

THE ENTER GAZETTE

THE LATEST NEWS, VIEWS AND ANNOUNCEMENTS OF ENTER TO TRANSFORM

ISSUE #2

AUGUST 2021



Editorial

Hi there!

We are delighted to publish the second newsletter for the Interreg NWE project «Transformational Entrepreneurship Hubs for Recognized Refugee Re-starters». In this edition, we present the French hub, a portrait of the French partner SOS Pulse and recent achievements from the other regions.

All the best,
the Enter to Transform team

In This Issue

Faces of Enter: Groupe SOS Pulse

News from the Partners

Engaging with the Community

#socialinterreg

Upcoming Events

Faces of Enter: Groupe SOS Pulse

By Clemence Junot

Created in 2006, GROUPE SOS Pulse (PULSE) is a not-for-profit organisation whose mission is to support entrepreneurship as a lever for inclusive and sustainable development. PULSE was founded on the conviction that each of us can become a change-maker if given the opportunity.

Today, PULSE is active in 18 countries through some 20 support and awareness programs and five incubators (Bidayya - Casablanca, Lab'ess - Tunis, PULSE - Montreuil, Oribi - Cape Town and Jogljéf - Senegal). PULSE provides support to 550 entrepreneurs every year. In France and internationally, PULSE develops support programs and awareness-raising actions for positive impact project leaders within and outside its incubators. PULSE is an organisation of SOS GROUP International action, one of the nine sectors of SOS GROUP.



The French Hub

As part of the Enter to Transform project, PULSE opened two hubs in France: one hub in Montreuil (Île de France region, 10 minutes away from Paris) and the other in Saint-Nazaire (Pays de la Loire region). Both hubs are located within the existing incubator and co-working spaces. In Montreuil, it is located in Le Comptoir, a PULSE incubator for social entrepreneurs. The Saint-Nazaire hub is located in La Ruche Saint-Nazaire, a co-working and training space. In both hubs, recognised refugees (RRs) can benefit from free access to a working space with computers, attend collective training, receive support from mentors, meet with experts and attend networking events.



News from the Regions



Comparative Sectoral Report

Germany: Comparative sectoral report

By L.-F. Wloka & J. Terstriep

The European continent has a long history of flight and migration. Especially Western European cities and regions have continuously been by migrants from all over the world for centuries. The people coming to these cities encounter different social and economic circumstances than in their countries of origin – no matter whether they came as migrants, guest workers, asylum seekers, or refugees. To gain a better understanding of those terms, the socio-economic conditions migrants face when coming to North-West Europe (NWE), the history and presence of migration and migrant restarters in NWE, the German team prepared a comparative sectoral report with the support of the partner organisation.

The first section of the report provides some theoretical groundwork.

It explains the distinctions between the terms refugee, asylum seeker, and migrant. In the report, migrant entrepreneurship is defined as *“the totality of companies founded [and] or managed by people with a migration background. This includes both those who have been living in NWE for several decades (with or without a country-specific passport), their descendants and those who have recently immigrated - this includes groups of people from EU and non-EU countries, including the specific target group of recognised refugee (RR) restarters”*.

The second section gives an overview of migration flows, asylum applications and the migration history in the four countries. Not surpris-

