

TAKING  
**COOPERATION**  
FORWARD



**INFODAY NAZIONALE | Storie di progetti**  
Venezia | 22nd December 2022



**SEE ME IN: multicultural enterprises,  
protagonists in CE cities**



SEE ME IN | Fondazione Politecnico di Milano | Cristina Collini

PROJECT INTRODUCTION

PROJECT STRUCTURE

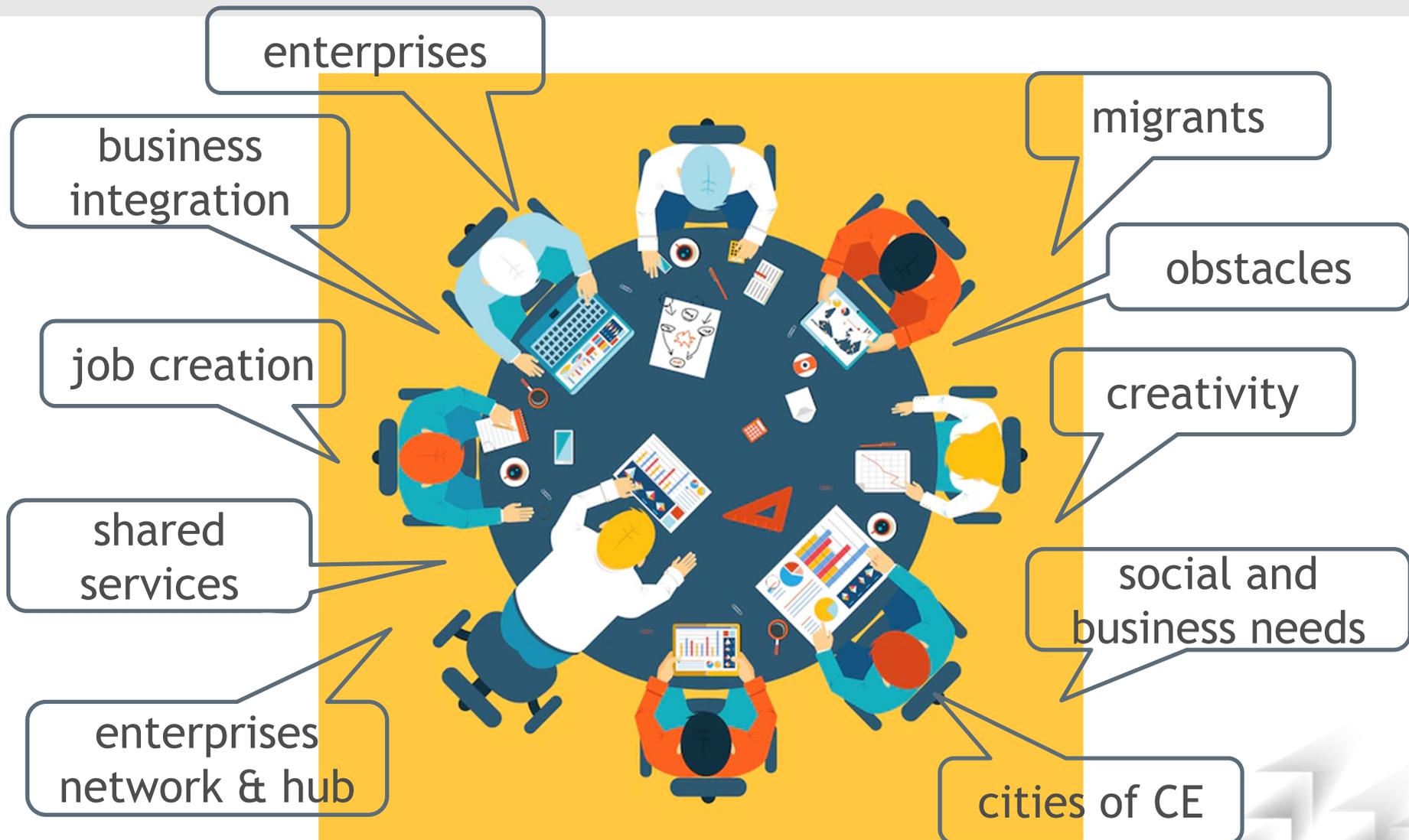
PROJECT RESULTS

PROJECT FINAL VIDEO



# SEE ME IN - FIRST IDEA...NOV 2017

SEE ME IN



# CENTRAL EUROPE and SEE ME IN



2014-2020

€ 246M

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

4 priorities

138 projects

 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° call  
(with other 6 projects)

