

# Encouraging integration for newly arrived immigrant women through entrepreneurship

## PILOT REPORT TEMPLATE

### 1. DESCRIBE YOUR GROUP

- Origin
- Educational level
- Family status
- Current position (employment, education, NEET, etc)

The training was conducted in Uppsala, Sweden online via Zoom during January-March 2021. The participants included wide groups of women from different origin and background. The initial number of registered women for the workshops was 31. However, at the first workshop 15 participants showed up and further from 15 to 20 participants took part in the following workshops (see Annex). Most of the women had minimum high school education level, some of the women have higher education level from their home countries which is not recognised by Sweden. Initially they are coming from different countries such as: Iran, India, Iraq, Pakistan, Syria, Egypt, Somalia, Zambia, Tanzania. Partially women came to Sweden as refugees, some came with husbands. Vast majority of women are married, have children and have major responsibilities in the family with regards to taking care of the family, children, household, homecare. Most of the women are in NEET situation, not employed, not in education, etc. Many women were at maternity leave taking care of new born children during the workshops. One woman has got employment during participation at the workshops. Women participating were also residing in different cities in Sweden: Stockholm, Umeå, Uppsala, Lund. Online format made it possible for all of them to participate.

*Certificate*

### 2. DESCRIBE YOUR TRAINING

- How many sessions and which dates
- What durations
- What format of the sessions (offline, online)

**Fill in the table**

	Date of the session	Number of participants	Topic of discussion Short Content	Modules used	Invited external organisations (if any) ex. NGOs, business consultancies, municipality, etc.
1.	16 <sup>th</sup> January 2021 11-00	15	Introduction. Presentation of the project and course. Module Initiative	Initiativeness Creativity	
2.	30 <sup>th</sup> January 2021 11-00	17	Presentation of entrepreneurial project concept. Development of ideas	Creativity	
3.	5 <sup>th</sup> February 2021 15-00	15	Session with Drivhuset + short follow up on entrepreneurial project with facilitator	Marketing	Special guest Erik Tosterud, business consultant in Drivhuset Uppsala <a href="https://uppsala.drivhuset.se/en/">https://uppsala.drivhuset.se/en/</a>
4.	9 <sup>th</sup> February 2021 11-00	4	Mini workshop for support of group developing their entrepreneurial project	Self-management/ vision Communication	
5.	13 <sup>th</sup> February 2021 11-00	11	Session with ALMI + short follow up on entrepreneurial project with facilitator	Career-awareness Confidence	Special guest Leila El-Shaia, business consultant ALMI Uppsala almi.se/
6.	19 February 2021 11-00	3	Session follow up of entrepreneurial project	Self-management/ vision	
7.	27 <sup>th</sup> February 2021 11-00	16	Follow up of the progress Marketing module	Marketing Digital skills	
8.	6 <sup>th</sup> March 2021 11-00	13	Presentation	Initiative	Special guest Toni Babic, professional consultant Conesult <a href="https://www.conesult.org/">https://www.conesult.org/</a>
9.	13 <sup>th</sup> March 2021 11-00	13	Session with freedom facilitator Zeinab Hefny	Confidence Communication	Special guest Zeinab Hefny, personal coach and consultant <a href="#">Zeina AB</a>
10	20 <sup>th</sup> March 2021 11-00	13	Finalisation of the course Evaluation Conclusions		



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

The modules which were used in the WeCan pilot workshops in Sweden are:

- Initiativeness
- Communication
- Creativity
- Confidence
- Self-management
- Career-awareness
- Digital skills
- Marketing

The elements of modules which we used included both theory and exercises from [Modules WeCan IO2](#).

These elements were used based on prior level and needs of the participants. Before the training a questionnaire evaluation was sent out to participants which helped facilitators to understand the needs of the group better. Particularly, such module as initiative was valuable for participants since it showed to them how to start own projects, business, take care of themselves, take own initiative not only with regards to business or career but also with regards to own life. The module of communication is very usable in different domains, it is also valuable both with regards to potential entrepreneurial attitude but also generally in the process of integration and inclusion into the hosting society. Module of creativity was included in the pilot as well targeting aspects of ideas which are relevant/support the local community and potential, ability to generate unusual ideas, deviate from traditional thinking. This competence is valuable in various domains in general life, in the process of integration, and even entrepreneurial attitude. The module of Confidence was used for several sessions, it was important because self-confidence is both valuable as a factor to support success and also to promote well-being and happiness. Elements of self-management, career-awareness modules were used as well. Especially these topics were brought up by our invited experts from various business consultancies (DrivHuset, Conesult, Almi, ZeinaAB). Digital skills were presented to women in quite relevant domain, the issues of social media, digital awareness and readiness was discussed. Marketing module was interesting and valuable for many participants as well.

4. DESCRIBE ENTREPRENEURIAL PROJECTS YOUR PARTICIPANTS ELABORATED

Initiative done by women and presented at final session (online community for women, online education, study circle).

*Can be 1 project per whole group, or 2-3 smaller projects by several groups of women*

In the framework of piloting in Sweden 3 entrepreneurial ideas were developed by women using Lean canvas template. The ideas were carefully planned, developed and further presented to invited guests from professional business consultancies.

1<sup>st</sup> entrepreneurial project idea

Acu'WO'men

Description:

Create a webplatform to support women throughout the world with easy access and being affordable.

2<sup>nd</sup> entrepreneurial project idea

International Event Management Business

Make an international event management agency, Providing the organisation of the events

3<sup>rd</sup> entrepreneurial project idea

Support newcomers in addressing their problems

## 5. FEEDBACK FROM PARTICIPANTS

What participants liked and didn't like about the training?

