

## **Appendix 1: European Sustainable Competitiveness Programme**

### **Priority 2: Sustainable Enterprise and Entrepreneurship**

#### **Objectives and eligible activity**

##### Objectives

- To increase business start ups and improve survival rates;
- To encourage growth of NI firms by encouraging companies of all types and sizes to become more market-aware, research aware, outward looking, export orientated and committed to ongoing business development; and
- To promote foreign direct investment
- To facilitate a globally competitive and sustainable tourism industry.

##### Eligible Activity

The list of indicative actions proposed in the Competitiveness Programme Guide is as follows:

- Encouraging measured risk taking through targeted promotion and facilitating SMEs access to business support services
- Promotion of entrepreneurship amongst under-represented groups – women, youth, ethnic minorities, disabled people and those from disadvantaged communities
- Strengthening the Incubation infrastructure available to nurture start-up ideas and accelerate the growth of new business ventures, for example, social economy businesses
- Encourage franchising as a route to entrepreneurship, strengthen entrepreneurial networks and support business networks and clusters
- Enhance the locally based business support infrastructure to supplement the current ENI network and incorporate further 'Go for it' franchise outlets including FE colleges, DEL Job Centres, University Business outreach centres, community economic development organisations and District Council Offices. This will embed an entrepreneurship support structure at community level and reinforce the message from the 'bottom up'
- Strengthen entrepreneurial networks
- Local Enterprise and Community (urban and rural) regeneration initiatives and activities
- Investing in tourism capital projects and product development activity including Signature projects and the development of sustainable activity tourism.