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EUROPEAN ETHICAL ENTREPRENEUR PROFILE

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

YOUNG EUROPEAN ENTREPRENEUR'S CHARACTERISTICS:

ETHICS

Ethics means first to be inspired by doing something good for the whole society while doing business. Ethics means for her/him having a sense of necessity of **DOING SOMETHING TO MAKE THE WORLD BETTER** around starting from her/his community. Ethics practically for her/him means putting people first with their needs: **CENTRALITY OF HUMAN BEING**. **PROTECTING THE ENVIRONMENT** is an important issue for her/him. She/He knows what is a good and bad choice and she/he always makes the good choice because she/he knows that actions always have consequences. He has a strong **SENSE OF RESPONSIBILITY** and **RISK AWARENESS** of doing business. She/he knows that doing business is **SERVING PEOPLE IN THEIR NEEDS AND DESIRES**.

MOTIVATION

She/he has a strong motivation to doing business. Ideas are consequently. She/he has a strong **OBJECTIVE ORIENTATION**. She/he is **HARD WORKING** and she/he never gives up. She/he falls and stands up again: **RESILIENCE (SECOND CHANCE MINDSET)**.

IDEA

She/he knows that things are initially created in the mind and then can become reality through actions: companies and businesses are at first an idea in the mind of someone. He cultivates and knows the importance of **CREATIVITY**. She/He knows that things around them often change. She/He searches for **INNOVATION**. She/he wants to turn her/his ideas into reality, so she/he **TAKES OPPORTUNITIES**. She/he is able to try to transform her/his idea into actions. This is for sure risky. She/he is courageous and used to **RISK-TAKING**.

TEAM

She/he knows that a successful company and business is a matter of not just one person but many. She/ he is a **LEADER** through relationship and guidance. She/he has **TEAM-BUILDING SKILLS** and effective **TEAM-WORKING SKILLS**.

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FROM IDEA TO ACTION HE WORKS WITH:

COMMUNICATION SKILLS

She/he knows that communication is very important. She/he knows well how to do a SELF PRESENTATION and practice PUBLIC SPEAKING.

She/he is very strong in PRESENTING IDEAS IN A CLEAR AND APPEALING WAY.

She/he can communicate well in her/his mother tongue and he knows the importance of knowing more than one language. He has good communications skills in English first, knowing well Business English.

He has a professional use of web and social networks. He has DIGITAL SKILLS.

PLANNING

She/He knows PROJECT MANAGEMENT and is very skilled at PROBLEM SOLVING. She/he has very strong FINANCIAL AND ADMINISTRATIVE COMPETENCES.

BUSINESS MODEL

She/he knows very well that a business stands up if they are able to CREATE, deliver and capture VALUE.

NETWORK

She/He knows THE IMPORTANCE OF PEOPLE that surround her/him in and out of her/his company: goals are reached together. She/he spends time with people. She/he has a strong social life. She/he is able to create TRUE RELATIONSHIPS.

EUROPEAN IDENTITY

She/he understands that European culture is very rich in its differences. These differences, even when they are coming out of Europe and from other cultures and continents, can be source of inspiration for her/his company or business. She/he knows the value of HERITAGE of Europe. Even though she/he sometimes feels restricted by the EUROPEAN LAWS AND REGULATIONS, more constraining than in other continents, she/he is aware that those laws and regulations guarantee to workers and consumers safety of the manufactured products and quality of the services provided by companies.

She/he knows that being European means OPPORTUNITIES.