

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 - ITALY
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Consorzio Nazionale CGM (PP2)
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, 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.

In Italy we reached 9 MEs thanks to the collaboration of CGM, Comune di Milano and Fondazione Politecnico; the effort was utmost but due to various factors (period of great difficulty for companies, poor collaboration of stakeholders, the possibility of not having met the real needs of MEs) the target of 40 has not been reached.

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

NUTS 1 Northwest Italy → NUTS 2 Lombardia

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. The greatest result was achieved in terms of networking; Italian stakeholders working on the same theme, had the opportunity, during the 3 years of the project, to get to know each other, to create new collaborations and consolidate the existing ones. It means to continue working on this issue without dispersing the work done so far, working with multidisciplinary approaches and having a political dialogue with the institutions.

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 Milan, 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. In the city of Milan there are many associations but there is not yet an integrated and thriving ecosystem.

The model used could be replicated in smaller urban cities 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;

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

Max. 2.000 characters

- Relevant regulatory requirement: even if no direct action has already been taken or policy developed, the Italian partners and especially the Municipality of Milan tested during the project a collaborative methodology with the local eco-system and stakeholders. The aim, that will need a further political decision to be enforced, is to codesign the condition for a cohesive urban business environment including the immigrant entrepreneurship. The Council's Vision should embed the Multicultural Entrepreneurs (MEs) and, enlarging its policies, include it in the city policy masterplan (Documento Unico di Programmazione).
- Sustainable development: project activities had a fairly neutral impact on the environment however the Intercultural Hub, being a digital tool, has a low environmental impact. Also, the partner and, CGM in particular, worked to create links between the Multicultural Enterprises and native enterprises with a large social impact increasing the social impact of the project.
- Equal opportunities: pilot activities were equally targeted to both genders, as promotion and content of these activities was gender neutral. On the other side, the B2B event (that contributed to the Pilot Action) was targeting the woman entrepreneurs, introducing them a recent measure from the Italian Government.

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)