

JEL: M13, F21**EMPLOYING SYMBIOSIS IN CREATION OF ONLINE STARTUPS-TALENT PLATFORM BY OVERCOMING OF THE COVID 19 CRISES AND NOT ONLY**

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Abstract: *The labor market tensions provoked by the COVID 19 crises brought together the efforts of the public and private sectors. The severe consequences increasing the unemployment rate, causing bailouts of SMEs and failure in acceleration of the startups urge the entrepreneurs to come together and find the smart and thriving way. The startups are the core business incentive in getting out of the crisis. In the coming months and years, the EU business initiatives should be adjusted to full business recovery ensuing from the social and labor market safety and business startups stability. The social protection of the future labor power is to be reassessed by the caused social risks by the COVID 19 crises. The legally residing migrants and the deprived persons in need as an element of the future business development of the startups would provoke establishment of online startups-talent platform² adjusted to the business needs of the current and developing startups. The symbiosis consisting of mutualism, commensalism and parasitism should amplify the synergy as an element of improvement. The competitive growth of the startups is undoubtedly liaised with finding the appropriate talents and employing as cheap as possible funding. The clusters are the answer of the prosperous startups at a city level³. The novelty in cluster development would be an inclusion of universities as collaborative talent opportunity for startups and the labor market development. The business symbiosis is commensurate to labor market development and the SMEs growth. The online startups-talent platform is to have a spirit like a business accelerator. In the next MFF, the European Social Fund Plus unleashes its potential in enhancing coherence and synergies between complimentary EU instruments, increasing flexibility and ensuring simplification in programming and management modalities⁴.*

² Connecting talent with opportunity in the digital age (2015). McKinsey & Company. Analytic Report. Available at: <https://www.mckinsey.com/featured-insights/employment-and-growth/connecting-talent-with-opportunity-in-the-digital-age>.

³ Groom, B. (2015). More cities aim to establish start-up clusters. *Financial Times*. Available at: <https://www.ft.com/content/70dd1bf2-f95a-11e4-ae65-00144feab7de>.

⁴ Proposal for Regulation of the European Parliament and of the Council on the ESF+ (2020). European Commission. Available at: https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/com_2020_447_en_act_9.pdf.

Keywords: *startups, labor market, synergy, symbiosis, deprived persons*

INTRODUCTION

The rehiring modalities of the labor market after reopening of the world after getting rid of the COVID 19 crisis will go along with the contemporary online possibilities. The online startups-talent platform lays out a win-a-win model. In the next MFF, the ESF+⁵ encompasses optimistically the Youth Employment Initiative (YEI), the Fund for European Aid to the Most Deprived (FEAD) and the EU Program for Employment and Social Innovation (EaSI). The ESF+ is conceived to have an influence over the Europeans Globalization Adjustment Fund⁶ by including the European Pillar of Social Rights into resolving collective redundancies. The ESF+ provides a tremendous capacity in the smart foundation of the European Pillar of Social Rights by ensuring Housing and assistance for the homeless and access to essential services.

For the startups development, the policy makers at MS level should be very strictly embedded into the employment policy at the national market, regulation, taxation, data protection, non-discrimination, competition law and civil law. The private sector and the public one should underpin the platform partially. The platform allows online work by teleworking. It is possible to be provided mapping of the talent platforms by specialization of the startups. For instance, flexibility on working day and talent engagements – 4h devoted on startup project A will unleash the interregional and flexible system for innovation by smartly organized synergies proposed by Horizon 2020 and Horizon Europe 2021-2027.

SCIENTIFIC METHODOLOGY

In the current article has been used qualitative researching methodology encompassing reviewing of practical documents issued by the European institutions and the special hands-on vision of the author.

RESULTS

1. Main business concept

The demand (D) encompasses the needs of the startups regarding hiring of talent volunteers. It is measured by the quality and the quantity of the volunteer's power. The effect is increasing the sustainability and the level of success in the early stage of startups development. The moving curve from D1 to D2 must ensure the startups with the needed quality and quantity of the volunteers in growing startups market.

⁵ A New, Stronger European Social Funds Plus (2020). Available at: <https://ec.europa.eu/esf/main.jsp?catId=62&langId=en>.

