

Interreg



CENTRAL EUROPE

European Union
European Regional
Development Fund

SEE ME IN

TAKING
COOPERATION
FORWARD



the
SEE ME IN
project



CENTRAL EUROPE and SEE ME IN



€ 246M

9 countries

AT, HR, CZ, DE,
HU, IT, PL, SK, SI

4 priorities



129 projects

“With our funding, we support transnational cooperation like yeast supports baking”



Priority axis 1: INNOVATION

Specific Objective 1.2:

To improve skills and entrepreneurial competences for advancing economic and social innovation in CE regions



Funded on 3^o call
(with other 6 projects)



3 years duration

THE PROJECT BACKGROUND

The CHALLENGE for MIGRANT BACKGROUND ENTERPRISES in CE

Enterprises with migrant background represent an **important pool of entrepreneurs in European cities**



Common challenges for the migrant background enterprises in Central Europe:

1. Lack of managerial skills and knowledge related to the new culture
2. Difficulties to enter the local networks
3. Specific legal, cultural and linguistic obstacle



There are obstacles to the development of migrant background enterprises and their **business still need specific support**



OVERALL OBJECTIVE

The CHANGE for ENTERPRISES with MIGRANT BACKGROUND in CE

Enterprises with migrant background **suffer from different gaps** due to low cultural knowledge, lack of managerial skills and regional networks

Through the implementation of **specific competencies** for the ME, the project is expected to **significantly reinforce** their entrepreneurship spirits and innovation capacities and to **promote a greater social cohesion**



The **SEE ME IN** project will tackle these weaknesses by improving the capacity of **ME to be more competitive** in their market sectors through the promotion of co-developed activities



FACTS AND FIGURES



10 PARTNERS | 2 research institute | 3 public administration | 1 business support organization | 4 social economy network | + 4 ASSOCIATED PARTNERS



5 COUNTRIES | Italy - Slovenia - Croatia - Germany - Hungary



16 OUTPUTS PLANNED | 3 strategies and action plans | 2 tools | 5 pilot actions | 6 training experiences



2.1 MILION € project budget | 1.7 MILION € ERDF funds



PARTNERS

SEE ME IN



4 ASSOCIATED
PARTNER



TAKING COOPERATION FORWARD

3 SPECIFIC OBJECTIVES

objectives title

- Enhance the entrepreneurship and entrepreneurial potential of people with a migrant background
- Promote mutual learning and exchange between local and migrant background entrepreneurs
- Encourage Social Cohesion in Cities

summary

Programme and tools will aim at supporting new start-ups or existing enterprises of migrants. In the project's cities specific needs in terms of languages, access to credit and creation of networks will be addressed.

Work and learn together, migrant entrepreneurs and natives, with on-line mutual learning and face-to-face events, is the way to integrate immigrants in society and to grow up social cohesion in the cities.

Focusing on cities -where migrants enterprise often first set up- means reinforce the local politics and social integration; meetings between entrepreneurs and mutual knowledge as well target communication activities is one of the tools we will use for real integration in the cities.



3 strategies and action plan

- **Regional Joint Strategy:** a common vision to tackle ME networking and managerial skills shortages + establish priorities and objectives for the progress of the project and to tackle territorial changes with an integrated approach
- **Competencies improvement strategies:** will identify competencies category (technical, technological and managerial) and patterns to train both entrepreneur and employee in a transnational scenario
- **Action Plan for developing immigrant enterprises competencies:** build a concrete political and practical roadmap to improve MEs skills and entrepreneurial competences in CE in the long-term. Create the condition for the implementation of the Intercultural Incubator





2 tools

- **ICT application and architecture evolutive strategies:** will support MEs in developing innovative products, services and processes supported by ICT tools with the aim of implement the best practice for evolution.
- **Intercultural incubator:** thanks to the hub model, the pilot project will give the opportunity to test and implement service to facilitate entrepreneurship among migrants. The P.A. will consolidate it with cohesion activities



5 pilot actions

- **Pilot Application and demonstration:** will demonstrate the feasibility and effectiveness of the innovative technologies studied and applied by the project for the MEs. There will be 5 PAs (1 in each country: IT, SI, HR, HU, DE)





6 training experiences

- **B2B learning experience for social integration:** will encourage the development of a social process of integration between migrant entrepreneurs and native ones in which both will bring their contribution to business and innovation growth. 5 face-to-face events (1 for country) + 1 transnational event
- **Digital learning path:** supporting the MEs in the development of knowledge and skills to enhance their integration in the local contexts + the development of a fruitful collaboration and reciprocal exchange with the established business. available on the ICT Platform and on mobile by a specific APP



4 thematic WPs

WP.T1	Context Analysis
WP.T2	Logical Framework for future HUB
WP.T3	Pilot Action
WP.T4	Social cohesion for immigrants' entrepreneurship

