

TEMPLATE

Output factsheet: Trainings

Version 1

Project index number and acronym	CE 1415 - SEE ME IN
Lead partner	Fondazione Politecnico Di Milano
Output number and title	O.T4.1: B2B learning experience for social integration - CROATIA
Responsible partner (PP name and number)	ACT Grupa_PP5
Project website	https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html
Delivery date	June 2022

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The Thematic WP.T4 was aimed at organizing various face to face events that connect entrepreneurs (ME and local): B2B meetings, collective mentoring etc.

With these activities the project contributed to better integration of migrant entrepreneurs (ME) and the local ones in which both will bring contribution to their business and innovation growth.

Main target groups of these events in WPT4 were: entrepreneurs (ME and local), business support organizations, freelancers, potential entrepreneurs that want to start a business, NGOs etc.

In order to attract as many participants as possible, we combined the events - we organized a seminar/lecture for them on a specific topic that can improve their business (that's how we attracted ME and local entrepreneurs), but after the lecture we also organized a multicultural meetup event for them. The example of this are the following events: June 9th Come together: Values management and cultural fit, lecturer: Mura Palašek, live language English and right after the lecture we organized the Come together: Multicultural entrepreneurial meetup, facilitator Helena Habdija, with 14 participants, 7 ME, 6 local businesses.

Following events were organized under the WP4:

Collective mentoring:

- February 24th Branding and Visual identity webinar, lecturer Ivana Castellano, virtual, language English, 14 participants, 5 ME, 5 local businesses
- April 25th Business tips and tricks and Financing sources, lecturer Helena Habdija, live language English, 10 participants, 8 ME
- June 9th Come together: Values management and cultural fit, lecturer: Mura Palašek, live language English, 14 participants, 7 ME, 6 local businesses

B2B Meetings:

- April 21st Come together: Multicultural entrepreneurial meetup, facilitator Courtney Long, live, language English, 30 participants, 14 ME, 12 local businesses
- June 9th Come together: Multicultural entrepreneurial meetup, facilitator Helena Habdija, live, language English, 14 participants, 7 ME, 6 local businesses

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Pilot action were organized in City of Zagreb (NUTS 2), due to largest number of entrepreneurs/enterprises in that region/city.

Expected impact and benefits of the trainings for the concerned territories and target groups

The MEs we managed to work with during this project were mostly about to start the business when we met them / started working with them. The most positive impact is we now have 10 enterprises open by these 10 MEs and they have each other for support / as community. Apart from knowledge/information gained, a positive outcome/impact is that mutual trust developed at all these events and that over time the participants communicated more and more, exchanged ideas, information.

Some of them have participated in multiple events which indicates their interest and community building.

Few participants mentioned that this activities allowed them to talk about their problems and to realize that the same problems happen to others, so that they are not alone which increased their motivation to tackle with the problems.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

In the Croatian context, we plan to keep in touch with the entrepreneurs who participated in the project's activities and include them in other entrepreneurial programs implemented by our organization. External experts (lecturers, facilitators etc.) were involved in this activities and we will continue to work with them and connect them with entrepreneurs depending on the needs of the entrepreneurs.

Another aspect of sustainability is that we produced a digital content (lecture, videos etc.) which can be shared.

Since the entrepreneurs got to know each other at the events and exchanged experience and information, it is realistic that some will cooperate in the future.

In the project we also developed other materials (digital cookbook Culinary Treats, fashion video) which can inspire all stakeholders of the project and other entrepreneurs.

The Multicultural intelligence event in Milan was very useful for the invited MEs, and they exchange the knowledge and the contacts.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

There are several lessons we learned/confirmed and coincide with lessons learned from Pilot actions:

- it is necessary to first build trust with entrepreneurs so that they are as open as possible to communication and cooperation
- language barriers and questionable motivation (precisely because there is not enough trust in the first contacts) are also often present, but if we provide individual approach and they participate in several activities, built trust reduces these barriers and increases motivation
- it is very important to find time (on an individual level) that suits them for activities
- although collective events and teachings are useful and they really like to participate on the events where they meet each other, talk and share the experience, an individual approach to entrepreneurs is often needed in order to respond to their needs as specifically and tailor-made as possible
- country specific topics are also important to them, especially to those who are just starting out in entrepreneurship
- it is extremely important to open space for entrepreneurs to socialize, exchange experience and information, which will naturally lead to connections and potential cooperation between them
- we also learned that the level of success of the MEs also depends upon the acceptance and understanding of nation / surrounding values by the MEs

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

D.T4.1.3: reports from the B2B meetings

D.T4.1.4: assessment reports for seminar and B2B

Milan design week multicultural intelligence event and video about fashion, as well as the the digital cookbook (Culinary Treats) can be found on the HUB: www.interehub.eu. They are part of the WP.C activities, A.C.5, targeted events but contributed also to this output.