⁶ Commission proposes €4.6 million from Globalization Adjustment Fund for former Caterpillar workers in Belgium (2018). Available at: https://ec.europa.eu/commission/presscorner/detail/en/IP_18_2182.

The supply (S) represents the quality and quantity of the talents filled in the online talent platform. The online startups-talent platform gives rise the question about the equilibrium between D and S in the course of achieving higher level of startups development. The curve S1 represents the increasing needs of the startups by the quality and quantity of the volunteers. The curve S2 depicts a minimum level of covering the startups need with qualified volunteers (*Figure 1*).

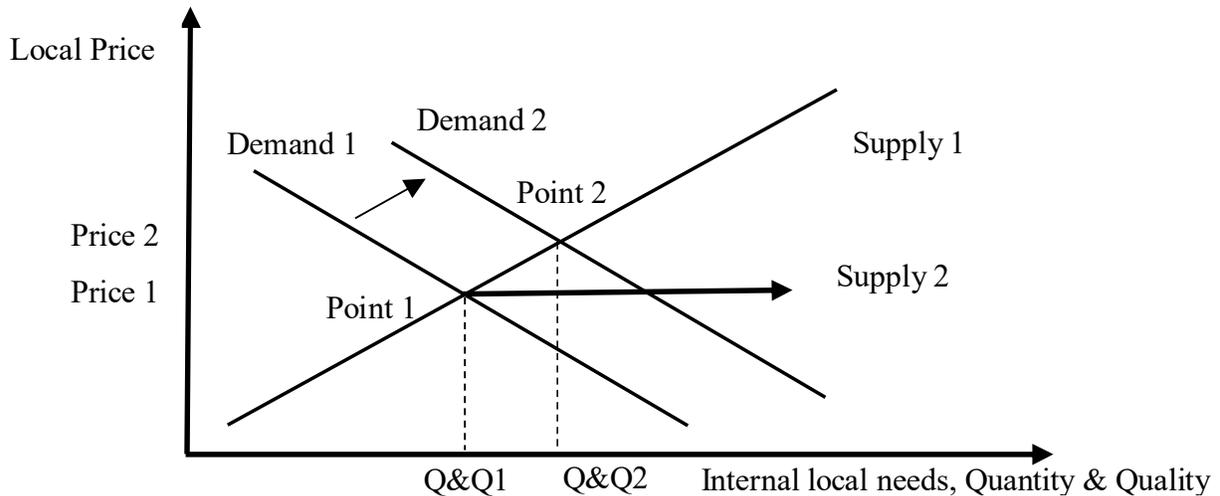


Figure 1: Labor market connections with the startups development

Source: created by author

Target group 1 consists of the number of unemployed persons decided to fill in the online startups-talent platform. The unemployed persons possess a statues of volunteers, i.e. legally residing third country nationals and deprived persons in need (homeless and the Roma)⁷. In the stage of filling up the required information in the online talent platform, the applicants must declare their labor skills and educational knowledge. The social, labor market inclusion and the SMEs development are possible by means of the symbiosis between Asylum, Migration and Integration Fund (AMIF), the European Social Fund+ (ESF+), the European Regional Development Fund (ERDF) and the Financial Instruments contemporary influence. *Target group 2* consists of the number of the startups devoted to take part in the online startups-talent platform.

Financial Impact: the EU & National Funding have a smart influence in recovering the power of the labor market and building up the startups market

⁷ Annexes to the proposal for a Regulation of the European Parliament and of the Council on the European Social Fund Plus (2020). Annex II Common indicators for ESF+ support for addressing material deprivation, European Pillar of Social Rights – social Europe in the Rome agenda. European Commission. Available at: https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/com_2020_447_en_act_9.pdf.

on a very sustainable way. The substantial influence is aimed at the success of the startups in the early business stage and going into the well-developed small company.

Impact of the Synergized and Symbiosis assumes providing the target groups with straightforward concept for tailoring excellence in project consecutive implementation. The result is the number of the startups turned into small companies after 1 year and by renewing the volunteers' contracts into long-term contract.

2. Funding opportunities stemming from synergy and blending operations

In the upcoming MFF the synergies between different EU tools will be encouraged through the strategic planning process, which will identify common objectives and areas for activities across different EU programs. By synergy is possible to achieve better quality and EU intervention results, as well as to turn the social output indicators into the labor market inclusion effective indicators. The baseline of the result indicators is yet to be amplified by output indicators from the same project or different projects (*Figure 2*).

