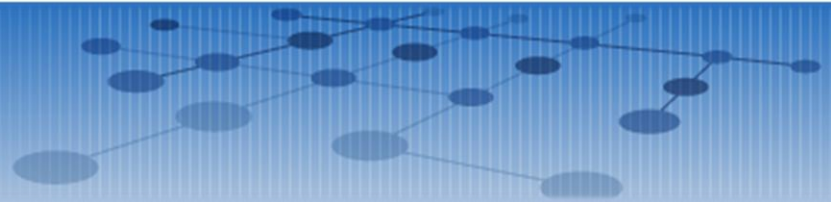


## 1.1 Describing the project



1. General/specific objectives
  2. Stakeholders: politicians, departments, management authorities
  3. Framework for action: area
  4. Executors of the work
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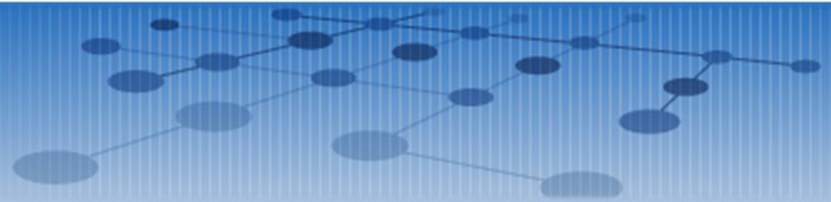




# 2

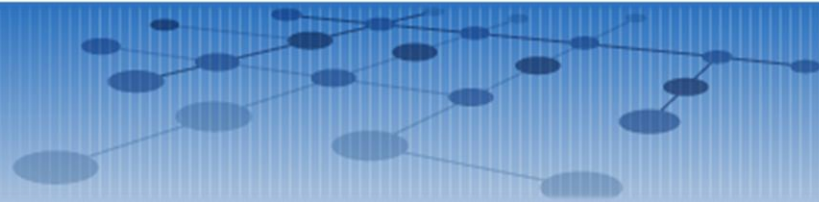
## **Business organizations Analysis**

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# Critical points

- Explore in deep your environment
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## 2.1 Identification

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Identification of organizations in the Business Integrated Support in the area

Region:

Country:

ORGANIZATION	NUMBER	CONTACT (MAIL ADDRESS)
Associations / Federations		
Business Centres		
Chambers of Commerce		
Direction General / Managing Authorities		
Guarantee Societies		
ICT Centres		
Local Development Agencies		
NGOs		
Union Trades		
Universities		
Others (please write others)		

### 1. Identification of organizations which provide business support services In the area

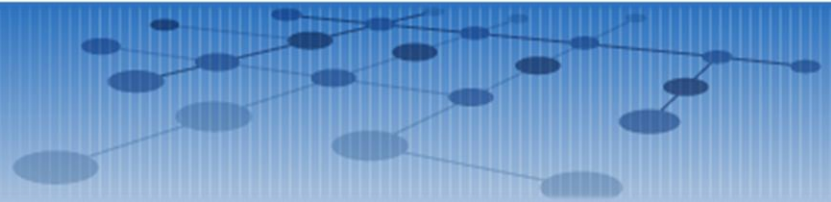
Kind of organization

Number of organizations involved

Contact

Changes: links with other organizations you collaborate with

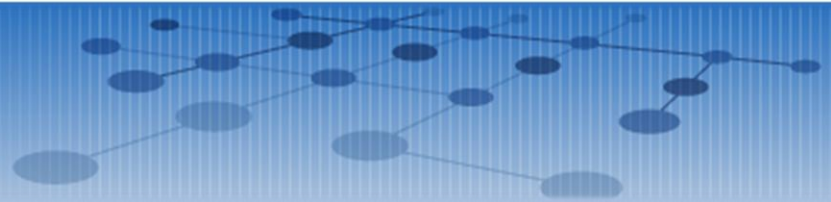
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# 3

