

# THE ENTER GAZETTE

THE LATEST NEWS, VIEWS AND ANNOUNCEMENTS OF ENTER TO TRANSFORM

ISSUE #3

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## Editorial

Dear Reader,

with the start of 2022, a revisiting of Enter's activities in 2021 and a preview for the upcoming period should be allowed.

This edition of the Enter to Transform Gazette comprises information about our Dutch partners and their hub creation. It also entails contributions on events across Europe from our team and upcoming events.

Enjoy reading about our recent activities

All the best,  
the Enter to Transform team

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# Faces of Enter: The Dutch Team

## Newest Art Organization

*By G. Oostendorf*

Newest Art Organization (NAO) supports and promotes artists and crafts[wo]men with a refugee background. We guide them in setting up their own business or practice through training and workshops in artistic entrepreneurship. We connect newcomers with potential clients, funding opportunities and the European fields of arts. We connect the new artists with the Dutch society because we believe that art is the ultimate instrument for connecting, remembering, and recognizing. Also, it is a joyful route towards real inclusion and a fair, equal and enriched society. Our platform was raised at the end of 2015. At that time, refugee artists and craftspeople were housed for long periods in Amsterdam emergency shelters. To showcase their work, we organized the art exhibition Take Flight (2016). Since then, our platform has grown to include more artists and artisans. We host events and workshops in our workplace in Amsterdam east and facilitate meaningful cultural exchange in local society. Visit us: <https://newestart.org/>

practitioners, using fashion to connect people and build communities. Our activities have been ongoing for many years but were officially formalized under The World Makers Foundation in 2019. We are based in Amsterdam, though the fibre of our community stretches far beyond the city boundaries.

Visit us: <https://www.theworldmakers.org/>

Newest  
Art  
Organization

## The World Makers Foundation

*By A. Cassano*

The World Makers Foundation supports refugee and migrant artisans. We believe the expertise they bring is of value when connected to mainstream design and art and that the infusion of their heritage is a source of innovation. We build upon the creativity and heritage they bring along with them and provide a platform for their skills. We collaborate with local, established artists and designers, as well as with cultural institutions. We work with social designers and systemic change



# Entering the Dutch Hub

By G. & H. Oosterhof & A. Cassano

We are currently working hard to realize the Dutch hub for Refugee Entrepreneurs, in cooperation with multiple local partners. Our first program will kick off in February 2022 in Amsterdam. The program starts with an intensive, 3-month training. During this, the aspiring entrepreneurs will acquire knowledge about the local landscape, Dutch regulations, financing and taxes. In addition, the program is also about research their customers and market, prototype and test their business idea, and get into networking and pitching.

As soon as the participants are ready, their enterprising activities can start under the protective umbrella of a cooperative. This allows for further developing and testing the business idea, without financial risk for the entrepreneur. Businesses will be registered with the Chamber of Commerce once they are financially stable and have provided an income for at least three months. Extending our support beyond the more usual incubation period, we can hopefully harbour more longevity and durable independence.

Here are some insides into our work:



# News from the regions



# Partner Meeting in Düsseldorf

News from Germany

By L. Wloka

On 13<sup>th</sup> and 14<sup>th</sup> October 2021, the Enter consortium meeting took place in Düsseldorf, Germany. For the first time since the start of the Covid-19 pandemic, the meeting was hosted in presence. Beside the residence of the steering committee, the team discussed concerns of project management, communication, and finances. As an external guest from the Interreg

joint secretariat we welcomed our project officer Ms. Irma Botic.

The program for the two-days-meeting was accompanied by presentations from the work package relevant partners under the lead of the Twente University. A detailed zoom into the hub creation and its progress in the partner regions was given by the implementation partners. Closed with a

team building activity and a dinner the two-day-meeting was a success.

All in all: We had new insides and a lot of FUN! (See pic below)



