

“Entrepreneurship,
responsible economy and
processes of globalization:
opportunities and potential
conflicts in the EU”



WHY IS IT IMPORTANT TO FOSTER ENTREPRENEURSHIP? (1)



First of all, because it results in the creation of employment. Small and medium-sized enterprises (SME) are one of the largest employers in the world.

In addition, it has got an improving effect on National Income and economic development.

WHY IS IT IMPORTANT TO FOSTER ENTREPRENEURSHIP? (2)

At the same time, societies benefit from social change and better living standards by promoting innovation, research and development.

Moreover, it leads to an improved productivity and may contribute to community development by investing in projects in education, public health and charities.

abilities innovation venture money management
owner business team leadership
initiative entrepreneur
manager motivation capital
action enterprise successful
risk responsibilities
solutions



CREATING MORE BUSINESS: A KEY OBJECTIVE FOR THE EUROPEAN UNION (1)

As Europe needs more entrepreneurs, more companies and jobs should be created through fast-growing and innovative firms.

Ensuring access to finance and enhancing business skills are vital to support startups and young entrepreneurs.



BUILDING A NEW MINDSET: A CHALLENGE



But in order to achieve this, it is essential a shift in the perception of entrepreneurship. Some attitudes, such as risk-taking, confidence and competitiveness, traditionally less encouraged in Europe than in the US, should be improved.

Educational policies are supposed to play a major role in order to develop initiative, creativity and leadership, especially among European young citizens.

Finally, promoting platform associations and hubs becomes, as well, necessary.

POTENTIAL PRIORITY AREAS: A STRATEGIC AGENDA (1)



Future major global and societal challenges have been mapped and identified. According to this, some broad strategic directions have been designed within European Union's institutions:

- Security and resilience, to ensure European citizens' freedom and to protect them from potential threats, including cyber security.
- Inclusion, integration and migration in a context of demographic and social changes.

POTENTIAL PRIORITY AREAS: A STRATEGIC AGENDA (2)

- Sustainable, circular and blue economies, based on healthy water and respectful towards marine ecosystems.
- Cultural and creative industries, which promote cultural diversity and social cohesion.



Beyond fish and ships, our oceans provide...

#sustainable
OCEANS
for all

CLIMATE REGULATION



Covering 70% of the earth's surface, the ocean transports heat from the equator to the poles, regulating our climate and weather.

THE AIR WE BREATHE

>50%

The ocean produces over half of the world's oxygen and store 50 times more carbon dioxide than our atmosphere.

BLUE CARBON



Mangroves, seagrass and salt marshes **remove CO₂** from the atmosphere **10 times** more than a tropical rainforest – and **store 3 to 5 times more** carbon, thus decreasing the impacts of climate change.

Estimated blue carbon value in the EAS Region:

~ **\$111 B** for mangroves

~ **\$77-95 B** for seagrass

SHORELINE PROTECTION



Mangroves, seagrass and coral reefs are natural barriers... saving money and reducing impacts of storm surge, erosion and flooding.

- Coral reefs reduce **97%** of wave energy.
- Mangroves reduce **66%** of wave height.

OCEAN ENERGY



The ocean can produce **thermal energy** from the sun's heat, and **mechanical energy** from the tides and waves. It is estimated that 0.1% of the energy in ocean waves could be capable of supplying the entire world's energy requirements five times over.

OFFSHORE WIND POWER



Higher wind speeds are available offshore compared to on land.

HOME



The East Asian Seas (EAS) region is home to **35%** of the world's mangroves, **33%** of seagrass beds, and **33%** of the world's coral reefs, supporting diverse species of flora and fauna, and an array of ecosystem services.

FOOD



15% of animal protein comes from fish.

Countries of the EAS region account for:

63% of total global fisheries

40% of world's capture fisheries = **\$35 B**

80% of world's aquaculture = **\$100 B**

TRADE AND TRANSPORTATION



The East Asian Seas serve as conduit of **90%** of world trade through shipping.

TOURISM AND RECREATION

>**\$200B**

in tourism revenues. The EAS region account for 26% of worldwide tourist arrivals.

Swimming, boating, snorkelling, diving, dolphin and whale watching... the ocean provides us with so many unique amenities and activities.

OIL AND GAS

\$34 B



There are around 1400 offshore oil and gas platforms in the EAS region... with production of 2 million barrels of oil per day.

INCOME AND JOBS



The ocean economy contributes **3% - 28%** of the GDP of five countries in the EAS region.

