

REBORN PROJECT – INTERREG EUROPE
FINAL EVENT

A new challenge for restarter entrepreneurs:
second-chance Entrepreneurship Policies
applicable for EU member states

www.interregeurope.eu/reborn

On line, 15th September 2020



European Union
European Regional
Development Fund

REBORN

- **is** a project financed by INTERREG EUROPE Programme
- **works** for the social recovery of entrepreneurs and the promotion of initiatives to support second opportunities
- **is** aimed to generate support initiatives for re-entrepreneurship that contribute both to the improvement of European competitiveness and to regional economic growth
- **is** the opportunity to foster a business spirit more tolerant of failure
- **is** aimed to avoid the loss of entrepreneurial talent, overcoming the stigmatization derived from business failure
- **encourages** a second chance for re-starter entrepreneurs.

Topics



Solution to finance the 2nd opportunities + Law



Positive image of the re-starter



Capacity building for entrepreneurs



SME competitiveness



0,84 M ERDF



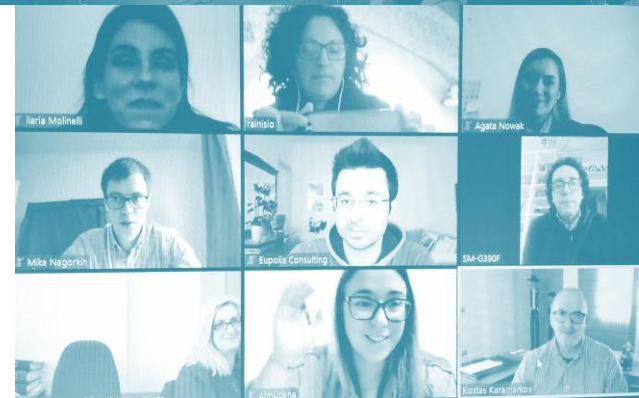
Jan 2017
Dec 2020



PARTNERS



1. FI.L.S.E (IT)
2. Murcia Business Innovation Centre (ES)
3. Agency for Enterprise & Innovation (BE)
4. Lubelskie Voivodeship (PL)
5. IFKA Public Benefit Non-Profit Ltd. for the Development of the Industry (HU)
6. Regional Development Fund / Region of Western Macedonia (EL)



REBORN: LOCAL & INTERNATIONAL

- Involvement of the regional stakeholders
- international comparison between local instruments for restart entrepreneurship

were fundamental for the success of the project, identifying good practices and developing concrete proposals capable of stimulating new policies supporting restarters.



ACTIONS

- Learning what works and what doesn't work in different countries
- Exchanging of experiences / benchmarking
- Developing new local policies and actions to implement what has been learned from the other partners



PRODUCTS

- **Country reports**
- **Best practices /Study visits**



- **REGIONAL ACTION PLANS**



MAIN OUTPUT

Improvement of Policy Instruments related to entrepreneurship and support of business creation / growth, helping SMEs at all stages of their life cycle, including identifying measures to avoid crisis and bankruptcy



REBORN PROJECT - FINAL EVENT AGENDA

SESSION 1:

REBORN PROJECT: goals & incurred difficulties

Moderator of the workshop:

Esteban Pelayo - Director – EURADA – European Association of Development Agencies

10:20 – 10:30 Project presentation

- *Valeria Rainisio* - FILSE (project leader)

10:30 – 11:30 Regional Action Plans implementation in phase 2 period

- Liguria (Italy), *Pietro De Martino* – FILSE BIC Incubator Manager - FILSE
- Region of Murcia (Spain), *Almudena Sánchez Ferrer* - CEEIM
- Budapest (Hungary), *Horváth-Karip Kriszta* - Head of organizational development department - IFKA
- RDF – Region of Western Macedonia (Greece), *Kostas Karamarkos* supported by Eypolis Consulting on behalf RDF/RWM
- Lublin (Poland), *Agata Nowak* – Godziszewska, Department of Economy and Entrepreneurship Support in Marshall Office of Lubelskie Voivodeship

SESSION 2:

Exploitation of synergies in European policies on second-chance entrepreneurship support

Moderator of the workshop:

Pietro De Martino, FILSE BIC Incubator Manager – FILSE

11:30 – 12:15 European best practices selected by REBORN Project

- “Recent developments in bankruptcy law in Italy and Greece”
 - *Maurizio Astuni* - Chartered Accountant – Social Hub Genova IS SRL (Italy)
 - *Kostas Karamarkos supported by Eypolis* Consulting on behalf RDF/RWM (Greece)
- “Failure Management Course” and launch of the book written on REBORN framework “Failure Management: a practical manual”
Rafael Rabadán and Pedro Juan Martinez (Spain)
- “Utilization of the results of REBORN project in Hungary”
 - *Csaba Novák* – Director for international projects, IFKA (Hungary)
 - *Fanni Rigó* – Professional leader of EDIOP1.1.10 – Generation change support program, IFKA (Hungary)
- “A contact point for entrepreneurs with difficulties”
Agata Nowak – Godziszewska and Ewa Paszkiewicz – Tomasiak – Lubelskie Department of Economy and Entrepreneurship Support in Marshall Office of Lubelskie Voivodeship (Poland)

