

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 - ITALY
Responsible partner (PP name and number)	Gruppo Cooperativo CGM (PP 2)
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 and Collective mentoring. These events were the opportunity for the meeting between MEs and native entrepreneurs / business support organizations.

With these activities the project has encouraged a process of integration between multicultural 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, NGOs, Self-employed people, SME.

- **B2B event in Italy**: The main goal of the event Dialoghi tra imprese: Fondi e Opportunità al Femminile was to illustrate the new “Fondo impresa femminile”, a national incentive that supports the creation and consolidation of companies led by women, promoted by the Ministry of Economic Development. Investment programs are funded in the sectors of industry, crafts, processing of agricultural products, services, trade and tourism.
- **Collective Mentoring event In Italy**: The main aim of this event was provide support to multicultural entrepreneurs to overcome the period of economic crisis, highlighting available resources in terms of direct services, training and financing. Three events were planned 27.10.2021, 10.11.2021, 24.11.2021.
- **Collective webinar**: The focus of this webinar “Pitch your business idea” was to show a simple and straightforward methodology to craft a persuasive presentation to pitch an audience and win fundings. The webinar was organized in two main section, the first one (the 16th of March) had a theoretical approach and the second one (the 31st of March) had an interactive approach.

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

NUTS 1 Northwest Italy → NUTS 2 Lombardia

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

The **collective mentoring** were highly impactful because connected MEs to supporting measures designed for businesses. Many questions were answered directly during the online meetings and via email in the following days, giving them all the possible assistance to achieve it. The same was done for trainings and fundings available. Many MEs overcome the feeling that public policies weren't for them and now they feel more entitled to directly talk with the administration offices.

The **B2B meeting** expected impact was to help female multicultural entrepreneurs to understand and apply to the call and create new connection and new collaboration among enterprises (participating enterprises both work on fashion sector and after the B2B meeting they decided to better know each other in order to open new possibilities of collaboration. A first meeting has already been scheduled for May 2022).

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

The **Collective mentoring** package (bulletins and online meetings) is easy to create and to disseminate. It was also very creative the way it was edited and published with the open and free collaboration of local stakeholders (Excursus+, Singa, Soleterre, Vitality onlus). Beside, since it is openly promoting direct and practical benefits to the MEs, It is also a very powerful tool to create engagement. This make the Collective mentoring package the most successful tool that See Me In experienced in Milan, together with the MEs participation to the Design Week exhibition. Being easy to create and implement, the Collecting mentoring format is also easy to transfer to other territories in Europe. In Milan See Me In failed to monitor the results and consequently to assess the impact at quantitative level. This may take some credit off and make it less sustainable.

B2B meeting sustainability relies on the multiple entrepreneurial relationships activated. Being connected around the need for structural financial support make MEs understand the importance of existing business memberships and the possibility to create new ones. This would empower their self-confidence, their capacity to act collectively and their propensity to advocate and lobby.

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

Thanks to the direct contacts with multicultural entrepreneurs (MEs) established during the events organized for WP.T4, some common patterns have been identified, such as:

- MEs need support in understanding and dealing with national legislations that have not only technical difficulties (in understanding the real meaning of laws and regulations) but also language barriers when coming to technical terms;
- MEs need a dedicated service, rather than general advice
- MEs need sector specific contents especially when coming to training and educational resources
- MEs lack a systematic way to enter in contact with each other and get networking support
- Existing business support structures are rarely used by MEs as they do not feel their services are adapted to their needs
- MEs need specific support in accessing credit, funding and/or financial help
- MEs often prefer a direct contact and a personal support rather than online tools, emails or public events

- MEs often struggle in getting visible and identifying additional market shares once the business is ongoing
- MEs need long to medium term support, not one-spot interventions
- MEs often need a one-to-one approach rather than a group one
- MEs appreciate online tools as they can be managed according to their time availability and from different places
- MEs appreciate being considered exclusively as entrepreneurs independently from their backgrounds

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
- D. T4.2.6 + D.T4.2.8: Recording of 1° and 2° interactive webinar