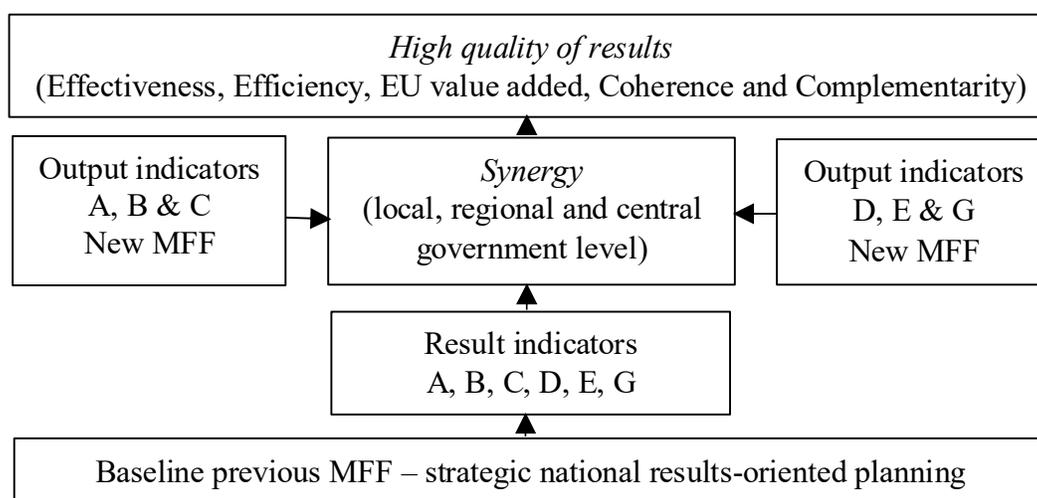


Figure 2: Synergy in the forthcoming MFF

Source: developed by author

In the course of underpinning the synergy, the EU has many possibilities between the ERDF synergized capacities consisting in funding of business startups, cross border cooperation and URBAC⁸. The ERDF support for migrants in the 2014-2020 programming period unleashes the legally residing migrants' potential in Greece by means of start-ups. Hence, the inclusive startups should be anchored into the business opportunity for *the target group*

⁸ Synergies between the Asylum Migration and Integration Fund (AMIF) and other EU funding instruments in relation to reception and integration of asylum seekers and other migrants (2015). European Commission. Available at: <http://ec.europa.eu/DocsRoom/documents/15121/attachments/7/translations/en/renditions/native>.

1. The European Agricultural fund for Rural Development (EAFRD) by means of "LEADER" under measure 19 "Farm and business development" can provide startup aid for investments in the creation and development of nonagricultural activities (i.e. crafts, handicrafts, traditional products, etc). The scope of the European Maritime and Fisheries Fund is aimed at support to asylum seekers to the social integration of migrants by providing them professional training and education as well as startup support. Thus, they could better integrate into the labor market or if they wish to become self-employed.

The OPs implementation is possible to be designed by baseline grid regarding inclusion of the both OP in synergy strategy in preparation of mature projects for *blending*⁹ ensuing from the InvestEU. The result indicators of matured project funded under the OP1 is stepping up for project of the OP2 by providing value added. By inclusion of the InvestEU, it will be ensured more sustainable generating of real income for the target groups, i.e. unemployed persons/startups. The needed results will be leveraged. The baseline of the result indicators regarding the OP1 and OP2 must be smartly analyzed and tailored in the beginning of the programming.

Figure 3 depicts blending operation by sequential funding by Synergies and FIs.

