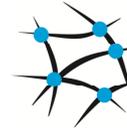


B2B MATCHMAKING EVENT @ BUSINESS MEETS FUTURE

INTERNATIONAL MEETING FO YOUNG ENTREPRENEURS

UDINE, OCTOBER 18TH 2019

Camera di Commercio
Pordenone - Udine



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“BUSINESS MEETS FUTURE”

International Meeting of Young Entrepreneurs
Udine, October 18th 2019

ALPE ADRIA PAPER

Objectives of the document

Identify issues of common interest at European level for the development of business culture and the growth of Youth Entrepreneurship.

List of proposals to be shared with other European young entrepreneurs

1) Reduce mismatch between the needs of business and education by:

- formulating new **training systems** in collaboration with Enterprises and involving the actors of the concerned macro-region. A new system of cooperation between schools, universities and research centers, bridging the gap not only between companies and institutions, but also between different institutions and different entrepreneurial ecosystems;
- creating a European model of **cross-border extended work-related learning experience**, representing a path for high school students that could have a work experience abroad. This may lead to create an entrepreneurial ecosystem able to facilitate internationalization not only in the intra-European context of enterprises that want to be part of it, but also in the global market;
- reducing distance between universities and enterprises, with the collaboration of businesses both in the creation of **study paths in line with market needs**, and with the effective inclusion of students - before graduation - within enterprises, through real practical-training internships.

2) Support entrepreneurship as a mean to **promote sustainable development** and face social challenges.

Starting from the principles of **circular economy**, it is necessary to work on a tangible sustainable business culture, since the transition from the linear model to a circular model is progressively more and more crucial. A circular model that, embracing all the phases - from planning, to production, to consumption, up to the end-of-life destination – may be able to seize every opportunity to limit the input of material and energy, and to minimize waste and losses, by paying attention to the prevention of negative environmental externalities and to the realization of new social and territorial value.

- 3) Stimulate the **creation of new Businesses by:**
- a) working on the **dissemination of business culture in schools**, integrated in the course of study, by: enhancing the value of ideas and entrepreneurship, facing the reality of everyday operations, making available testimonials and concrete witnesses from different types of entrepreneurs. The aim is that of stimulating new business ideas and the development of European economy, starting from new generations;
 - b) **training the entrepreneurs:** identifying specific paths at post-graduate or post-university level, that allow to give an holistic and not partial version of the knowledge needed by today's entrepreneur: from management to the vision of a modern integrated business management, from the digital skills to cross-cutting knowledge, from economic and financial aspects to the organization of work, production and logistic processes, from marketing to communication.
- 4) Work for a **man-centered society** in which anyone can enjoy a high quality of life, where a higher value is recognized to the collaboration between man and machine, where the moral, ethical, economic values of digitalization may be rooted in the whole society. The objective is that of evolving the current concept of welfare by incorporating advanced technologies in different sectors and social activities, and by promoting innovation to create new value.
- This path intends to achieve its aim by **incorporating advanced technologies in different sectors** (BIG DATA, AI) and **social activities** and by promoting innovation to create new value.

Udine, 18th october 2019