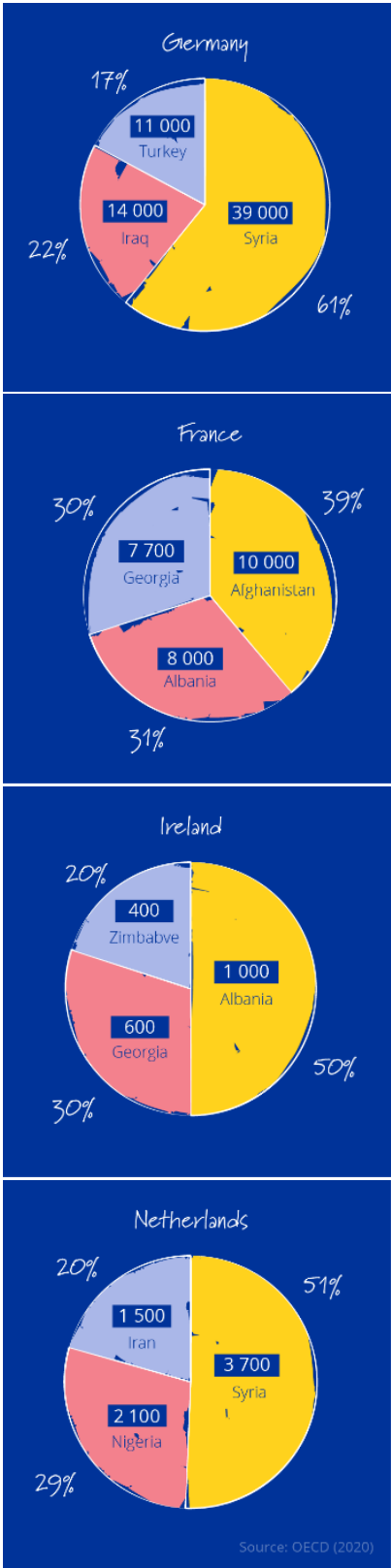
ingly, we find quite different migration histories in the four regions. While, for example, Germany, Ireland and the Netherlands recorded high numbers of migration inflows in 2018 due to free mobility in the EU, its share in France was substantially lower (see figure below). Accordingly, the countries of origin of immigrants. In 2018 the top three countries of provenance were

- for France: Algeria, Morocco and Italy;
- for Germany: Romania, Poland and Bulgaria;
- for Ireland: India, China and the United States;
- for the Netherlands: Poland, Germany and India (see figure below).



A closer look at asylum applicants reveals that the top three asylum applicants by nationality in 2019 were Afghanistan, Albania and Georgia for France, Syria, Iraq and Turkey for Germany, Albania, Georgia and Zimbabwe for Ireland and Syria, Nigeria and Iran for the Netherlands.

In addition, the cross-country comparison reveals major differences regarding their migration histories. Most of these differences can be attributed to some countries' colonial history (e.g. France or The Netherlands) or their recruitment strategies for guest workers from the 1950s onwards (e.g. Germany). Ireland, instead, for much of its history, has been a country of emigration. While in 1841, more than 6.5 million people lived in what is now the Republic of Ireland, the population had fallen to 2.8 million in 1961, the lowest level in history. In more recent decades, rising economic growth in Ireland has slowed the pace of emigration and attracted immigrants, some of whom have been returning Irish.



The third part of the report dives into the current situation of new-comer entrepreneurship in the regions. It zooms in on the current state of migrant entrepreneurship, RR restarters entrepreneurial opportunities, the regions competitiveness and innovation performance. We find that the regional innovation systems are an essential framework for RR-restarters. All regions show a good performance, albeit with varying strengths and weaknesses. The regions' complementary strengths promise significant added value resulting from the exchange of knowledge and experience between regions, including the RR restarters. An extra sub-section is devoted the regional social progress as an important precondition for RR restarters to find their way into the market.

→ [Download](#) your copy of the report at NWE webpage.

The Right Hub for Recognised Refugees

News from Ireland

By J. Blue

Enter to Transform partners Letterkenny Institute of Technology (LYIT) & Institute of Technology Carlow (ITC) have been working hard to establish the right type of hub to support recognised refugees who want to enter entrepreneurship in Ireland. The partners have met with multiple stakeholders, including representatives from the Irish Refugee Council, Donegal Refugee Resettlement Programme, Donegal Local Development Company, Donegal Local Enterprise Office and many others.

These meetings have helped to establish the barriers that stand in the way of recognised refugees starting their own businesses in the local ecosystem and the solutions that can be implemented to overcome these barriers. The knowledge gained by the Irish partners has contributed to the ongoing development of the hub that hopes to attract refugee entrepreneurs from all over the Republic of Ireland.

“

We have discovered that simple issues such as language difficulties can cause a barrier to refugees seeking support to start their own business in Ireland.

states Juanita Blue, project officer at LYIT, and continues

“

... we want to address this issue and show existing support agencies within the ecosystem that they need to address it too.

