

Det entreprenöriella samhället

Så stärker vi entreprenörskapet efter covid-19

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Presentation på Estrad:webbinarium arrangerat av ESBRI 24 februari 2021

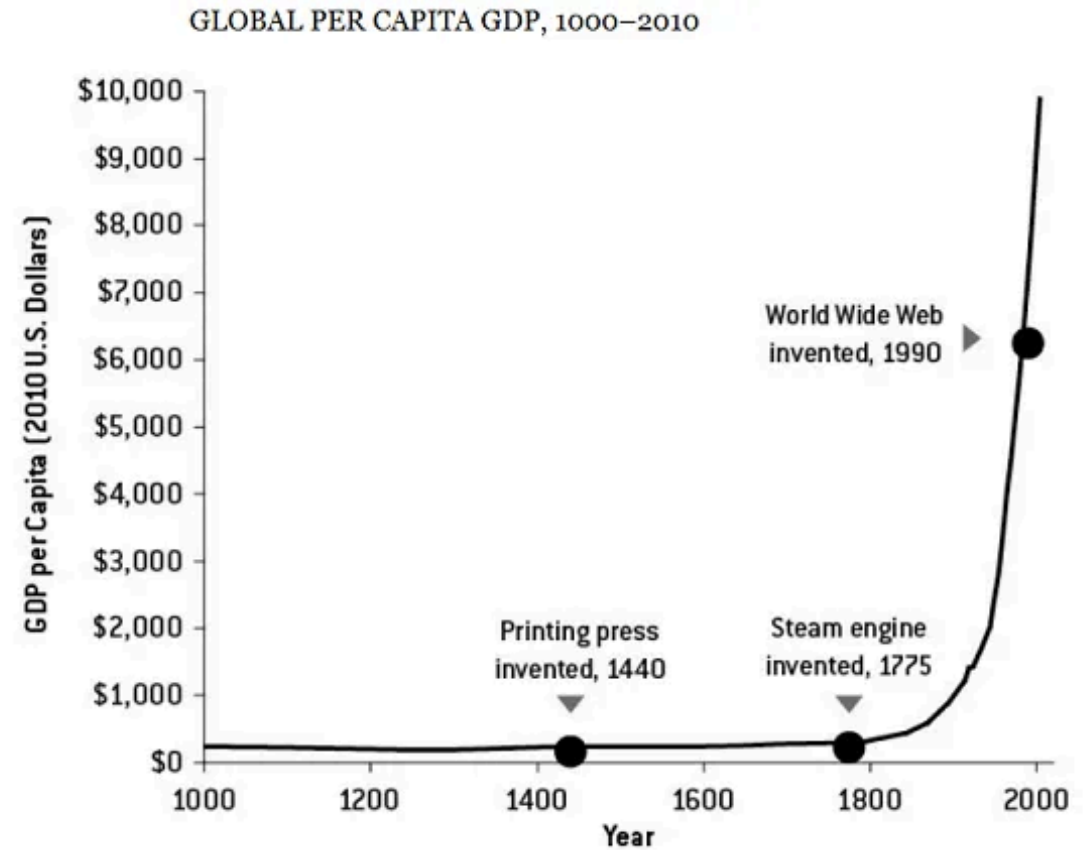
Innovationer

Schumpeter (1911): *Innovationer* = nya kombinationer av (ny och gammal) kunskap.

Inte uppfinningar:

- Den första ångmaskinen användes bara för att öppna tempeldörrarna Alexandria.
- Coronavaccin: Sverige v. Israel

En uppfinning blir en innovation först när den fått spridning i ekonomin, oftast i form av nya varor och tjänster.