## Tool Design

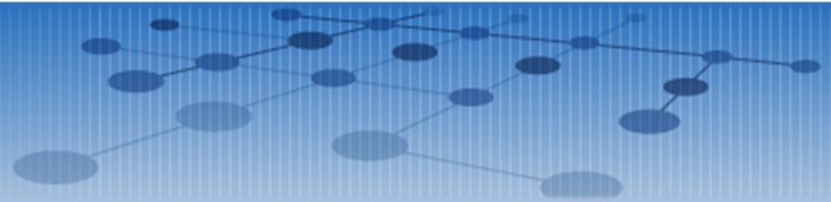
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# 4

## **Actions with organizations**

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# Critical points

- **Learn from the best: Build on successful experiences**
  - **Integrate the point of view of users**
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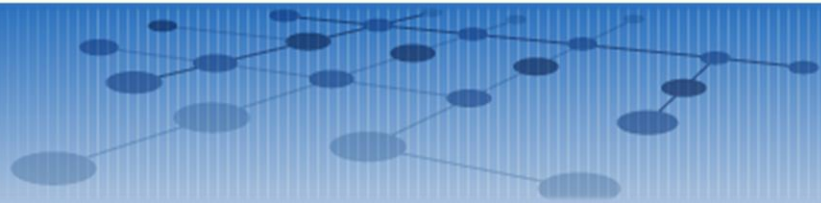
## 4.1 Encourage their participation

### Copie 2. Data collection sheet for the resources map

Please fill in this form focusing exclusively on the actions that your organization provides to support business creation and consolidation

<b>Organization data</b>	
Country	<input type="text"/>
Region	<input type="text"/>
Organization	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Mail	<input type="text"/>
Webpage	<input type="text"/>
Geographic action area	<input type="text"/>
Kind of organization	<input type="text" value="Select"/>
Please, if you select others write what kind of organization it is	<input type="text"/>
<b>1. Services</b>	
<b>1.A Services provided (permanently)</b>	<b>Beneficiaries</b>
<input type="text"/>	<input type="text"/>
<b>1.B Specialized services please, select one of the list</b>	<input type="text" value="Select"/>
Please, if you select others write what specialised services you provide	<input type="text"/>
<b>1.C Phase of the Business Support (according to the previous information, the main role and services from your organization are focused on - check)</b>	
<b>1. Motivations</b>	<b>5. Finance</b>
<input type="checkbox"/> General	<input type="checkbox"/> For start-ups
<input type="checkbox"/> Educational System	<input type="checkbox"/> For growth and consolidation
<input type="checkbox"/> Business Awards	<input type="checkbox"/> Finance: grants
<b>2. Previous Start-up</b>	<input type="checkbox"/> Finance: guarantees
<input type="checkbox"/> General information	<input type="checkbox"/> Finance: risk capital
<input type="checkbox"/> Address	<input type="checkbox"/> Finance: participatory loans

1. Contact with them to encourage their participation
2. Explain them the aim of the action
3. Promote their best feedback
4. They will appear in a resources map



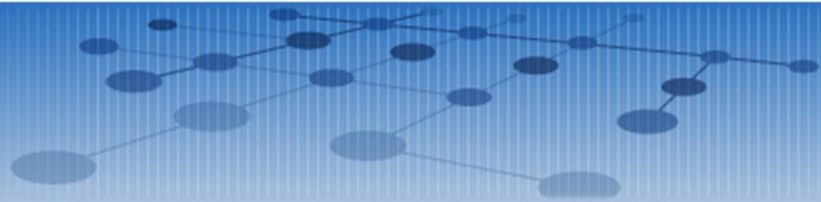
## 4.1 Encourage their participation

5. Help them to fill in the form
6. Give them a new major deadline in order more organizations provide their feedback

Change/recommendation: take this opportunity to include in the form improvement proposals in the stages of the itinerary of entrepreneur