It is expected that a large proportion of participants who join the hub will come from an Arabic-Speaking background. To address the language difficulties that have been highlighted, training will be offered in a combination of Arabic and English. There will also be options for Arabic-language mentoring from successful entrepreneurs in Ireland. The hope is that by removing language barriers, other specific supports that this group of potential entrepreneurs' need can be highlighted and addressed also.



The Bootcamp at the Montreuil Hub

News from France

By C. Junot

On the 5th of June 2021, a bootcamp day was held at the French Montreuil Hub. The aim of this bootcamp day was to help aspiring RR restarters and aspiring entrepreneurs to start up (to go from a project idea to an actual pitch and draft business plan), to gain confidence in themselves and in their project. Despite the COVID crisis, the Bootcamp day was held in a 100% physical format, enabling the creation of promotion and collaborative spirit between participants.

The day started with a brief presentation of the Hub and icebreaking activities. Then, a refugee entrepreneur, having already launched a start-up in France, came to share his story and to inspire the participants. This was followed by a first workshop aimed at showing that it is possible for entrepreneurs to start with a simple idea with the money and contacts they have and grow little by little.

Following this workshop and a much-appreciated lunch break, the

participants, followed training in small groups to better shape the activities of their enterprise and to fill out a business model canvas, answering questions on key partners, resources, key activities, products, services, clients and beneficiaries. The day ended with a short pitch session of each entrepreneur's project. Participants left with a first pitch and a draft business model for their entrepreneurial project, which will be refined and completed as the project continues.



Stakeholders Meeting in The Netherlands: Personas and Journey Maps

By T. Erdogan

As the implementing partners of the Enter to Transform Project in the Netherlands, we, Newest Art Organization and The World Makers Foundation, organised a stakeholder meeting on 27-28 May 2021. The meeting has targeted to gather a multidisciplinary group together including policymakers, researchers, refugee supporting organisations, funding agencies, entrepreneurship trainers, as well as established and aspiring (refugee-) entrepreneurs around the question of 'How can we collaborate to create a more conducive environment for refugee-entrepreneurs?'. The majority of the participants were academicians and refugees.

We aimed to surface the necessary knowledge and insights to map the

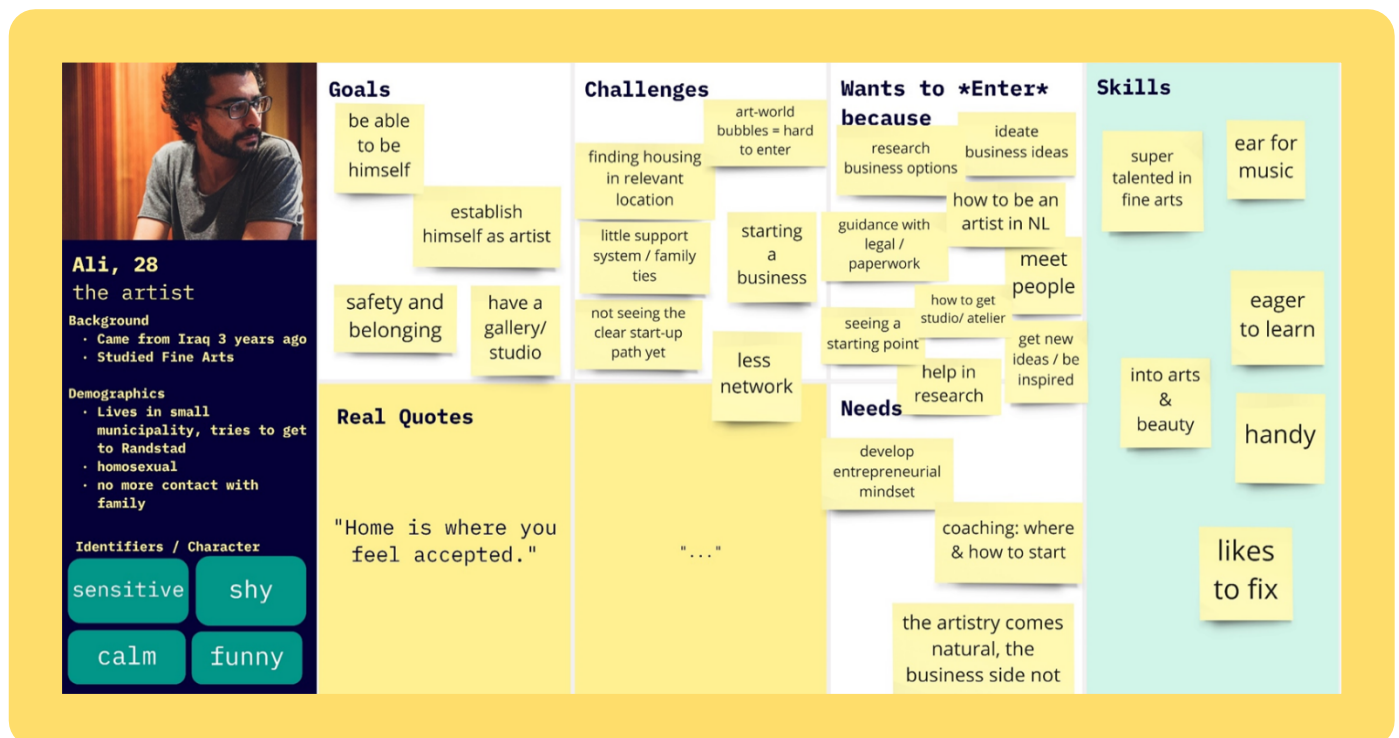
opportunities and obstacles within the system and to take steps towards more coordinated and efficient interventions with different actors.