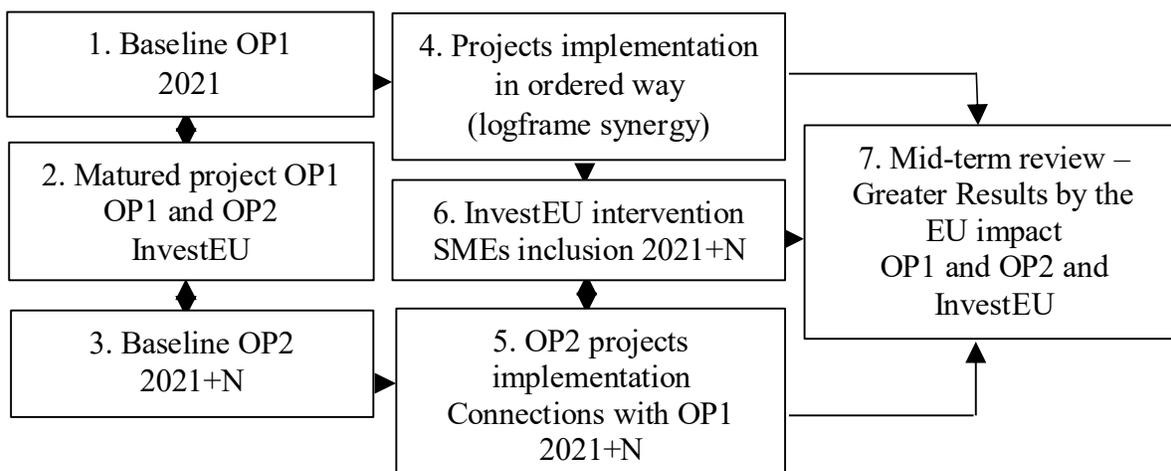


Figure 3: Blending operations

Source: developed by author

3. Promoting labor market Symbiosis

The consecutive synergy employing the AMIF/ESF+ (the most deprived) in the upcoming MFF will be providing its capacity by amplifying the European Pillar of Social Rights¹⁰.

⁹ Amended proposal for a Regulation of the European Parliament and of the Council on the ESF+ (2020). Article 32. European Commission. Available at: https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget/com_2020_447_en_act_9.pdf.

¹⁰ Delivering on the European Pillar of Social Rights (2019). Available at: <https://ec.europa.eu/social/main.jsp?langId=en&catId=1226>.

The social and labor market inclusion will need its *contemporary symbiosis*¹¹ by *mutualism, commensalism and parasitism*. The symbiosis ensures the freedom to be connected the funds in their mutual beneficial development. The United Nations Agenda 2030 – the sustainable Development Goals and Paris Agreement would be rigorously implemented by elaboration of symbiosis as an invigorating element in the Operational Programs design. The EU Funds development by *symbiosis* is possible, as follows:

Mutualism: The connection between short-term integration and long-term integration has its thought provoking element ensuing from the interconnection between ESF+ (the most deprived) and AMIF¹². There are some similarities with commensalism in realizing the synergized sustainability of the business and the labor market capacity. The capacity of social inclusion and active citizenship projects provoke the expected maturing of the target group with positive social impulse and readiness for the second phase of the smart project, labor market inclusion.

*Commensalism*¹³: How the ESF+ will be developing on social and labor market inclusion for the most deprived and AMIF capacity and *vice versa*? If we have output indicator in providing of social inclusion of our target group included by ESF+ and AMIF, it will amplify the power to the labor market inclusion. The needed social inclusion and active citizenship project, the vocational training (including digitalization skills & apprenticeships) project and the labor market project will form the First step of *commensalism (or this is the mutualism)*. The level of permeability in development of the target group should be smartly conceived. Second, it is providing of startups (SMEs) with competitiveness and economic growth. It is possible by synergy into the startups (SMEs) development capacity ensuing from the Horizon Europe and ERDF. The needed labor capacity of the start-ups (SMEs) will be coming from the three consecutive & synergized projects ensuring mature capacity of the labor market by volunteer working power of the target group.

*Parasitism*¹⁴: The parasitism in our EU Member States is possible to come from the problems encountered by the missed and not realized Structural Reforms in the course of complementarity proliferation. As proposes of complementarity, the Reform Support Program has capacity in macroeconomic

¹¹ Example of symbiosis (2020). Available at: <https://www.britannica.com/science/symbiosis>.

¹² The relationship between clownfish and sea anemones. In a mutualistic relationship, both species benefit (2019). Available at: <https://www.nationalgeographic.org/article/symbiosis-art-living-together>.

¹³ Commensalism happens when one species lives with, on, or in another species, known as the host (2019). Ibid.