MEDICINE



Many medicinal products come from the ocean, including ingredients that help fight infection, cancer, arthritis, heart disease, and Alzheimer's disease.

SUPPORT FOR ENTREPRENEURSHIP (1)

Several organizations within European Union have concluded that some measures are necessary.

- Simplifying and speeding up administrative procedures for startups and SME.
- Providing funds and access to financial sources and improve tax conditions.



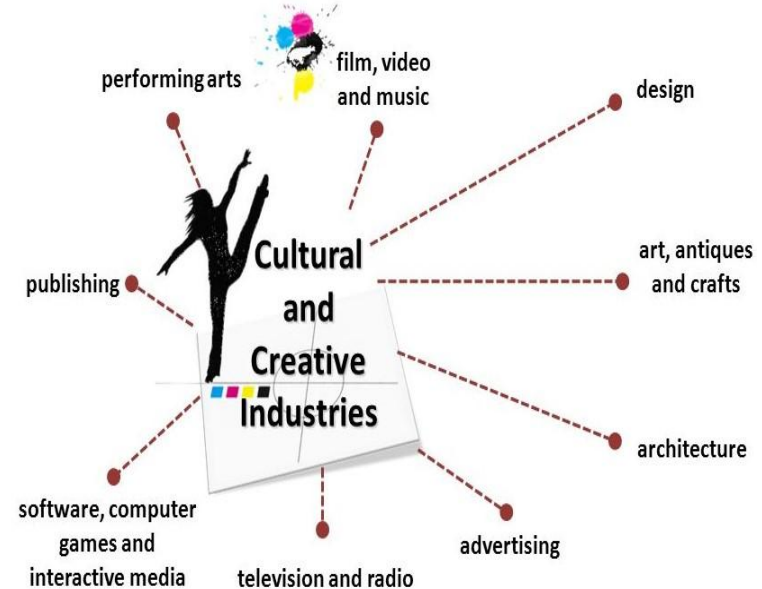
SUPPORT FOR ENTREPRENEURSHIP (2)

- Raising awareness about entrepreneurial and SME challenges in government administrations and among citizenship, especially through education and training.
- Promoting women entrepreneurship, as well as some specific groups, such as seniors, migrants and other minorities, so that all their potential can be untapped.
- Developing new opportunities in expanding fields.

EXPANDING FIELDS OF ACTION (2)

- Progress in DNA decoding, artificial organs and breakthroughs in biotechnology represent major opportunities in Health sector.
- Cultural and Creative industries represent a good chance thanks to mobile technologies, crowdsourcing and to an increase in senior's leisure time.
- Security and sustainability, offer new challenging possibilities.

Scope of the Industry



GLOBALISATION AND RESPONSIBLE ECONOMY



Globalisation has traditionally been explained as an economic phenomenon, linked with the development of a global market. Nevertheless, its effects actually influence all aspects of community life, entailing new problems and challenges for society.

The concept of “sustainable development” acquired wide popularity after Rio’s “Earth Summit” in 1992. It encouraged greater awareness of major environmental issues and international social and economic disparities.

GOVERNANCE AND CITIZENSHIP



A global governance is needed to implement policies seeking a balance between ecological, economic and social spheres, taking account of political (participation and democracy), ethical (responsibility, solidarity and social justice) and cultural (local diversity and artistic expression) considerations.

A new model of economic activity, based on new patterns in production and consumption and citizen's commitment, is necessary to reach social cohesion.

PREVENTING POTENTIAL CONFLICTS



Big companies, especially, are requested to show concern for their employees, and to pay salaries according to their real work, avoiding all kinds of exploitation and ensuring satisfying conditions - particularly in relocation factories-, while keeping respectful towards the environment.

New concepts, such as “fair trade”, “economic solidarity” or “responsible consumption” have also emerged, raising awareness of social fairness.

In conclusion, responsible management of ecological, economic and human activities is fundamental to prevent potential risks and conflicts and to achieve the highest standards of welfare.

LET'S BUILD EUROPE TOGETHER



“Entrepreneurship,
responsible economy and
processes of
globalization:
opportunities and
potential conflicts in the
EU”



AUTHORS

Felipe Agudo Barragán

Juan Barbecho Lepe

Salma Carrillo Fernández

M^a Jesús González García

Lucía Morillo Rodríguez

Miriam Perea Sánchez

Cristina Pérez Luquero

Rocío Ruiz Martínez

DISCLAIMER

“The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”