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EUROPEAN UNION

TEMPorary USes as start-up actions to enhance port (in)tangible heritage

# D4.3.4 – Guidelines for building Entrepreneurial Ecosystem Business Strategies

Document control

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## 1. INTRODUCTION

The present Deliverable contains a summary of the guidelines for Entrepreneurial ecosystem business strategies at pilot level (Ravenna, Rijeka, and Solin). Documents aimed to coordinate an interdependent set of actions/projects (incl. funding opportunities to realize them) along shared lines of development, according to a holistic and thorough strategic framework and through an incremental path of implementation, in which TUAs are the first triggering step.

An entrepreneurial ecosystem is defined as a set of interconnected participants and factors coordinated and connected in such a way as to enable productive entrepreneurship in a certain territory. To achieve the productivity of an entrepreneurial ecosystem, certain conditions must be met, such as: the existence of a network of entrepreneurs, leadership, financing, talent, knowledge and supporting institutions.

Entrepreneurial ecosystem refers to the interaction between institutional and individual stakeholders that enables the development of entrepreneurship, innovation, and growth of small businesses.

The essence of an entrepreneurial ecosystem is its people and the culture of trust and cooperation that enables them to interact successfully. It's an ecosystem that enables rapid flow of talent, information and resources and helps entrepreneurs quickly find what they need at every stage of growth.

The four essential components of an entrepreneurial ecosystem are people, technology, capital, and infrastructure. The first component includes the human capital of the entrepreneurial ecosystem, such as mentorship, leadership and support services provided by incubators and necessary for the growth of startups.

There is no single goal of an entrepreneurial ecosystem, and all participants in an entrepreneurial ecosystem cannot be motivated by just one goal. A self-sustaining entrepreneurial ecosystem must meet the needs of all participants who have different goals.

## 2. STRATEGIC DOCUMENTS ON REGIONAL AND LOCAL LEVEL OF TERRITORY OF PILOT CITIES

In this chapter, it is necessary to highlight strategic goals from county and city development strategies related to culture and tourism and other sectors that are related to the framework of project activities.

It is also important to reference the S3 Smart Specialization Strategy related to the territory, especially regarding Cultural and Creative Industries for the valorisation of Cultural Heritage.

Please use the following links for further information:

<https://s3platform.jrc.ec.europa.eu/what-we-do> <https://s3platform.jrc.ec.europa.eu/s3-for-sdgs-in-croatia>

## 3. ESTABLISHMENT OF HD COLLABORATIVE ENTREPRENEURIAL ECOSYSTEM

The main content of the Urban Strategy (OP1) and the information collected during the initial WP4 activities will be part of the Entrepreneurial Ecosystem Business Strategies at pilot level.

### 3.1. Heritage-driven entrepreneurial goals

Basing on the temporary uses selected and described in OP1 “Port Cities Urban Strategies”, in the following table, for each temporary use assigned to each TEMPUS Cultural Heritage, please select a matching entrepreneurial goal among the following list, identified after the results of Entrepreneurial Local Maps (D4.3.1):

- Opening of new markets (e.g., internationalisation)
- Network opportunities
- Availability of workspaces
- Services to business (submission to tenders and training)
- Incentives and subsidies
- Procedural streamlining

Please feel free to use Ravenna’s working file as an example (tab “goals”):

[https://docs.google.com/spreadsheets/d/10vn1874BxHTYDs7rCz69gU00An5F3R84z4Dt6BZs1eA/edit?usp=share\\_link](https://docs.google.com/spreadsheets/d/10vn1874BxHTYDs7rCz69gU00An5F3R84z4Dt6BZs1eA/edit?usp=share_link)

TEMPUS Cultural Heritage	TYPE OF TEMPORARY USE	GOALS ADDRESSED
CH1		
CH2		
CH3		
...	...	...

*Table 1 – Entrepreneurial goals met by the temporary uses located within the TEMPUS Cultural Heritage assets.*

### 3.2. Local entrepreneurial realm

#### 3.2.1 The composition of the TUA:

In this paragraph, please describe the type of entrepreneurial ecosystem envisioned for the activation of the TUA in your city

[Text]

#### 3.2.2 List of mapped enterprises

Please fill in the following table with the list of subjects which answered the questionnaire aimed at the definition of the Entrepreneurial Local Maps (D4.3.1), clustered in different entrepreneurial typologies. Each Pilot is free to define its own list of entrepreneurial typologies: [Text]

	SUBJECTS	ENTREPRENEURIAL TYPOLOGY
1	Subject 1	
2	Subject 2	
3	Subject 3	

*Table 2 - List of subject identified by D4.3.1 Entrepreneurial Local Maps and the entrepreneurial typology they represent.*

## 4. DEVELOPMENT OF HD ENTREPRENEURIAL BUSINESS STRATEGIES

### 4.1. Strategy objectives

Coherently with the information contained in Chapter 2 and the specific goals summarised in paragraph 3.1, and focusing especially on CBC relations, the Entrepreneurial Strategy aims at the following overall and specific objectives: please fill in the following and add more as you see fit:

Overall Objective: ...

Specific Objective 1: ...

Specific Objective 2: ...

...

### 4.2. Connecting Cultural Heritage and enterprises

Using the table below please identify the function fulfilled by each Cultural Heritage asset and connect it to the entrepreneurial typology(ies) that could either be interested in the realization of the function or benefit from its realization (please specify with a short text in the “entrepreneurial typology” field).

Please feel free to use Ravenna’s working file as an example (tab “functions”):

[https://docs.google.com/spreadsheets/d/10vn1874BxHTYDs7rCz69gU00An5F3R84z4Dt6BZs1eA/edit?usp=share\\_link](https://docs.google.com/spreadsheets/d/10vn1874BxHTYDs7rCz69gU00An5F3R84z4Dt6BZs1eA/edit?usp=share_link)

TEMPUS Cultural Heritage		FUNCTION	ENTREPRENEURIAL TYPOLOGY
CH1			
	CH2		
	CH3		
	...	...	...

*Table 3 - Relation between the Cultural Heritage assets' function and the entrepreneurial typology potentially interested.*

## 5. CONCLUSIONS

As a conclusion, please select 5 actions that will be carried out within the next one or two years. These actions will be the start of the strategy actualization. We suggest choosing project ideas that are currently easy and/or mature enough to be implemented in the short term – it would be preferable to select 5 actions related to the 5 Cultural Heritage assets already addressing the priorities of the Urban Strategy.

[Text]