¹⁴ This happens when one species (the parasite) lives with, on, or in a host species, at the expense of the host species (2019). Ibid.

conditionality mechanism for supporting of startups (SMEs) and labor market inclusion. Hence, the repercussion is direct to the startups development. The multilevel governance has its obvious regional aspect in the course of its development. One of the parasitism is the failed climate change policy. The Just Transition Fund is part of the complementarity capacity in providing of the ERDF and the ESF+ with flavor of the Green Deal success (*Figure 4*).

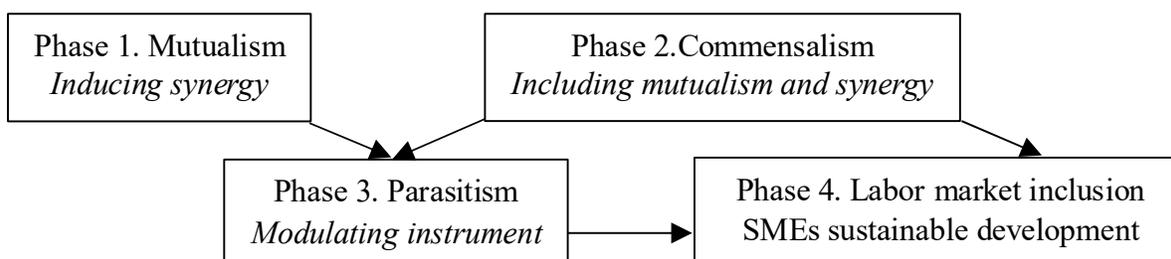


Figure 4: Smart Symbiosis in the EU Funds Management

Source: developed by author

4. Startups analysis in Germany

The public financial impact¹⁵ concerns the setting up of startups as a support in getting out of the COVID 19 crisis and after that severe period. The financial instruments will be the paramount measure in provoking the startups reclaiming. In North Rein Westphalia region, the FIs like loans; non-repayable grants as well as the Micromezzanine Fund a hybrid of equity and debt capital¹⁶ are the core element in the early stage of establishment of startups in the current social and business disruptive period. The development of the startups has usually six stages¹⁷. The concept of the online startups-talent platform embraces consecutively the first stage *Research*, which should be completely approved and the second stage *Commitment* by getting a steady reality (*Figure 5*).

In Germany, the business life of the volunteers has its tradition and future challenges¹⁸. The business plan of the startups is to be completely related to volunteers by taking into consideration the symbiosis developed by the author as a crucial element in the next MFF. Currently, the used in Germany *Freiwilligenmesse* (a volunteer exhibition) by the city of Berlin, Munich and Nurnberg is old-fashioned¹⁹.

¹⁵ Economic responses to COVID-19 (2020). Available at: <http://www.eurada.org/covid-19>.

¹⁶ Corona – Information and contacts for Companies (2020). NRW.INVETS Germany. Available at: <https://www.nrwinvest.com/en/our-service/corona-information-for-companies>.

¹⁷ Segal, C. (2019). The 6 Stages of a Startup: Where Are You? Available at: <https://www.coxblue.com/the-6-stages-of-a-startup-where-are-you>.

¹⁸ Volunteering in Germany: a guide (2018). Available at: <https://www.deutschland.de/en/topic/business/volunteering-in-germany-a-guide>.

¹⁹ Freiwilligenagenturen & Mitglieder (2020). Available at: <https://bagfa.de/ueber-die-bagfa/freiwilligenagenturen-und-mitglieder>.

It is possible to pay food coupons and living costs etc²⁰. Hence, the online startups-talent platform would be exceptionally useful if it has internal in Germany and external for all over the world influence. It is possible setting out of partnership with the potential beneficiaries of AMIF and ESF+.