## 6. INVOLVEMENT OF OTHER ORGANISATIONS

List external organisations involved in piloting. How they were involved?

Business consultancies, municipalities, NGOs, your local partner organisations (for ex. from IO1)

### Drivhuset

<https://uppsala.drivhuset.se/en/>



Drivhuset is a foundation that supports students, freelancers and entrepreneurs in the start-up phase free of charge. With DH, you get knowledge and inspiration to develop your ideas and realize your dreams. From here - to any distance.

Consultant: Erik Tosterud

Topics: Marketing, Digitalisation

### Almi

<https://www.almi.se>



Almi is a state body that offers support and business development to companies with growth potential. This applies to companies that are in the start-up phase as well as existing companies.

Consultant: Leila el-Shaia

Conesult

conesult.org



Based in Uppsala, Sweden - Conesult is a business incubator & accelerator who provides feedback, consultation and development for (co-)founders and startups - while at the same time we are supporting students with an opportunity to gain (portfolio) experience during studies and to enhance chances of getting a job up till 60%.

Expert: Toni Babic

Zeina AB

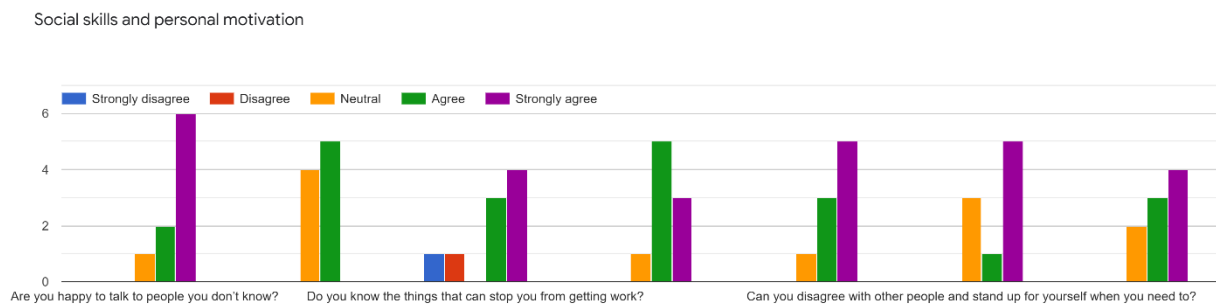


Expert: Zeinab Hefny

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

The general level of skills and competencies improved significantly under the course for women. Especially they became more confident and increased initiative.

Results:



Annex



Erasmus+



Zoom Meeting

Participants (15)

Alina, Erik Tosterud - Dr..., Walaa Ahmed, Ghada Hussein, Zainab Hafny, Navya Tadepalli

### THE OPPORTUNITY MAP

**INTERESTS**  
I'm passionate about ...

**SKILLS & KNOWLEDGE**  
I can ...

**EXPERIENCES**  
In the past I have ...

**RESOURCES**  
The following assets are available to me:

**CONTACTS**  
I know ...

**DRIVHUSSET**

Chat

From Me to Everyone:  
<https://appsala.drivhuset.se/>

From Erik Tosterud - Drivhuset to Everyone:  
base10.com  
erik.tosterud@drivhuset.se  
0709772999

From Dinah Ani-Asamoah Marbuah to Everyone:  
Thank you

To: Everyone

Type message here...

Participants (10)

Alina (Host, me), Erik Tosterud, Ghada Hussein, Grace Cholobi, Navya Tadepalli, Dinah Ani-Asamoah Marbuah, Hager Saleh, Walaa Ahmed, Zainab Hafny, Safoura Molatefi

Grace Cholobi

Invite Mute All



### Lean Canvas

## 1 International Event Management Business

01-Jan-2021  
Iteration #x

<p><b>Problem</b> <span style="background-color: #92d050; padding: 2px;">3</span></p> <p>People need support in the organisation of the events for individuals with different cultural background in Sweden They need different ways to celebrate diversity</p> <p>Existing Alternative</p>	<p><b>Solution</b> <span style="background-color: #92d050; padding: 2px;">4</span></p> <p>Make an international event management agency Providing the organisation of the events</p> <hr/> <p><b>Key Metrics</b> <span style="background-color: #92d050; padding: 2px;">8</span></p> <p>Event management services Social events organisation (celebrations, parties)</p>	<p><b>Unique Value Proposition</b> <span style="background-color: #92d050; padding: 2px;">5</span></p> <p>Agency will provide different cultural perspectives. Capacity to organise events with specific cultural background Event can be customized for people with different background (ex. Party for only women) with specific needs (for ex. alcohol-free party)</p>	<p><b>Unfair Advantage</b> <span style="background-color: #92d050; padding: 2px;">6</span></p> <p>The unique team members with different cultures Different languages and understanding of cultures</p> <hr/> <p><b>Channels</b> <span style="background-color: #92d050; padding: 2px;">7</span></p> <p>Social media platform Individual network LinkedIn</p>	<p><b>Customer Segments</b> <span style="background-color: #92d050; padding: 2px;">2</span></p> <p>All ages All people resident in Sweden with different backgrounds Middle and high income</p> <p>Early Adopters</p>
<p><b>Cost Structure</b> <span style="background-color: #92d050; padding: 2px;">9</span></p> <p>Different budges Rent of the office 5 employees salaries Logistics (laptop) Advertisement</p>		<p><b>Revenue Streams</b> <span style="background-color: #92d050; padding: 2px;">10</span></p> <p>Customers paying for event management Customers paying entrance fee Grafic design for invitations to events, events websites</p>		

PRODUCT

MARKET