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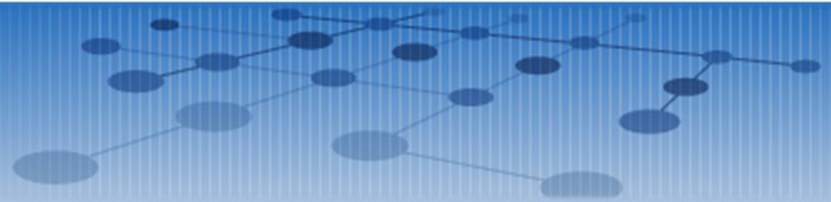


## 4.2 Process the information

- 1. Apply them to fill in the form**
- 2. Process the info in a data base or another system: ICT applications / online systems are recommended if the target group is really high**

Changes: in case of Galicia was so high that we incorporate an online formular

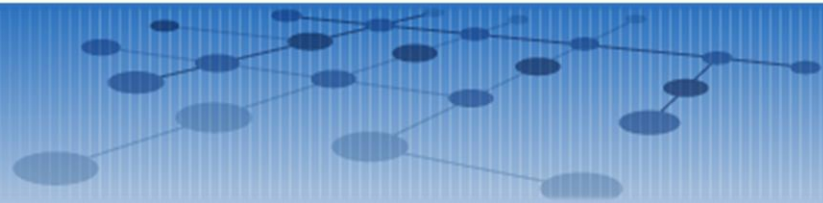
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# 5

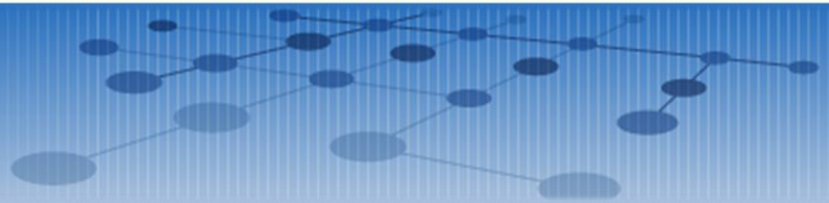
**Analysis of provided  
information and order**

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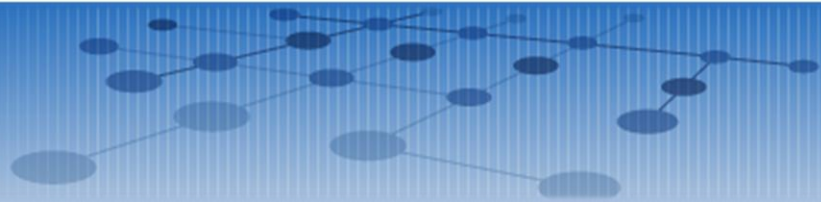
# Critical points

- **Cooperation of regional actors**
  - **Concentrate the discussion in basic questions: beneficiaries, sectors,**
  - **Main focus: services to provide**
  - **Validate and organize it!**
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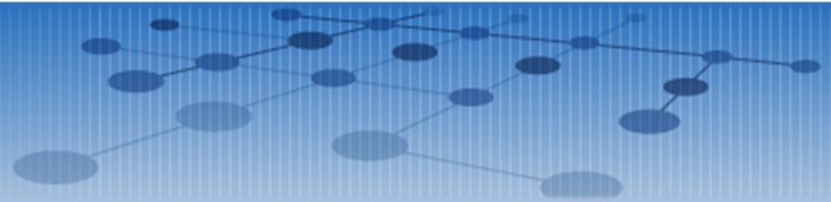
## 5.1 Order and clasify information

- 1. We will have info about the stage of the entrepreneur itineary on which they act**
  - 2. Concret/specialised services provided inside of each stage- tools**
  - 3. Review their services!**
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## 5.2 Order alphabetically