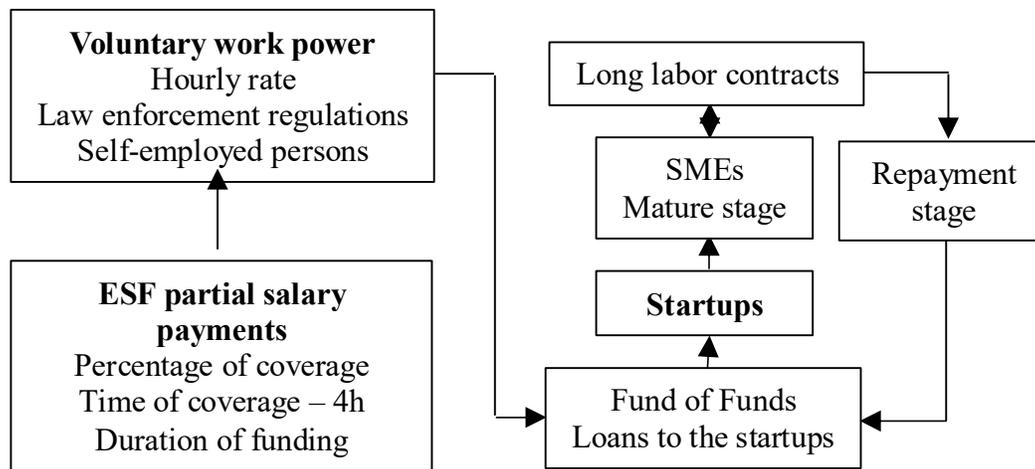


Figure 5: Concept of the online startups-talent platform

Source: developed by author

The startups development by symbiosis inclusion is possible in following the next five steps on a consecutive manner. *First*, volunteers enrolled into the online startups-talent platform, by the EU impact of AMIF and ESF+ accomplishing of mutualism by synergy and resolving the bottlenecks caused by means of the parasitism meaning. *Second*, appointed volunteers by maturing of startups in early stage development and new long-term contract attaining the commensalism & resolving the bottlenecks caused by means of the parasitism meaning. *Third*, awarding of certificates after completion of the volunteer contract, receiving of startups stamp and proving the EU impact. *Fourth*, maturing of the startup & renewing of the volunteer contract. *Fifth*, getting into the next startups development, SMEs and a stable labor market.

The reinvigorating business by online startups-talent platform could be useful by enhancing its activity and success in forming of cluster system of startups and providing synergized form of the smart symbiosis. The online startups-talent platform is possible to have an information dedicated to the geographical proximity and interconnectedness by the startups²¹, hence the

²⁰ Opportunity to volunteer in an institution in Germany (2020). Available at: <https://mina7.net/en/grant/1488,opportunity-to-volunteer-in-an-institution-in-germany>.

²¹ Dalci, T., Balestrin, A., & Künzel Teixeira, E. (2016). Start-Up Cluster Development: A Multi-Case Analysis in the Brazilian Context. *International Journal of Innovation and Technology Management*, Vol. 14(6), pp. 1-25. Available at: https://www.researchgate.net/publication/319861673_Start-Up_Cluster_Development_A_Multi-Case_Analysis_in_the_Brazilian_Context.

synergy will be the right answer of the pursuing success in conducive environment. The more segregation, the more business connections based on synergy will be available. The business plan of the startups should be tailored to the requirements of the online startups-talent platform. Likewise, venture capital is possible to be provided by financial tools. The online startups-talent platform ensures a great success in getting into the next phase of startups development by the sustainable inclusion of fresh workforce (*Table 1*).

Table 1

Online startups-talent platform

<i>Volunteers input information</i>		<i>Startups development</i>	
Profile	Agricultural development	Specificities	Maritime and fisheries
Student year	2	Stage of development	Commitment in getting a reality (stable business)
Interests	Maritime and fisheries	Type of funding	Financial instruments – loans by Fund of Funds
Motivation	Bio production	Readiness for appointment	Up to 3 third country nationals (volunteers)
Working hours	4 per day	Needs of the startup	Volunteers employment 6 months 4 hours daily
Duration	6 months	Expectation for getting into 3 rd phase of the startup development	1-2 years
Readiness for the contract renewing	Yes	Openness for synergy and complementarity	Yes

Source: created by author

5. Application of the volunteer activities in Germany

There are many different volunteer programs realized in Germany²². The project concerned claims to pave a way in setting up of highly motivated volunteers engaged full-time for 12 months. Actually, the target group in our online startups-talent platform would be devoted 4 hours for 1 year in the startups' business activities. The Young Workers Volunteer Program has its influence and popularity in Germany, especially for volunteers abroad. The *AFSAFS Canada* appears to be a light beam in the stage of setting out the online startups-talent platform²³. In the platform, it is possible to select duration, destination, age, and area of interests. The examples disclose the possibility for payments between 200-600 EUR of monthly pocket money. In Germany, funded volunteer target groups exist by means of Voluntary Social Year (*Freiwilliges Soziales Jahr* or FSJ). It is a government-funded program

²² AFC, Intercultural Programs (2020). Available at: <https://uk.afs.org/countries/germany>.

