



# BUSINESS PLANNING AND ENTREPRENEURIAL ECOSYSTEM IN EMERGING UNIVERSITY REGIONS

(3 ECTS, 75-90 h)



# 2.1 Entrepreneurship conditions in the Emerging university regions



Film: 2.1

Example: “Social enterprises and their ecosystems in Europe” (2020)

<https://ec.europa.eu/social/main.jsp?catId=738&furtherPubs=yes&pubId=8274&langId=en&>



# Brain Drain



- Universities prepare students for various careers based on the demands of the labor market
- The high degree of labor mobility in Europe and around the world has increased the competition for trained competence in both regions and countries.
- Places that lack economic and industrial diversity often experience greater brain drain.

# Regions and brain drain



- Entrepreneurship and education are crucial assets and driving forces for societies' economic and social welfare
- The universities in a region attract and train students, who then create the spread of knowledge to local companies and/or start their own businesses
- Although university towns can provide local services, such as housing, community services, culture, etc., many towns struggle with retaining recent graduates



# Classification of Brain Drain Regions

- The project ENDORSE
- Methodology
- Results

# ENDORSE



- is an Erasmus+ funded project that addresses university cities affected by brain drain
- proves a concept to boost entrepreneurial activities of students at university locations
- offers guidance on how to optimize the university-firms-municipality link
- suggests a modularized teaching concept that includes multiple stakeholders
- provides teaching material, guidelines and policy suggestions for customizing entrepreneurial activities and business incentives to the needs and resources of the university locations



# Classification methodology 2022



## 1. Identifying the brain drain regions

- Comparison of a region's share to the total number of EU persons aged 25-34 with tertiary education in to a region's share to the total number of EU graduates
  - if a region had less stock of human capital than it produces → brain drain region

## 2. Classification of the brain drain regions

- Ranking based on a composite indicator using a set of socioeconomic indicators
- Subsequent clustering and geovisualization

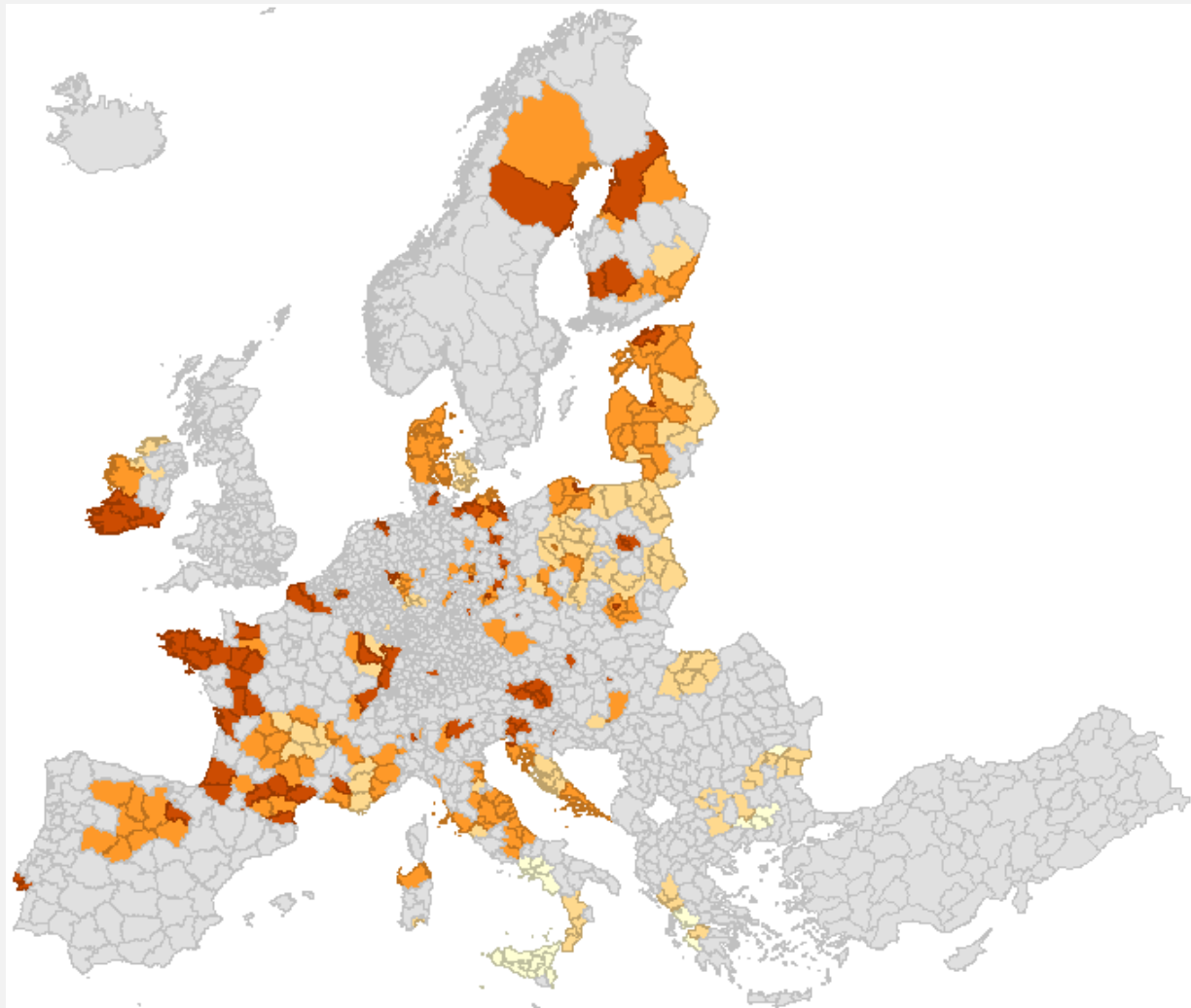
# Methodology







Human capital	Industry	Government
Median age	GDP per capita	Population Density
Net migration	Productivity (GVA per Employee)	Tourism Arrivals
Tertiary Education of Working Population	Gross fixed capital formation	Infant Mortality Rate
Youth Employment	Economic Diversity	Gender Employment Gap
Household Income	Persons employed in Science & Technology	Taxes on Income & Wealth
Poverty Rate	Enterprise Growth Rate	Economic Resilience

