

A study carried out by :



# Entrepreneurship ranking

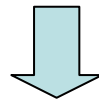


2007 results  
Göteborg  
18-10-2008



# Preamble

- ❑ Entrepreneurship is a key issue for economic growth and employment in Europe.
- ❑ It is a great incentive to encourage innovation, creating business and economic activities in different regions.
- ❑ Creating businesses is thus more than ever a core political and economic concern.



ECER<sup>©</sup> – **European Cities Entrepreneurship Ranking** represents both an innovative step and a tool to determine attractive locations for public decision-makers.



# 1° Overview : Innovative and ambitious ranking

- ❑ The first indicator measuring entrepreneur's satisfaction with local initiatives to support economic development
- ❑ A tool to measure the impact of your entrepreneurial policies
- ❑ A barometer for business creation, strategic and valuable information
- ❑ A showcase of the quality of services offered to business investors as seen from their point of view.
- ❑ Broadcasting and communication using media coverage throughout Europe (Euronews, Les Echos, la Vanguardia, L'Espresso, etc.)

## The added value of ECER :

- ✓ A better understanding of business investors needs
- ✓ Optimisation of your economic development strategy



**Banque Populaire**  
supported and financed the ECER study



**EuroNews**  
Supported and broadcast the ECER ranking



**EUROPEAN COMMISSION**  
Supported the ECER project and display the results in Porto on December 7th conference



# 2° ECER 2007 : Survey

- ❑ ECER measures the effectiveness of local initiatives according to **satisfaction** and **importance** as indicated by creators of businesses
- ❑ Scientific excellence and reliable methodology recognized by Public and Private sectors.

## Scientific committee :



## Sampling with geographical and company profile criteria :

- Initial sample of 80 000 businesses
- **21 cities in 11 European countries**
- **1600** business creators interviewed between September and October 2007
- Business created between 2003 and 2004
- **5 different types of firms** : innovative, traditional - trading, services, industrial.
- Scenarios including themes and questions about :
  - PROMOTION
  - ANTE CREATION
  - POST CREATION
  - FINANCING
  - ENVIRONMENT