Källa: Maddison (2003)

Innovationer

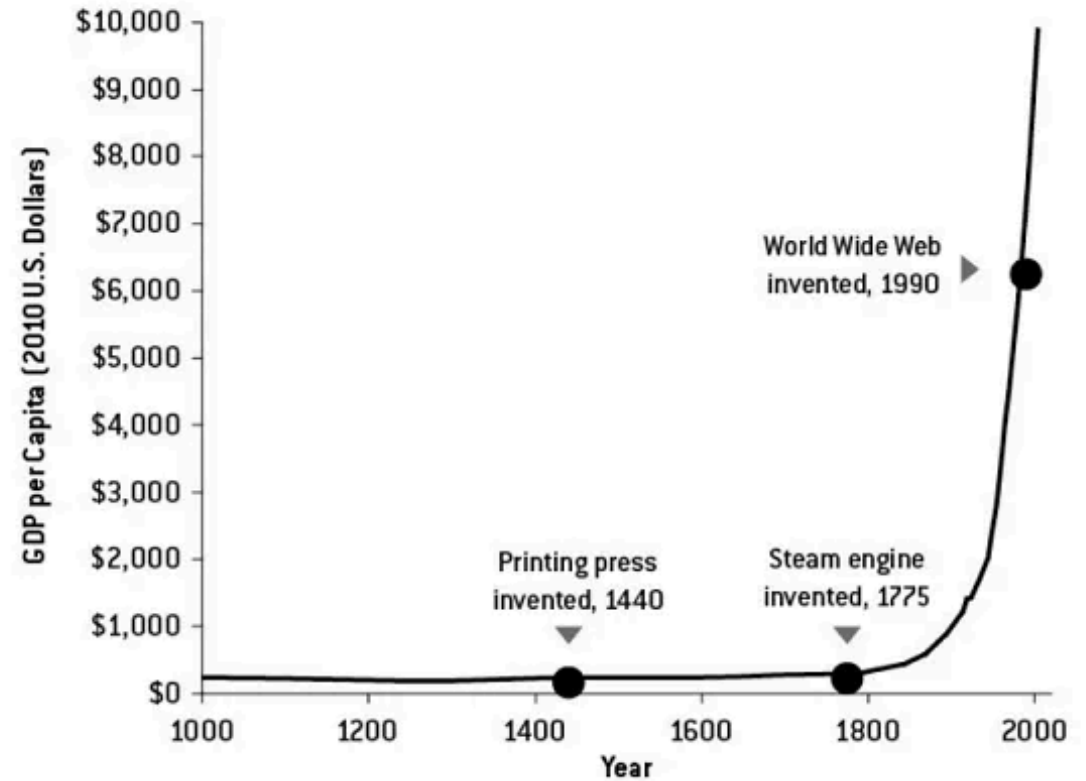
Ofta: *entreprenörskap* behövs för att nya varor och tjänster ska komma till stånd.

(*Schumpeterianskt*) *entreprenörskap*: förmågan och viljan hos individer, på egen hand eller inom organisationer

- att upptäcka och/eller skapa nya ekonomiska möjligheter
- att introducera sina idéer på marknader under osäkerhet
- att skapa värde

Henrekson & Stenkula (2016)

GLOBAL PER CAPITA GDP, 1000–2010



Källa: Maddison (2003)



Financial and Institutional Reforms
for the Entrepreneurial Society

EU-kommissionen (2010): “Innovationsnödläge” i Europa. Och annorstädes? Reformerna behövdes innan 2020 och de behövs ännu mer i dag.

Bok: 50 förslag för att göra EU mer entreprenöriellt och innovativt, och redo att möta nästa chock.

Antifragilitet: Precis som immunförsvaret stärks av att bekämpa en sjukdom så måste länder, människor och existerande företag utmanas för att kunna växa. → Systemet blir bättre på att hantera morgondagens utmaningar (antifragilitet).

International Studies in Entrepreneurship

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The Entrepreneurial Society

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Financial and Institutional Reforms for the Entrepreneurial Society

Här diskuterar vi sex breda reformområden, giltiga även bortanför EU:

- i. *Rättssäkerhet och äganderättsskydd*
- ii. *Beskattning*
- iii. *Sparande och finansiering*
- iv. *Arbetsmarknad och social trygghet*
- v. *Konkurrensutsatta marknader*
- vi. *Humankapital för entreprenörskap*

Fokus på principerna för hur ett institutionellt system bör se ut för att vara så entreprenöriellt som möjligt.

