

4. GEM Project-Agrifood Entrepreneurs

The main objective of the GEM Consortium (International *Global Entrepreneurship Monitor*) is to conduct rigorous, high-quality research into the entrepreneurial phenomenon throughout the region with a view to issuing reports and recommendations to encourage the creation and development of innovative enterprises. The reports and studies published by the GEM have a global scope and are recognized internationally in the field of entrepreneurship. The objectives of the GEM are to:

- Measure the phenomenon of the creation, development, consolidation and failure of business initiatives by countries, regions and other territories.
- Identify the main determinants of the phenomenon.
- Recommend policies that promote the creation, development and consolidation of new companies.

The reports issued by the GEM have become a useful tool for the governance of the entrepreneurial phenomenon. Social agents and economic policymakers from a wide range of countries and regions use these reports to design and monitor their programmes and actions.

The results published by the GEM, as well as its databases and methodology, are useful in gaining a better understanding, monitoring and promoting the spin-off phenomenon in the agrifood sector. This information is a valuable tool for the ceiA3 to establish a strategic monitoring system in line with its mission to transfer knowledge and technology in a sector of such importance for Andalusia. The specific objective of the report titled "EMPRENDEDORES AGROALIMENTARIOS: APLICACIÓN DEL PROYECTO GEM" (AGRIFOOD ENTREPRENEURS: IMPLEMENTATION OF THE GEM PROJECT/EA-GEM) is to systematically analyze the entrepreneurial process of university spin-offs in the agrifood sector with a view to improving the ceiA3's governance concerning the creation of enterprises.

The specific actions to be taken are:

- Identify concrete conditions affecting the sector in Andalusia regarding opportunities, motivation and capacity for entrepreneurship.
- Compare the general conditions of entrepreneurship at three territorial scales: Andalusia, Spain and the neighbouring countries included in the GEM project.
- Identify the most important agrifood companies arising from Spanish universities as well as their strategic resources and key success factors where possible.
- Determine the most prominent trends in the sector, pioneer research groups, the evolution of spin-offs and issue specific recommendations by a panel of experts for the creation of agrifood spin-offs in Andalusia.

The report will be issued annually following a similar methodology to that of the GEM reports, in this case focusing on food and agriculture. A report of this kind would serve as a highly valuable tool for comparing Andalusia to other areas with regard to entrepreneurship in agro-industry and other economic activities.