# German stakeholder meeting and midterm conference

News from Germany

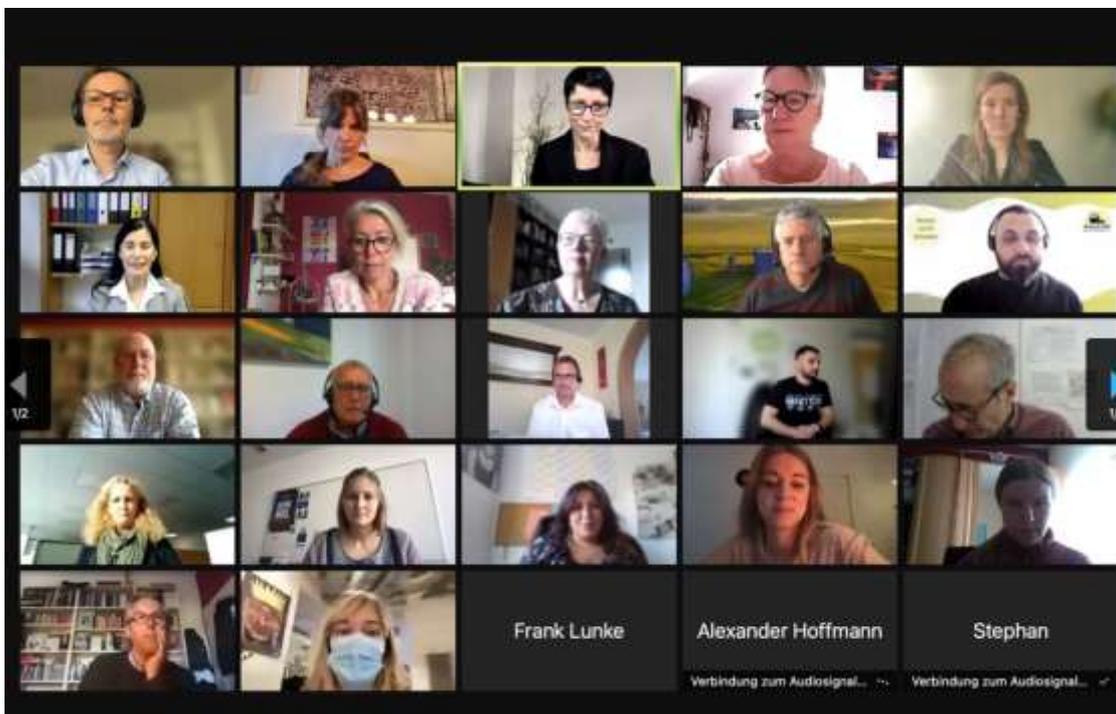
By: L. Wloka

On 29<sup>th</sup> October 2021 the German stakeholder meeting and the midterm conference were organised as a Zoom event. The event aiming at networking and synergy building, hosted in total 27 members from business development agencies, banks, trade unions, chambers of commerce, NGOs, municipalities, start-up accelerators and science. All visitors are part of the regional ecosystem in the Ruhr Area region. After the welcoming by Judith Terstriep (German Enter team at IAT), Ralf Sanger from the German IQ Network Migrant Economy gave an input presentation on migrant and refugee entrepreneurship in Germany. In his presentation, he outlined that between 2005 and 2019, the proportion of people with a migrant background among the self-employed has increased. Meanwhile, 20% of the companies in Germany are founded by a person with a migration background.

The sectoral structure is becoming more and more like the structure of non-migrants. Thus, gastronomy or trade are no longer forerunner industries, but business foundations are also taking place in knowledge-intensive services. Approx. 27% of the refugees who want to start a business in Germany were already self-employed in their home country. This again underlines the great potential of migrant and refugee entrepreneurship. With reference to the Corona pandemic, Ralf Sanger stated in his presentation that the decline among the self-employed without a migration background was almost three times higher than among the self-employed with a migration background. The overview on migrant entrepreneurship was followed by a presentation of the Enter to Transform project. Each of the German partners presented their role and competencies in the project. In the

discussion it was highlighted that all institutions are important for a refugee entrepreneurship ecosystem and each potential founder must be picked up individually where they are. The already existing business accelerators have signalled their interest in participating in Enter. Furthermore, a holistic approach has been proceeded by the participants, as refugees need different advice.

After the event, the German partnership will figure out possible cooperation in bilingual discussion.



# Enter Platform as Long-term Concept

News from Germany

By: A. David & L.Wloka

The building of a long-lasting vibrant community of researchers and practitioners including migrants in general, and refugees in particular, is the overall aim of the Enter's long-term concept. To do so, not only the establishment of the network and transnational interconnection with respective partners is of importance, but also the creation and further development of the Enter to Transform platform. The platform has two functions: it acts as a mentoring tool, and serves in the long run as the main contact point on refugee entrepreneurship activities in NWE. While we are creating sub-pages for each partner regions, you can visit already the landing page of the platform under:



<https://www.enter2transform.eu/>



*You are a recognised refugee or newcomer and interested in creating or re-starting your business? Join our regional hubs to get support and exchange with like-minded!*

# Hub Roll-out Progress

## News from Ireland

*By J. Blue*

The Irish hub of the Enter to Transform project has been implementing virtual workshops since October. Occurring weekly on Zoom, our trainer and translator have now provided five workshops in English and Arabic on topics ranging from business ideation to finance management and market analysis.