1. In a directory of business support services provides in one area
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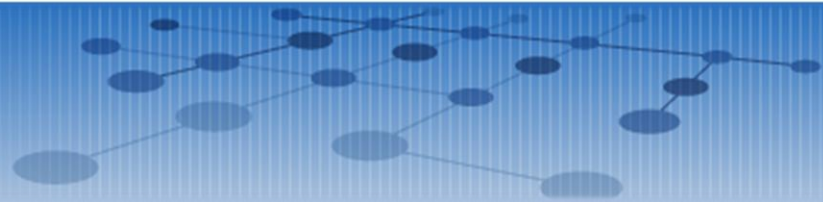


# 6

**Dissemination and use of  
the tool – Reviews**

**Benefits of this action**

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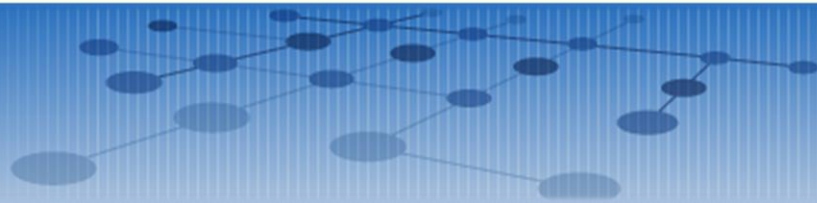
## 6.1 Policy makers, DG/MA

1. Overview of available resources (material/human) existing in one area to provide business support services
2. Identification of gaps to design no actions: duplication, lacks

6.2. Organizations / Agents

6.3. Final beneficiaries

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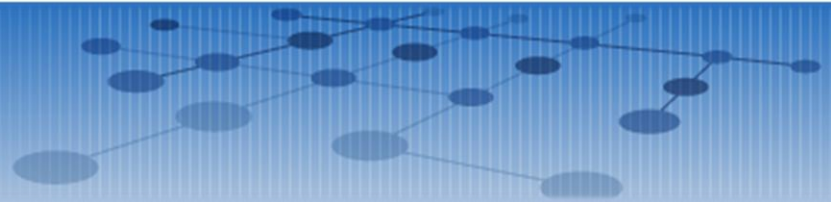


# Final Conclusions

## Strengtheness

- **Optimization of existing structures**
  - **Wide spectrum of business support services provided in the entrepreneur itinerary (motivation + previous start up + start-up + access to finance + growth and consolidation)**
  - **Global approach: providers, services, beneficiaries, resources**
  - **Highly specialised service**
  - **Regional support: cooperation – implementation**
  - **Results oriented**
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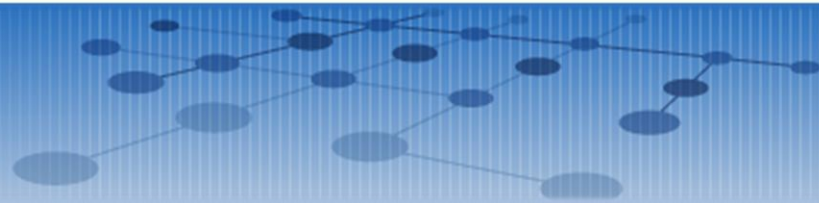




# The Resources Map Tool in the partner regions

**Partners perspective**

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# Resources Map Tool Application

## Applied:

**Galicia** (Spain), Regional Ministry of Economy and Industry (BIC Galicia),  
Regional Ministry of Labour, Regional Ministry of Treasure

**Asturias** (Spain), Regional Ministry of Industry and Employment

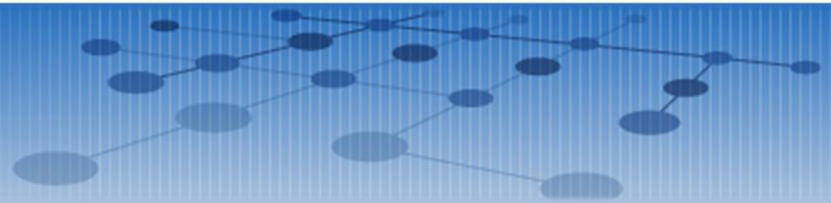
**Czech Republic**, Ministry of Labour and Social Affairs (GLE  
Consulting's Prague Office)