12:15 – 12:45 Panel discussion: new possibility of development and implementation and strategic planning and further actions

- Involvement in the discussion of the other participant

REBORN APPROACH

ENTREPRENEURSHIP - A KEY DRIVER FOR TERRITORY RESILIENCE AND RESTART

Topics



Capacity building for entrepreneurs



Positive image for the re-starter



Solution to finance the 2nd opportunities



Incubations & labs



FILSE BIC INCUBATOR



BIC
Business
Innovation
Center



Genoa Business Incubator Center

14.000 sqm.
20/460 sqm. office available
150 sqm. for coworking area
with pc / free wifi
40 startups

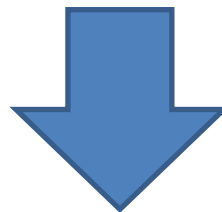
Ligurian incubators have been started since 1987 with the opening of the first center of Genoa. Nowadays the network consists in to **2 incubators centers specialized in supporting start-ups in Genoa and Savona.**



RAP – REGIONAL ACTION PLAN LIGURIA

Liguria RAP was approved by INTERREG EUROPE Secretariat in 2019. It is a strategic document based on

- a collaborative **interaction between FILSE and its Stakeholders**
- the comparison with international best practices studied in the first two years of the project



- We defined actions to support the restarter entrepreneurs in our Region, to be implemented in 2020 and in the next future.



ACTION 1

Creation of permanent working committee of stakeholders aimed to influence the policy instrument Management Authority (Liguria Region) on restart policies and action to be taken, inside the managing committees. This action born form the necessity to improve regional capacity to detect and design new measures regarding second chance and to eliminate the stigmatization of failure.



WHAT WE HAVE DONE

FINANCE



ACTION 1

- We created a working committee able to inform and regularly update the Managing Authority on new opportunities / actions to be taken to adopt new restart policies.
- We submitted proposals to the **Regional Managing Authority of the Policy Instrument** for the implementation / modification of the award criteria / selection of the financing calls for companies, which also take into account the entrepreneurs who try a second opportunity after a negative experience.

CAPACITY BUILDING
(training & monitoring)



ACTION 2

Information & Support Help Desk dedicated to entrepreneurs in crisis (and at risk of bankruptcy) or who want to try a new entrepreneurial experience.

The action arises from the need to inform and improve the training process to prevent bankruptcy and support the restart of entrepreneurs in difficulty (with training and monitoring).

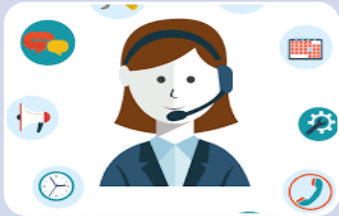


WHAT WE HAVE DONE

REBORN
Interreg Europe

ACTION 2

CAPACITY BUILDING



REBORN DESK

Support in business failure prevention, information about the new Italian bankruptcy law, early warning and second starters



TRAINING COURSES & MONITORING

Individual support for entrepreneurs settled in FILSE BIC incubators



PRESENTATION OF FUNDING CALLS

Calls' presentations dedicated to enterprises in crisis



START&GROWTH LIGURIA

Support to enterprises' creation (training and non-repayable loans)



OPERA

INTERREG PROJECT
Business plan supporting for workers leaving firms in crisis, who want to start their own business

IMAGE



ACTION 3

Organization of **events and workshops** that support entrepreneurs to regain awareness and learn from their mistakes to embark on a new experience.

The action is aimed to cancel the stigmatization of entrepreneurs who want to restart after a negative experience.



WHAT WE HAVE DONE

ACTION 3

IMAGE



- **COLLABORATION WITH THE BANKRUPTCY SCHOOL OF MODENA**
Promotion of online events organized by the Modena Bankruptcy School aimed at teaching people to be reborn from a crisis situation and learn from their mistakes.
- **REBORN AWARD**
As part of SMARTcup Liguria, the regional business plan competition, a prize was established for the best business idea presented by an entrepreneur with a previous negative experience.



NEXT ACTIONS TO BE CONTINUED



Supporting Liguria Region ROP ERDF Management Authority to take actions for restart entrepreneurship.

Example:

adoption of additional evaluation criteria and / or ad hoc scores in favor of projects presented on upcoming regional calls for business creation by who have a previous negative entrepreneurial experience and are trying a new path.



Training

on the new bankruptcy law with the support of experts within the Stakeholders' Group

Restarter Capacity building



Resilience

Help restarters to overcome individual difficulties under period of general crisis



- We listened restarters
- We helped them to tell their story
- We coached and motivated them
- We have included them in our network of stakeholders, institutions and media

.... we reborn by transforming our enterprises' incubator into a social and economic space of welcome and resilience....





Thanks for your attention!