

Valencian Community Action Plan

1. Background

The Valencian Community was awarded the "European Entrepreneurial Region" award in 2015 by the Committee of the Regions, and participates since 2016 in the Interreg iEER Project, aimed at improving the entrepreneurship of young people through higher education institutions. The Strategic Plan for Entrepreneurship of the Valencian Community is one of the actions included in the Project's Action Plan for the Valencian Community and it is aligned with the local government policy as one of the driving projects of the Action Plan for the transformation of the Valencian economic model in line with the UN Sustainable Development Goals (SDGs).

One of the objectives set in the Department of Sustainable Economy was to give a very important support to entrepreneurship and strengthen the entrepreneurial ecosystem (coordinated, efficient and effective ecosystem) and to draw a roadmap with the Strategic Plan for Entrepreneurship 2019-2023, working together with more than 90 organizations and people involved that outline this model. They will directly work with the entrepreneurs in a cross-cutting, inclusive, and egalitarian manner.

A two-fold strategy has been followed for the development of the Strategic Entrepreneurship Plan 2019-2023:

1. On the one hand, a corrective strategy seeking solutions to the gaps and weaknesses extracted from a SWOT analysis of the ecosystem, the GEM report¹ data and the lines of action of the public sector.
2. And, on the other hand, a proactive strategy through a widely participative procedure with the collaboration of 98 entities and people from the entrepreneurial ecosystem, who have expressed their needs and expectations for the future in fundamental aspects such as education, technology, territorial cohesion, and gender equality.

The Plan has 7 strategic objectives, 21 sub-objectives, 48 lines of action and 17 executing entities.

¹ The Global Entrepreneurship Monitor is the world's leading network on entrepreneurship and aims to make high-quality information on entrepreneurship available to the widest possible audience. Link: <https://www.gem-spain.com/informes-nacionales/>

2. Key findings from gap analysis

The key findings from the gap analysis are as follows: There are students who need advice and support to promote their ideas and projects and pursue them according to their needs. The Administration, public entities and training institutions need to support and train entrepreneurs from a very early age, this entrepreneurship must be promoted from training centers and supported by business associations and public Administrations. It is very important that the culture of entrepreneurship is taken to the earliest stages of training: to schools, institutes, research centers and universities. It is also very important to stimulate and eliminate the obstacles to ensure the transfer of information from research centers and universities to companies.

Gender equality in the Valencian Community: A woman entrepreneur should have the same opportunities as a man entrepreneur. Entrepreneurs really need a concrete action plan and more than empty words that stimulate a business, what they really need are concrete measures that help them to develop their projects.

Rural entrepreneurship: Entrepreneurs are concerned about keeping all the talent they train in the villages when they send their children to study outside the village. Talent is the only way to set the population in the rural world. Rural entrepreneurs finally presented a project to the Valencian local government on the revitalization of the rural world, it was taken into account, and they now have a line of financing to be able to train and mentor entrepreneurs.

What really matters and is the main thing to do in the Valencian Community is to talk about coordination, to value a very participative governance, as well as to work on administrative procedure simplification, which is very important for the entrepreneurial world. Likewise, we must work on reducing the burdens that entrepreneurs request from the Administration, in order to make it easier for them to create and consolidate new companies which, in addition, generate stable and quality employment. The aim is to create an innovative and internationalized economy, because in the end, it is what gives us welfare and this social cohesion for which we are working towards to achieve through entrepreneurs and companies in our territory.

The Plan establishes a governance mechanism that allows reviewing progress, adjusting goals and defining new actions each year. The Executive Committee of the Valencian Entrepreneurship Council will perform the functions of an observatory and will be responsible for the tasks of monitoring and adapting the measures contained in the Plan to the changing circumstances.

3. List of actions improving addressed policy

1) Policy actions

In line with the background and the findings mentioned in the above sections, the Government of Valencia (GVA) is planning to further develop in two important lines whose main objective is to improve and foster the participation of all the agents involved in the Social Ecosystem in the Valencia region, and thereby the governance of the public-private initiatives launched:

- Fostering social economy initiatives by increasing their collaboration to ease public-social-cooperative projects focused to develop not only new services but also new ways to provide them in which the beneficiaries are also involved and, at the same time, create jobs and growth.
- Consolidating initiatives to support social entrepreneurship in their initial stages. Being connected with the social ecosystem since the very beginning through their entrepreneurship environment is the best way to create a direct channel of communication with the sector that, in return, improve governance and generate new synergies, ideas, services, etc. Furthermore, in these initiatives GVA also counts on the support of other well-know stakeholders completing this way the scenario of social economy in Valencia region.

2) Projects:

As consequence of these policy actions, the GVA will plan to develop the following projects:

1. Consolidate the project “Base Viva”. Its purpose is, through public-cooperative collaboration and the offer of public land in transfer of use, to facilitate access to housing adapted to the needs of the elderly (also young people looking for their first home) together with an infrastructure that covers their needs, generating at the same time, stable and quality work in the provision of care services that older people need.
2. Awareness campaign of the “Llamp” programme. This programme supports social entrepreneurs or brand-new social companies by providing business mentors that will help them in developing their business plan and launching the company.



European Union
European Regional
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This initiative has created a social entrepreneur's network in Valencia that collaborate with GVA as stakeholders in other initiatives and consultations.