

# 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 - GERMANY
Responsible partner (PP name and number)	Aiforia_PP10
Project website	<a href="https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html">https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html</a>
Delivery date	June 2022

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

The Thematic WP. T4 has been dedicated to implementing collective mentoring, B2B meetings and one transnational seminar. These 3 elements were the basis for the face-to-face discussions between MEs, and these events were also the basis for the meeting between MEs and native entrepreneurs / business support organizations.

With these activities the project has encouraged the development of a social process of integration between migrant entrepreneurs and the local ones in which both will bring their contribution to business and innovation growth.

Main target groups of these events in WPT4: business support organizations, freelancers, NGOs, Self-employed people, entrepreneurs

- **B2B event in Germany:** During the final reporting period, aiforia organized two B2B meetings with focus on the fashion sector, which throughout the lifetime of the project was always the most responsive sector. The events were organized as a preparatory meeting for the second intercultural fashion show in May 2022 and after a show to reflect the project and to strengthen the network of local and migrant designer and supporting organizations. The network could be built through the different project activities and has turned out as a very important network for the fashion ME's as they start projects together such as a Pop Up Space.
- **Collective Mentoring event in Germany:** Through the interviews in WPT1 it became clear that the surveyed ME's show a high need of thematic input regarding several topics such as financial administration and marketing. In January 2022, aiforia therefore organized a collective mentoring event dedicated to all marketing related issues. An external speaker provided the local and intercultural entrepreneurs, which were present from all the sectors, with valuable insights on

marketing and communication to help to improve the public relation of the entrepreneurs. Due to the pandemic situation unfortunately, it was too difficult to continue with this form of event.

- **Transnational Seminar:** The main goal of the transnational seminar was to organize an open discussion between the SEE ME IN project partners and those multicultural entrepreneurs who have been involved in the main project activities (Multicultural Intelligence event in Milan 2021, fashion video, cooking book). The event was organized by WPRED but aiforia sent out the invitation to their ME's.

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

aiforia is located Freiburg and all physical events have been organized in Freiburg city. So the main NUTS regions were:

- NUTS 1: Baden-Württemberg
- NUTS 2: Freiburg
- NUTS 3: Freiburg City

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

The main goal of the German partners was to organize the meetings which meets the aims of the project and the needs of the MEs. During the implementation of the project the partners realized that in Germany he multicultural entrepreneurs would like to know more about Marketing and Communication, and they would like to learn how to achieve the second level of the business (how to grow the business and how to manage it). With this activity the meetings have encouraged the development of a social process of integration between migrant entrepreneurs and the local ones in which both will bring their contribution to business and innovation growth. These events helped to develop the ME's effectiveness and assured the successful integration into the local/regional socio-economic environment. These events also contributed to develop their business network and to advertise them in different online platforms.

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

For the collective mentoring a professional expert was invited to help the invited MEs in specific topics, especially in the field of Marketing and Communication. During the event, the participants learned a lot about the impact of the different communication channels such as their website. Unfortunately, due to the pandemic situation it was too difficult to organize such mentoring again. Also, because many ME's all of a sudden struggled to survive with their businesses instead of making them grow.

Nevertheless, the option to get in touch and to build up a network with local entrepreneurs and supporting organizations is the most valuable outcome of the social cohesion activities.

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

In Germany, we had 3 main results during the implementation of the WPT4 events:

- SEE ME IN project was very useful for newcomers, new businesses and for those who would like to be entrepreneurs in the near future - the entrepreneurs who are business owners since years were not really interested about this project - they already have the skills, knowledge and business network for successful business operation.
- Learning from each other is still the easiest and maybe the most effective way to develop the business, and of course it helps to develop your business network as well.
- The more direct the benefit for the ME's the more interested they were in participating in the activities and events. Abstract offers (such as the HUB) are not attracting the entrepreneurs as it is too time consuming.

All in all, we had a constant group of entrepreneurs in the project activities which showed interest from the very beginning to the very end. It was almost not possible to reach new entrepreneurs at a later stage.

#### References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

D.T4.1.2: Report from the transnational seminar

D.T4.1.3: reports from the B2B meetings

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

Videos (about fashion and multicultural intelligence) and the cooking book can be found at the platform of the project: [www.interehub.eu](http://www.interehub.eu). They are part of the WP.C activities, A.C.5, targeted events but contributed actively to the present output.