

**IO2**

**EUROPEAN ETHICAL ENTREPRENEUR PROFILE**

**FOCUS GROUP REPORT**

**PROJECT PARTNER: CAP ULYSSE**

**CITY: BORDEAUX**

**COUNTRY: FRANCE**

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

	Country	City	Date	Place
1	France	Bordeaux	1st: 07/02 Startupper & Professional 2nd: 09/02 Senior entrepreneur 3rd: 13/02 Teacher 4th: 14/02 Startupper 5th: 16/02 Startupper & Student	Bordeaux Bordeaux Bordeaux  Bordeaux Bordeaux Bordeaux Bordeaux

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

**General results:**

The **desire** to create, to commit himself in a personal project

Innovation

**Time management**

**Adaptation capacity**

**Discipline, organisation, tolerance, passion**

Good control of every aspects of a company, Good knowledge of your **strengths and weaknesses**, good knowledge of how to create a **strong network**

**Tenacity**

Courage

Trust people

Decision making

Autonomy

Ability to do things

**For senior entrepreneurs 2:**

Time management  
Courage

**For startups 2:**

The desire to create, to commit himself in a personal project  
Discipline, organisation, tolerance, passion  
Good control of every aspects of a company, Good knowledge of your strengths and weaknesses, good knowledge of how to create a strong network

**For professionals 2:**

Innovation  
Autonomy

**For teachers 2:**

Adaptation capacity  
Trust people

**For students 2 :**

Tenacity  
Ability to do things

**For representatives of local authorities 1:**

Decision making

**2-List the 3 top hard skills which are fundamental to run a business?**

**General results:**

Finance gestion, good knowledge of his market and his competitors

Creativite, adaptation, communication

Rigour, synthesis capacity, good knowledge of marketing

methodological approach in order to plan actions well, knowledge of the risks, being good at managing a team

Rigour, leadership, trainer

Entrepreneurial skills (define a strategy, marketing of the products, targets, economical model, good repartition of tasks), Managing skills (leadership and knowledge on how to involved your employees in tasks), managing (workers/employees and time), functional and technical skills (marketing, trade, administration, trade, human resources...)

Rigour/organisation, creativity, communication

Managing skills, administration skills, visionary skills

Administration/Financial management, Human resources, good knowledge of the market (know how to innovate)

Managing, synthesis mind, diplomacy

Selling skills, Financial skills, technicity

Leadership, ability to do innovative things, creativity

**For senior entrepreneurs:**

rigour, synthesis capacity, good knowledge of marketing  
Managing skills, administration skills, visionary skills

**For startupper:**

Finance gestion, good knowledge of his market and his competitors  
Rigour, leadership, trainer  
Entrepreneurial skills (define a strategy, marketing of the products, targets, economical model, good repartition of tasks), Managing skills (leadership and knowledge on how to involved your employees in tasks), managing (workers/employees and time), functional and technical skills (marketing, trade, administration, trade, human resources...)

**For professionals:**

Creativite, adaptation, communication  
Selling skills, Financial skills, technicity

**For teachers:**

Methodological approach in order to plan actions well, knowledge of the risks, being good at managing a team  
Administration/Financial management, Human resources, good knowledge of the market (know how to innovate)

**For students:**

Rigour/organisation, creativity, communication  
Leadership, ability to do innovative things, creativity

**For representatives of local authorities:**

Managing, synthesis mind, diplomacy

**3-List the 3 top soft skills which are fundamental to run a business?**

**General results:**

**Perseverance**, adaptation capacity, reactivity  
Management, team building, marketing  
**Obstinacy**, rigour, federity capacity  
Good interpersonal contact, **not being judgy**, being **surrounded by people** with good advice  
Know how to **delegate tasks**, **optimism**, being good at managing  
**Trust yourself**, **listening capacity**, **perseverance**  
**Patience**, **liability**, **adaptability**  
Hard-working, Listening, serious  
Perseverance, patience, listening  
Commitment, like people/contact with people, being available (having a lot of time)  
independent spirit/mind, Tenacity, Ambition. To be good in social relationship, to easily make friends all around the world, vision of the future society

**For senior entrepreneurs:**

obstinacy, rigour, federity capacity  
Hard-working, Listening, serious

**For startappers:**

Perseverance, adaptation capacity, reactivity  
Know how to delegate tasks, optimism, being good at managing  
Trust yourself, listening capacity, perseverance