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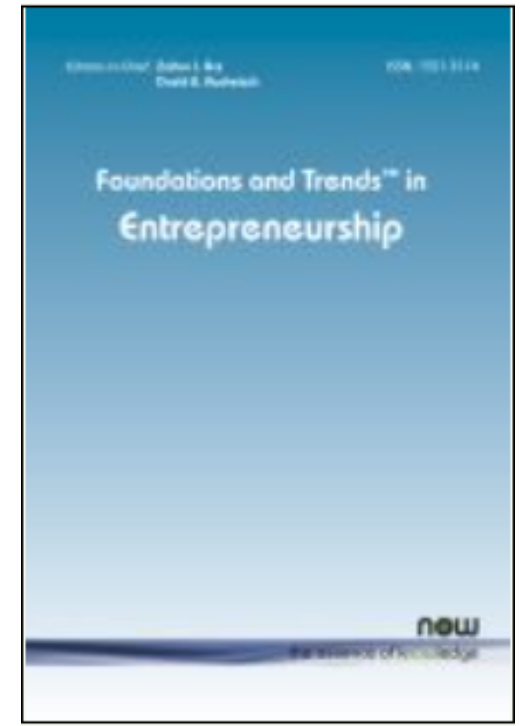
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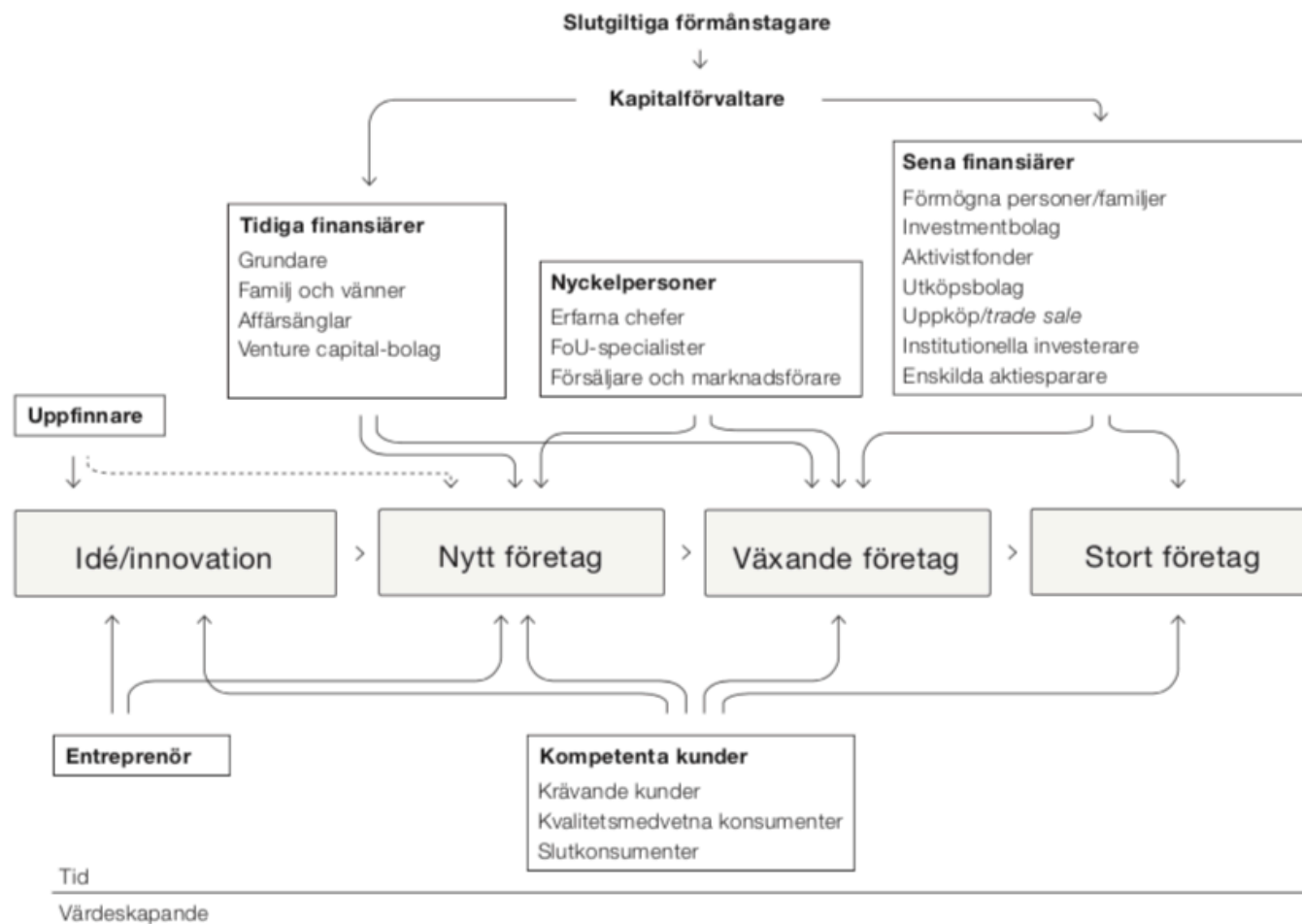
Schumpeter: The entrepreneurial function “may be and is often filled cooperatively”

