



Ministerie van Economische Zaken

*Entrepreneurship as the  
engine of economic growth*

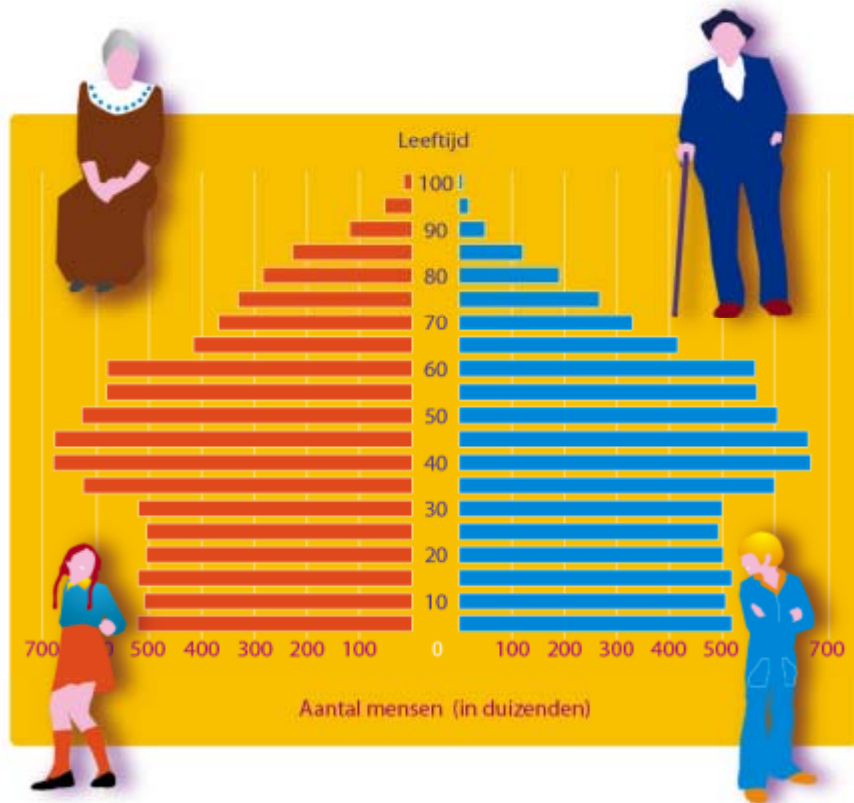
Rinke Zonneveld  
*Deputy Director  
Enterprise Department*