**Kaunas** (Lithuania), Regional Development Agency of Kaunas

## In the future:

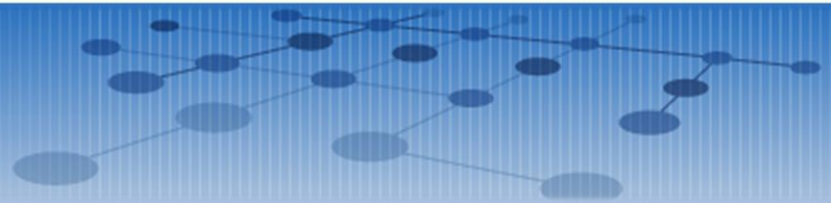
It is relevant for any European region interested on the analyze of its  
business support structure and existing lacks, specially oriented to solve  
them thanks to EU programs

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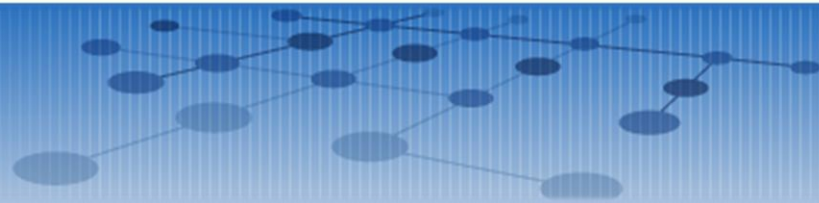
# Resources Map Tool from the COPIE partner's perspective

- The tool serves as a **protocol to analyze business support structures** in their regions, resources and services provided
  - It has an **overall approach**: implementation, survival and consolidation of business initiatives
  - It works on each stage of the entrepreneur's itinerary: motivation + previous start up + start-up + access to finance + growth and consolidation)
  - The tool serves to **detect needs that should be covered with new action plans in their regions, mainly thanks to structural funds**
-



## Resources Map Tool added value

- Depending on the diagnosis made with the Resources Map is easy to **design an action plan** that will include specific support in order to correct weaknesses or enhance the entrepreneurship with a long-term strategic vision and acting on business support structures operating in the area: **definition of new strategy policies and programs**
  - The Resources Map is focused on the organizations which provide business support services to beneficiaries in order to get the **effectiveness and efficiency of resources**
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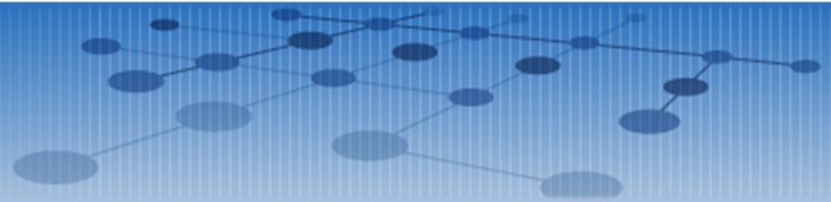
# Resources Map Tool added value



*'It is a key element to organize business support structures in the region according to their role in the entrepreneur's itinerary as well as to identify strengths and weaknesses of the organizations and business support packages, giving as a result new policies for the implementation of added value services to promote and improve entrepreneurship and to optimize existing ones'.*

*(Noemi Iglesias, Galicia)*

- Presentation of a consistent support structure and preparation of new business support programs
  - Presentation of the process and steps to organize a business integrated support services in one European region
  - Real detection of strengths and weaknesses
  - Support programs for decision makers regarding the implementation of new start-up support programs, actions and services
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Thank you very much for your  
attention.

For more information, please visit

[www.cop-ie.eu](http://www.cop-ie.eu)

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