

YOUNG ENTREPRENEURS IN THE NEW ERA OF SUSTAINABILITY AND DIGITALIZATION

TRANSFORMING YOUNGERS' ENTREPRENEURIAL SPIRITS INTO A SOLID ORGANIZATIONAL CULTURE FOR RENEWAL

In a disruptive and unpredictable setting, **young entrepreneurs can represent a strong and precious resource of resilience**, capable of favoring not only the recovery of global manufacturing, but also the reshaping of its conventions and culture.

TWO KEY QUESTIONS ADDRESSED

- How can young entrepreneurs thrive by using their innate characteristics such as willingness to change, curiosity and competences on digitalization and sustainability?
- How can they transform such forces in an institutionalized and organizational culture capable of impacting the long-term resilience of manufacturing?



WORLD
MANUFACTURING
FOUNDATION



Giovani Imprenditori
Unione degli Industriali
della Provincia di Varese

CONTEXT

A more-than-ever “balkanized” international scenario

New and disruptive technologies arise

Sustainability is a key success factor of resilience and transformation of manufacturing

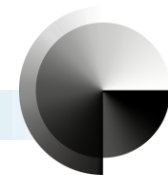
Strong and unprecedented fiscal policies: American Rescue Plan, Next-Generation EU

The stance towards digitalization

The stance towards sustainability

Disruptive willingness towards change and action of younger generations:

- growth and stabilization of start-ups
- renewal and nourishment of inherited existing companies / generational change



WORLD
MANUFACTURING
FOUNDATION



Giovani Imprenditori
Unione degli Industriali
della Provincia di Varese

RECOMMENDATIONS

ENTERPRISE

1. Interdisciplinarity (“hard” and “soft”) is the key for a consistent and enduring entrepreneurial culture, along with upskilling/reskilling

2. Importance of mission/vision, market strategy and “storytelling” in innovation and sustainability

3. Conceiving sustainability and technology as linked

ECOSYSTEM

4. Positive contamination between start-ups and mature companies is necessary to bridge the weaknesses of one with the strengths of the other

5. Empowering new channels of communication and networking for young entrepreneurs to favor common actions of collaboration on new investments/start-ups, along with “servitization”

ADVOCACY

6. Favoring the involvement of entrepreneurial organizations to facilitate solidity of young enterprises

7. Bridging a dialogue with international and national public policy actors that aims at reducing excessive interventionism and favors meaningful positive public-private collaborations and access to foreign markets