We believe that this meeting was an important opportunity to exchange stories and experiences of people with different sorts of expertise and points of view.

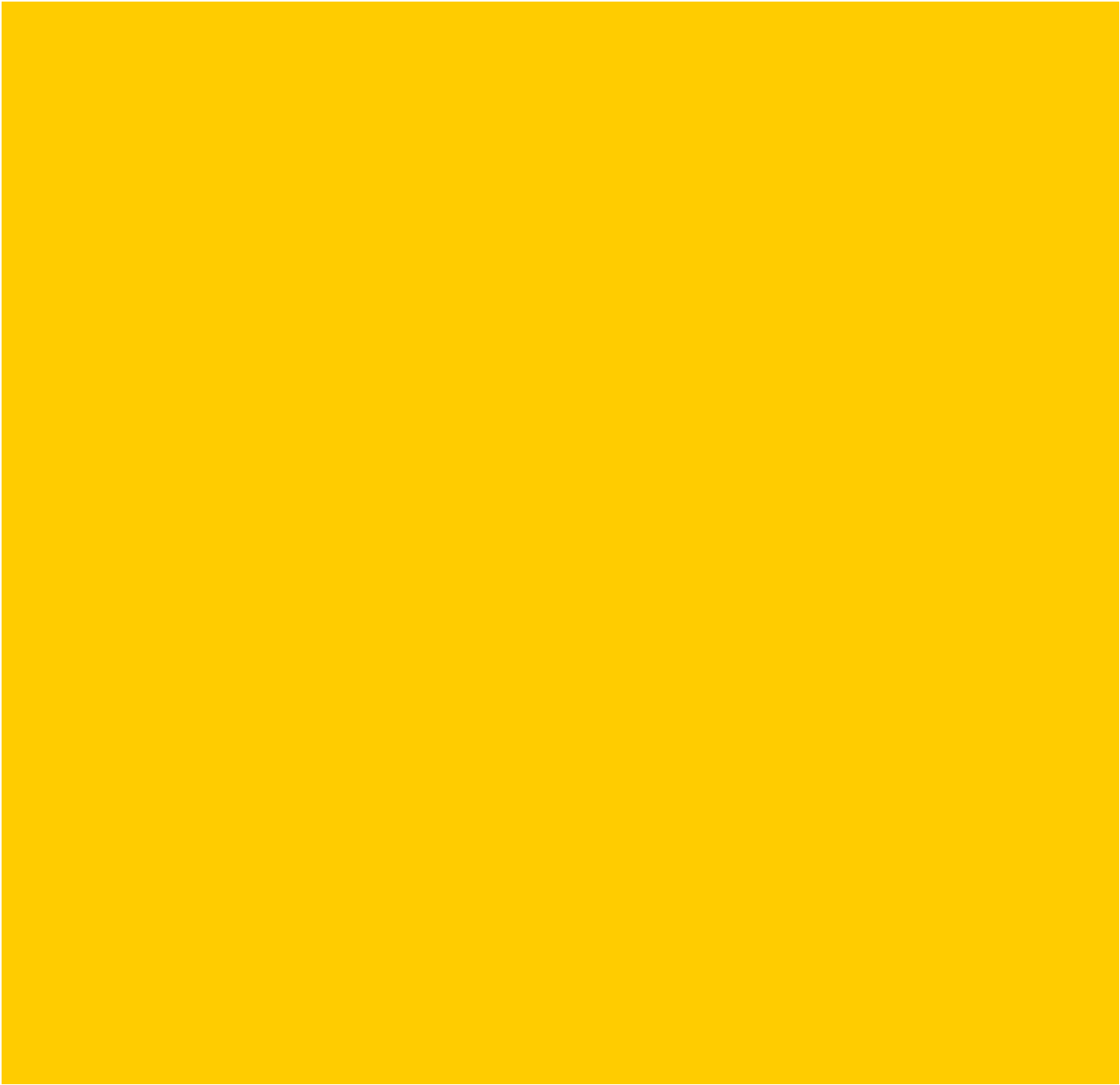
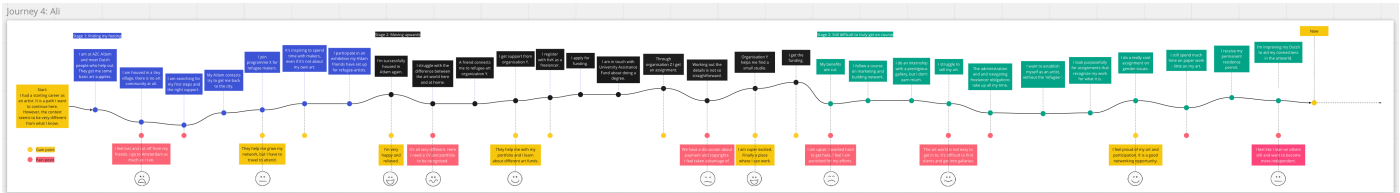
(Geke Osterhoof)