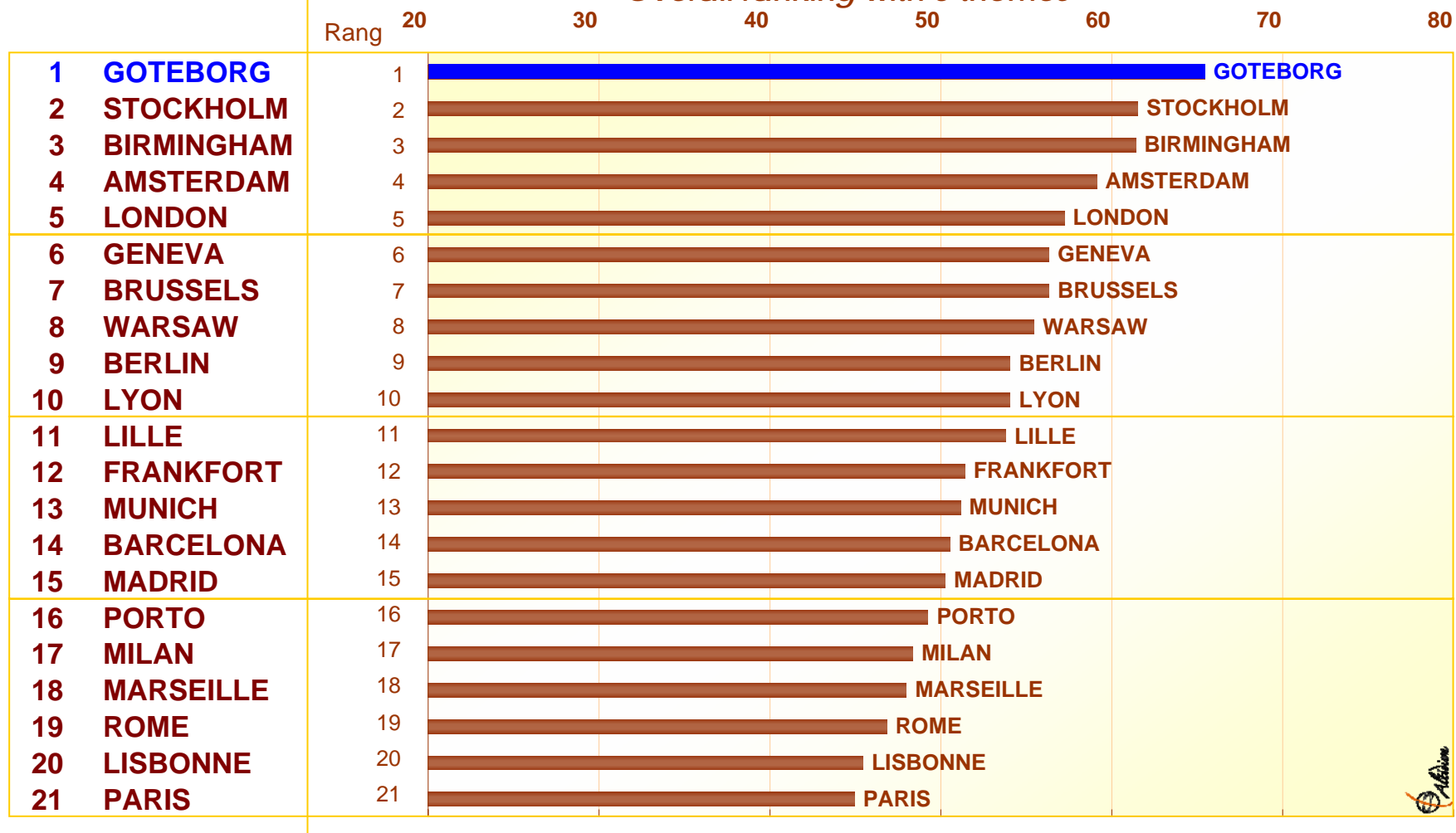


# 2° ECER 2007 : Overall ranking

ECER 2007  
cities



## Classification ECER 2007 Overall ranking with 5 themes



# 2° ECER 2007 : Ranking Results

## ❑ North / South cleavage

- The industrial field in the Southern Europe countries is much more crumbled and composed with small and very small firms than in the Northern countries.
  - The smaller the company will be, the more its expectation towards its territory will be strong, explaining the bigger insatisfaction.
  - On the contrary, a bigger company will tend to be more autonomous regarding its environment.

## ❑ Effect of the capital city

- The survey clearly shows that it is more difficult for capitals (Stockholm, Londres, Paris ...) than for regional metropolises (Göteborg, Birmingham, Lyon,...) to satisfy the entrepreneurs