*Ministry of Economic Affairs  
The Netherlands*





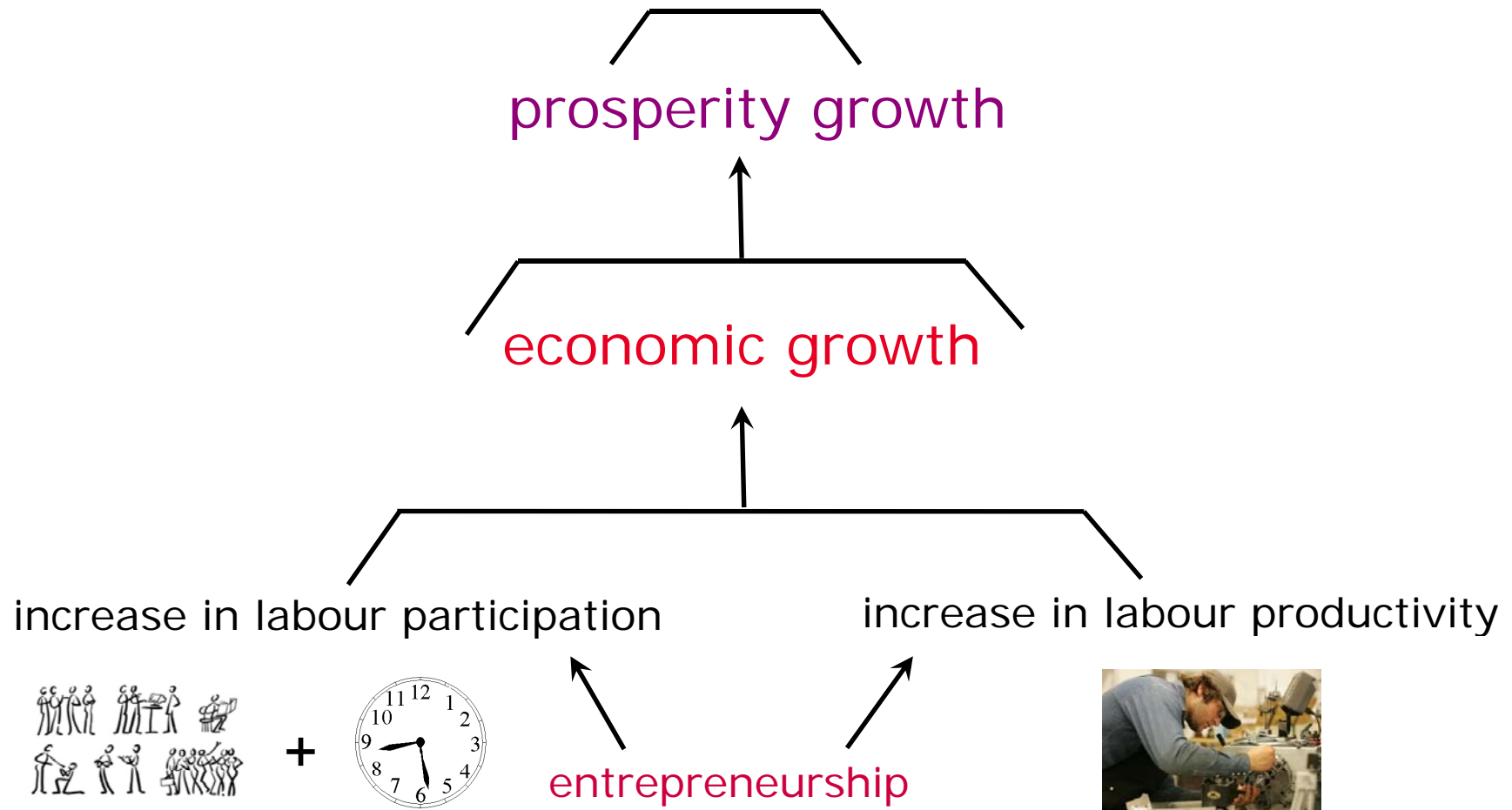
We need to foster entrepreneurship to cope with new developments



aging population and scarcity of resources

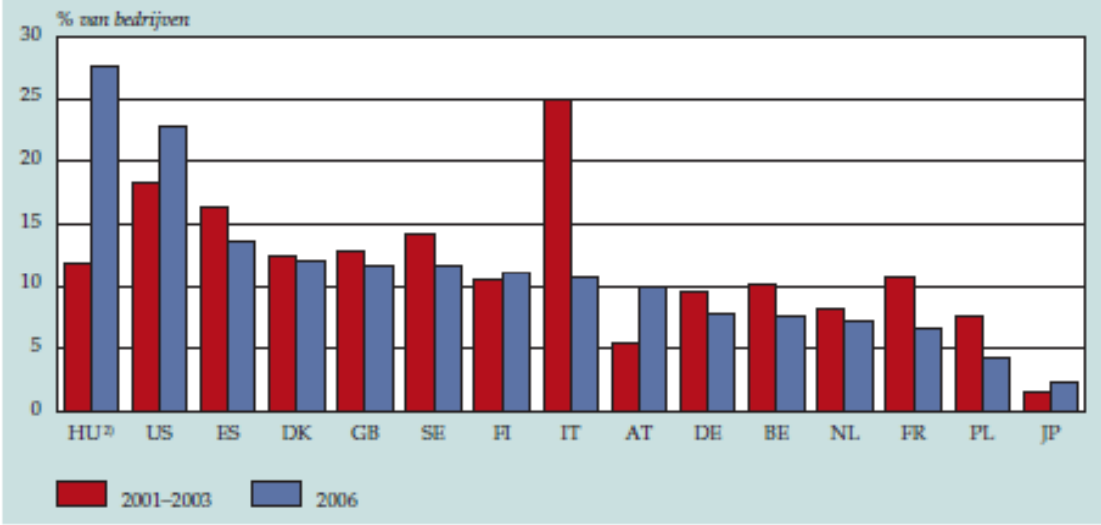
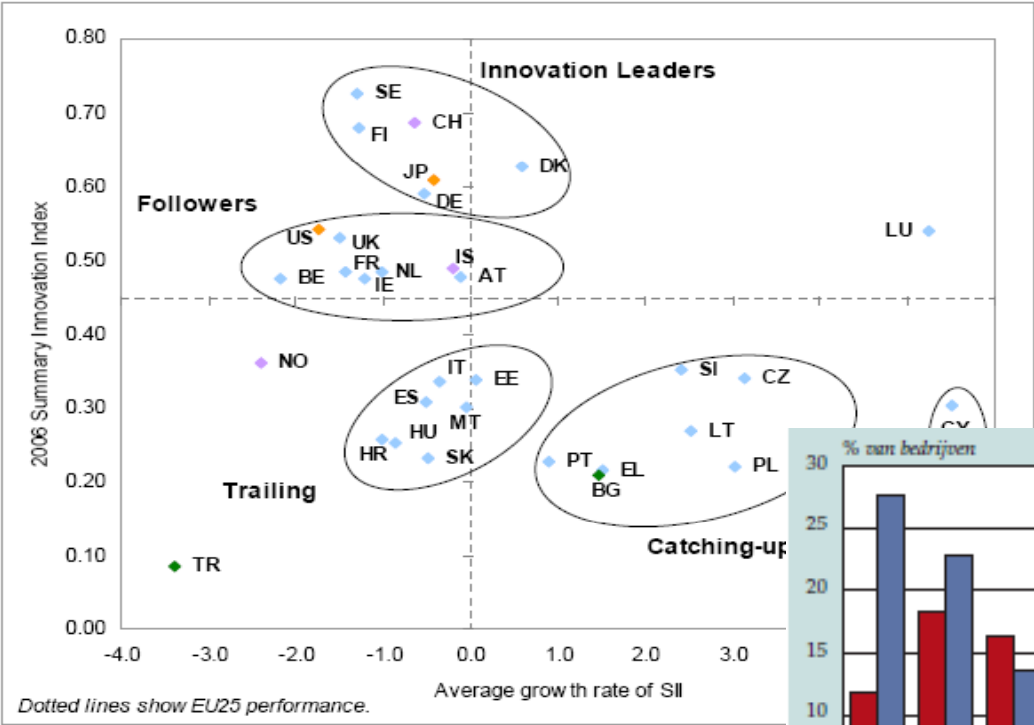