As two useful visual and storytelling tools, 'personas' and 'journey maps' were used in the representation of the experiences of (aspiring) refugee-entrepreneurs. The personas are not real persons but "fictitious characters" based on the stories of 11 refugee entrepreneurs in NL. Although they do not directly represent a specific refugee entrepreneur's story, the journey maps anonymously show important touchpoints that different real persons have experienced in their entrepreneurship journey. While personas and journey maps have helped to represent insights from the real experiences at the personal level, they were also helpful to show the obstacles and support mechanisms in the system.



We believe that personal stories and storytelling are taken seriously by people when it is about to change a system. Relating to that, the stakeholders meeting has shown us that there are contradictions between the assumptions of the actors of the system about refugee entrepreneurship and the realities. Also, these tools helped us to see that

changing a system means looking at the subject differently: not only seeing refugees as vulnerable people that need help but as a rich and skilled source for rejuvenation of communities, encouraging cohesion within the Dutch/European society and economy.



Engaging with the Community

The Enter Podcasts

By L.-F. Wloka



In the last months, the communication team has worked on the Enter Podcasts. Three different types of podcasts are foreseen: (1) raising stakeholder's awareness, (2) mentoring refugee restarters and (3) narrating success stories of newcomer entrepreneurs.

The podcasts pursue different goals: First, they increase the awareness of local stakeholders to RR activities' untapped potential and the chances they offer for economic growth, innovation, and socio-cultural diversity. Second, the podcasts provide evidence-based knowledge on how to work with the target group and what works or not when working with RR restarters, including demands, commonalities, and differences between NWE regions regarding current practices. Third, the success stories give RR the chance to tell their stories and call attention to their capacities and strength, thereby helping to overcome prejudice and changing common narratives by increasing

stakeholders' knowledge.