 3 years' duration > April 2019 - June 2022

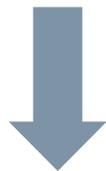


# SEE ME IN - OVERALL OBJECTIVE

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 support networks

Through the implementation of **specific competences** for the MEs, 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 **MEs to be more competitive** on their market sectors through the promotion of co-developed activities



# SEE ME IN - PARTNERS

SEE ME IN



1 from GERMANY



3 from ITALY



Fondazione  
Politecnico  
di Milano



1 from CROATIA



2 from HUNGARY



Regijska razvojna agencija d.o.o. Nova Gorica  
Regional development agency of northern primorska L.t.d. Nova Gorica

3 from SLOVENIA

**ISKRIVA**  
Institute for Development of Local Potentials



FAKULTETA ZA UPORABNE DRUŽBENE ŠTUDIJE



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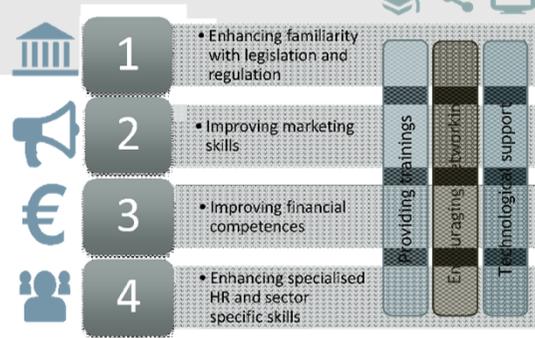
PROJECT RESULTS

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# SEE ME IN - PROJECT STRUCTURE

