

## INTEREG IVC PROGRAMME

### STEP PROJECT. (SHARING TERRITORIAL ENTREPRENEURSHIP PRACTICES)

#### Leader partner: Territorial Employment Pact in the Ribera County (PATER)

PATER has wide experience in the entrepreneurship field. Since year 2005 is offering an entrepreneur support service which has contributed to the creation of more than 150 companies in the region of La Ribera, which has a population of 300,000 inhabitants.

PATER also keeps narrow contact with other geographically near Territorial Employment Pacts and with other entrepreneur support services. [www.pater.es](http://www.pater.es)

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#### 1.-Objective:

The STEP Project tries to identify and interchange good practices related to services devoted to help entrepreneurs to start up their own enterprises. These practices will be transferred to the policies in this field from every local-regional participating, contributing to renew the knowledge and processes in favour of employment.

#### 2.- Sub-objectives:

- To analyze the different activities of services devoted to entrepreneurs. These services offer support to the entrepreneurs from a diverse methodology, using a wide range of tools, so the project would be about making a typology of them.
- To identify the best practices developed in this field by the participants. After having analyzed each one of the processes (orientation, analysis and creation), STEP expects to pinpoint the best practices within the company creation services. In order to carry out this process there will be involved, apart from every partner's personnel, external experts to guide partners in the search of the best practices. The template offered by the Interreg IVC program will be used to identify them as fast as possible."

In this sense, within the support to entrepreneurship service, the project's activities will focus on the following processes:

- **ORIENTATION PROCESS**

The overall objective is to advise a concrete person about their abilities, attitudes and preferences for a specific enterprise project. It is a flexible and continuous process of professional orientation .

Specific activities:

- To motivate and inform about the possibilities to create an enterprise.
- To make an assessment about the future entrepreneur according to a series of motivational, psychological and professional variables needed to start a successful entrepreneurship.
- To promote the personal abilities needed to have a successful entrepreneurship.
- To adapt to business idea to the entrepreneur.
- To turn people not selected to other services and resources more appropriate for them.

- **PROCESS OF ANALYSIS:**

The overall objective is to assess whether an enterprise project, under a certain approach about the starting point and expected results, is viable.

Specific activities

- To assess the viability or unviability of a enterprise project from a economic, financial and market point of view.
- To favour a change in some variable in the case of the enterprise would not be viable.

- **PROCESS OF CREATION AND CONSOLIDATION**

The overall activities are:

- To decide, plan and carry out the launch into the market of a business project taking into account the activities and the action plan for it.
- To supervise the business activity during the start-up phase in all its areas: production, marketing, HHRR in order to assess the detected deviations between the variables in the business plan and the real evolution of the business activity.

This measure expects to adapt and correct the starting premises in the real stage as well as to assist the entrepreneur in the decision-making motivated for these causes.

### **3.- Types of activities**

These activities will be closely related to the services led to help the entrepreneur:

- To carry out seminars in order to interchange experiences among partners.
- To carry out visits and exchange of staff in order to share good practices in the processes mentioned above (orientation, analysis, creation)

- To provide training for those experts in three steps: orientation, analysis and creation of the business.
- To elaborate a guidelines of good practices and recommendations.
- To elaborate a research about immigration and entrepreneurship.
- To create a shared computing tool to detect entrepreneurship attitudes

#### **4.- Potential partners**

Supporting services in the three steps (orientation, analysis and creation of the business) to the entrepreneurship

This service of support to entrepreneurship must include this three inner processes in order to compare them, exchange experiences and make conclusions. It's not a problem if the processes have a different name neither if they don't exactly consist of the same activities.