## ❑ Entrepreneurship as a key toward local economic growth

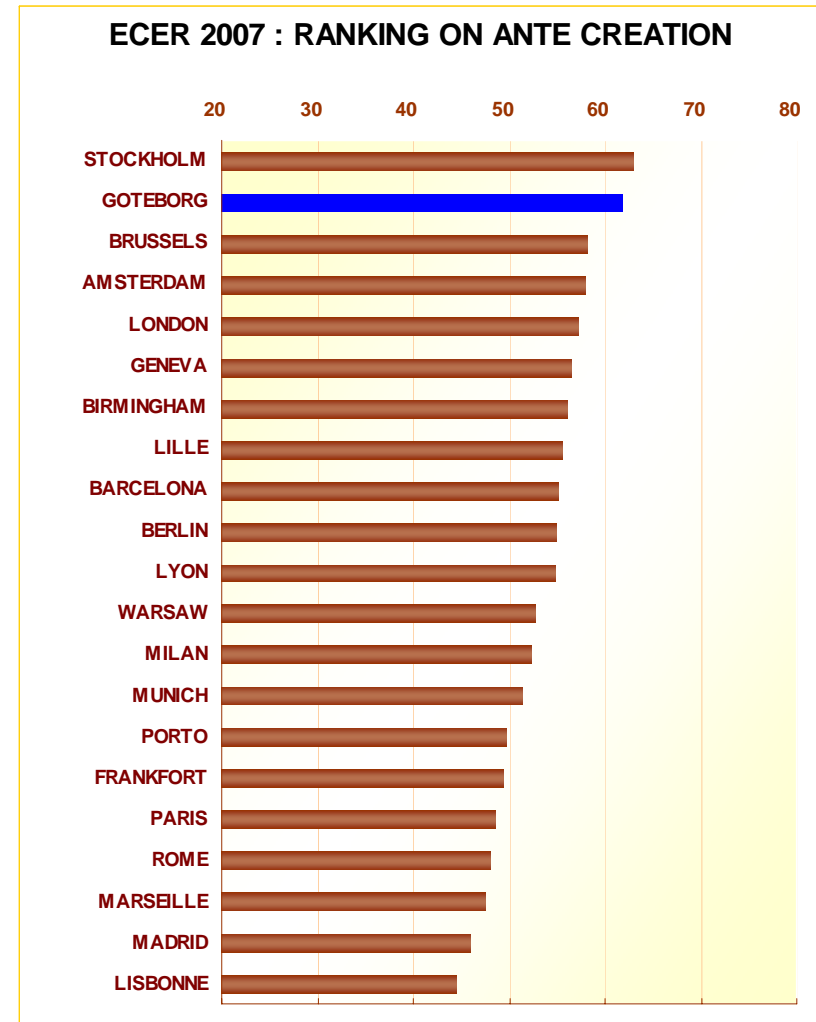
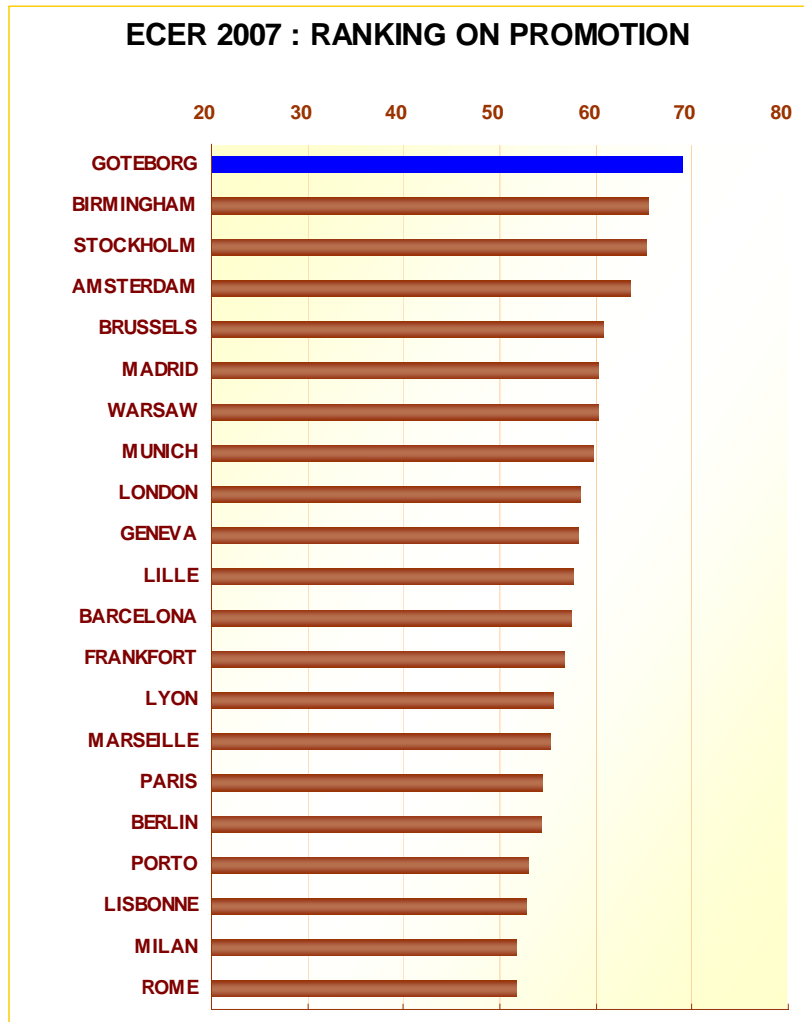
- Amongst the best considered cities are those which have been profoundly changed by their past but have known how to override change
  - Ex. Göteborg, Lille, Varsovie