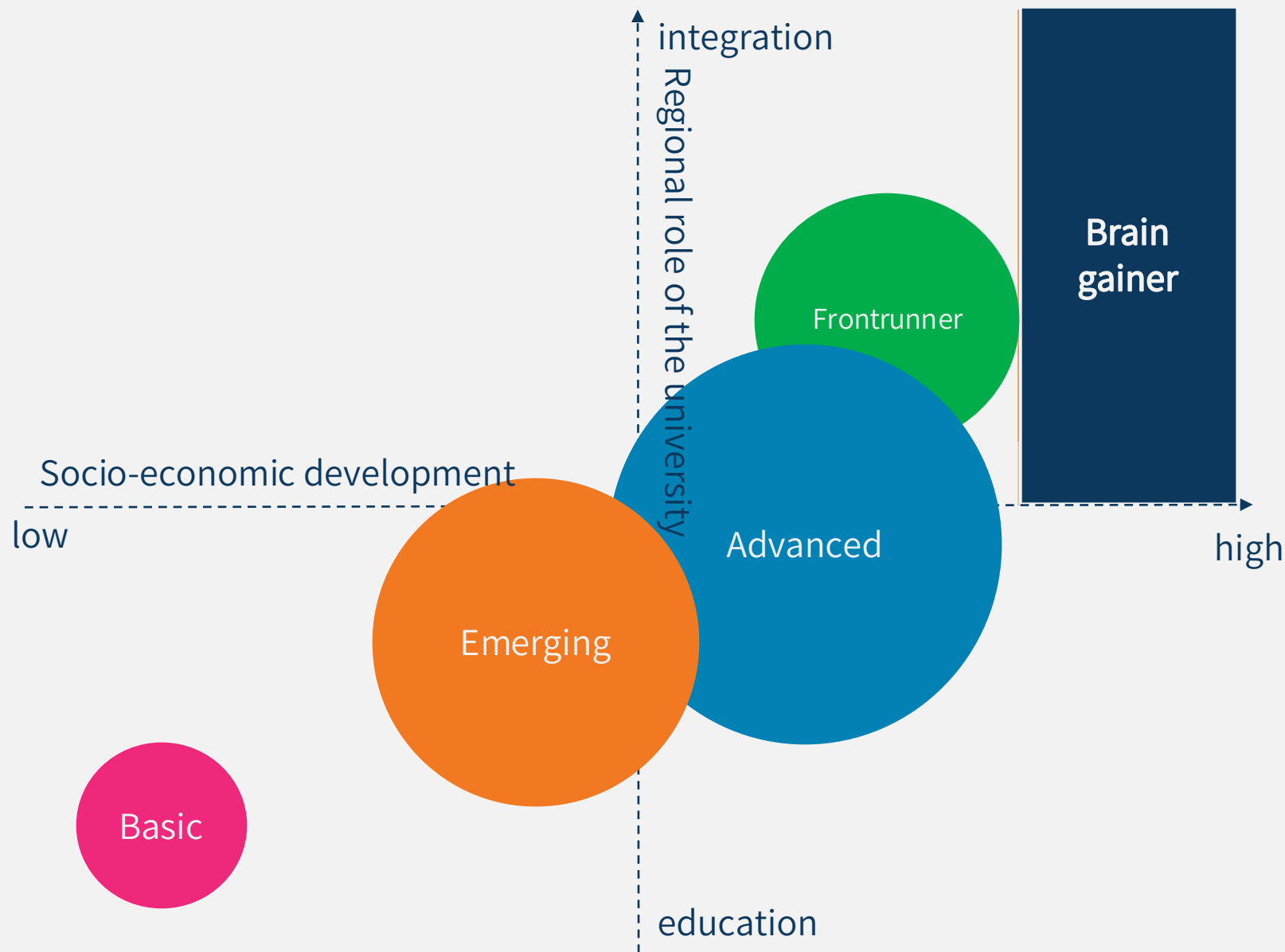


# Results of EU classification



Four regional archetypes:

-  The Basic (19)
-  The Emerging (90)
-  The Advanced (120)
-  The Frontrunner (98)



# Entrepreneurship and innovation in **Emerging** regions



- Cities, mostly peripheric, with low population density and tradition in agriculture and /or specific areas of manufacturing



Failure to carry out the shift from traditional manufacturing to innovation-driven industries and modern business-oriented services



Financial bottlenecks impeding the maintenance of local infrastructure levels and deteriorating quality of life



Challenges related to vacant and underutilized housing, uncompetitive, old local businesses, as well as a poor infrastructure



Sometimes, universities are purposely located in these regions to contribute to urban growth

# Assignment



Map the problems and possibilities for entrepreneurship and innovation on your own region.



# Acknowledgments

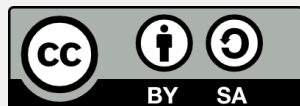


This Material is Part of the Education Package produced within the Erasmus+ Project: ENDORSE

Project Partners:



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