so we can increase our prosperity ...





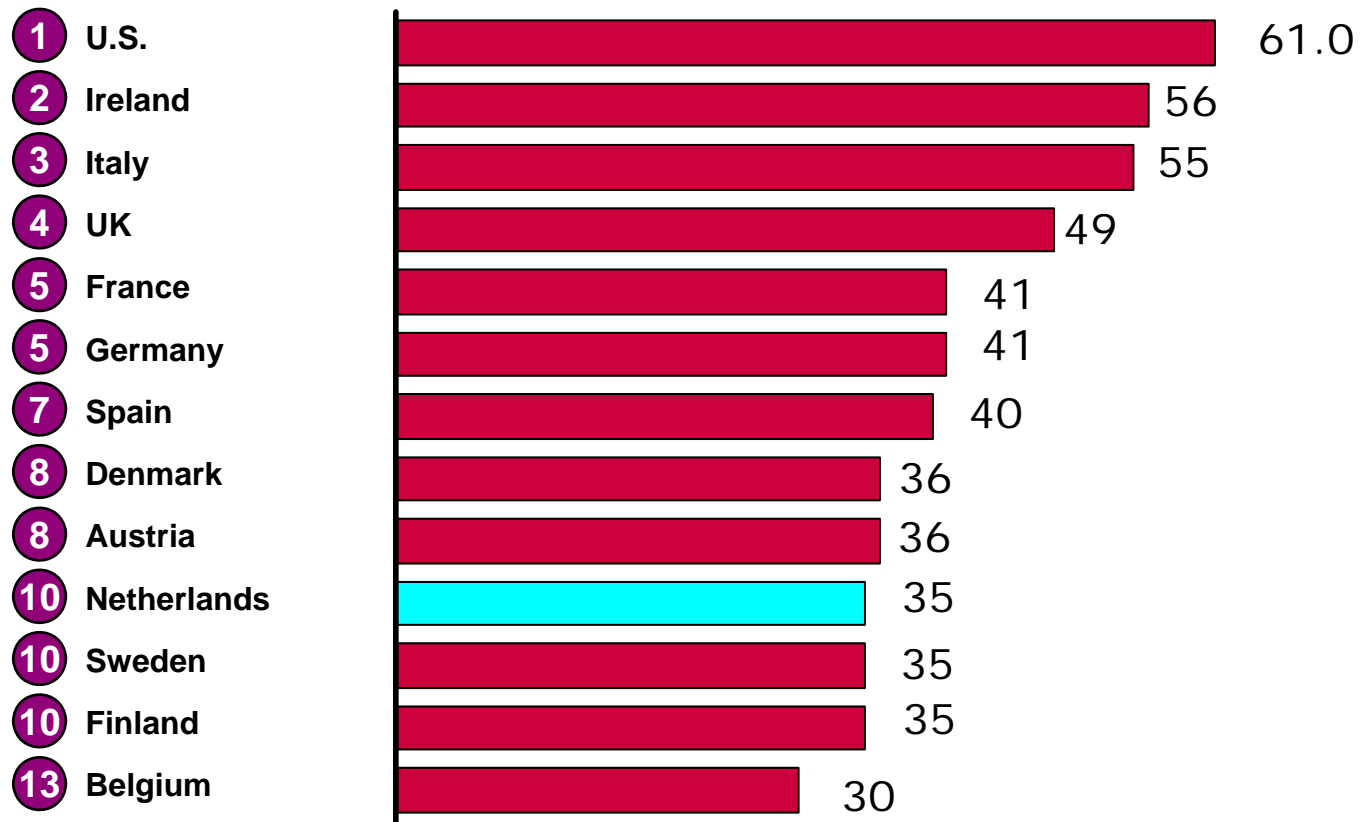
# The Netherlands has mediocre scores on innovation and entrepreneurship