**For professionals:**

Management, team building, marketing  
indepedant spirit/mind, Tenaticity, Ambition

**For teachers:**

Good interpersonal contact, not being judgy, being surrounded by people with good advice  
Perseverance, patience, listening

**For students:**

Patience, liability, adaptability  
To be good in social relationship, to easily make friends all around the world, vision of the future society

**For representatives of local authorities:**

Commitment, like people/contact with people, being available (having a lot of time)

**4-Considering fundamental both hard skills and soft skills, which are for you the first to be needed to start a business?**

**General results:**

Perseverance

Creativity

Marketing knowledge, and rigour

Methodological approach to plan actions and good interpersonal contact

Leadership, being good at managing

Entrepreneurial skills, and perseverance

Rigour

Managing skills, serious

Administration/Financial management, perseverance

Managing, commitment

Selling skills, Ambition

Good vision of future society connected with ability to do that.

**For senior entrepreneurs:**

Marketing knowledge, and rigour  
Managing skills, serious

**For startups:**

Perseverance  
Leadership, being good at managing  
Entrepreneurial skills, and perseverance

**For professionals:**

Creativity  
Selling skills, Ambition

**For teachers:**

Methodological approach to plan actions and good interpersonal contact  
Administration/Financial management, perseverance

**For students:**

Rigour  
Good vision of future society connected with ability to do that.

**For representatives of local authorities:**

Managing, commitment

**5 List the 3 most important elements that make the daily life of a company more ethical and responsible?**

**General results:**

Respect of environmental standards and tax standards, work according principals ( listen to its customers, respect procedure...), respect quality charter and label charter (if they have a label)  
Adaptation, respect et trust

Concerns for the others, protection of the environnement, prioritising Human  
Respect its employees, respects its customers, respect the environment  
Transparency, honesty, insertion

Treat well its employees according to their merit no matter their race, religion, sexual orientation; avoid wasting, recycle to protect the environment, the right for an employee to disconnect from all electronic devices while they are not working (on their free time)

Respect of diversity, recycling/responsible consuming, act for general interest

Respect the environment, work with local supplier, gender balance

Respect the environment, respect the people, knowing the origin of the raw material and funds

Prioritising quality, well being of the workers, respect human

Respect of standards and laws, respect of environment, recycling/recovery

Good vibe, diversity and respect

**For senior entrepreneurs:**

Concerns for the others, protection of the environment, prioritising Human  
Respect the environment, work with local supplier, gender balance

**For startupper:**

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Treat well its employees according to their merit no matter their race, religion, sexual orientation; avoid wasting, recycle to protect the environment, the right for an employee to disconnect from all electronic devices while they are not working (on their free time)

**For professionals:**

Adaptation, respect et trust  
Respect of standards and laws, respect of environment, recycling/recovery

**For teachers:**

Respect its employees, respects its customers, respect the environment  
Respect the environment, respect the people, knowing the origin of the raw material and funds

**For students:**

Respect of diversity, recycling/responsible consuming, act for general interest  
Good vibe, diversity and respect

**For representatives of local authorities:**

Prioritising quality, well being of the workers, respect human

**6- Is there a European specificity in being an entrepreneur?**

**General results:**

Yes, European Entrepreneur is submitted to strict laws and obligations (salary, workers, sanitary laws..). He is in a protected environment.

Knowledge of different cultures

Yes. European entrepreneur has a culture and values which are different from American (South/North America) or Asian or African ones.

The culture is less "a business culture" as it is in the USA for example, also European entrepreneur are more scared of financial risks than US entrepreneurs

With EU, there is a free flow of goods with almost no restrictions which makes trade a bit different from anywhere else

Yes, he develops more his creativity, his sense of initiative, his perseverance, he is more aware of risks

Yes, because there are more taxes and regulation

Yes, he is more careful/cautious. Also because of the rules the working process of a company and its development is different from non european ones.

Yes, he is looking for win/win deals

Yes, he is involved in a wild framework with no trade barrier

No

No

**For senior entrepreneurs:**

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**For startupper:**

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**For professionals:**

Knowledge of different cultures

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**For teachers:**

The culture is less "a business culture" as it is in the USA for example, also European entrepreneur are more scared of financial risks than US entrepreneurs

Yes, he is looking for win/win deals

**For students:**

Yes, because there are more taxes and regulation

No

**For representative of local authorities:**

Yes, he is involved in a wild framework with no trade barrier