



Boosting Entrepreneurial Skills as Tool of Integration of migrants to labour market / (BEST)



This project is co-financed by the
European Union's Asylum, Migration
and Integration Fund



Consortium



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Objectives of the project

1. To develop a **pedagogical framework** in order to train and upgrade skills of TCNs who are considering becoming entrepreneur/self-employed.
2. To test “in situ” the curriculum with **three entrepreneurship courses** per Partner Country and analyse its usability and quality as well as follow up on the TCN through **16 peer reviews** taking the most successful elements to the final version that will be published as guide in the **handbook in several European languages**.
3. To create a strong local/regional/national and transnational strategic partnership that sets up the necessary elements to use the pedagogical framework with our special target group of migrants originating from third-countries beyond the lifetime of the BEST project giving it a transnational and European dimension.
4. To ensure the sustainability of the project in the long term through the creation of strong, strategic partnerships will be concretized through “**4 Cooperation Agreements**” (1 per country) between public and private stakeholders beyond the partnership at local/regional/national and transnational level.





Facts & Figures: The project

- 4 countries, 7 partners
- Duration: 01.02.19- 31.07.2021)
- Co-funded by AMIF
- Main challenge → Difficult access to information and to labour market & acknowledgement procedure of profession/education
- Solution → Empowering entrepreneurial skills and changing mindset through “blended learning” and fostering synergies with other entrepreneurs: Be a “creator” of your own professional path
- Result → Strong network and peer-to-peer support together with continuous coaching by experts, new social entrepreneurs!





Basics of Social Entrepreneurship Business Modelling

- 100 hours workload (ECTS)
- At least 25 hours face-to-face or online training and 75 hours of individual work
- Pedagogical Framework by University of Applied Sciences FH Joanneum (Austria)
- Course platform Moodle
- Divided into 5 Modules
- Format: blended learning or fully online

Module 1: Business idea creation

What is the social challenge that needs to be overcome?
What do I have to do to solve the challenge?

Module 2: Product/service development

Which product/service do you offer?
What is your target market like?

Module 3: Finances

What does the cost structure look like?
How does the company generate income?

Module 4: Social change and networks

Which partners and relations do I need for my business?
How can I scale and expand my business?

Module 5: Social impact

How can I have an impact?
How can I measure my social impact?





The BEST courses

**193 participants
that finalized the
courses (80% of
registered
participants)**

16-45 years of age

**4 different
nationalities and 4
continents**

**15 courses in
Austria, Slovenia,
Italy and Croatia**

**24 participants are
on the way to
develop their
projects/business**





The BEST courses

- Training materials are available on a special platform hosted by the University of Applied Sciences FH Joanneum in **English, German, Italian, Croatian, Slovene, Spanish & French**
- Compilation of 5 Modules plus additional materials such as Case Studies, quizzes, guidelines to open a company and further inspiring resources, forum to exchange with participants





Handbook for train-the-trainer

AIM: - equip multipliers to organize BEST courses to foster entrepreneurial skills of their target groups

Through interactive events & settings...

- Know how to use the different materials, (online) tools and exercises in order to facilitate BEST-courses with your target group
- Be empowered to implement interactive, non-formal trainings on the topic of Social Business Modelling based on the 5 BEST modules
- Have a specific plan how to organize and promote your courses based on a Canvas being able to generate positive impact in your environment and be a role-model for others!



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Handbook for train-the-trainer

- Content
 - Modules of the project
 - Suggested activities (also online activities)
 - Specific information on how to implement the BEST entrepreneurship courses
- Languages: English, German, Slovene, Croatian, Italian, French and Spanish



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Train-the-trainer courses

- Providing practical information on defining the target group and recruiting participants,
- Providing a BEST ToT competency framework, that details:
 - Knowledge that participants will acquire on the BEST methodology, skills that ToT participants will develop related to the organisation of a BEST training to third country nationals; the attitudes, that participants might incorporate with regard to BEST values
- offering templates (slides and materials, handbook, etc.) for the organisation of BEST courses in several languages
- Engage external partners and stakeholders in the BEST activities





Impact

On Third-country nationals:

- **Improved access to information** and basic services by their enhanced entrepreneurial & digital skills (reduced digital gap) and wider network as “door opener” to social business
- The migrant’s **active participation in setting up entrepreneurial solutions** through co-creation and exchange of experiences with peers and local role models.

On the stakeholders in (self-)employment sector:

- **Increased capacity to deliver basic services** on the basis of equality and user-centered approach without leaving vulnerable groups behind,
- **Improved capacity to form inclusive policies** on the basis of awareness of the obstacles of vulnerable groups that enhance the quality of service for all users.

On the local community and countries of settlement:

- **More cohesive society**, which benefits from migrants’ full contribution as social entrepreneurs with less people “falling behind”
- **Increased cooperation among the public and private sector** and among different levels of governance.





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