

# Encouraging integration for newly arrived immigrant women through entrepreneurship

## PILOT REPORT TEMPLATE

### 1. DESCRIBE YOUR GROUP

Because of lock-down restrictions due to the pandemic, the training took place online on zoom from London. The group was made up of both refugees and migrant women. They came from a variety of countries including: Somalia, Palestine, Bangladesh, Cyprus, Caribbean and India, and all are living in London. Most of the women were unemployed and looking for work, at least 3 of them wanting to start their own business. Many of them also had some childcare responsibilities and one of the women was 8 months pregnant. All the women had completed secondary education and two of them had been to university in their own countries.

13 women had initially signed up for the training, however 4 of them could not take part because of IT issues and so 9 women started the course. Because of the women's situations they generally had very poor access to suitable technology to take part in the course. Most were on pay-as-you-go mobile phones with poor wifi connection. For data reasons many could not have visuals as well as sound. Some also had to miss sessions for unexpected childcare issues. Each session had between 6 and 9 participants and 8 women completed the course.

### 2. DESCRIBE YOUR TRAINING

The training took place over 5 half days and were all online.

Number of the session	Date of the session	Number of participants	Topic of discussion Short Content	Invited external organisations (if any) ex. NGOs, business
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				consultancies, municipality, etc.
1	8/6/21	9	<ul style="list-style-type: none"> <li>• Intro to Enterprise</li> <li>• Creativity skills</li> </ul>	
2	9/6/21	8	<ul style="list-style-type: none"> <li>• Planning and organisation skills</li> </ul>	
3	15/6/21	7	<ul style="list-style-type: none"> <li>• Guest speakers re enterprise skills</li> <li>• Marketing skills</li> </ul>	Freelance business women
4	16/6/21	7	<ul style="list-style-type: none"> <li>• Communication skills</li> </ul>	
5	17/6/21	6	<ul style="list-style-type: none"> <li>• Presentation skills</li> <li>• Guest speaker re starting your own business</li> </ul>	Enterprise Enfield (business hub)

3. WHAT MODULES DID YOU USE DURING TRAINING? WHY THESE MODULES? WHAT ELEMENTS (EXERCISES, THEORY OR BOTH)?

The modules that were used during the training were: creativity, planning/management, marketing, confidence and communication. Both the theory and exercises from IO2 modules were used with each of these. The trainer had sent out a questionnaire prior to the training, and had also had conversations with a number of the potential participants, both of which gave indications as to which modules would be useful for this group. In the first session there was an exercises and discussion linked to exploring a number of different enterprise skills and from this discussion the trainer clarified skills that would be useful for the women to explore. The participants also expressed particular interest in a couple of areas (marketing and tools for planning). As the course proceeded it was clear that confidence building would also be a useful topic to explore. The trainer ordered the modules in a way that was appropriate to building up the participants skills in relation to their entrepreneurial projects. As part of the training, the participants also looked at these skills in relation to other areas in their lives, for example, managing a home and family and planning for a variety of occasions and events.

4. DESCRIBE ENTREPRENEURIAL PROJECTS YOUR PARTICIPANTS ELABORATED

The women in the group discussed a number of ideas for a project and eventually chose two different ones, both of which were one off events. The first was a cultural food festival which included cooking demonstrations, a master chef competition and tasting sessions, as well as workshops for dancing and singing from different cultural traditions. The second project was an all day event for the homeless where they could come and receive hot meals, clean clothes and support from a number of professionals including related to health

(dentist, podiatrist), well being (hairdresser, vet for their animals, advisers linked to work, housing etc).

## 5. FEEDBACK FROM PARTICIPANTS

Generally participants were very positive about the course, particularly emphasising the support and encouragement they felt from each other (and the trainer), which they found motivating.

Specific comments are below:

'I feel that everybody really understood each other and could relate to each other. People was willing to give and support each other. It was a very warm safe fun environment. '

'... also the course left good effect in your character (motivate, support)'

'Specially when the teacher send us in break out rooms and we had our open discussion with a another group member. I think this things worked really well for me during the course.'

'I enjoyed the topics that were covered especially types of mind mapping, timelines, urgency / importance table, planning goals, self-care and wellbeing, breakout groups, guest speakers and more.'

'I like the fact that a certificate is going to be issued.'

## 6. INVOLVEMENT OF OTHER ORGANISATIONS



A representative from Enterprise Enfield who is involved with their Women into Business programmes attended one of the sessions, talking about skills needed for self-employment and next steps for the participants.

There were also two guest speakers, one who is an IAG practitioner and the other who runs her own business talking about their work history and what they feel have been the most important skills for them in their work life.



7. LEVEL OF THEIR SKILLS BEFORE AND AFTER THE TRAINING (USING RINOVA'S QUESTIONNAIRE)

From the questionnaire, two thirds of the participants felt their understanding of how to start a business had improved. Over half felt that they understood their barriers into work better and also how to move towards what they wanted in the work situation. From the comments at the end of questionnaire it was clear that all the women felt more confident and motivated with more initiative.