## ❑ A global coherence

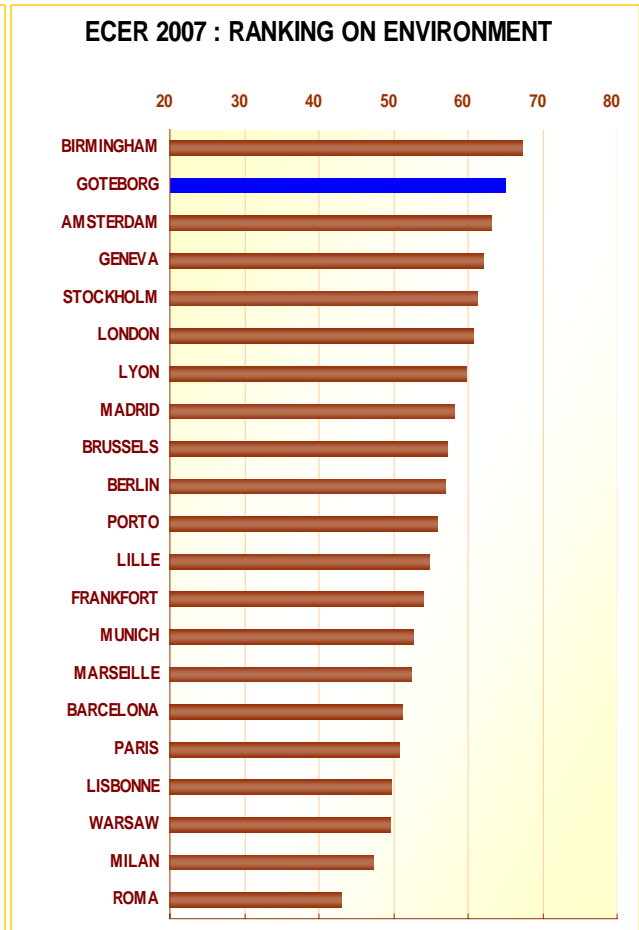
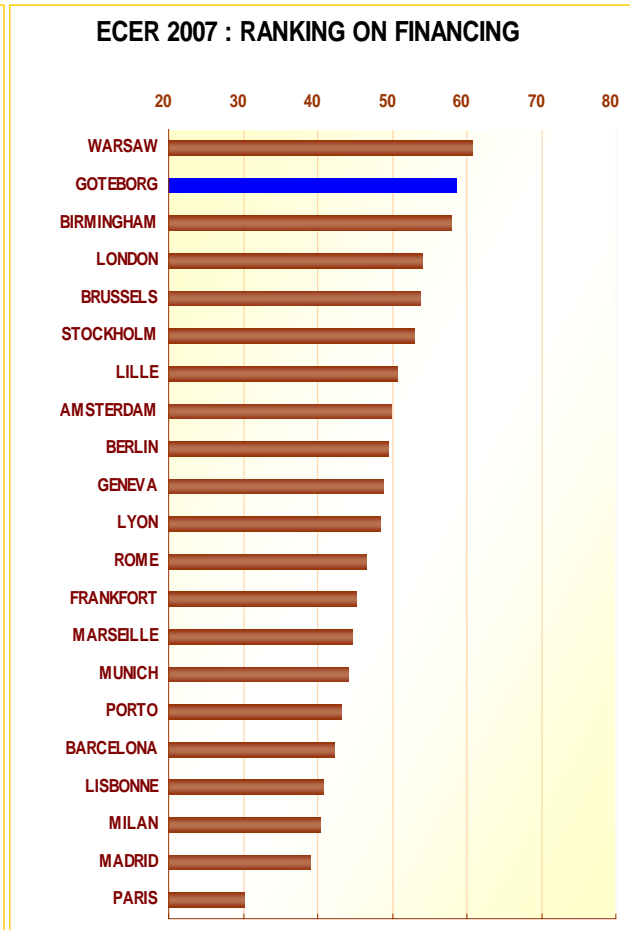
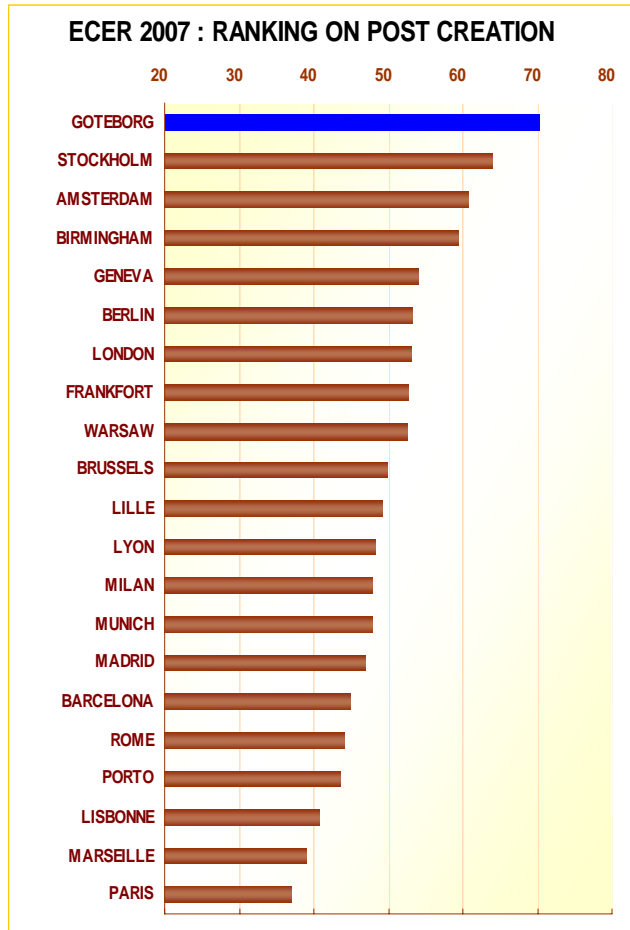
- A good coherence between all the initiatives in a given territory results in a good ranking for the city.
- This tends to show that it is not necessary to be very good in only one or two items. Enterprise can only be efficient when all the initiatives are conducted in a coherent way.