**SEE ME IN**

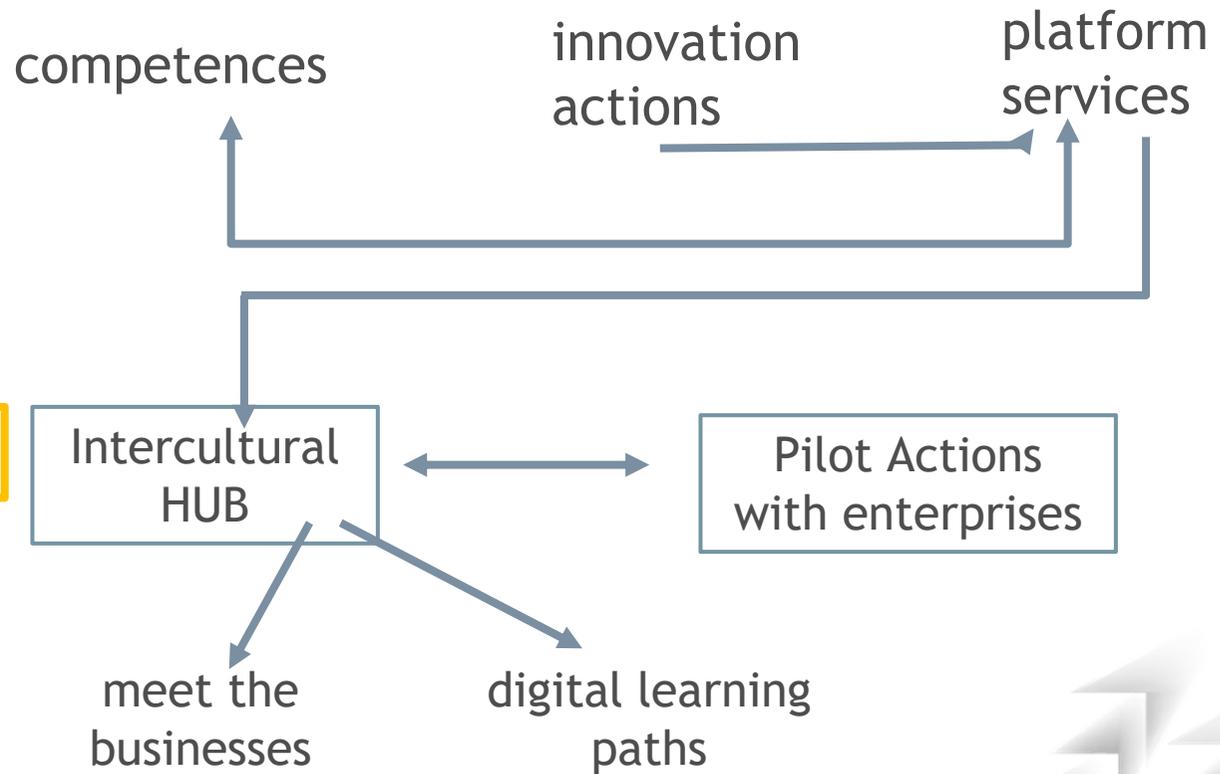


Regional Joint Strategy

Competences improvement strategies

**Intercultural HUB**

B2B learning experiences for social integration



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# SEE ME IN - MAIN ACTIVITIES

**Intercultural  
incubator**

**B2B learning  
experiences for  
social integration**

**Digital  
learning  
paths**

1. Offer transferable skills and competences
2. Create mutual exchange and opportunities of business
3. Increase the visibility of ME business

**networks and local  
ecosystems**

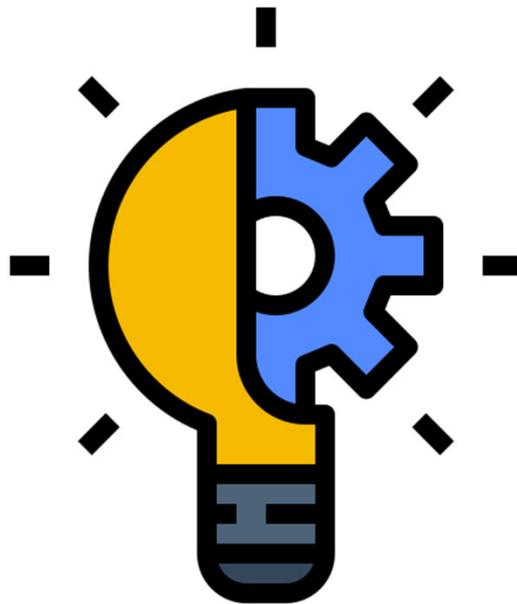
**MEs' participation  
to targeted events  
by market sector**



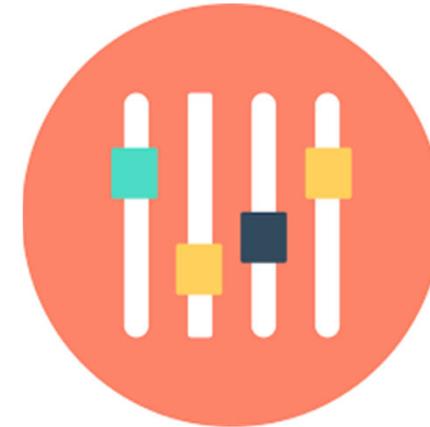
## 2 PARTNER CHANGES



COVID 19



## PROJECT ADJUSTMENT



- online events and trainings with the MEs
- more services on the HUB
- different visibility tools for the MEs
- review of targets



