



**WORLD  
ENTREPRENEURSHIP FORUM**

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**EVIAN**



**Recommendations of the First World  
Entrepreneurship Forum**

January 2009

## PREAMBLE

On November 13, 14, and 15, 2008, entrepreneurs, social entrepreneurs, politicians and academics from around the globe met in Evian, France at the first ever World Entrepreneurship Forum. Participants found the following to be true:

**Entrepreneurs** are those who, through their passion, perseverance, creativity, and risk-taking, foster wealth creation and social justice.

**Entrepreneurship** has always played a major role in society and that trend will increase in the challenging decades to come. Entrepreneurship will continue to alter the world in significant and positive ways, for several reasons:

- **Entrepreneurship is accelerating:** Whether it is the rise of an entrepreneurial middle class in “communist” China, the fall of the Soviet Union, or Muhammad Yunus winning the Nobel Peace prize for his Grameen Bank’s microloans to the entrepreneurial poor, entrepreneurship continues to gain speed and transform the planet.
- **Entrepreneurs are non-denominational problem solvers:** Though the members of the World Entrepreneurship Forum ranged from women entrepreneurs in Africa to white Europeans, they all had one thing in common: A ferocious desire to make the world a better place.
- **Entrepreneurs are innovators:** The new millennium is bringing new challenges requiring new solutions that are often beyond the capability of governments alone. Enter the entrepreneur.

Entrepreneurs will therefore be vitally important contributors to wealth creation, social justice, and sustainability in the decades to come and fostering entrepreneurship therefore is vital to creating a healthier, greener, more prosperous world. As such, the members of the World Entrepreneurship Forum make the following recommendations to policy-makers and other interested parties:

## RECOMMENDATIONS

1. **Reform Regulations:** To promote a truly entrepreneurship-centered business climate, reform tax and regulatory environments so as to make it easier, faster, and less costly for entrepreneurs to set up enterprises, grow them if they are successful, or close them if not; minimize the time they spend on licenses, tax procedures, litigation and other similar activities.
2. **Create New “Entrepreneur-Friendly” Institutions.** Introduce new-style entrepreneurship-friendly support institutions that provide technological knowledge, market information, business know-how, certification services, access to capital, and other essential business support.
3. **Promote Proper Governance.** Set forth a governance framework which unambiguously encourages risk-taking, while also ensuring that ethics lapses, corruption, and neglect of environmental sustainability carry a high cost to reputation.
4. **Foster Positive Entrepreneurial Attitudes.** Foster a cultural context where entrepreneurship has a positive image and where entrepreneurial success is publicly celebrated.
5. **Create an Early Education Entrepreneurial Curricula.** Include within schools a curricula that promotes the development of the skills and attitudes that are the hallmark of entrepreneurship, such as: Creating a vision, perseverance, creativity, spotting needs, empathy, leadership, dealing with ambiguity, risk-taking, and follow-through.

6. **Develop Young Adult Entrepreneurial Curricula.** Include within an education curricula practical elements of entrepreneurship and business development so as to increase the entrepreneurial IQ within the community.
7. **Promote Lifelong Entrepreneurial Education.** Provide entrepreneurs lifelong learning and development platforms for sharing of experience and best practices, coaching and mentoring, mutual support, and international networking, with the strong support of key stakeholders from business and civil society.
8. **Empower Entrepreneurial Women, Minorities and the Disadvantaged.** Support programs must also specifically target women, minorities, and the disadvantaged. Further, governments should implement laws and policies that ensure that entrepreneurs are sensitive to gender empowerment as well as diversity promotion.
9. **Understand Entrepreneurship:** Make it known that entrepreneurs are positive agents of social change, wealth creation, transparency, sustainability, and innovation.

### **About the World Entrepreneurship Forum**

The World Entrepreneurship Forum, founded by EMLYON Business School, the leading European business school in entrepreneurship, and KPMG, the leading tax, audit and advisory services company, is the first worldwide think-tank dedicated to entrepreneurs and their role in society.

The World Entrepreneurship Forum is built up of 96 members representing 35 different nationalities, and gathers entrepreneurs, social entrepreneurs, politicians and experts.

Babson College, Region Rhone-Alpes and OECD are partners of the World Entrepreneurship Forum.

**[www.world-entrepreneurship-forum.com](http://www.world-entrepreneurship-forum.com)**

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