

WORKSHOP AGENDA

13th December 2023 | Paris | Hybrid

Entrepreneurial Ecosystem Benchmarking



Entrepreneurial Ecosystem Benchmarking

What's the issue?

Start-ups drive economic growth by bringing innovative new products, services and processes to the market and stimulating competition across the economy. There is wide variation between countries in the numbers of new businesses being created and, crucially, the degree to which these start-ups go on to deliver wider benefits for the economy. A country's success in creating start-ups and growing them into scale-ups is shaped by the quality of its entrepreneurial ecosystem.

How supportive is the regulatory framework for a young business? Is finance available? Is there a strong supply of talent in the labour market or investments in knowledge by universities and corporations? Does society celebrate successful entrepreneurs and encourage risk-taking? The answers to these questions will provide insights into the conditions for entrepreneurship, and ultimately the way in which prosperity is achieved in countries.

The OECD is starting to develop a national entrepreneurial ecosystem benchmarking tool to measure the strengths and weaknesses of entrepreneurial ecosystems in order to support policy makers in diagnosing important areas for national policy action, and to monitor the evolution of the ecosystem and evaluate policy interventions. The tool will be made up of a series of internationally-comparable indicators of entrepreneurial ecosystem elements and its entrepreneurship outputs, working with experts at Utrecht University.

Why attend the webinar?

This workshop is a technical workshop to discuss the proposed structure, elements and indicators of the tool and how the tool can be used in future policy development. Participants will learn about the kinds of data that are available to analyse entrepreneurial ecosystems internationally and how these can be leveraged to generate policy-relevant insights.

The issues that will be covered include:

- Why benchmark national entrepreneurial ecosystems?
- What indicators and data sources can be used to measure different aspects of an entrepreneurial ecosystem? How should these be weighted?
- How can the benchmarking of national entrepreneurial ecosystems be used by policy makers to strengthen policy support for high potential start-ups?

Register

Register Here

After registering, you will receive a confirmation email containing information about joining the meeting. If you do not receive an email confirmation or have trouble registering, please contact: Heather.Mortimer@oecd.org

For more information, contact: Jonathan.Potter@oecd.org / Pablo.Shah@oecd.org

Agenda

Event moderators:

Dr. Jonathan Potter, Head of the Entrepreneurship Policy and Analysis Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

Prof. Erik Stam, Utrecht University & Stellenbosch University

10.00-10.20 **Welcome**

Welcome remarks by the OECD Secretariat and Utrecht University, followed by a tour de table of workshop participants.

Dr. Jonathan Potter & Prof. Erik Stam

10.20-11.00 **Setting the scene: Taking stock of existing ecosystem benchmarking initiatives and gaps**

Presentation on the rationale for developing a new set of indicators on the performance and characteristics of entrepreneurial ecosystems at the national level, examining strengths, weaknesses and gaps of existing approaches to benchmarking entrepreneurial ecosystems.

Prof. Erik Stam

Discussant: Prof. Roy Thurik (TBC)

Audience discussion:

- **What should be maintained and what could be improved with existing approaches?**

11.00-11.30 **A National Entrepreneurial Ecosystem Index – Preliminary Methodology**

Presentation of the pilot Entrepreneurial Ecosystem Index developed by the OECD and Utrecht University. The session will provide an in-depth review of:

- The different elements of the Entrepreneurial Ecosystem Index.
- The indicators and underlying data sources contained within each element of the National Entrepreneurial Ecosystem Index.
- Criteria for selecting indicators and data sources.
- Approaches to weighting indicators and elements.

Pablo Shah, Policy Analyst, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

11.30-13.00 **Feedback session on the National Entrepreneurial Ecosystem Index**

Moderator: Dr. Jonathan Potter

Workshop participants to provide feedback on the pilot Entrepreneurial Ecosystem Index, based around the following discussion questions:

Discussion session 1 (30 minutes): Data

Discussant: Prof. Mark Hart (TBC)

- Are there indicators or data sources in the pilot index that should not be used?

- Are there other indicators or data sources that should be used in the Entrepreneurial Ecosystem Index?

Discussion session 2 (30 minutes): Methods

Discussant: Prof. Scott Stern (TBC)

- How should the weightings of the elements and indicators be set? Are there particular indicators and elements that should have a higher or lower weighting?
- Are there areas where you would change the structure of the Entrepreneurial Ecosystem Index in terms of the different constituent elements and the distribution of indicators within the elements?
- How should raw country data be converted to normalised indicator scores (0-100)? How to handle outliers or extreme values?

Discussion session 3 (30 minutes): Diagnostics, monitoring and evaluation

Discussant: Prof. Colin Mason (TBC)

- How can the index be used as a diagnostic tool?
- How can we use it to monitor ecosystems?

Each discussion session will comprise 10 minutes of remarks by the discussant and 20 minutes of open discussion.

The feedback from these sessions will be used to refine the pilot Entrepreneurial Ecosystem Index.

13.00-14.00

Lunch

14.00-15.00

Policy applications

Moderator: Dr. Jonathan Potter

This session will present how the development and monitoring of the national Entrepreneurial Ecosystem can assist policy makers in the design, implementation, monitoring and evaluation, and refinement of policies for high potential start-ups and scale-ups.

Policy officials will remark on the potential policy applications of the Entrepreneurial Ecosystem Index, based around the following questions:

- To what extent could the indicators be used by policy makers as a diagnostic tool for entrepreneurship policies? How could they go about doing this?
- How could governments identify which countries they should benchmark themselves against?
- Can the indicators support monitoring of entrepreneurship policy at i). the strategy level, ii). the programme level, iii) the project level? If so, how?
- To what extent could the indicators be used by policy makers to justify new or existing measures to support entrepreneurship?

Prof. Erik Stam

Discussant: Lucien Vijverberg (TBC)

Open discussion

15.00-15.15

Wrapping up

Prof. Erik Stam & Dr. Jonathan Potter