<sup>1)</sup> Bedrijven met 50 tot 1 000 werknemers. Groei op basis van werkgelegenheid in de afgelopen 3 jaren.  
<sup>2)</sup> HU: 2001-2002 i.p.v. 2001-2003.

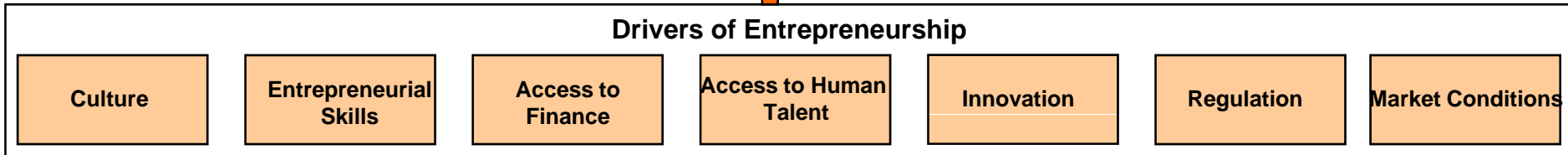
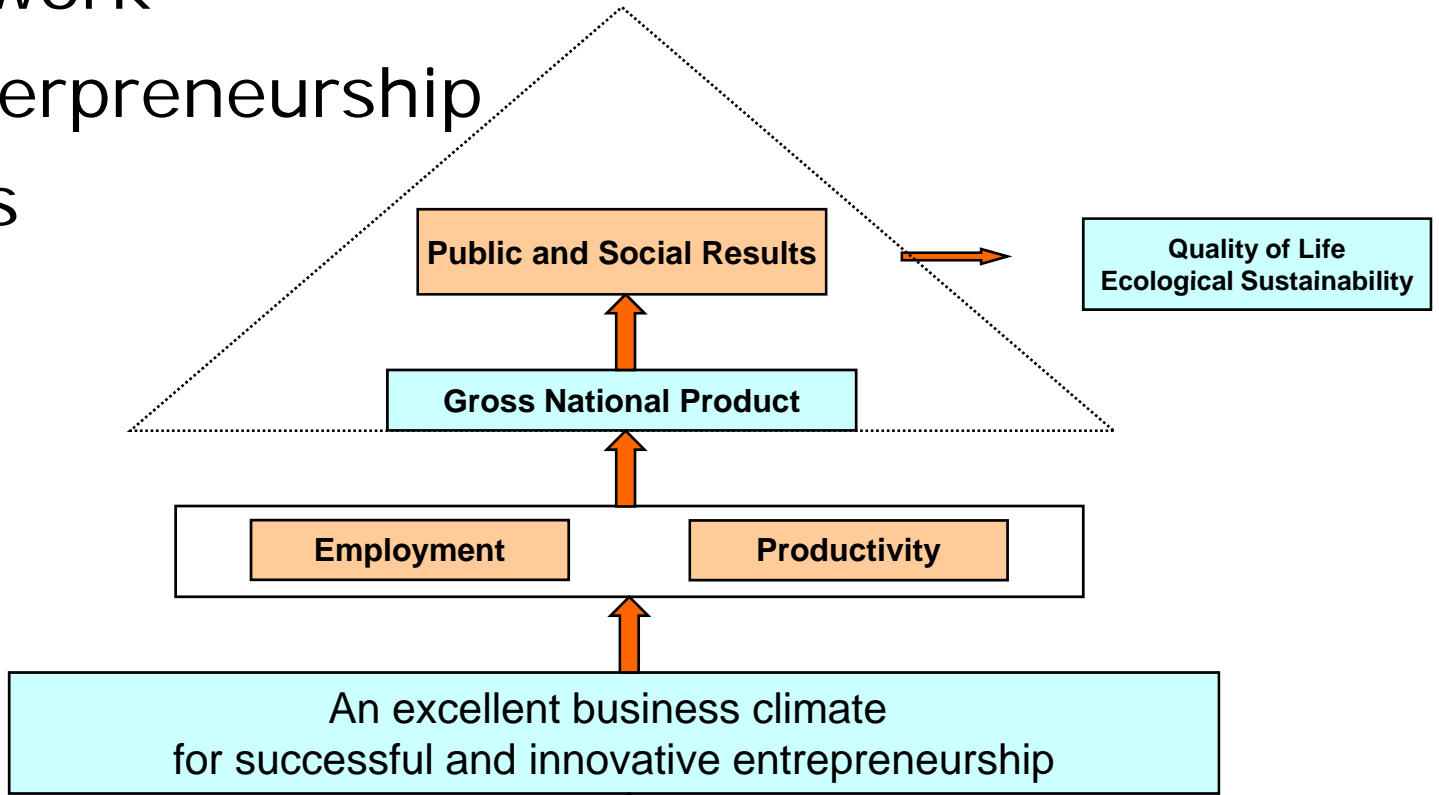


