

Encouraging integration for newly arrived immigrant women through entrepreneurship

PILOT REPORT: MMC

1. DESCRIBE YOUR GROUP

The sessions were conducted both online and face-to-face, as a hybrid workshop in Nicosia, Cyprus in October 2021. The women that took part in the workshop were TCNs, refugees and migrants, coming from different countries including Afghanistan, Cameroon, Congo, Somalia, Palestine and Iran. During the two-day workshop, we had a participation of 9 women on the first day and 11 women on the second day.

Most of the participants were low-skilled women but there were also some women with higher education degrees amongst the group. More specifically, one held already a bachelor's degree and she is now studying an MBA and another participant is studying at the moment. Two women from Afghanistan had to stop their bachelor's education because of the war situation in their home countries but, nevertheless, they intend to continue with their education whenever it will be possible for them. With an exception of 2 women who have a job, the rest of the participants were NEET. Two women from Palestine have children but the family-status of the rest of the group is unknown.

2. DESCRIBE YOUR TRAINING

The workshop had the format of a two-full-day hybrid (online and offline) workshop.

Fill in the table

Number of the session	Date of the session	Number of participants	Topic of discussion Short Content	Invited external organisations (if any) ex. NGOs, business consultancies, municipality, etc.
1	11/10/2021, 9am-5pm	9	Self-Management/ Creativity/Confidence Marketing/Digital Skills Planning and Management	



2	13/10/2021, 9am-5pm	11	Creation and pitch of a business plan Feedback by Ms Stella Zapiti	Guest: Stella Zapiti, successful entrepreneur, https://activitygogo.com/
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3. WHAT MODULES DID YOU USE DURING TRAINING? WHY THESE MODULES? WHAT ELEMENTS (EXERCISES, THEORY OR BOTH)?

During the training we used four modules from the training material of the project:

- Self-Management (including Confidence)
- Creativity
- Marketing (including Digital Skills)
- Planning and Management

Since there were only two days available for the workshop, it was decided to focus on some of the modules which were considered more useful for the target group. The first day, the participants were trained on all of the four topics chosen for the training. Self-management is considered to be essential, especially in cases of self-employment and confidence can be vital in every aspect of the daily life. Creativity is the number one characteristic that an entrepreneur should possess and quite crucial nowadays with the rise of small businesses appearing in the market. Marketing and management are key modules and the participants expressed a great interest in these two modules. The trainers structured a workshop that included both theory and exercises. After delivering the theory for each module, the participants had to work either individually or in a group to perform some exercises and practice what they had learnt.

The second day of the workshop, we had the participation of a special guest invited, a young, successful entrepreneur who created, a few years ago, her own business from scratch. The guest had shared in a presentation her experiences from her own path and gave some tips and advices for building a business. Subsequently, the participants worked in groups in order to come up with and design their own business plans. Due to Covid-19 situation, it was not possible to have a practical implementation of the business plans developed. Instead, the participants presented and pitched their business plans in front of the rest of the group and the guest. Finally, the guest, Ms Stella Zapiti, gave some valuable feedback to the three groups that presented their business idea.

4. DESCRIBE ENTREPRENEURIAL PROJECTS YOUR PARTICIPANTS ELABORATED

The group was divided into 3 sub-groups of 5, 4 and 3 people. Each group had to develop a different business idea and present it to the others. The guest gave feedback to each one of the groups at the end of their presentation.

1st business plan:

The first group had developed a business idea of a hand-made jewellery shop.

2nd business plan:

The second group developed a business idea of the development of a gadget that will enable refugees or migrants have a direct translation in their mother tongue when they are in a conversation with someone.

3rd business idea:

The third group developed a business idea for a drop shipping company that will be based in Cyprus and will perform most of its activities digitally.

5. FEEDBACK FROM PARTICIPANTS

In overall, the participants liked the workshop. Some of them found it very useful and informative. There was one comment referring to the language and the fact that the training was only in English which made it somehow difficult for some of the participants.

Some comments are the following:

“This project was very good especially for us that we are new in the country and we need to know about challenges and opportunities here...”

“I improved my ideas and knowledge...”

“It was good to be offered more information about business...”

“I am happy with interactive lecture style for most of the training. A lot of information is covered quite thoroughly in a reasonable period of time.”

6. INVOLVEMENT OF OTHER ORGANISATIONS



Activity gogo – <https://activitygogo.com/>

Stella Zapiti is the founder of the business Activity gogo. Ms Zapiti has an extensive experience as a young woman entrepreneur and was able to give the participants a lot of useful information.

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



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The average number of the participants had an improvement in their skills level as some of them never had any related course before. Even the participants who had already a related background, one third of the group, had improved their entrepreneurial mindset skills by refreshing their knowledge.





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