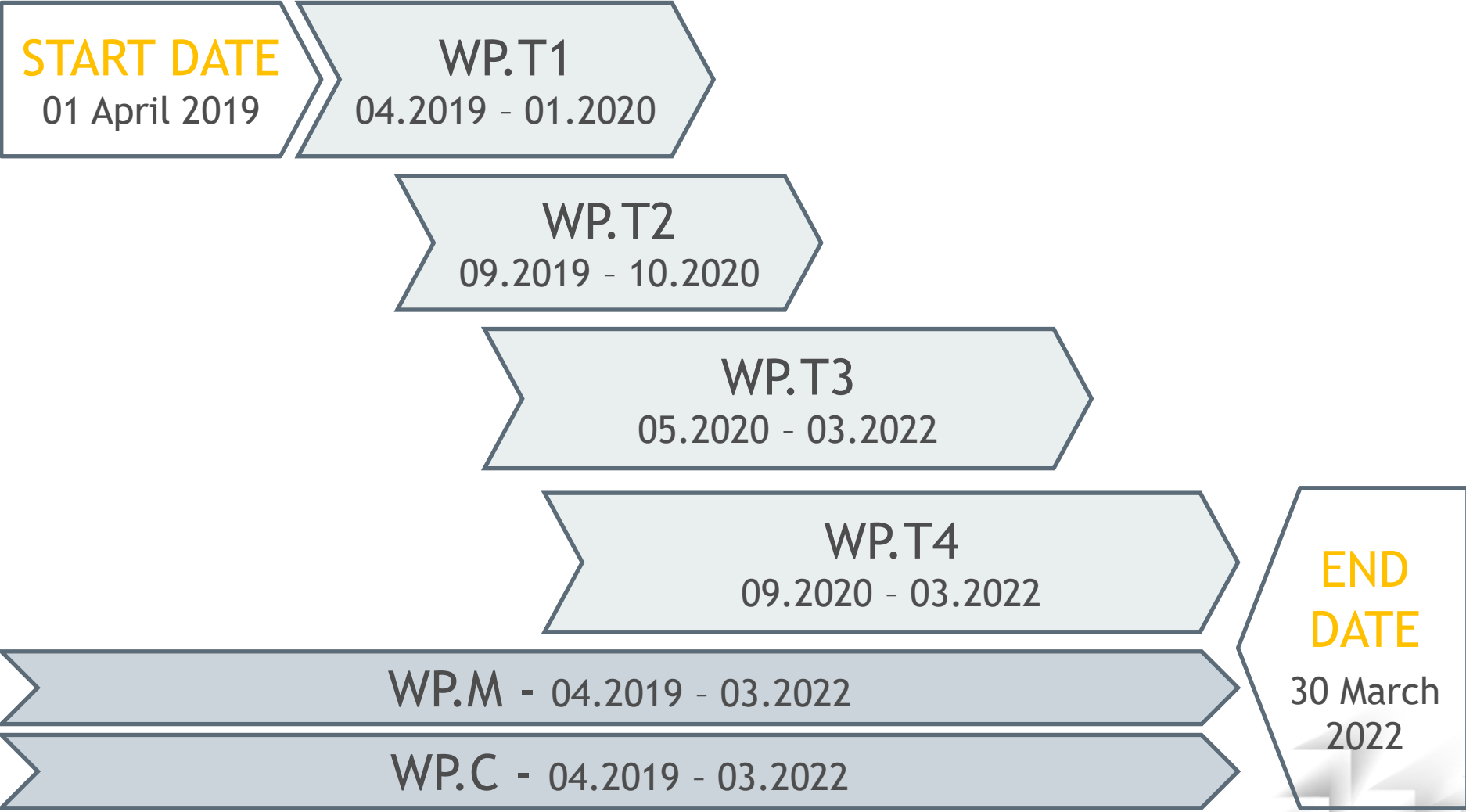
2 complementary WPs

WP.M	Management
WP.C	Communication



TIMELINE

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DISCOVER MORE

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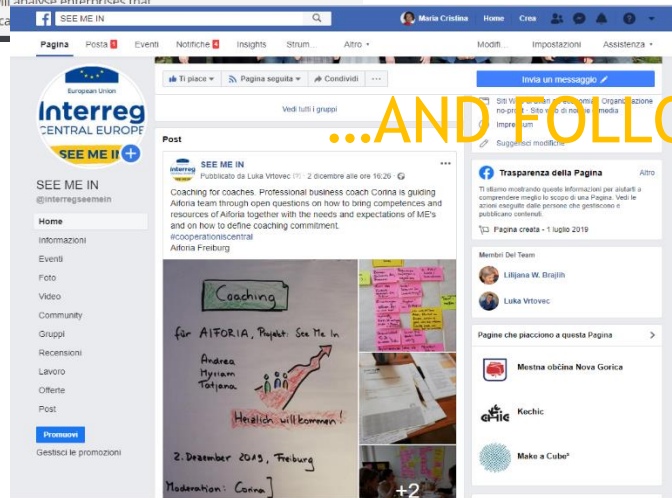


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