# 3° Zoom on Göteborg : Ranking by themes



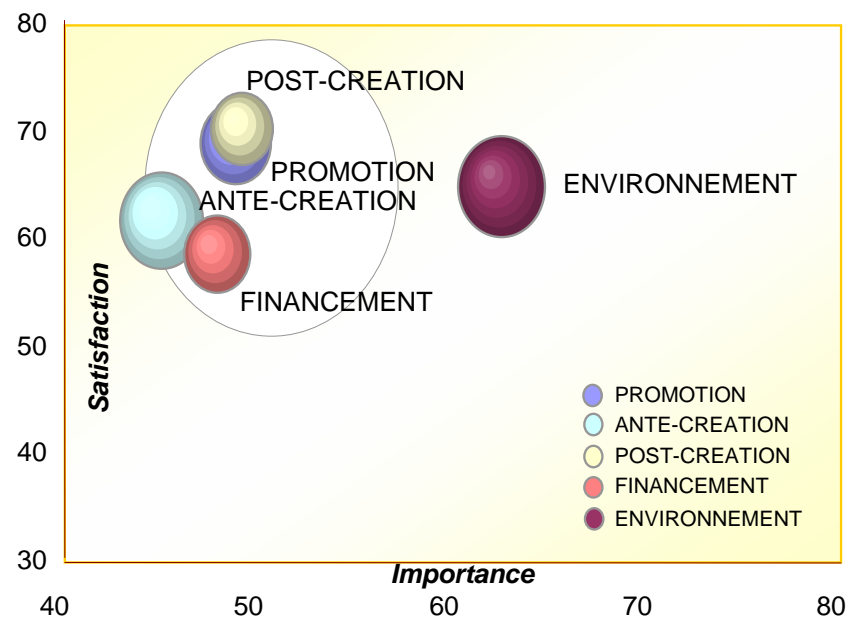
# 3° Zoom on Göteborg : Ranking by themes