# SEE ME IN - MEs INVOLVEMENT



transnational seminar



materials + info-clips + webinar path



participation  
to events



covid  
suggestion



success stories



collective  
mentoring



B2B meetings  
online and  
physical



# SEE ME IN - MEs INVOLVEMENT

**SEE ME IN**



Fashion show  
in Freiburg  
(DE) - march  
2020



Educational events and  
online workshops from  
October 2020

**SKRIVA** **Interreg CENTRAL EUROPE SEE ME IN**

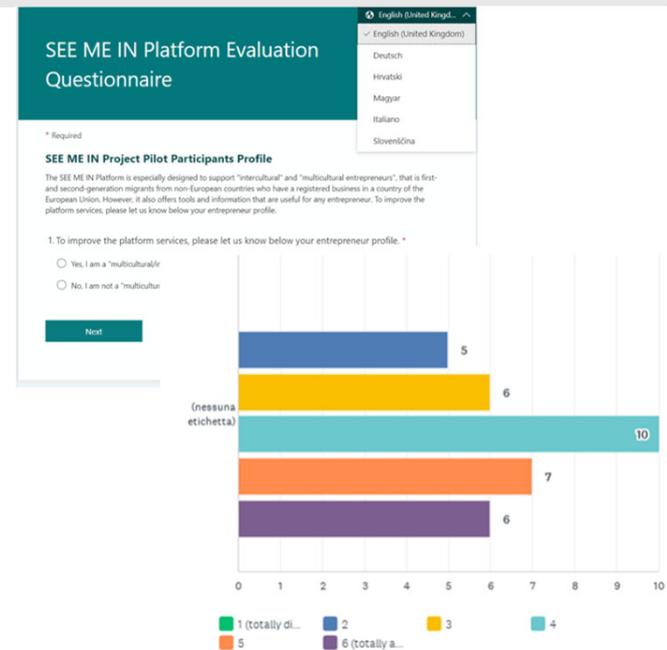
**FREE ONLINE WORKSHOPS IN ENGLISH**  
with a presentation of the Intercultural Entrepreneurs' Hub - an online platform to support multicultural entrepreneurs

**Small business funding options (national and other funding opportunities)**  
THURSDAY, 28.10.2021 | 17.00 - 19.00  
Speaker: Jakob Gajšek, Chief Executive of Ljubljana University Incubator  
Register here: <https://forms.gle/9PLMBEJpw7uf6CSF9>

**Communication techniques to connect with your customers and business partners**  
THURSDAY, 4.11.2021 | 17.00 - 20.00  
Speaker: dr. Andrej Kovačič, Pro-Active Communication Expert, Speaker, Coach  
Register here: <https://forms.gle/hRMmBWLZEeDMWFG>

Registrations are open until the day before the workshop. Link to access the workshop will be sent after registration.  
Contact: [anja.krajnik@iskriva.net](mailto:anja.krajnik@iskriva.net)

Organised by Institute Iskriva in the scope of the SEE ME IN project funded by the EU Programme Interreg Central Europe



Intercultural HUB:  
coaching activities  
and evaluation -  
January to May  
2022