Artikeln ”Innovative Entrepreneurship as a Collaborative Effort:
An Institutional Framework”

utvecklar en modellram för att analysera detta → det innovativa
samarbetsblocket



Det innovativa samarbetsblocket



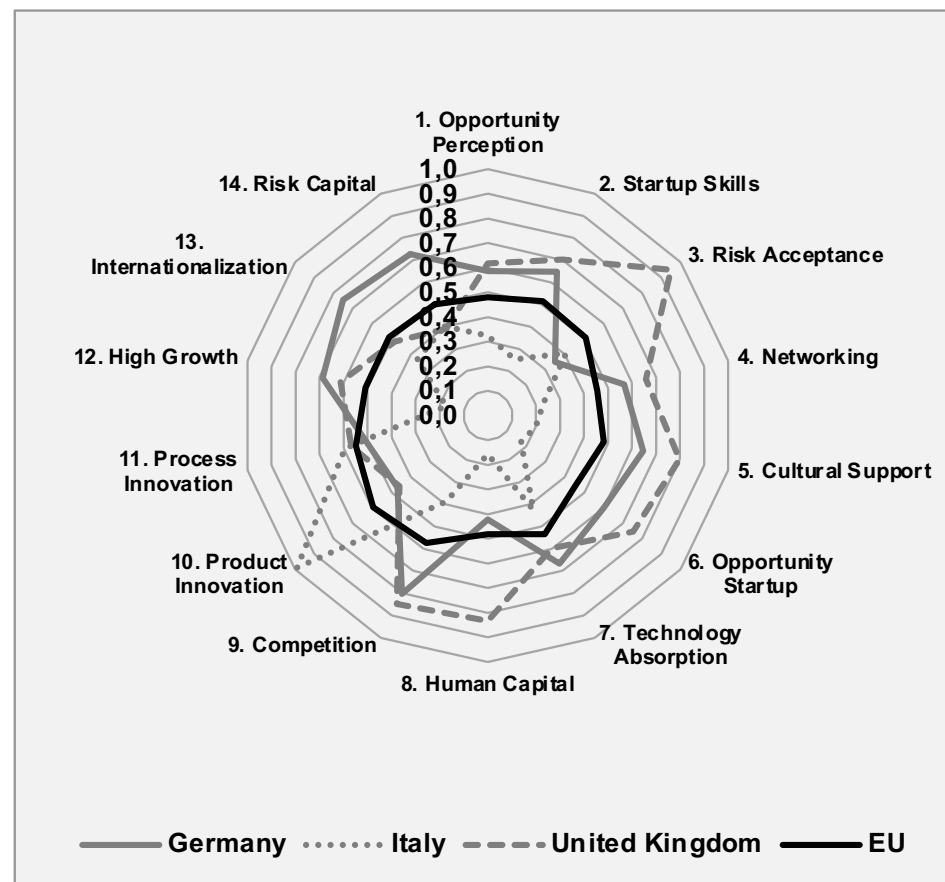
Den experimentellt organiserade ekonomin gör samma poäng (EOE, Eliasson 1996; Johansson 2009).

En klok reformagenda...

Behöver ta avstamp i det innovativa samarbetsblocket.

Ingen *one-size-fits-all*-strategi. Det finns olika kapitalismer.

Tvillingvolym: Sanders, Stenkula m. fl. (2020). *The Entrepreneurial Society: A Reform Strategy for Italy, Germany and the UK*, som lånar förslag som är relevanta för varje land från vår meny om 50 förslag.