# 3° Zoom on Göteborg

## N°1 GÖTEBORG : Restructuration and Voluntarism

- A Coherent policy to develop entrepreneurship (global approach)
- Active supports for business creation
- Some ambitious development objectives after the closure of the shipyards.
- An encouraging base transferred by the educative system
- Good positioning to maintain : Promotion, Post-creation, Environment
- Position to 'improved' : Ante-creation Financing



## 3° Zoom on Göteborg : Facts and figures

- Developing an innovate economy is one of the major goals of the Göteborg region by supporting clusters and Small & Medium Entreprises.
- Stimulating and supporting the region's small and medium-sized companies by offering them concrete help and support in their growth process. (1,005 member companies in Göteborg's growth programs).
- A policy by branch has been implemented for the following industries : biotechnologies and health industry, automotive and car industries, ICT, clothing, wood and creative industries.
- Some organizations play a specific role in favor of entrepreneurship :
  - the Chalmers School of Entrepreneurship
  - the Goteborg International Bioscience Business School
  - the Business Region of Goteborg
- Colleges and Universities have developed training programs and classes dedicated to entrepreneurship and business creation, especially as far as ante creation support is concerned.

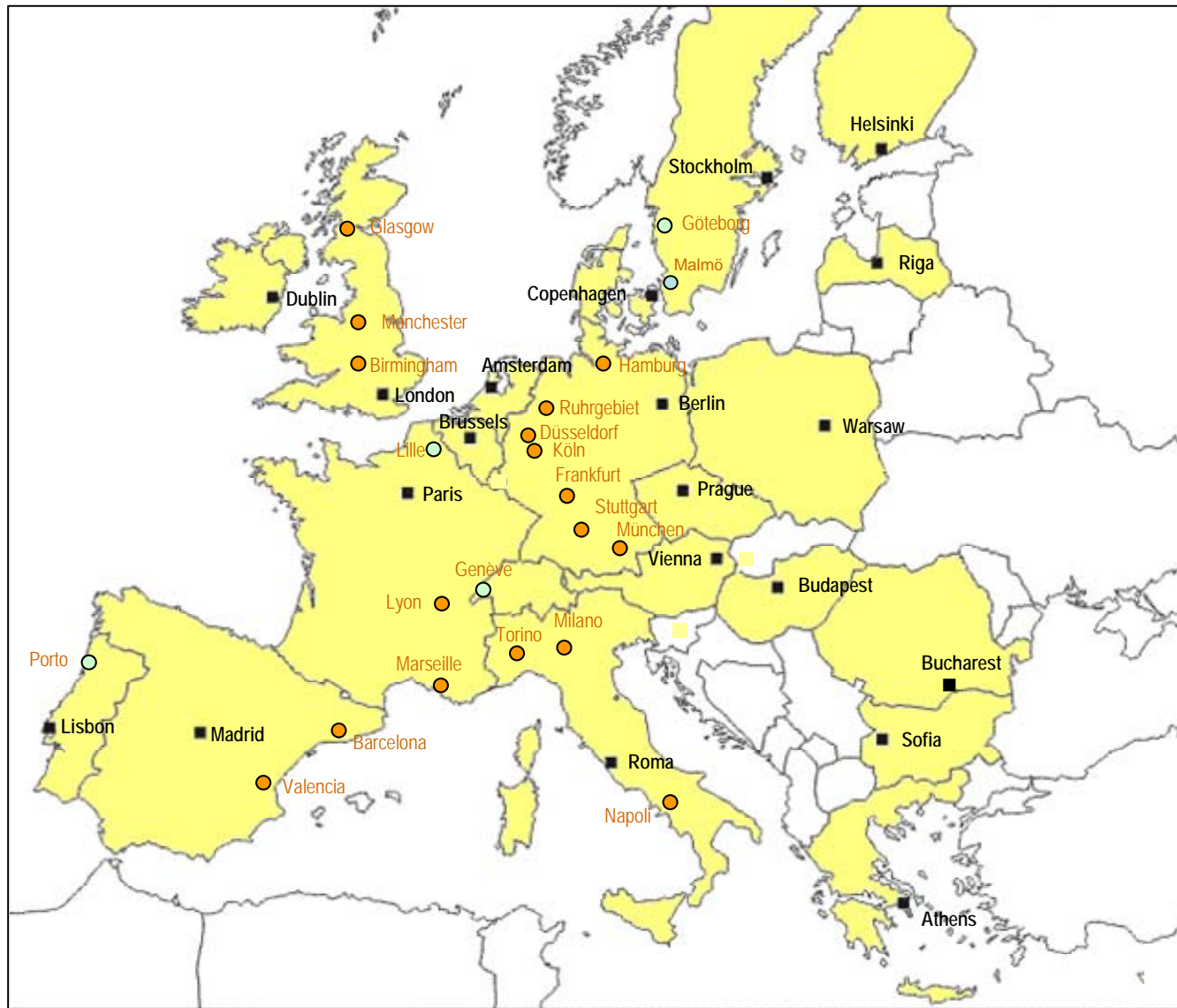


# 4° ECER 2008 : New ambitions

- ❑ **More themes and subjects**
- ❑ **Extended geographical coverage** in order to include :
  - All large cities concerned by competition within Europe
