

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 - GERMANY
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Aiforia (PP10)
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 October/ November 2020 with the collection of the first feedback on the new Hub from few selected stakeholders. Due to the restrictions we did not organise a physical workshop but got in touch with the stakeholders by phone and email for bilateral exchange.

When the first contents were uploaded on the platform, the Coaching Activity started in each country. 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. After the coaching activity, we asked the participating ME's to fill the questionnaire but the response rate was very low.

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

- NUTS 1: Baden-Württemberg
- NUTS 2: Freiburg
- NUTS 3: Freiburg City

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)

Already during WP1 we figured out the needs of the ME's and realized the difficulty of the virtual form of information on the website as they have strongly expressed the needs for more practical tools, ready to use and tailored on their specificity.

The greatest result was achieved in terms of networking; German stakeholders working in the same field, had the opportunity 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, especially in the sector of fashion.

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)

Transnational cooperation is not an added value for ME's, their focus is set on local networking.

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
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- Sustainable development: by promoting the use of Intercultural Hub as a sustainable educational tool and organizing events with educational and networking content for further development of migrant entrepreneurs. A network of ME's was created that will continue to exist after the ending of the project as the ME's started their first own common projects.
 - Equal opportunity and non-discrimination: pilot activities were oriented in way that promoted greater equal opportunities for migrant entrepreneurs and ensured greater integration of migrant entrepreneurs into local environment by promoting them and giving them opportunities for networking.
 - Equality between men and women: pilot activities were equally targeted to both genders, as promotion and content of these activities was gender neutral.

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)