I. Rättssäkerhet och äganderättsskydd

Table 2.3 Summary of proposals regarding rule of law and property rights protection, specifying the level in the governance hierarchy where the necessary decisions should be made.

No.	Principle(s)	Policy Area	Proposal	Policy Level*
1	Legality	The rule of law	Strengthen monitoring and enforcement mechanisms to improve and safeguard the performance of all member states on rule of law, protection of property rights, and government effectiveness.	EU, MS, REC LOC
2	Justifiability	Patents and intellectual property	Limit the breadth, width and span of patent protection to cover working prototypes and market-ready innovations only for a short period of time, and permit economic actors to infringe upon patents that have not been commercialized.	EU, MS
3	Justifiability	Patents and intellectual property	Require patent applicants to set the price for the license before the commercial application is known instead of allowing them to negotiate the terms of a license contract afterwards.	EU, MS
4	Justifiability	Patents and intellectual property	Introduce and support existing experiments with open source patent registration.	EU, MS, REC

*EU = federal level; MS = member state level; REG = regional government level; LOC = local/municipal level.

Stärk rättssäkerheten och äganderättsskyddet.

Nödvändiga villkor för att det alls ska bli något entreprenörskap. Reducerar osäkerhet och garanterar att entreprenörer får njuta frukterna av sitt arbete.

IP illustrerar dock vad som händer när äganderätten blir för stark. Avvägning mellan nytt och gammalt.

II. Beskattning

Table 3.3 Summary of proposals regarding taxation, specifying the level in the governance hierarchy where the necessary decisions should be made.

No.	Principle(s)	Policy Area	Proposal	Policy Level*
5	Neutrality and Transparency	Labor taxation	Reduce high tax burdens on labor instead of making subsidies, pension rights and social benefits more conditional on employment status.	MS
6	Transparency	Corporate income taxation	Eliminate discrepancies between statutory and effective corporate income tax rates.	EU, MS
7	Moderation and Transparency	Corporate income taxation	Grant full corporate income tax exemption to genuinely new, innovative start-ups through their 3 rd year, with the long-term goal of abolishing corporate income taxation altogether.	EU, MS
8	Moderation and Transparency	Dividend and capital gains taxation	Countries should aim for low dividend and capital gains tax rates with few exceptions and few (opaque) concessionary schemes.	EU, MS
9	Moderation and Neutrality	Wealth taxation	Harmonize and reduce taxes on private wealth, private wealth transfers and inheritance if productively invested.	MS
10	Moderation and Neutrality	Inheritance taxation	Harmonize inheritance taxes across member states and introduce a moderate flat tax rate and exempt the majority of inheritances from taxation.	EU, MS
11	Neutrality	Debt and equity taxation	Initiate a balanced program aiming to achieve tax neutrality between debt and equity finance.	EU, MS
12	Moderation	Stock options taxation	Taxes on capital gains on stock options and the underlying stock in start-ups should be low and only be taxed when exercised and/or sold, i.e., when gains are realized.	EU, MS

*EU = federal level; MS = member state level; REG = regional government level; LOC = local/municipal level.

Ett enkelt skattesystem med få undantag.

Ingen vet var eller hur morgondagens stora innovationer kommer att uppkomma

Skattesystemet måste avstå från att främja specifika ägarkategorier, finansieringskällor eller ekonomiska aktiviteter. Skapa en rättvis spelplan för utmanare.

III. Sparande och finansiering

Table 4.2 Summary of proposals regarding savings, capital and finance, specifying the level in the governance hierarchy where the necessary decisions should be made.

