

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE1415 - SEE ME IN
Lead partner	Fondazione Politecnico di Milano
Output number and title	Output O.T3.1 PA and demonstration of applicability of innovative technologies to immigrant's enterprises - HUNGARY
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Budapest Chamber of Commerce and Industry BCCI (PP9) and Westpannon WPRED (PP7)
Project website	https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html
Delivery date	June 2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

The Pilot Action implementation has been developed following the rules provided through the Methodological Guidelines for Pilot Action.

The process was organized in the following phases:

- 1) Hub mock up (D.T3.3.2 Report on Stakeholder Workshops)
- 2) Coaching activities (D.T3.3.1 Report on Coaching Activities)
- 3) Mentoring phase (deliverables from WP.C and WP.4)
- 4) Final evaluation (D.T3.3.3 Report from Internal Evaluation Activities)

The process started in December 2020 with the collection of the first feedback on the new Hub from few selected stakeholders.(1) Later on, when the first contents were uploaded on the platform, the Coaching Activity started in each country.(2) To keep the multicultural enterprises engaged on the project and keep them using the platform services we have created interconnection with the activity planned in WP.T4 and WP.C (Collective mentoring, B2B,Transnational seminar, Milan Design Week, Fashion video and Culinary Treats). During the mentioned activity the Intercultural Hub was showed to the MEs participating and they were encouraged to use it and to create their profile. This is the Mentoring phase.(3) The Final Evaluation, has the purpose to evaluate the effectiveness and usefulness of Pilot Action and it's the results of the Evaluation questionnaire (N.2) on the HUB and the evaluation of the other contents/experiences provided during the P.A.

The Hungarian mentoring and coaching activities was implemented within two business development workshops, which was held in September, 2021 and in April, 2022. The 3rd round of evaluation was made in May 2022, according to the given methodology by the responsible partner. A dentist from Szombathely was interviewed and gave important and valuable feedback to Westpannon, and according to the answers Westpannon elaborated the 3rd round of evaluation document. Additionally, as the Hungarian partners collected the evaluation results in paper based, they had the chance to elaborate a special, short expert document about the results of the first 2 round of online HUB evaluation - according to the feedback by the Hungarian stakeholders (multicultural entrepreneurs).

The main goal of the events was to give an overview about the progress of the See Me In project and to introduce the intercultural online HUB and its tools for the participants. The event was hosted with the collaboration of the two Hungarian project partner WRED and BCCI.

The event was promoted directly among stakeholders and online (websites, social media sites). Within the two activities we could involve with its participation altogether 31 MEs.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

NUTS 1 Közép-Magyarország, Dunántúl → NUTS 2 Budapest, Pest, Nyugat-Dunántúl

Investment costs (EUR), if applicable

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Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The expected impact concerns the growth of knowledge and skills and the creation of a wider network for MEs. However, the type of tool resulted distant from the current needs of companies, which have expressed the needs for more practical tools, ready to use and tailored on their specificity.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The project activities have made it possible to create stakeholder networks and connections between companies that can last over time and generate new opportunities for collaboration and development. Another aspect of sustainability concerns the use of the contents produced, which are accessible online, in English and in 5 other European languages. The Intercultural Hub, the training contents and networks link can be accessible, also after the project end, in other territories and by a wide audience.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

For the evaluation of the activities carried out in the city of Budapest. We have taken into account that the presence of a wider number of organizations and associations dealing with the issue of multicultural entrepreneurship may have caused the dispersion of the efforts. The model used could be replicated in smaller urban cities like Szombathely where stakeholders can easily create direct contact with companies and involve them more actively in using digital tools and in the project activities.

Given the complexity of the topic, the lessons learned are many and refer to different aspects:

- the target (MEs) needs specific interventions, tailored on their specificity;
- strengthen the networking among the projects on the same topic that work individually;
- it is necessary to work on the ecosystem and on political choices;

2 levels of impacts can be identified:

Multicultural Entrepreneurs whose were actively involved:

We strongly involved around 31 reliable and active MEs into several activities during the project implementation. These activities were the interviews, the culinary books, the fashion videos, Milan Design Weeks, some mentoring/webinar events, and of course those MEs who participated our meetings.

The project contributed to:

- develop their skills (pitching workshop, social media marketing etc.)
- increase their business network (online and onsite events, meetings, discussions, workshops, online platform registration etc.)
- promote their business on several platforms (facebook, online HUB, etc.)

Multicultural Entrepreneurs whose were not involved:

Unfortunately, we reached only a small portion of MEs in Hungary, but of course we have suffered a lot due to the COVID pandemic situation. Anyway, thanks to the online HUB - developed within the See Me In project - the project has its own legacy, which is useful for other MEs around the Central European regions. Expected positive impacts of MEs:

- several opportunities to increase the business network,
- to develop the business-related skills,
- to be familiar with the national tax rules and business-related regulations

to be inspired thanks to the success stories

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

In Hungary during the project, we tried to involve those business support organizations (Menedék Foundation, Artemisszó Foundation, Impact Hub), who are really relevant for the multicultural entrepreneurs, and can support them. The meetings between the MEs were very useful, they had fruitful discussions among them. But we also have to state that the e-learning documents, the infopills were also very useful for most of the MEs, because this is a big platform, where almost all needed supportive documents can be found (diverse spectrum of e-learning materials).

So in one hand, it was always a great time for the MEs to see each other, to hear good and success stories from each other, and also to learn how they can use all those useful materials which can be found in the online HUB platform.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

D.T3.1.1 Methodological Guidelines for Pilot Actions (Indications, timing and rules for PA)

D.T3.2.2 Technological Hub <https://interehub.eu/?lang=it>

D.T3.3.1 Report on coaching activities (Hub with contents assessment)

D.T3.3.2 Report on Stakeholder Workshops (Hub Mock up evaluation)

D.T3.3.3 Report from Internal Evaluation Activities (Effectiveness and usefulness of Pilot Action)

D.T3.3.5 Reports from Pilot Actions implementation (All the process)