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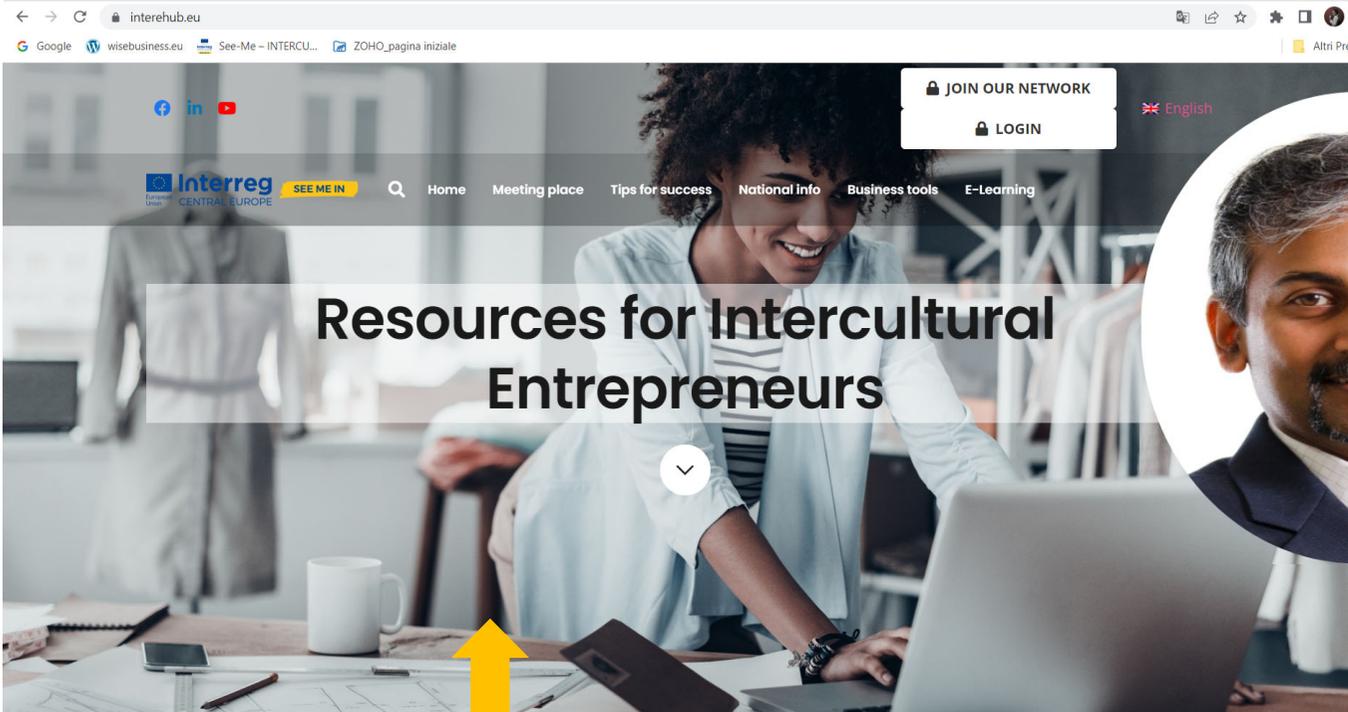
PROJECT FINAL VIDEO



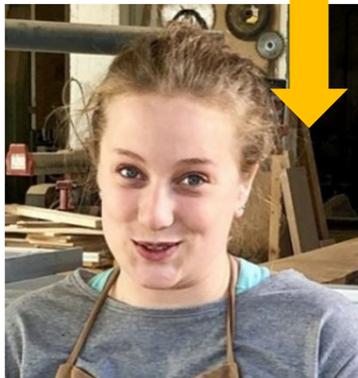
# HUB FOR (Migrant) ENTREPRENEURS

<https://interehub.eu>

SEE ME IN



**MULTI-CULTURAL ENTREPRENEURS**



**NATIVE ENTREPRENEURS**



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# SERVICES FOR (Migrant) ENTREPRENEURS