No.	Principle(s)	Policy Area	Proposal	Policy Level*
13	Neutrality and transparency	Private wealth	Allow for more wealth to accumulate and remain in private hands and make it possible, easy and attractive to invest such wealth in entrepreneurial ventures.	MS, REG, LOC
14	Neutrality and Justifiability	Pension funds	Allow people to choose how and where to invest part of their pension savings individually.	EU, MS
15	Neutrality and Justifiability	Pension funds	Pension funds and other institutional investors should, on an experimental basis, be allowed to invest more in equity in general and in venture capital specifically.	EU, MS
16	Neutrality and Justifiability	VC	Develop competencies for private equity and venture capital investment in the field and avoid promoting VC capital with public funding directly.	MS, REG, LOC
17	Neutrality	VC	Reduce barriers to the sale, acquisition and IPO of VC-funded start-ups to facilitate profitable exits.	EU, MS
18	Neutrality and Transparency	Banks	Ensure that (appropriately anonymized) credit decision information becomes publicly available in the system of bank loan guarantees for start-ups.	MS, REG
19	Neutrality and Justifiability	Banks	Increase the mandatory equity ratio in banking gradually to 10–15 percent to allow them to take on more risk responsibly in their lending portfolios.	EU
20	Neutrality and Justifiability	Banks	Introduce central bank digital currency to replace deposits at commercial banks as the dominant medium of exchange.	EU, MS
21	Neutrality	FinTech	Implement a light-touch regulatory regime for equity crowdfunding and peer-to-business lending.	EU, MS
22	Neutrality and Transparency	FinTech	As part of its efforts to allocate the Juncker Fund, the European Investment Bank could experiment with a euro-denominated European crowdfunding platform and match successful campaigns with public funds.	EU

*EU = federal level; MS = member state level; REG = regional government level; LOC = local/municipal level.

Klokt kanaliserade besparingar.

Banker och pensionsfonder måste ofta kanalisera merparten av sparandet in i “säkra” tillgångar som fastigheter, storföretag och regeringar.

En stor kreativ potential skulle frigöras om dessa aktörer bara kunde investera lite mer i entreprenöriella projekt.

IV. Arbetsmarknad och social trygghet

Table 5.1 Summary of proposals regarding labor markets and social security, specifying the level in the governance hierarchy where the necessary decisions should be made.

No.	Principle(s)	Policy Area	Proposal	Policy Level*
23	Neutrality and Transparency	Employment protection	Relax the stringency of employment protection legislation for permanent contracts.	MS
24	Neutrality	Employment protection	Allow for more flexibility in working hours by reconsidering overly stringent minimum requirements for daily and weekly working hours, holidays, irregular hours and overtime.	EU
25	Neutrality and Transparency	Employment protection	Lift the legal enforceability of confidentiality agreements between employers and their employees.	EU, MS
26	Neutrality	Social security	Guarantee equal access to welfare state arrangements for all, regardless of tenure in a specific job or labor market status.	EU, MS
27	Neutrality and Transparency	Social security	Carefully consider the impact of flexicurity reforms on young firms and do not force them to take on excessive risks and burdens.	MS
28	Transparency and Justifiability	Social security	Introduce mandatory universal insurance to cover healthcare costs, old age and disability.	MS
29	Neutrality	Social security	Ensure full portability of social security entitlements by making them independent of tenure at a specific employer.	EU, MS
30	Neutrality and Moderation	Social security	Investigate the possibility of establishing a modest but unconditional floor in the social security system through a negative income tax system.	EU, MS
31	Neutrality	Active labor market policy	Establish or strengthen training programs to prepare workers for new occupations.	EU, MS, REG, LOC

*EU = federal level; MS = member state level; REG = regional government level; LOC = local/municipal level.

Flexibla sociala förmåner

Möjligheten att agera entreprenöriellt ökar då folk enklare kan röra sig mellan jobb och yrkesområden.

I ett flexicurity-system skulle sociala förmåner följa med individer som lämnar en trygg anställning. Det sänker alternativkostnaden för entreprenörer och anställda.

V. Konkurrensutsatta marknader

Table 6.1 Summary of proposals regarding contestable markets for entry and exit, specifying the level in the governance hierarchy where the necessary decisions should be made.

