

TEMPLATE

Output factsheet: Trainings

Version 1

Project index number and acronym	CE 1415 - SEE ME IN
Lead partner	Fondazione Politecnico Di Milano
Output number and title	O.T4.1: B2B learning experience for social integration - SLOVENIA
Responsible partner (PP name and number)	ISKRIVA_PP12
Project website	https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html
Delivery date	June 2022

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

In Slovenia we implemented Thematic WP.T4 through two B2B meetings. The B2B events were organized specifically to strengthen the bond between migrant entrepreneurs and established local entrepreneurs. The events provided an opportunity for face-to-face discussion and networking; therefore, it was important that they were organized as live events. The events were also used as a means of sharing knowledge and experiences between established local entrepreneurs and migrant entrepreneurs.

These two events, focused on integrating migrant entrepreneurs into local business environment and thus enriching it, were organized by Iskriva and Regional Development Agency Nova Gorica.

Main target groups of these events in WPT4: business support organizations, freelancers, NGOs, Self-employed people, entrepreneurs.

- **B2B event Tourism as an accelerator of multicultural entrepreneurship:** The event was organized on 7.6.2022 by Iskriva in Ljubljana. The main goal of this event was offline marketing channel of multicultural entrepreneurs designed to facilitate in-person interactions that result in relationship building. Hopefully, the B2B event led to sales pipeline generation and acceleration, customer retention, and brand awareness of the SEE ME IN among the participants. The event was divided into two parts: a round table and discussion about the multicultural entrepreneurship in tourism and informal networking event by the culinary treats. During the round table the migrant entrepreneurs had opportunity to get to know keynote speakers, their life story's and developing their careers from scratch.
- **B2B event Strategical frame of multicultural business:** The event was organized on 6.6.2022 by Regional Development Agency Nova Gorica in Nova Gorica. The main goal of the event was to present the operating of migrant businesses to local entrepreneurs and present the ways in which local enterprises and migrant enterprises can cooperate. The event also offered a relaxed atmosphere for networking between migrant entrepreneurs and local entrepreneurs, as it was held in a café. As this

café is operated by a migrant entrepreneur, the event also provided an opportunity to expose positive examples of migrant entrepreneurship.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Both B2B events were organized in West Slovenia (NUTS 2), more specifically:

- Tourism as an accelerator of multicultural entrepreneurship was conducted in Central Slovenia (NUTS 3)
- Strategical frame of multicultural business was conducted in Goriška (NUTS 3)

Expected impact and benefits of the trainings for the concerned territories and target groups

Both B2B meetings were organized with the intention to provide a platform for networking and exchange of knowledge between migrant entrepreneurs and local entrepreneurs. However, throughout the duration of the project, Slovenian partners realized that migrant entrepreneurs have different need regarding where they are stationed. Migrant entrepreneurs stationed in Ljubljana, which is Slovenia's capital, were better known as they were not as uncommon. Therefore, they expressed a need for more networking with established entrepreneurs in their field. As a lot of migrant entrepreneurs that cooperated with Iskriva worked within the tourism field, Iskriva organized a B2B event targeted especially to those entrepreneurs. However, Regional Development Agency Nova Gorica found that migrant entrepreneurs in a more rural environment were less known and therefore expressed more need for education of general public, including local entrepreneurs. That is why the B2B event in Nova Gorica focused more on presenting migrant entrepreneurs, how they operate and how they can connect for the first time with local entrepreneurs. The event was also organized in a way to present a positive example of migrant entrepreneurship and enable networking in a relaxed environment.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

In Slovenian B2B events, experienced professionals talked about their knowledge and experiences in the business sector. During the B2B event Strategical frame of multicultural business, the knowledge exchange was more defined, while in the B2B event Tourism as an accelerator of multicultural entrepreneurship experts transferred their knowledge through discussion, rather than presentation. The knowledge transferred in the B2B event Strategical frame of multicultural business was therefore more general and transferable, while knowledge in the B2B event Tourism as an accelerator of multicultural entrepreneurship was more tailored to the participants and therefore not as transferable.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

Through the implementation of B2B events in Slovenia, we learned that:

- There is a language issue when working with migrant entrepreneurs as a group, as they don't speak the same language. While some entrepreneurs speak English, but not Slovenian, other speak Slovenian but not English. The later is especially true for migrant entrepreneurs from Balkan countries, as their native tongue is often similar to Slovenian and therefore Slovenian is easier to learn than English.
- We learned that migrant entrepreneurs are a heterogenous group. That was mostly seen in their differing needs, as established migrant entrepreneurs expressed need for more sector-specific knowledge, while new migrant entrepreneurs needed more general knowledge. The heterogeneity of the group was also seen in the differing times they were free to participate in our activities. Migrant entrepreneurs from the hospitality sector were free mostly in the morning during the week, while others were free in the evenings and during the weekend.

Unfortunately, migrant entrepreneurs from Slovenia weren't able to participate transnational project activities.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

D.T4.1.3: Reports from the B2B meetings

Videos (about fashion and multicultural intelligence) and the cooking book can be found at the platform of the project: www.interehub.eu. They are part of the WP.C activities, A.C.5, targeted events but contributed actively to the present output.