SEE ME IN



Meeting place



Tips for success



National info



Business Tools



E-learning



Questionnaire

## AN OPEN HUB

## Intercultural Entrepreneurs Hub

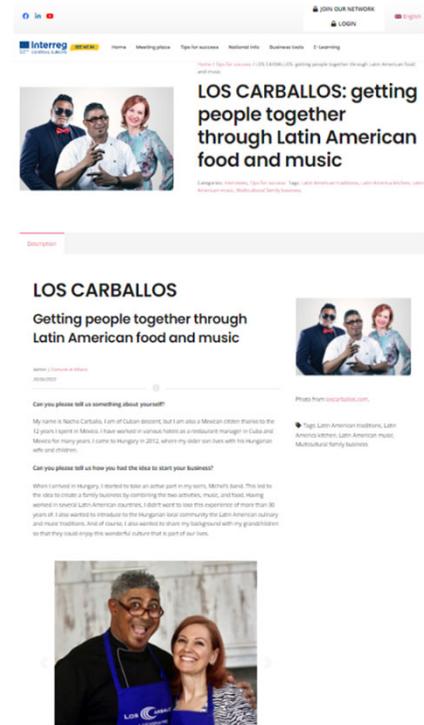


# SERVICES FOR (Migrant) ENTREPRENEURS

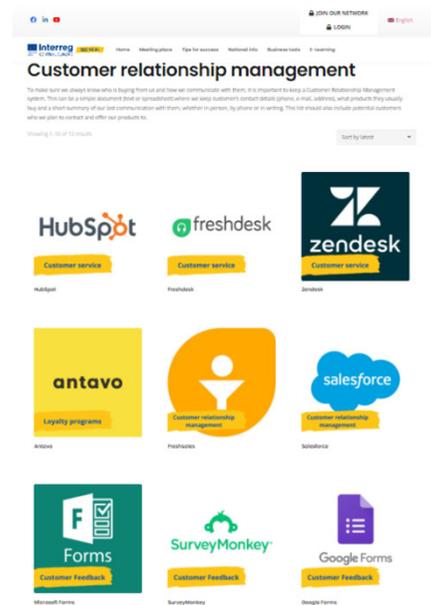
## SELF-ASSESSMENT QUESTIONNAIRE



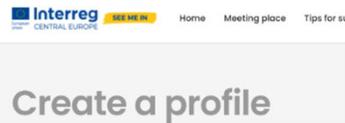
## TIPS FOR SUCCESS



## BUSINESS TOOLS



## CREATE YOUR PROFILE



Jr business  
w, and our t

Name of your company

17 interviews

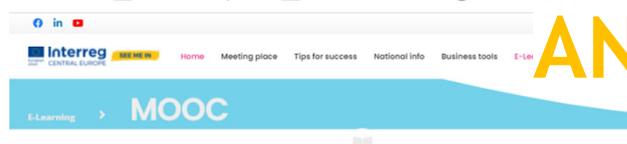
7 articles

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# SERVICES FOR (Migrant) ENTREPRENEURS

## AN e-LEARNING SECTION



selected MOOC

In this section you will find a collection of online courses (MOOC - Massive Open Online Courses) that can help you to improve your marketing skills and your financial competences. You will also have the chance to enhance your business and networking strategies and to deepen your knowledge in the HR field.

All the suggested MOOCs are for free; you can easily attend all the lessons offered. Some MOOCs may require a contribution to obtain the Certificate of Completion of the course.



BUSINESS FOR WISES

Business for WISEs MOOC introduces the key theories of innovation, models and approaches related to continuous competitive advantage through products, processes, utilizing technologies and through market practices. It offers key theories of marketing, models and practices of digital marketing and visibility.

English



ALTERNATIVE FINANCE

Alternative Finance MOOC aims to help participants navigate the world of Alternative Finance and Fintech. The course introduces the key models and approaches related to raising finance from sources alternative to bank lending (crowdfunding, invoice trading, venture capital, business angels, fintech platforms).

English



ENTREPRENEURS WITHOUT BORDERS



SHARE FOOD, CUT WASTE



1 transnational webinar in two sections

4 thematic sections with

- 13 info-pills
- written modules > TASKFORCOME
- additional resources



# MES INVOLVEMENT FOR VISIBILITY (WP.C)

SEE ME IN



## MILANO DESIGN WEEK 2021 (5 enterprises)



<https://interehub.eu/prodotto/multicultural-intelligence/>  
<https://www.youtube.com/watch?v=gUsNoYa8Qzo>

## FASHION VIDEO (6 designers)



## CULINARY TREATS (15 chefs)



### Culinary Treats







# MES' NEW ATTITUDE



- MEs discovered that they can find support around them
- MEs can share their thoughts in a network
- MEs take their role and explain their potentialities



# PUBLIC ENTITIES INVOLVEMENT

## KEY POINTS TO PAVE AN MEs' INCLUSIVE URBAN BUSINESS ENVIRONMENT

Include and actively engage MEs in long-term policy planning > Action Plan in Goriška region (SI)

Stabilize the second level stakeholders' support networks > SEE ME IN included in Croatian SMEs business report

Create a permanent observatory in Urban Economy Departments > connection with the Chamber of Craft of Freiburg

Embed MEs in the Council's Vision for a multicultural city and link MEs with local policies > the Alliance for Employment in Milan + a guide for different target groups

