

TEMPLATE

Output factsheet: Strategies and action plans

Version 3

Project index number and acronym	CE 1415 SEE ME IN
Lead partner	Fondazione Politecnico di Milano
Output number and title	Output O.T3.3: Action Plan for developing immigrant enterprises competences
Responsible partner (PP name and number)	Municipality of Milan_PP3
Project website	www.interreg-central.eu
Delivery date	15 July 2022

Summary description of the strategy/action plan (developed and/or implemented)

Max. 2.000 characters

The SEE ME IN In project aims to draft strategies and action plans to provide models for disseminations. These notes condense experiences from the City of Milan, that was experimenting an umbrella role, with the ones from Hungary, Croatia, Slovenia and Germany. The following 9 key points can weave the fabric of a MEs inclusive urban business environment.

1. Embed Multicultural Entrepreneurs (MEs) in the Council's Vision for a multicultural city. In example, Milan edited a guide for different target groups of temporary communities, foreign students, nomad workers, expats and the business community.
2. Bring MEs in the long-term policy planning debate by including it in the city policy masterplan. In example, in Slovenia an Action Plan was drafted. In Milan MEs role in the development of the city was advocating through the two editions of Mainstreaming Migrations.
3. Stabilize the second level stakeholders table with supporting organizations representatives. In example, in Croatia SEE ME IN was included as a best practice in a medium-size enterprises report.
4. Stabilize the first level stakeholders' table with MEs representatives by working on participant motivation. In example, in Hungary a lasting bond between project partners and stakeholders was established.
5. Create a permanent observatory / control room in the Urban Economy Departments. In example, in Germany a connection was created between the project partner and the Chamber of Commerce.
6. Connect MEs with the urban ecosystem (Business Clubs, Universities, Think Tanks, Fab Labs, Incubators, Business Angels). This was a key points in every city.
7. Link MEs with the local policies. In example, in Milan the Alliance for Employment is redesigning the city's support to businesses, workers, professionals and consumers and the MI15, is planning at urban scale plan to provide citizens with living facilities within a 15-minute walking distance from where they live.

8. Favor a One stop Shop culture to cater for MEs needs. EC suggests to channel the most services through single access points.
9. Disseminate materials, prints and videos and continue managing the <https://interehub.eu/> platform.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Max. 500 characters

The action plan explicitly addresses:

- Italy, Nord-Ovest at the NUTS 1 level (and Lombardia in particular at NUTS2)
- Kontinentalna Hrvatska and also the rest of Croatia
- Slovenia represented by Zahodna Slovenija at NUTS 2
- Freiburg at the NUTS 2 level (Germany)
- Hungary (the whole country, but especially Közép-Magyarország and Transdanubia)

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Max. 1.000 characters

SEE ME IN on itself is hardly a game-changer. To enhance MEs consistently it takes a longer programme, a wider alliance with policy makers and a real integration in the local policies. To create a cross-regional policy, that would provide a European scale added value, we need to include MEs in established mechanism like Erasmus for young entrepreneurs or Eures. Nevertheless, a limited impact was achieved for participants, beneficiaries and institutions. SEE ME IN tools are used by MEs to make their businesses more solid and competitive. Connections among MEs, native entrepreneurs, buyers and investors are happening and are expected to grow in time, thanks to the SEE ME IN Intercultural Hub. A cooperative community of practice, providing specific digital support tools, is expected to flourish. Public and private agencies participating in SEE ME IN have learned how to manage physical support networks, providing them with dedicated tools, such as mentoring, coaching, B2B meetings, organization of thematic meetings and participation in fairs and events.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

Max. 1000 characters

As reported in the summary description of the strategy/action plan, the SEE ME IN project also aims to draft models for dissemination. It entails a practical level with tools and output and a methodological level with strategies and action plans.

The main legacy of the first level is the intercultural Hub, conceived as a resource for MEs. It provides tools and information, plus the possibility to connect with other MEs, native entrepreneurs and other direct stakeholders. Other outputs that can be referred to are the cookbook and the fashion video. They both broadcast contents and represent example of MEs talents for inspiration. The 2021 Milan Design Week collective exhibition named Multicultural Intelligence was a catalyzer for people attentions and can be presented as a good practice.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Max. 1000 characters

There are several lessons learnt from SEE ME IN, both on a methodological and an organizational level. On the methodological side, we need to make clearer decisions on the type of beneficiaries to work with and the type of actions to undertake. A lot of time and energy was absorbed on the definition of target MEs. Only third-party countries? Neighboring countries? Mostly poor countries? Second generations? Owner of established companies? 5 employees minimum? Candidate entrepreneurs? Startupper? Etc.

Then why do we consider MEs companies social businesses? In the majority of cases, MEs didn't even know the existence of such companies. Then, why work only with specific sectors?

On the organizational side we must create a more consistent plan to engage MEs, especially in the first phase, when it is all about trust and long term returns.

Working out all these decisions with different countries involved was an interesting and revealing process.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

Max. 1.000 characters

D.T3.2.2: Technological Hub

D.T3.3.2: Report on stakeholder workshops

D.T3.3.4: Report from external evaluation activities

D.T3.3.5: Reports from Pilot Action Implementation

D.T3.3.6: Reports from long term use of Technological Hub

D.T4.1.5: guide book - building entrepreneurial mins set and skills

<https://interehub.eu/>