

# Regional Action Plan East-Flanders

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Action 1

# Creating a community for young potential entrepreneurs in the creative industry



# Action 1: Creating a community for young potential entrepreneurs in the creative industry

## Background

- A lot of high schools of arts in EFL → a lot of potential creative entrepreneurs
- Challenge: no guidance, no knowledge on how to start a business
- In Ghent: numbers of starting entrepreneurs is rising
  - Efforts pay off!
    - This must be spread more widely throughout the province

# Action 1: Creating a community for young potential entrepreneurs in the creative industry

## Inspiration

- **Creative Keys** (study visit Bologna January 2020): helps creative minds to realise their ideas
- **OSS actions** in different regions (ITW Polish partners)
- Gentrepreneur
- Gents Kunstenoverleg (Open Creatives)
- Target group: students

# Action 1: Creating a community for young potential entrepreneurs in the creative industry

## Actions

- Activity 1: workshops with stakeholders and target group to gain feedback on their needs and challenges
- Activity 2: adapt the current platform according to the feedback we gathered during the workshop
  - (Activity 1 and 2 will be repeated until the platform includes all features indicated by stakeholders).
- Activity 3: organisation of a real-life launch event of this online community

Action 2

# Mapping the leisure economy in order to find solutions to tackle the pandemic



# Action 2: Mapping the leisure economy in order to find solutions to tackle the pandemic

## Background

- Studies expect that in the next 10 years, the leisure economy sector will provide 25% of all new jobs.
  - Not in EFL (2021): -20% starting business in HORECA ↔ other provinces +6% starting business in HORECA
- Leisure: tourism, culture, sports, creative sector, recreative sector
  - More efforts needed
- Leisure sector in EFL: vulnerable and also heavily affected by COVID19

# Action 2: Mapping the leisure economy in order to find solutions to tackle the pandemic

## Inspiration

- **ACCIÓ (Catalonia) - Virtual Marketplace:** an initiative to support vulnerable sectors
  - We went looking for vulnerable sectors in EFL
  - We also want to connect companies and subsectors of the leisure sector
- **ACCIÓ (Catalonia), Catalonia Trade & Invest, Startup Catalonia:** activities focused on internationalization and innovation, on boosting competitiveness
  - We want to map the options for growth of the sector
- **Mazovian Start-Up Accelerator (Poland):** acceleration program where entrepreneurs gain new competences and monitoring support
  - Other target sector, but the principles are transferable (coaching sessions)



# Action 2: Mapping the leisure economy in order to find solutions to tackle the pandemic

## Actions

- Activity 1: Defining “leisure economy” and possible subcategories in East-Flanders
- Activity 2: Identifying and defining at least 5 best practices of other governing regions
- Activity 3: Identifying 5 to 10 ambassadors for each subcategory, conduct interviews and find links and possible collaborations to solve their problems
- Activity 4: Organising a stakeholder/ambassador workshop
- Activity 5: Organising a matchmaking and networking event to present our findings and solutions

On the long run

# **Economic Development Policy Plan for East-Flanders (2026- 2031)**



# On the long run: Economic Development Policy Plan for East-Flanders (2026-2031)

## Inspiration

- **Startup Fair (Lithuania):** matchmaking event between starting entrepreneurs and mentors, investors, future employees etc.
- **Insieme per il lavoro (Bologna):** focus on vulnerable target groups and their search for a job; participants receive guidance and coaching to perform well in the new job positions acquired.



# Thank you!

Questions welcome



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