No.	Principle(s)	Policy Area	Proposal	Policy Level*
32	Contestability	Entry Barriers	Excessive barriers to new business formation and new entry should be lifted where possible	EU, MS, REG, LOC
33	Contestability, Transparency and Justifiability	Entry Barriers	Create transparent and open systems of occupational certification, such that people can easily move across occupations and in and out of new ventures.	EU, MS
34	Contestability and Justifiability	Entry Barriers	Continue to harmonize and liberalize product and service markets in the Union by setting functional and transparent minimum requirements and limiting the influence of lobbyists	EU
35	Contestability	Entry Barriers	Undertake the responsible deregulation of publicly provided services to introduce contestability into these growing areas of the economy.	EU, MS
36	Contestability and Justifiability	Entry Barriers	Allow experiments with private actors providing public services in carefully designed markets and learn from these experiments	MS
37	Contestability and Transparency	ICT	Invest in excellent, open access digital infrastructure for European citizens and businesses.	EU, MS, REG, LOC
38	Transparency	ICT	Develop open but responsible standards and open regulation for the many digital platforms that emerge to facilitate peer-to-peer and business-to-business trade, services and finance.	EU
39	Justifiability	Insolvency	Insolvency regulation should protect ventures that are inherently healthy and promising and allow for a quick and ex ante transparent liquidation of those that are not.	EU, MS
40	Transparency	Insolvency	Set up publicly funded "entrepreneurial knowledge observatories" where knowledge accumulated in the entrepreneurial process is collected, curated and freely diffused	REG, LOC

Låga inträdes- och utträdesbarriärer på marknader.

När det är enkelt att starta, driva och lägga ner företag kan nya idéer testas snabbt och till en låg kostnad.

Ger också upphov till konkurrenstryck som tvingar existerande företag att bli bättre.

VI. Humankapital för entreprenörskap

Table 7.2 Summary of proposals regarding mobilizing human capital for entrepreneurship, specifying the level in the governance hierarchy where the necessary decisions should be made.

No.	Principle(s)	Policy Area	Proposal	Policy Level*
41	Neutrality and Contestability	Education system	Reforms in primary and secondary education should provide pupils with a solid and coherent knowledge base and promote initiative, creativity and a willingness to experiment	MS, REG, LOC
42	Neutrality and Contestability	Education system	Promote STEM education and English as a (mandatory) second language early on and then throughout educational career.	EU, MS
43	Justifiability and Neutrality	Education system	Invest in high-quality tertiary level technical education by attracting excellent teaching staff and students and by strengthening Europe's strong tradition of vocational training.	MS
44	Justifiability and Contestability	Universities/ Entrepreneurial clusters	The link between universities and external stakeholders should be strengthened by encouraging universities to stimulate entrepreneurial initiatives and university spinoffs.	MS, LOC
45	Justifiability and Contestability	Universities/ Entrepreneurial clusters	Both the EU and its member states should create healthy, well-funded, academic institutions that allow Europe's most talented academics to pursue their research interests.	EU, MS
46	Justifiability and Contestability	Entrepreneurial clusters	Liberalize, where possible, spatial planning regulations to allow the endogenous clustering of business activity rather than trying to plan clusters from the top down.	MS, REG, LOC
47	Neutrality and Contestability	Immigration	Reform the European Blue Card system to also include non-employees and people lacking high formal educational credentials provided they have a plan to support themselves and the requisite equity to start a viable business.	EU
48	Justifiability and Contestability	Innovation policy	Develop highly competitive programs encouraging small businesses to engage research and development with the potential for commercialization.	EU, MS
49	Justifiability and Contestability	Innovation policy	Support international partnerships for innovation through specific innovation challenges.	EU
50	Justifiability and Contestability	Innovation policy	Institute technology inducement prizes to further the development of commercially applicable knowledge in especially important areas, such as climate change.	EU

Dilemma: Egenskaper som premieras i skolan gör dig inte nödvändigtvis till en bra entreprenör/innovator.

Utbildningssystem måste fokusera på kunskap *och* kreativitet från första klass till doktorandprogram.

Entreprenöriella element i alla utbildningar, och entreprenörskapsutbildningar för de som vill.

Avslutning

- Entreprenörskap behövs för att innovationer ska bli verklighet i form av varor och tjänster som skapar mervärde. Rustar även samhällen för kommande chocker.
- Det institutionella ramverket avgör hur ett samhälles entreprenörskap kommer till uttryck.
- Det innovativa samarbetsblocket hjälper oss att identifiera och prioritera ett samhällets svagaste institutioner (flaskhalsar). Ökar sannolikheten för samarbeten som skapar mervärde.
- Boken finns gratis [här](#)

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Tack!

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