## Positive attitude towards entrepreneurship





# Framework for entrepreneurship policies





## Drivers of Entrepreneurship: some examples

Market conditions: Public procurement favourable for SME's

Regulation: Administrative burden. Easy of starting up and closing down.

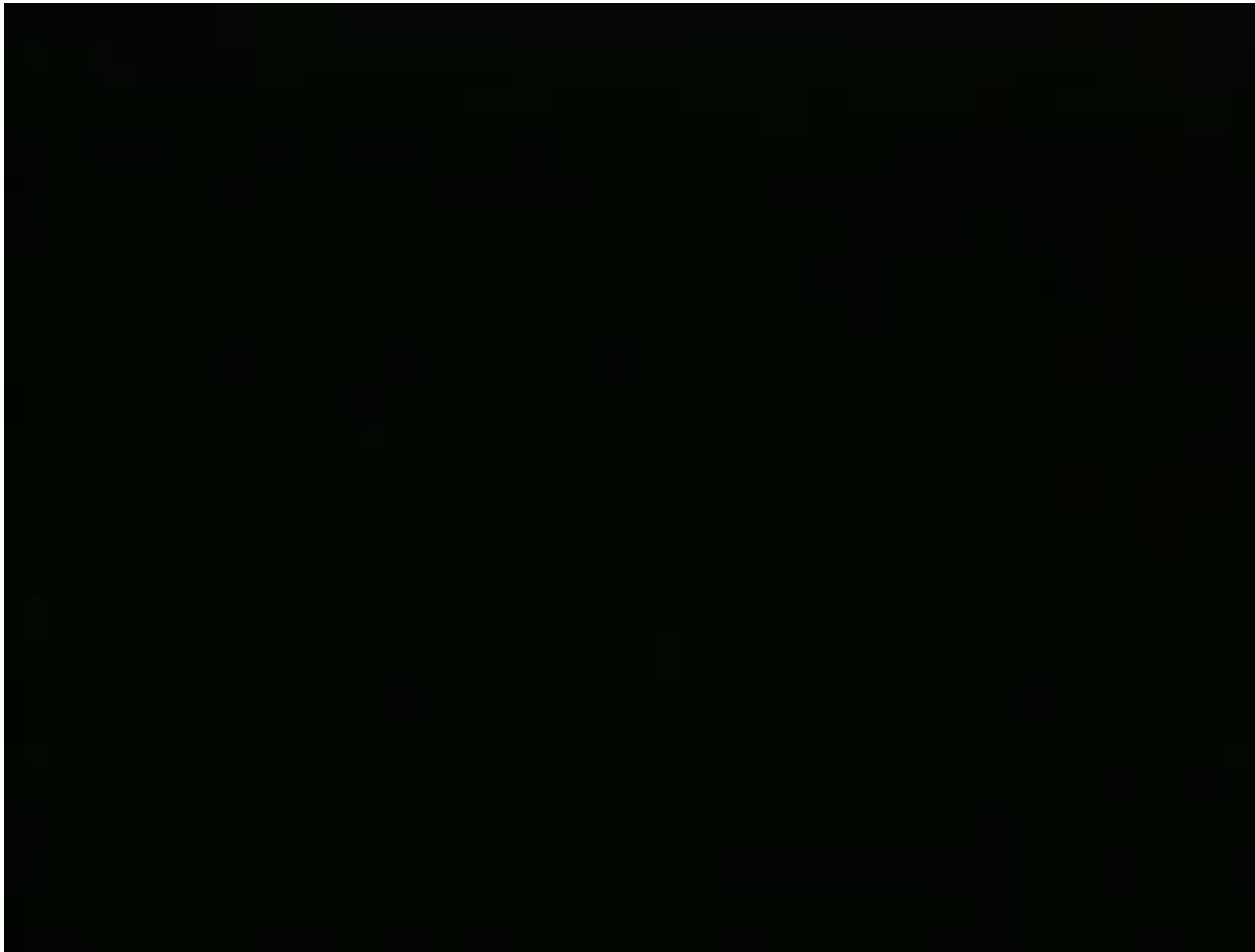
Innovation: Public/Private innovation programmes

