

**IO2**

**EUROPEAN ETHICAL ENTREPRENEUR PROFILE**

**FOCUS GROUP REPORT**

**PROJECT PARTNER: ARTES**

**CITY: FLORENCE**

**COUNTRY: ITALY**

**EYEE - ETHICS AND YOUNG ENTREPRENEURS IN EUROPE  
2017-1-IT02-KA201-036519**

**Most important elements that make daily life of a company more ethical and responsible?**

General results

Ethics are generally considered fundamental by all the focus group participants. The most quoted elements were fairness, respect, centrality of human being.

Attention to the environment and healthy place of work were also quoted.

An important element that was quoted is to be an example to the others as fundamental element of ethics inside a company built by an entrepreneur.

**What is the most important competence for you to be an entrepreneur?**

General results

The discussion among all the participants pointed that to be perseverant and to have sustainable goals is the most important competence to be an entrepreneur.

Other competences quoted to be the most important to be an entrepreneur are ambition, ability to listen, take opportunity, problem solving, plasticity and capability to adapt, creativity, belief and resilience, considered as the ability to transform difficulties in positive energies.

All the participants agree that the most important competence to have to be an entrepreneur start from soft skills more than from hard skills.

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| <b>Top hard and soft skills fundamental to run a business</b> |
| General results   |

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| General results |
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To run a business the participants quoted as top hard skills:

Mission and vision

Economics

Law and European law

Knowledge of the territory

Knowledge of the market and sector

Capability to communicate in language and in english

Digital knowledge

Planning

Business Model Creation

Administrative competences

Commercial competences

Among the soft skills the participants quoted as top:

Decision

Creativity

Network

Risk taking

Collaboration

Spirit of being part

Leadership

Team

Public speaking

To understand customers

Ability to present yourself

Humbleness

For senior entrepreneurs

One of the Senior Entrepreneur stressed the importance of humbleness as top soft skills to be an entrepreneur.

### Which skills are the first to be needed to start a business?

General results

All the participants, guided from the experience of the senior entrepreneurs and startupper, indicate that the skills that have to be considered the first to be needed to start a business are first motivation, especially connected with definition of an objective, together with the business idea.

These two elements can work only if they are accompanied by the development of a valid business model and the ability to create a network and a team who with develop the business project.

### European specificity in being an entrepreneur

General results

The participants recognize in history and heritage the specificity of being a European entrepreneur and address a wider attention to the quality of products and services the difference with other entrepreneurial cultures worldwide.

The participants stress the importance of European University system as common background for developing the fundamental competences of entrepreneurs, especially in the most innovative sectors of industry such as the ones connected with digital.

All the participants agree about the importance of the common European culture of Labour Rights creating a common culture of well treatment of the workers and the respect of the environment.

For startupper

The startupper are the less interested in finding a European specificity in doing business, considering a wider international interest but agree with the common history and heritage as an important aspect.