²³ AFSAFS Canada (2020). Available at: <https://www.afscanada.org/en/study-abroad/find-your-program/?destination=131&duration=28&age=18&aoi=209>.

allowing participants to volunteer in either Germany's social sector, or that of a foreign country, for 12 to 18 months²⁴. The Voluntary Ecological Year (*Freiwilliges Ökologisches Jahr*) running according to the precise same regulations as the FSJ allowing the target groups to work in the environmental sector in Germany or abroad. Both programs enable volunteers to learn more about possible vocational trainings limited to 18 months (24 months in special cases) and are open to school finishers up until the age of 27. There are many examples expressed by the *youth reporter*²⁵ funded by the European Solidarity Corps²⁶. The project *Taking a new chance – Geflüchtete in Startups* outlines the combination between startups and volunteers as a way of success.

The European Social Fund could ensure a breeding ground for volunteers in setting up of startups in the field of tourism, cultural centers, municipal theatres, museums or libraries – or even the police, social work and health care institutions by seeking a voluntary position²⁷. It is a great example for continuation of the volunteer work to well-paid long-term job contract. The European Youth Portal²⁸ pays attention to the volunteering activities but the web site is not well developed. The information would be valuable for entering a good information to the online startups-talent platform.

The *European Voluntary Service (EVS) Vacancies in Europe and all around the world*²⁹ gives the opportunity for development of career opportunities for youths between 17 and 30 years. There are two possibilities for applying the offered voluntary positions and active EVS calls³⁰. In according to the database of accredited organizations it is tough to encounter present information concerning useful projects. The only problem is that the volunteer projects do not concern any business initiatives. The *EU Aid Volunteers* is an initiative of the European Commission mainly aimed at humanitarian aid projects and contributing to strengthening local capacity and resilience of disaster-affected communities³¹.

²⁴ Volunteering in Germany: a guide (2018). Available at: <https://www.deutschland.de/en/topic/business/volunteering-in-germany-a-guide>.

²⁵ Youth Reporter (2020). Available at: <https://www.youthreporter.eu/de>.

²⁶ EU Solidarity Corps (2020). Available at: <https://www.inclusion-europe.eu/eu-solidarity-corps>.

²⁷ Volunteering – a springboard into work (2015). Available at: <https://ec.europa.eu/esf/main.jsp?catId=46&langId=en&projectId=1737>.

²⁸ European Voluntary Service (2020). European Youth Portal. Available at: https://europa.eu/youth/EU/voluntary-activities/european-voluntary-service_en.

²⁹ FINDEVs – EVS – European Voluntary Service Vacancies in Europe and all around the world (2018). Available at: <http://findevs.com/2018/10/18/cultural-rural-life-evs-in-spain>.

³⁰ Active EVS Calls (2017). Available at: <https://findevs.com/evs-projects>.

³¹ EU Aid Volunteers (2020). Available at: https://ec.europa.eu/echo/what/humanitarian-aid/eu-aid-volunteers_en.

The ESF+ peculiarities concerning the most deprived persons are applicable in that case. The European Solidarity Corps provides funding for volunteers in the MFF 2021-2027³². The European Solidarity Corps is useful for startups cluster development. Likewise, the duration would be from two to six months, with exception of up to 12 months. The solidarity projects are primarily aimed at motivated young people to start and run the project. The solidarity would be aimed at developing agricultural activities or EU fisheries and maritime startups activities. The online startups-talent platform should be leveraged by symbiosis in the upcoming MFF.

CONCLUSION

The forthcoming MFF 2021-2027 will disclose gap caused by the UK's decision to leave the EU. As we know, the smartness of the programming period will tackle the expected thriving results by employing the symbiosis capacity and the blending operations including synergies in the course of leveraging the EU impact over the well-being of the citizens. The social and labor market inclusion of the legally residing third country nationals and deprived persons in need will amplify the SMEs development leading to the success in startups development. The symbiosis invokes its influence by the by mutualism, commensalism and parasitism in the course of smart collaboration between the EU Funds.

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