Each podcast has a different topic, depending on the target group. The podcasts for the stakeholders should provide deeper insights into the project's activities, especially into solutions developed by the consortium and give advice on how to work with newcomer entrepreneurs. Potential topics for the mentoring podcasts for the target group (RR) could be deeper insights into the four sectors health, crafts, services and trade, information about finance or the different business phases stand-up, start-up and scale-up.

Each month a new podcast is published on the Enter to Transform website. Curious already? Just listen to our first two episodes.

→ [Introduction into the project](#)

#socialinterreg

Workshop on Social Innovation in the new Funding Period 2021-2027

By J. Terstriep



On June 29th 2021, Frans Coenen, University Twente, presented the Enter to Transform project in the roundtable discussion »Migration and Integration« at the #socialinterreg workshop. #socialinterreg is a networking initiative for social innovation Interreg projects which aims at highlighting the added value of social innovation projects in Interreg (for further information, visit → [#socialinterreg](#)). The roundtable discussion on »Female Entrepreneurship« I joined was very interesting and showcased useful tools to mobilise specific groups among the RR restarters. Centring on female entrepreneurship, the »W-Power« project, for example, organised pitches for female start-ups only to better address the specific needs of women also in cultural terms. An instrument that could also be useful as regards female RR restarters.

Next to the roundtable discussions, representatives from Interreg Alpine Space, Baltic Sea Regions, North-West Europe and the Mediterranean presented how Interreg programmes and ESF+ will support transnational cooperation on social innovation. Interreg Alpine Space envisages centring on digital transformation and its impacts on social,

cultural and economic systems where the focus is on citizens as beneficiaries of digitalisation. Hit hard by the COVID-19 pandemic, the Baltic Sea region strives for innovative societies based on resilient economies and communities (pillar 1) and responsible public services (pillar 2). Concerning the latter, experimentation with new ways of delivering services takes centre stage, including innovation partnerships to develop green solutions and social innovations. For Interreg NWE »a more social and inclusive Europe« is at the core, including inclusive and place-based business models. Still being in the negotiation phase, initial calls are expected for late spring 2023.

The workshop was a great opportunity for the participating Enter representatives Frans Coenen, Alexandra David and Judith Terstriep to reach out to other Interreg communities and exchange knowledge and experiences on social innovation, migration and social entrepreneurial opportunities for migrants.

Upcoming Events

1 Launch of Enter to Transform Platform

 August 2021

The Enter to Transform platform will be launched in August 2021. In addition to the project webpage, the platform is the main online mentoring tool for the RR entrepreneurs and stakeholders. Check out under: www.enter2transform.eu

2 Mentoring in German Hub

 August 2021

The German Enter to Transform hub in Gelsenkirchen starts its first mentoring event in co-operation with GAFÖG in the second part of August 2021. Interested newcomer step into the stand-up phase of business creation.

3 Roll-out of hubs across NWE

 August 2021

After the piloting testing of the hub in France, the hubs in the Netherlands, Ireland and Germany will soon open their doors. Stay tuned!.

Imprint

Editor

Westphalian University Gelsenkirchen
Institute for Work and Technology
Munscheidstr. 14
D-45886 Gelsenkirchen

eMail: david@iat.eu; wloka@iat.eu

Web: www.iat.eu

Disclaimer

This Newsletter is part of the Deliverable 2.3 of WP C. The information and views set out in this Newsletter are the sole responsibility of the author(s) and do not necessarily reflect the NWE Secretary's views

Enter to Transform is a joint transnational project that develops a supportive environment of hubs functioning through mentoring as «door opener» for recognised refugee (RR) restarters to enter existing entrepreneurial infrastructure in NWE. It introduces RRs in how, where, and by whom to get the tools they need to restart business activities. The project is co-funded by the Interreg North-West Europe Programme under grant agreement NWE1096.

Design by Judith Terstriep

Photo credits

Page 1 James Pritchett on Unsplash

Page 2 Groupe SOS Pulse

Page 3 Jon Tyson on Unsplash

Page 4 IAT

Page 5 IAT

Page 6 Groupe SOS Pulse

Page 7 Gaelle Marcel on Unsplash

Page 8 Newest Art Organizations

Page 10 CoWomen on Unsplash

Page 11 Christ Montgomery on Unsplash