In the first phase of the programme, we had over twenty participants from diverse cultural backgrounds and situations. The online venue of the workshops has enabled participants to attend regardless of geographic location or job and family commitments. These participants have contributed to each of the workshops with their unique business ideas and questions to our experienced trainers.

The dual-language approach has been implemented in a bid to remove language difficulties that act as a barrier to refugees entering the entrepreneurial ecosystem. The approach has been commended by migrant and refugee community support groups alike, along with cultural liaison officers who work in refugee accommodation centres across the country. Each has stated that this approach is exactly what is needed and long overdue. It has become very clear to the Irish project team that multi-language delivery has positively impacted the success of the programme and greatly improves participants chances of starting their own business in their new homeland.

Now in phase 3, we are moving into the one-to-one mentoring portion of

the programme. In this phase, participants with a clear business idea will have the opportunity to work closely with our trainers to complete a business plan and prepare them to enter existing entrepreneurship supports, such as the New Frontiers programme. From construction to organic bread production, and from beekeeping to a leatherworking shop, the business ideas are as varied as the participants.

The Irish team are delighted with the enthusiasm presented by the participants and their eagerness to learn, grow and achieve. Breaking down barriers to allow newcomers to enter entrepreneurship is good for them, good for their families, good for society and good for the economy. We look forward to more positive results as Phase 3 continues.



# Presentation of Enter to Transform to Government Refugee Taskforce

## News from Ireland

By J. Blue

On 19<sup>th</sup> October 2021, Dr Padraig Gallagher of Letterkenny Institute of Technology presented the Enter to Transform project aims and objectives to the Irish Refugee Taskforce. The Taskforce is a periodical session hosted by the Irish Refugee Protection Programme (IRPP), the key organisation responsible for refugee welfare and affairs in Ireland. Eibhlin Byrne, Head of the IRPP is a very important member of the Irish Enter to Transform project stakeholder group and has provided great endorsement of the project.

The meeting included key stakeholders including government ministers and representatives from civic society and was an excellent opportunity to get high-level recognition on the Enter to Transform rollout in Ireland. The

programme was enthusiastically received by the meeting attendants, with applaud given to the multi-language delivery of the programme. The stakeholders noted the timeliness of this project and how it will be an essential bridge for Recognised Refugees to access existing entrepreneurship supports in Ireland.

The presentation focused on identifying the needs of recognised refugees who wish to enter the Irish entrepreneurship ecosystem. This included an examination of the barriers that the target group are faced with. Research conducted by the Enter to Transform team has indicated that there are multiple challenges that make it very difficult for refugees (and migrants in general) to start their own business. These include language, basic life stability,

understanding of Irish culture and market, knowledge of support agencies and access to funding opportunities, among others. The Enter to Transform project aims to reduce these barriers and mainstream the approach in existing business support agencies across Ireland.

In concluding the session, the Minister for Equality stated that the government are interested in launching the training programme model nationally. This is a huge achievement for the Irish team and the Enter to Transform project in general, demonstrating that efforts to improve the entrepreneurial ecosystem for refugees are necessary and the approach is making a positive impact.



# Work in Progress

## News from The Netherlands

By H. Oosterhof

The activities of the Dutch hub are still mostly in preparation, but meanwhile inspiring things are already happening! We're currently meeting with people who wish to enrol in the Enter entrepreneurship program, starting February 2022. Many exciting plans, but also many disturbing stories are shared about how aspiring business owners have been trying to start their own business for years but are not getting any help from the regulations and authorities. We are set to make a difference here.



In the meantime, we continue to do what we always do: create opportunities for artists to showcase their work and their skills. NAO was commissioned to organize the exhibition 'Art of Inclusion' at the residence of US Ambassador Mrs. Marja Verloop in The Hague. The paintings of Noor Issa, Oussama Diab, Rabia Alshikkador, Shorshvan Ibrahim and Talal Shkeifah fit wonderfully into this special atmosphere. Nice guests were present, with whom intense and cheerful conversations were held. We hope the Ambassador and all her guests will enjoy

the artworks in the months to come.



We look with pride and happiness at this fruitful collaboration. It reflects a genuine interest in what new art has to offer our society, as well as the form and degree of true inclusion that NAO strives for precisely. Something that will also be reflected in our Enter hub

see: <https://newestart.org/art-of-inclusion-vernissage/>

Our artists Nasam Abboud and Yazan Maksoud designed and gave three workshops at the IMC Weekend School Amsterdam. Amongst the participants were children from families with a refugee background. Topics were: "Who are you?" "What do you like?" "What do you want to do?"



