

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 - HUNGARY
Responsible partner (PP name and number)	Westpannon_PP7
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 has been dedicated to modelling and implementing training activities, more specifically B2B meetings, transnational seminar and so-called Collective mentoring which has been an additional activity. 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 Hungary:** The main goal of the event was to organize a workshop, where participants from different nationalities were able to learn about different practices on how to start, integrate their own business as immigrants in CE region, especially in Hungary. In addition, the workshop provided an opportunity for participants to seek advice from professionally recognized speakers and entrepreneurs.
- **Collective Mentoring event In Hungary:** The main aim of this event was to develop an agenda and invite experts from different fields to present interesting topics for the audience. From the need analysis (WPT1) we realized that in Hungary the multicultural entrepreneurs need more knowledge about the social media and branding, and a guide how to make the second step - how to grow the business and how to manage it.
- **Transnational Seminar in Hungary:** 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). Unfortunately, due to the COVID pandemic situation, the meeting was organized in hybrid way.

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

Westpannon is located in West Transdanubian region, while BCCI is located in Budapest. All the events in WPT4 were organized in Budapest, so the main NUTS regions were:

- Budapest City
- Pest county (NUTS 2)
- West Transdanubia (NUTS 2)

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

The main goal of the Hungarian 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 Hungary the multicultural entrepreneurs would like to know more about social media and branding, 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

In Hungary, during the events professional experts were invited to help the invited MEs in specific topics, especially in the field of social media and branding. During the collective mentoring event, the participants learned a lot about social media, and after an interesting discussion the partners decided that this learning process should be continued. Therefore, the partners invited the speaker to continue this learning process, and during the B2B event workshop, a round table discussion was organized for the MEs. Generally, the presentations can be transferred to other regions and can be useful for other stakeholders around Central Europe, but the interactive session and the individualized comments/suggestions by the experts were useful only for the participants. The developed materials (cooking book, fashion video) can inspire all stakeholders of the project. The Multicultural intelligence event in Milan was very useful for the invited MEs, and they transferred the knowledge to the local environment.

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

In Hungary, 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.
- the lack of language knowledge is still a serious issue, while most of the business owners can speak in Hungary mostly in English (expect those who are living here since many years)
- 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.

Unfortunately, within the project the number of transnational meetings were fewer than it was expected in the beginning of the project (due to the COVID-19 restrictions), but the Multicultural Intelligence event (in Milan 2021) showed us how fruitful discussions, interactions and learning experiences can start if MEs have the opportunity to cooperate.

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. They are part of the WP.C activities, A.C.5, targeted events but contributed actively to the present output.