

102

EUROPEAN ETHICAL ENTREPRENEUR PROFILE

FOCUS GROUP REPORT

PROJECT PARTNER: DAGOMARI

CITY: PRATO

COUNTRY: ITALY

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

REPORT ON FOCUS GROUP HELD ON 15/01/2018

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

General results

The starting point to talk about ethical behaviour is the respect of law. Any further activities must be considered as additional to this fundamental principle.

The participants to the focus group were basically consistent in what they consider to be a company's daily life more ethical and responsible.

The main priorities were:

- Environmental sustainability in terms of respect of the natural ecosystem and sustainable use of resources.
- Attention to the social context in which the enterprise operates, with special attention to disadvantage and no profit organizations.
- Attention to the kind of relationships that the enterprises sets up with its employees and external partners, particularly with disabled ones; in particular the enterprise should share objectives and choices.
- Implementation of non aggressive commercial policies.
- Promotion of actions meant to mend lack of official rules about this topic.

More in particular:

- Attention to the fulfilment of partners' needs; attention to environment and society; non aggressive commercial policies.
- Sharing objectives with employees and partners; environmental sustainability; care for co-operators.
- Choice of Made in Italy products and processes; team work.
- Link with local social context.
- Efficient resource management; traceability; working condition favourable to disabled people.
- Workplace safety.

- Respect of laws and loyalty; ability to work together to change laws which are considered as unsuitable; support to no profit organizations; care for all stakeholders, not only for shareholders.

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

General results

All participants agreed on possessing good knowledge of:

- the technology connected to the product and to the production process;
- the reference market;
- the administration and management techniques, such as fund-raising and budget management.

On the behavioural level, it would be necessary to combine risk-taking attitudes to the ability of objectively analyzing one's own real perspectives, putting together courage, determination, patience, resiliency, objectivity, realism and awareness of choices.

Moreover, the entrepreneur is often curious and open to the outer world.

For senior entrepreneurs

Knowledge of specific techniques;

Knowledge of market;

Knowledge of product;

Technical competences and administrative skills; fund raising ability, not only from banks.

For startupper

Patience, determination, resilience;

Objectivity, realism, ability to retrace one's steps.

For professionals

Courage and determination;

Awareness of one's choices.

For teachers

Curiosity for the world and determination;

Bravery, determination, resiliency.



Co-funded by the
Erasmus+ Programme
of the European Union

For Students

Factors of production management and ability to make choices;
Determination

For representatives of local authorities

Knowledge of financial systems



Co-funded by the
Erasmus+ Programme
of the European Union

Top hard and soft skills fundamental to run a business

General results

As for hard skill, all participants recognized the fundamental importance of fluency in the English language and knowledge of ICT.

As far as business management is concerned, the following competences were considered particularly relevant.

- Capability to read ‘scenarios’
- Capability to plan business activities
- Capability to organize the enterprise
- Knowledge of reference market
- Knowledge of product and production process
- Product positioning capabilities
- Knowledge of the economic and financial processes that rule the life of enterprises and related fiscal matters
- Financial and mathematical knowledge and, more in general, capability to correctly process and manage business data.

As for soft skills, participants selected the following key knowledge and competences:

- Open-minded approach to the world and curiosity
- Passion
- Determination
- Risk tolerance
- Dynamism and ability to adapt
- Emotional intelligence and social skills
- Customer care skills
- Ability to choose partners and colleagues
- Ability to work with other people appreciating everybody’s contribution
- Leadership attitudes

For senior entrepreneurs

Hard skills

- Mastery (not just knowledge) of English. Knowledge of enterprise economic and financial processes. Web tools knowledge.
- Market knowledge. Ability to set clear objectives both in the short and in the medium run. Ability to plan business activities.
- Ability to organize the enterprise. Organizational abilities. Knowledge of technical, administrative and fiscal matters that rule the life of an enterprise. Product knowledge.

Soft skills

- Curiosity. Empathy. Determination to overcome difficulties.
- Ability to manage the relationship with the customer. Ability to choose business partners
- Passion

- Ability to manage the enterprise side activities. Ability to build up a good enterprise atmosphere.

For startupper

Hard skills

- Financial and mathematical knowledge and, more in general, capability to correctly process and manage business data. Ability to analyze data. Fluency in English.
- Knowledge of fiscal matters that rule the life of the enterprise. Product positioning abilities. Ability to have a product and business vision in the medium and lung run.
-

Soft skills

- Analytical abilities in order to be able to make predictions. Team working. Social skills.
- Ability of networking. Team work. Ability to adapt.

For professionals

Hard skills

- Administration and management. Reading scenarios. Market knowledge.

Soft skills

- Social skills, also during out-of-business events. Emotional intelligence. Stress control.

For teachers

Hard skills

- Fluency in English. Ability to grasp opportunities (on the market, for financing...) Ability to pursue given objectives.
- Ability of reading different kinds of contexts, not only markets. Fluency in English. Knowledge of technical aspects of business management.

Soft skills

- Team work. Ability to use mandates effectively. Ability to appreciate other people.
- Open minded attitude to the world. Communication skills. Ability to appreciate other people.

For students

Hard skills

- Technical knowledge. Marketing knowledge. General culture.
- Product knowledge. Fluency in English. Communication.

Soft skills



Co-funded by the
Erasmus+ Programme
of the European Union

- Dynamism and ability to adapt. Team working. Leadership
- Determination. Ethics. Ability to encourage business partners.

For representatives of local authorities
--

Hard skills

- Fluency in English. ICT tools knowledge. Knowledge of financial matters related to the enterprise and of available financial tools

Soft skills

- Risk tolerance. Ability to encourage business partners.

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

General results

Participants to the focus group underlined that social skills are particularly needed when starting a business, rather than technical knowledge.

A fundamental pre-requisite is market knowledge. Prospective entrepreneurs should also be able to efficiently structure their business plan even for showing it to other individuals.

As for attitudes, setting up a business needs ability to save money, determination, flexibility, ability to adapt and correctly value one's own business. Efficiently communicating one's own business idea is also of fundamental importance.

For senior entrepreneurs

- Determination
- Market knowledge
- Flexibility

For startupper

- Ability to adapt

For professionals

- Ability to set up and communicate one's own business project

For teachers

- Determination
- Balance between vision and realism

For students

- Determination
- Ability to adapt

For representatives of local authorities

- Saving capacity

European specificity in being an entrepreneur

General results

With the exception of one participant, who does not feel any “European” entrepreneurial characteristic, participant agreed on historical and cultural peculiarities to Europe.

What distinguishes European products is their handicraft and creativity qualities.

Another European characteristic is the recognition of workers’ rights.

The participants’ speeches highlighted the following distinctive elements in the European entrepreneurship:

- Recognition of workers’ rights
- Historical and cultural special features
- Handicraft and tradition
- History and creativity