

# THE ENTER GAZETTE

THE LATEST NEWS, VIEWS AND ANNOUNCEMENTS OF ENTER TO TRANSFORM

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## Editorial

Hi There!

We are delighted to publish our first newsletter for the Interreg NWE project «Transformational Entrepreneurship Hubs for Recognized Refugee Re-starters». In short: Enter to Transform. From now on we will inform you regularly about our activities. We launched this first edition to introduce the project and the partners involved in this exciting 3-year project.

We hope you enjoy our first insights!

All the best,  
the Enter to Transform team

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# What Enter to Transform is about!

By A. David, O. Atibioke & L. Wloka

Enter to Transform aims to improve the support infrastructures for Recognized Refugee (RR) business restarters in North-West Europe (NWE), specifically in the Netherlands, Germany, Ireland and France. By regional hub creation and mentoring of the RR restarters, the project will contribute to more inclusiveness and business creation in Europe.

Enter to Transform addresses restarters who already were into entrepreneurial activities in their home countries and are striving for a fresh beginning in NWE. Support will be given to the target group by particular mentoring concepts and knowledge transfer. An action research approach guarantees stakeholders' and target group involvement to co-create a RR re-starters entrepreneurial friendly environment.

RR restarters will be supported throughout the business phases stand-up, start-up, and scaling. Distinct from existing more general measures, the project focuses on four sectors: health, crafts, ICT services and trade. In doing so, we leave room for restarting in other growth sectors. The overarching aim is: Get people restarting!

Regional hubs as means to achieve our goals are at the core of the project. The hubs are a meeting place for stakeholders, restarters and further interested in exchanging, advancing knowledge, and co-work in the best possible way. In so doing, each partner region fosters social innovation based on a transnational framework of hubs. Planned outputs are RR restarters with a business plan or starting a business.

# Why Enter to Transform matters!

Given the ageing population, NWE needs more businesses to sustain growth and jobs. Local communities and NWE regions, in general, can profit from companies developed in terms of improvement of NWE support infrastructure that is under pressure. Simultaneously, RRs have a high potential to start a business, mainly if they have been entrepreneurs in their home country. Still, the existing business support infrastructures are difficult to enter by RRs, and therefore they need specific mentoring to use their full potential.

Considering these structural obstacles, Enter to Transform has developed a new approach based on social innovation. The way of hub development, piloting, and implementation leads to a two-way integration path and the transnational creation of better access to existing entrepreneurship ecosystems in NEW.



# How to cope with challenges posed by the Corona crisis?

*By A. David, O. Atibioko & L. Wloka*

The COVID-19 crisis has changed our lives. Enter to Transform is no exception.

The project's success depends on face-to-face exchange and personal contacts to establish trustful relationships with potential restarters. Insofar, Enter to

Transform was severely affected by the restrictions in response to the spread of the COVID-19 virus. Most partners experienced considerable challenges in reaching out to the target group and establishing first contacts. Utilising online tools, however, allowed the team to cope well with the constraint situation.

The hub and mentoring conceptualisation in Enter to Transform has already started online. By promoting mentoring podcasts, video-based knowledge exchange, a platform called «Enter Talk» and virtual showrooms, the team strives to bridge the gap and looks forward to meeting face-to-face soon.



# What is next?

By the Enter to Transform Team



With the project start, the project team compiled an inventory of existing support measures. To better grasp regional markets' dynamics, sectoral country reports provide deeper insights into the partner regions' economic and innovative performance. Good practice reports on existing mentoring tools completed the regional status quo survey.

These steps were essential to developing the joint hub concept currently piloted in France by Pulse SOS. The French pilot hub #tempo (→ [watch the video](#)) has opened its digital doors to RR restarters and those interested. Simultaneously, the French pilot hub kicks off the mentoring in France and a roll-out process to the other regions. In due consideration of the regional specificities, additional hubs

will be launched in Germany, Ireland and the Netherlands.

We are looking forward to the results of the piloting. For more details, visit the hub's [website](#).

## Also in the making:

**1** An online platform for mentoring and transfer for good practice will be launched by the project in early summer 2021. Striving to network RR restarters, active stakeholder and further intermediaries to collaborate, exchange experiences and advance knowledge on business creation and supportive measures.

**2** Enter Talk: A 15-minute audiovisual format being a platform for partners to share their personal experience and motivation participating in Enter to Transform and their wishes and goals in the further course of the project. This format will be realised at least three times and used as an advertisement on our social media channel.

**3** Finally, keep an eye on our [webpage](#). Here you will find the latest news, updates, and project-related downloads.

# Who we are!

## The Dutch team

As the lead partner, **University of Twente** (UT) works on combining technological knowledge and innovation with behavioural and social academic research. UT's strength lies in the combination of excellent science, entrepreneurship, and international orientation. Its research focuses on themes with a large societal impact: health, water, green energy, and education

**Newest Art Organization** (NAO) supports and promotes displaced artists and craftspeople who came to the Netherlands because of war and other exclusion. NAO guides them in setting up their own businesses through workshops and personal training. NAO connects newcomers with potential clients and the arts and crafts in Europe.

### **The World Makers Foundation**

(WMF) supports refugee and migrant artisans in the Netherlands in finding work and developing new products and provision of information on Dutch regulations for entrepreneurs, acquisition, and communications. WMF connects refugees to local, established artists and designers to develop innovate.

### **Letterkenny Institute of Technology**

(LYIT) is an inspirational education hub with 4 000 students from Ireland and abroad, offering over 100 Educational programs across its 4 Schools of Business, Tourism, Engineering, and Science. All programs are designed to combine academic theory with practical skills to prepare students for the world of work and lifelong learning.

## The Irish team

**Carlow Institute of Technology** currently ranks as the third-largest of Ireland's 14 Institutes of Technology with more than 8,300 enrolments and 850 staff and has generated over 55,000 graduates since its founding in 1970. Institute of Technology Carlow provides higher education programs and research and enterprise development opportunities.

## The German team

The **Institute for Work and Technology** (IAT), Westphalian University Gelsenkirchen, aims at relevant knowledge to enhance social welfare and sustainable transformation. IAT's strength lies in the combination of basic and action research. With a focus on migration and innovation, it works on socially innovative solutions at different spatial levels

**Machbarschaft Borsig11 e.V.** was founded in 2011 as an association to foster a local multicultural civil society. Borsig11 practices intercultural exchange and creative urban development, experimenting with participatory societies, fair economic, and sustainable living in the immediate neighborhood.

### **Institut für Kirche und Gesellschaft**

(IKG). The Institute for Church and Society is an entity of the Evangelical Church of Westphalia. The Institute supports the Church in promoting its political agenda. We want to encourage and empower people to strive for a sustainable society.

**Train of Hope e.V.** has been awarded for their development of a specific empowerment concept that includes RRs involvement in mentoring and training activities and the organization's board.

**FIAP e.V.** – Institute for innovative and preventive job design is driven by questions and problems of a modern working environment. It carries out in the field of job design and prevention. FIAP moved its activities to co-creation in education and training, teaching specific target groups such as refugees by co-design.

## The French team

**Groupe SOS Pulse** is a branch of Groupe SOS. It was established in 2011 to respond to the demand of social entrepreneurs to grow and scale their impact on social innovation. Its activities are to incubate new projects, accelerate and grow existing social enterprises, assist them to scale their social impact, provide a workspace, and to support access to funding. Groupe SOS Pulse is active all around the world.

# Imprint

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## Disclaimer

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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

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