

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 - CROATIA
Investment number and title (if applicable)	
Responsible partner (PP name and number)	ACT Grupa (PP5)
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

In conducting the pilot activities, we largely followed the Methodological Guidelines for Pilot Action. In order to attract as many participants as possible, we have combined events. We were also introducing the HUB through individual presentations/mentoring activities in WP3.

The focused HUB presentation was held on April 21st 2022 on the event: Come together: HUB Presentation (WP3). We presented the <https://interehub.eu/> and coaching on using different functionalities of the hub. For the HUB presentation the event was in person and the facilitator / presenter used the official provided PowerPoint and also we had a stand with a laptop on which we offered to guide / show anyone there who was interested. On the same day Come together: Multicultural entrepreneurial meetup, B2B (WP4) was also held. In Croatia we reached 14 MEs on focused hub presentation and 12 local businesses in this public event.

Also, 4 more MEs were introduced with the HUB through individual mentoring (there were 8 mentored MEs, but 4 of them were also at this public collective event on 21st of April, so we do not count them twice) and 1 ME through other activities. Overall, HUB was directly presented to 19 ME entrepreneurs.

As the content on the HUB was growing, we also referred to the HUB and encouraging the participants to use it in our other activities as part of WP3 and WP4.

Taking into account the COVID-19 situation, which affected not only the organization of public events, but also the business operations of entrepreneurs (many were closed) and the size of the country in the context of the number of users (Croatia is much smaller than Italy or, for example, Germany), we consider this a success.

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

Pilot action were organized in City of Zagreb (NUTS 2), due to largest number of entrepreneurs in that region/city.

Investment costs (EUR), if applicable

N/A

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 is really difficult to assess in such a short period. In general, participants like the idea of gathering information and knowledge in one place.

Other feedback is that it takes time to explore the platform and learn the benefits. They see most of the platform parts useful (ie Business tools, Stories etc.), but it is questionable if they will have time to use the platform more in depth.

They really like to meet people, so in that case they were interested in how the platform in the "connect" part will enable it, ie whether it is feasible in such an online variant.

What is definitely a positive outcome is that mutual trust developed at all these events and that over time the participants communicated more and more, exchanged ideas, information.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Project activities opened up space for strengthening trust and cooperation among entrepreneurs that can last over time and generate new opportunities for collaboration and development.

In the Croatian context, we plan to keep in touch with the entrepreneurs who participated in the project's activities and include them in other entrepreneurial programs implemented by our organization.

Another aspect of sustainability is that we produced a digital content (presented in the HUB), in English and in other European languages which is easy accessible, also after the project, in other territories and by a wide audience.

Also, project partners will continue to add content to the hub to a lesser extent even after the project.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

There are several lessons we learned/confirmed:

- it is necessary to first build trust with entrepreneurs so that they are as open as possible to communication and cooperation
- language barriers and questionable motivation (precisely because there is not enough trust in the first contacts) are also often present
- they are often focused only on the work, so it is very important to find time (on an individual level) that suits them for other activities
- although collective events and teachings are useful, an individual approach to entrepreneurs is often needed in order to respond to their needs as specifically and tailor-made as possible
- it is extremely important to open space for entrepreneurs to socialize, exchange experience and information, which will naturally lead to connections and potential cooperation between them
- we also learned that the level of success of the MEs highly depends upon the acceptance and understanding of nation / surrounding values by the MEs

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

The Pilot actions in Croatia contributed to relevant regulatory requirements by providing country specific knowledge regarding relevant financial regulations, financing opportunities and tax-related obligations (through the content on the Intercultural Hub and Collective Mentoring events). SEE ME IN project was also the part of the Report on small and medium-sized enterprises in Croatia - 2021. which was created by CEPOR - the first independent, research focused entrepreneurship supporting institution in Croatia.

The Pilot action in Croatia complied with horizontal principles:

- Sustainable development: activities had a fairly neutral impact on the environment and one of the main products of the project - HUB is a digital platform. Also, many entrepreneurs who participated in the activity are impact entrepreneurs, they are guided by a triple bottom line (people, planet, profit).
- Equal opportunity and non-discrimination: pilot activities were organized in a way that promoted greater equal opportunities for multicultural and local entrepreneurs, a lot of space was left for them to socialize with each other and exchange information, entrepreneurs from the ACT group's portfolio were also invited and encouraged to communicate and exchange experience, some of the lecturers were also a multicultural entrepreneurs
- Equality between men and women: pilot activities were equally targeted to both genders, same as promotion and content of these activities

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)
- Deliverable in WP.T4 also contributed.