Syrian filmmaker Julie Nakzi attended an exclusive Donut Society workshop given by Kate Raworth in Amsterdam and wrote this article about it:

<https://newestart.org/donut-design-by-julie-nakzi/>

All these activities feed a strong network, increase our knowledge, and ultimately contribute to successful entrepreneurship for participants in the Dutch Enter hub in the future.

# Train of Hope in Amsterdam

## News from The Netherlands

By G. Oosterhof

Our German colleagues from Train of Hope visited us in December 2021. Our common dinner including approx. 30 people took place at our office in Amsterdam. Besides food, we shared our stories and wishes for the future. There was a deep felt recognition looking at shared roots: "Ah, from which village do you come in Syria? How did you travel here? How is your family?" But the conversations also explored the now, and opportunities for the future: "What have you achieved so far in the Netherlands? Is there really attention for artistry, for LGBT+ people? What can we contribute to our new community? Can we exchange projects, collaborate in the long run?"

After these exchanges NAO presented a slideshow with images of what has been produced within our community. This makes us again aware what role imagery can play in sharing a message and building bridges.

Thank you to our colleagues for this beautiful evening.



# Mid-term conference and good experience event in France

## News from France

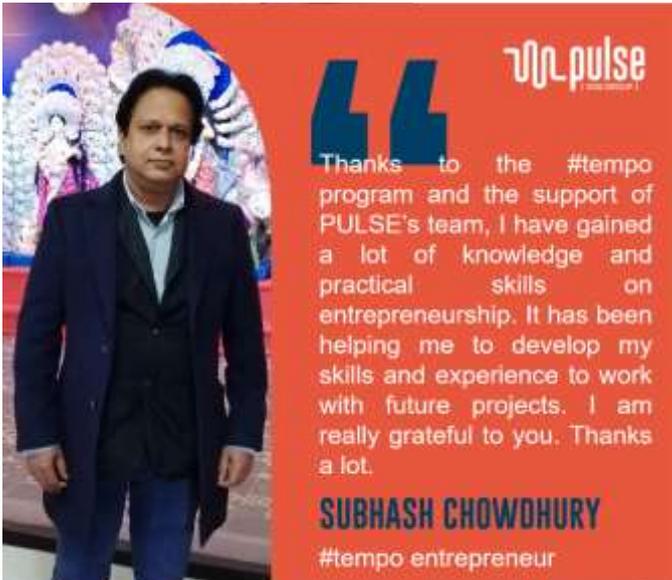
By: C. Junot

On Wednesday 15<sup>th</sup> December 2021, the French partnership organized its mid-term event, which was coupled with a good experience event highlighting the talents of RR entrepreneurs in France.

This event was co-organized with several partners working with RR in France: La Ruche, SINGA, Elan Interculturel and makesense. It was set in "Les Amarres", a hybrid place in the heart of Paris providing housing for RR and asylum seekers, as well as working and event spaces for SSE organizations. More than 75 people turned up to this open event, including RR entrepreneurs, public and private stakeholders and further interested civil society and the public.

The aim of this event was threefold. First, to put forward the different support and mentorship schemes existing in France for

RR (including Enter to Transform hubs) and signposting refugees towards them. Second, to showcase and sell products and services created by successful refugee entrepreneurs – the event was marketed as a "winter market" for the public and RR entrepreneurs were granted stalls to sell their production. Last, to increase the collaboration between the 4 co-organizers of the event and other stakeholders



# Enter Communication: Podcasts series started

By L. Wloka



Taking a communication step forward, the German Enter team started to create podcast series from June 2021 onwards. These are intended to address everyone who is interested in refugee entrepreneurship specifically, and in entrepreneurial related topics in general. The Enter podcasts cover different issues starting with an introduction to the topic and the motivation and continuing with series on transnationalism in entrepreneurship, benefits of being self-employed or introducing the different business phases from founding until scaling. Each episode is between 10 and 20 minutes.

Podcasts are available under:  
<https://www.nweurope.eu/projects/project-search/enter-to-transform-transformational-entrepreneurship-hubs-for-recognized-refugee-re-starters/#tab-9>

# Upcoming Events

1

Official launch of the Enter to Transform platform.

Check out under:

[www.enter2transform.eu](http://www.enter2transform.eu)

3

German hub: Call for participants coming soon!

2

Upcoming stakeholder conference and next partner meeting in Amsterdam in March 2022.

# 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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