



TECHNOLOGICAL UNIVERSITY DUBLIN

BLANCHARDSTOWN CAMPUS

Academic term	2023-24
Year	Year 4
Semester	SEMESTER EIGHT
Assignment Submission Date	14 th of April
Title of Assignment	CA4 (GEM) Global Entrepreneurship Monitor 2021 survey of entrepreneurship in Ireland

Programme code	Programme title	Module code
TU884	Bachelor of Science in Horticulture (Honours)	HTSC H4023

Module Title	Entrepreneurship & Enterprise Development
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Internal Examiner:	<i>Robert Hickey</i>
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Instructions to candidates:

1.	You <u>must answer all sections of this brief</u> . Please use the template provided on the module webpage https://www.learning101.ie/files/eedca4template24.docx
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Requirement:

You should answer the following questions.

Based on the statistics presented below from (GEM), the Global Entrepreneurship Monitor, 2021 survey of entrepreneurship in Ireland:

1) Focusing on the **when**, **who** and **why**, where would **you fit** into these survey results and what impact might the findings that are presented here have on you and your potential future enterprise.

You should write at least half a page on each of the following

- i. where you think **you fit** into this survey,
- ii. the impact of the **when** results on your future enterprise,
- iii. the impact of the **who** results on your future enterprise and,
- iv. the impact of the **why** results on your future enterprise.

Your two pager should be emailed to Robert.hickey@tudublin.ie before the due date.

TABLE P - NEW BUSINESS OWNERS

	New business owners	TEAMS	INTERNATIONALISATION			PANDEMIC DIGITAL IMPACT				ENVIRONMENTAL AND SOCIAL IMPACTS		
		Start-up team size	Customers in the area where you live	Customers elsewhere in your country	Customers outside your country	Business making use of digital technologies for selling your product or service, in response to the coronavirus pandemic				Always consider environment in business decisions	Taken steps to minimize the environmental impact of business (in past year)	Taken any steps to maximize the social impact of business (in past year)
		% of adults	Average	% of new business owners	% of new business owners	% of new business owners	Yes, adopted (% of new business owners)	Yes, enhanced (% of new business owners)	No, already planned (% of new business owners)	No need (% of new business owners)	% new business owners (agree/strongly agree)	% new business owners (agree/strongly agree)
Ireland	4.9	1.9	82	71	40	20	41	24	15	75	64	61
<i>European comparator countries</i>												
Croatia	3.7	1.9	90	60	44	29	22	24	26	76	74	68
Cyprus	3.7	1.6	92	83	34	44	15	16	25	77	58	59
Finland	3.1	1.7	80	68	24	5	22	36	38	75	54	40
France	2.0	1.4	93	73	47	12	22	34	32	64	48	34
Germany	2.7	2.1	89	64	31	29	22	24	24	59	56	50
Greece	2.4	1.8	88	69	32	36	17	20	27	91	71	52
Hungary	4.9	1.4	89	56	12	9	16	33	42	84	62	34
Italy	2.5	2.1	84	62	25	44	13	20	23	90	72	42
Latvia	6.0	1.5	92	75	33	6	34	40	20	81	60	47
Luxembourg	2.3	1.8	85	75	70	5	48	30	17	71	71	77
Netherlands	5.2	2.3	84	68	36	18	34	32	16	61	53	54
Norway	1.1	2.1	92	53	23	0	25	24	51	59	45	37
Poland	0.9	1.1	93	36	9	8	16	12	64	7	67	75
Romania	5.3	1.5	95	42	17	18	15	17	50	77	65	57
Slovakia	2.2	1.3	100	67	11	4	24	23	48	74	45	27
Slovenia	3.4	1.2	76	78	28	11	10	29	49	92	24	28
Spain	2.6	1.6	95	57	34	22	24	38	16	66	59	38
Sweden	3.1	1.8	77	64	23	10	18	52	20	55	51	35
Switzerland	3.3	2.1	83	56	44	29	18	30	23	72	51	29
United Kingdom	3.9	1.5	81	64	33	16	30	28	26	63	56	26
Average (European)	3.3	1.7	88	64	31	18	23	28	31	70	57	46
<i>International comparator countries</i>												
Canada	11.1	2.2	90	66	49	38	32	21	9	72	70	72
Israel	3.6	1.8	91	89	47	39	22	20	19	51	40	58
United States	6.0	1.8	86	63	20	18	15	34	33	72	54	53

TABLE J - WHEN TO START? (AGE OF EARLY STAGE ENTREPRENEURS)

