

# "Public Employment Services and Entrepreneurship: A challenge for inclusive and sustainable economic development".

**Entrepreneurship: a lever for action to overcome informality and social exclusion**

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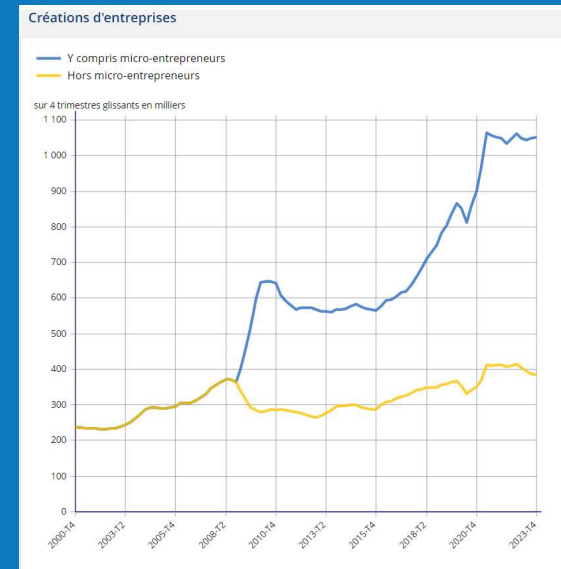
**Tunis, 22-23 February 2024**



## 32% of French people are now involved in the entrepreneurial chain, from the initial idea to the business owner

- 92,082 businesses were created in 2022 (+.7.1% in one year)
- including 56.1% micro-entrepreneurs
- A trend strongly encouraged by micro-entrepreneurs

**Involvement among women, young people and in priority urban neighbourhoods (QPV) is growing steadily**



## France Travail is involved in the emergence phase of the business start-up or takeover project business

- To help jobseekers decide whether to make this their **main career project**
- To direct them towards the **most appropriate partners** and continue to support their project
- In conjunction with regional councils, Bpifrance and specialist support networks

## Key figures

- **10%** of jobseekers (537,483) were considering setting up or taking over a business as their 1st professional project at the end of 2022
- **80%** of companies set up with support are still in business 3 years after their launch, whereas almost one in two companies set up without support disappears.
- within 3 years (source: Bpifrance).
- **101,280** Activ'Créa beneficiaries in 2022

France Travail works in partnership with a number of players...

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...and has regular exchanges with other players involved in supporting start-ups



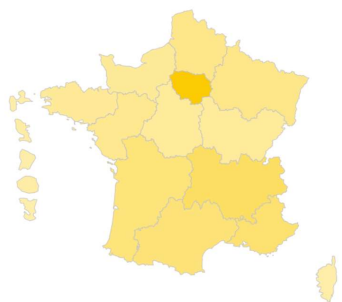
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## THE CHALLENGES

- Promote business start-ups and takeovers as a **professional opportunity** (particularly for people who create less, such as women and residents of Priority Urban Neighbourhoods), by taking part in events organised by partners.
- As far as possible, provide support for business start-ups by a **specialised support structure** (in particular those run by Bpifrance as part of the Cap Créa collective).
- In particular, highlight the structures capable of meeting the most frequent needs of jobseekers with a business start-up project: **access to finance** and **setting up in a secure environment that limits isolation**.



## EXAMPLES OF ACTIONS

### National actions

- Masterclass offered by Pôle emploi at the BIG event, organised by Bpi France in October 2022: "Jobseekers: starting your own business is for you".
- Experimentation of kiosks to raise awareness of business creation in 50 Pôle emploi branches in disadvantaged neighbourhoods, in partnership with Bpifrance.
- Securing compensation for jobseekers after signing a Company Project Support Contract (CAPE), in conjunction with the Business incubators Union and the Federation of Activity and Employment Cooperatives (CAE).

### Regional illustrations

- Participation in the "Entrepreneurship for All Bus" tour (with BGE, in Normandy) or the "Adie Bus" (with Adie, in Centre-Val-de-Loire).
- "Printemps des créatrices" initiatives with Force femmes in Auvergne-Rhône-Alpes.

## The challenge of full employment is the ambition of France Travail and the Employment network in terms of business start-ups and takeovers.

- By studying the career paths of jobseekers who are planning to set up or take over a business, in order to **analyse** them and **offer even more appropriate and personalised solutions**.
- By setting up a **data exchange with Bpifrance** to identify DEs with a business start-up project and supported by one of the members of the Cap Créa collective.
- By testing an expert diagnosis to **assess the economic viability of the** business start-up or takeover **project**, before referring it to an expert structure suited to the situation.



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# THANK YOU