Acces to Human Capital: Ease of hire. Smooth transitional barriers.

Acces to Finance: Guarantee schemes from microfinance uptil early stage risk capital



Can education change entrepreneurial culture?







## Entrepreneurship and education

Since 2005 high on the political agenda, cause.....

Low score on attitude towards entrepreneurship

Netherlands scored low internationally on integration of entrepreneurship especially within higher education (OECD)

Entrepreneurship is of vital importance for productivity growth and innovation

Entrepreneurship education is a bridge between knowledge and creation of value (solving the Dutch paradox)



## Phase 1: building coalitions and supporting private initiatives



*Jong Ondernemen*, Youth Enterprise Netherlands  
Founded in 1990 with financial support of Ministry of Economic Affairs



*New Venture*, Nation wide business plan competition. Started in 1998 by McKinsey with support of Ministry of Economic Affairs. 125K price money



*Partnership Leren Ondernemen*, started in 2005 aimed at raising awareness, exchanging best practices and getting a common strategy (app 25 organisations)



## Phase 2: Put your money where your mouth is

**2006: Investment of €17 million to create an infrastructure for EE by:**

**Setting up Centers of Entrepreneurship (€12 million)**

**Financing projects from primary to higher vocational training (€5 million)**

**Seducing, not enforcing!**



## Phase 3: The next level! 2008-2012

- EE a more integral part of entrepreneurship policy (strengthening the entrepreneurial pipeline)
- Dissemination, regional implementation and networking
- Train the trainer programmes
- International collaboration and exchange
- Inspiration (Global Entrepreneurship Week, NOQ, National Entrepreneurship Certificate)
- New Valorisation Programme (€80 million)



## May I have the results please?

**75000 students have taken part directly in projects financed through our action programme. And 4400 teachers and over 500 schools.**

**In vocational education and universities over 80% have specific activities aimed at entrepreneurship**

**Over 60% of all students in vocational education and universities say they are stimulated in being more entrepreneurial (Portugal 17%)**

**The percentage of young people who see entrepreneurship as a serious career option more than doubled (>60%) since 2007**



## Recommendations

**Close collaboration between Ministries of Economic Affairs and Education is needed**

**Partnering with all relevant stakeholders (leadership behind the scenes, but sharing success on stage together)**

**Come with a national action based strategy for all education levels**

**Model of seducing, not enforcing (money is a carrot, but not an end!)**

**Smart combinations (skills, knowledge, attitude) make education more attractive**

**Learn from international best practices and improve them**

**Show successes to inspire, but changing culture is a matter of a long breath**



Obrigado e Boa Sorte!