	Age 18-24 (YOUTH)	Age 25-34	Age 35-44	Age 45-54	Age 55-64 (SENIOR)	Age 18-24 (YOUTH)	Age 25-34	Age 35-44	Age 45-54	Age 55-64 (SENIOR)
	PERCENTAGE OF ALL ENTREPRENEURS					RATES BY AGE GROUP				
	%	%	%	%	%	%	%	%	%	%
Ireland	18	29	26	17	10	16.4	16.9	12.4	9.8	7.4
<i>European comparator countries</i>										
Croatia	13	37	23	18	9	12.1	22.1	13.4	9.5	5.1
Cyprus	7	33	29	21	9	3.7	10.9	11.6	8.5	4.6
Finland	11	27	25	21	16	6.5	9.6	9.1	8.2	5.6
France	14	28	29	21	8	7.5	11.0	10.5	7.0	2.9
Germany	15	30	27	17	11	8.3	10.0	9.5	5.2	3.0
Greece	22	28	24	17	9	7.5	6.3	6.0	4.6	3.0
Hungary	12	29	30	19	9	9.1	13.3	12.6	9.6	3.9
Italy	9	41	24	13	13	3.9	11.1	5.3	2.3	2.8
Latvia	17	29	33	14	6	25.7	20.3	21.8	9.7	4.0
Luxembourg	18	30	28	20	4	10.5	9.2	8.7	6.6	1.7
Netherlands	14	24	27	23	12	13.8	16.8	19.6	13.8	7.7
Norway	13	11	34	25	17	2.9	1.5	4.9	3.4	2.7
Poland	2	47	31	17	3	0.4	4.3	2.4	1.7	0.2
Romania	9	29	35	19	8	7.9	13.2	13.6	7.6	4.1
Slovakia	8	36	24	25	8	4.4	10.4	6.0	7.3	2.7
Slovenia	17	38	22	13	9	10.2	13.5	6.2	3.8	2.7
Spain	6	22	30	27	14	2.9	6.8	6.8	6.0	3.8
Sweden	14	24	26	20	16	9.8	8.9	11.2	8.2	7.0
Switzerland	10	20	27	28	15	8.2	9.2	11.8	11.7	7.2
United Kingdom	19	27	27	14	13	17.0	15.4	16.0	7.8	8.2
Average (European)	13	30	28	19	10	9.0	11.5	10.4	7.2	4.3
<i>International comparator countries</i>										
Canada	21	33	23	13	10	30.8	31.6	22.6	11.6	9.0
Israel	9	31	23	20	16	4.8	12.7	9.6	10.0	9.5
United States	17	26	26	22	8	18.9	18.9	20.5	18.3	6.6

TABLE K - WHO STARTS? EDUCATION LEVELS

	EDUCATION LEVELS				
	Some secondary education	Secondary school completed	Post-secondary	Graduate education	Early stage entrepreneurs with post secondary education
	% of adults	% of adults	% of adults	% of adults	% of all entrepreneurs
Ireland	6.5	9.9	13.7	12.7	74
<i>European comparator countries</i>					
Croatia	3.7	10.2	14.4	27.1	52
Cyprus	2.0	5.8	8.7	16.1	77
Finland	2.7	8.2	8.4	6.4	54
France	3.7	5.4	9.2	11.3	74
Germany	5.2	5.6	8.5	-	56
Greece	6.7	3.2	5.3	11.7	50
Hungary	7.9	10.9	8.5	14.2	32
Italy	1.3	5.2	9.7	-	42
Latvia	-	12.5	12.4	-	23
Luxembourg	1.7	2.7	8.3	11.7	85
Netherlands	11.2	13.3	17.9	16.9	40
Norway	4.7	3.5	3.7	1.4	52
Poland	2.5	1.5	1.3	2.6	69
Romania	9.2	5.7	7.8	14.3	86
Slovakia	4.2	7.3	11.7	4.8	32
Slovenia	2.6	6.7	7.7	12.2	55
Spain	3.0	4.2	6.8	11.2	60
Sweden	15.1	8.4	9.4	8.5	59
Switzerland	6.1	6.5	11.6	13.1	74
United Kingdom	9.4	13.2	12.3	15.5	55
Average (European)	5.5	7.1	9.4	11.8	57
<i>International comparator countries</i>					
Canada	15.2	18.9	20.7	22.1	79
Israel	-	20.2	7.7	12.9	86
United States	23.9	18.1	16.9	13.0	74

TABLE L - WHY START? MOTIVATIONS

	MOTIVATION: The Reasons You are Trying to Start a Business? (Multiple responses allowed)			
	To make a difference in the world	To build great wealth or a very high income	To continue a family tradition	To earn a living because jobs are scarce
	%	%	%	%
Ireland	58	59	29	56
<i>European comparator countries</i>				
Croatia	39	51	28	66
Cyprus	32	81	14	73
Finland	40	33	24	48
France	26	39	23	51
Germany	39	44	24	41
Greece	30	50	40	63
Hungary	62	32	21	67
Italy	22	53	23	61
Latvia	37	37	24	65
Luxembourg	57	39	28	33
Netherlands	53	42	25	44
Norway	39	37	23	27
Poland	16	62	13	53
Romania	66	65	31	75
Slovakia	19	22	26	90
Slovenia	62	43	27	64
Spain	43	38	20	72
Sweden	45	55	21	28
Switzerland	58	52	14	47
United Kingdom	53	55	22	64
Average (European)	43	47	24	57
<i>International comparator countries</i>				
Canada	70	68	50	71
Israel	37	75	15	50
United States	71	74	42	46