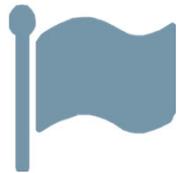
Connect MEs with the urban ecosystem (Business Clubs, Universities, Think Tanks, Fab Labs, Incubators, Business Angels) > in every project city

**TO SUPPORT MEs CONSISTENTLY IT TAKES A LONGER PROGRAMME, A WIDER ALLIANCE WITH POLICY MAKERS AND A REAL INTEGRATION INTO LOCAL POLICIES AND STRATEGIES**



# NUMBERS REACHED

SEE ME IN



5 pilot actions



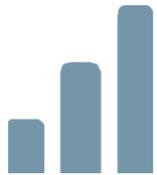
152 trained people



1 digital platform



81 MEs involved



12 new jobs created in the MEs



19 meetings with the MEs



600 people reached with communication activities



5 P.A. engaged in long term strategies



# LONG TERM RESULTS

## interehub.eu SUSTAINABILITY

- PP2\_CGM for future maintenance
- All PPs engaged to provide periodically new contents
- Engagement of MEs must be kept alive
- Merge with <https://wisebusiness.eu/>
- Technological update



## project GUIDEBOOK

- For project's stakeholders
- Definition and target of «multicultural entrepreneurs»
- Useful recommendations for
  - MEs business facilitators > specific training to officers
  - MEs support structures > working in complementarity and synergy
  - MEs networks > share tools, contacts, databases, ideas...



# INDIRECT RESULTS

## a “niche” trusting networks of stakeholders

in IT > OIM Italia, Università di Bologna, CNR-IFC, COSS Marche onlus, Fondazione ISMU, Fomaper, Ashoka, Università di Macerata, La Stecca...

## direct and indirect publications

## partners learning and growth

## 7 multiplayer events (beyond project end)



# CONCLUSION

- In an INTERREG project the learning dimension engages and transforms the partnership (internal “*capacity building*” process)
- The next step can be an investment to bring to the public policy level a practice that works and inspire public institutions to take action
- Strategic alliances can exist to support multicultural enterprises made by a native entrepreneur and a migrant one
- Experiment the professional figure of business angels and mediators, specialized in multicultural enterprises

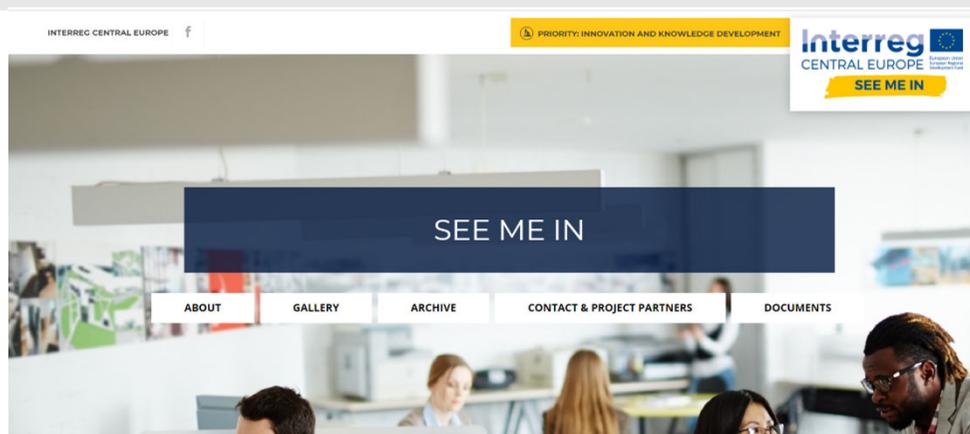


# CONCLUSION | FINAL VIDEO

After 3 years of implementation and despite the pandemic complex period, SEE ME IN offered the tools to the multicultural entrepreneurs (MEs) to make their businesses more solid and competitive, as well as facilitated the creation of new business connections and network consolidation of MEs through project activities.



# THANK YOU!



<https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html>

M. Cristina Collini  
Project Manager and Designer | Fondazione Politecnico di Milano  
[cristina.collini@fondazione.polimi.it](mailto:cristina.collini@fondazione.polimi.it)