  - Companies which are main contributors to economic growth in their sector
- ❑ **More partners** : international bodies, local agencies, cities, professional organizations and companies.
- ❑ **Increased communication** of the results
- ❑ Hosted by an independent organization : **“association for the foundation ECER”**



# 4° ECER 2008 : The selected cities for 2008



# 4° ECER 2008 : A large media cover

- ❑ Expressed in both national and local press (**Les Echos, Le Figaro, La Tribune, le Progrès, Inter Régions...**)
- ❑ Also expressed by the foreign press (**l'Espresso, La Vanguardia, Gt Expressen, Di.Se, Swedish newspaper,...**)
- ❑ A wide broadcasting helped by :
  - An advertising campaign spread on EuroNews and France 3 (more than 100 commercials)
  - A press conference in Paris on December 6th
  - A display of the results for the conference of Porto on December 7th organized by the European Commission
  - The ECER's award party in Lyon on June 16th.
  - And by diverse displays and local go-between (Urban community of Marseille, City of Paris, OECD, Chambers of Commerce association...)



# 4° ECER 2008 : network of prestigious partners



Major institutions	Institutions	Private companies	City Partners (to date)	
European Commission	FRENCH MINISTRY SME (DCASPL)	BANQUE POPULAIRE	GOTEBORG	LYON
OECD	FRENCH MINISTRY OF RESEARCH (ADIT)	EURONEWS	DUBLIN	MARSEILLE
EUROCITIES NETWORK	CHAMBER OF COMMERCE 'ACFCI'	SNCF (TBC)	MALMO	LILLE
EURADA		GDF (TBC)	BIRMINGHAM (TBC)	TOULOUSE
CNER		MICROSOFT (TBC)	STOCKHOLM (TBC)	NANTES



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