



Title of the Deliverable:

1.3 Defining criteria for professionals' participation

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Co-funded by the
Erasmus+ Programme
of the European Union



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Introduction

MigrACTION Project

MIGRACION Project foresees an educational community made up of professionals from the business world and social sector that can contribute as volunteers in the provision of high-quality, attractive, and responsive training opportunities and incubation programs that correspond to specific needs of migrants. Those professionals will participate as trainers or mentors in mentoring programs fostering the entrepreneurship of migrant people. The project addresses the need for more flexible incubation programs and training opportunities emerged from the impact of COVID-19 and the transition towards sustainable and digital approaches in multiple strategic sectors.

Project Activities

The MIGRACION project aims to produce 4 project results that will be freely accessible by all and are listed below:

PR1. Methodological toolkit to involve business and social professionals in entrepreneurship programs.;

PR2. Digital bank of business ideas for migrants;

PR3. Digital platform for financial and legal assessment;

P4. Digital environment for business incubation and mentoring of new entrepreneurs with migrant background.

Expected Results

- A methodological toolkit: to create a community of practice formed by businessmen/women and professionals from the social sector, so they can participate in educational programs to promote entrepreneurship among migrants. It will analyze the necessary conditions to create this type of community in entrepreneurship and incubation programs developed in the Adult Education sector, and it will also provide guidelines and tools to support this community and make it sustainable in the longer term
- A Digital Bank of Ideas: building on the findings, we will work together with recruited social and business professionals in order to identify business ideas that could be undertaken by migrants. This bank of ideas will be organized through a digital tool and make public sustainable business niches and models that could be undertaken with minimal investment and resources. Those business models will be sustainable, quickly profitable, and with a high replicability potential. Finally, the new entrepreneurs will use this online tool to share their experiences within a European community of persons working on the same business ideas
- A Digital platform for financial and legal assessment: uploading all project results, the digital environment will allow migrant people, who want to start an economic activity, to find information about the economic possibilities and current legal provisions. This tool will be

complementary to training and/or incubation processes focused on the development of entrepreneurial and soft skills.

- A Digital environment for new entrepreneurs with a migrant profile: the digital environment will include digital tools and solutions available to set a virtual environment to support sustainable incubation processes. Functionalities of the tool will be defined according to the target group practices and needs, bringing direct added values to activities they are running to support the creation and development of new and sustainable businesses. This environment will cover the following areas: users' community, mentors' community, training rooms, coaching and toolbox area.

R1. Methodological toolkit to recruit business and social professionals as volunteers in incubation programs

The methodological toolkit to recruit business and social professionals as volunteers in incubation programs is important for the development of an educational community made up of professionals from the business world and social sector. Those professionals will participate as trainers or mentors in mentoring programs fostering the entrepreneurship of migrant people. Even if the methodology is foreseen to provide an integrated solution that combines both theoretical and practical tools and methods, the partnership realizes that its effectiveness and practical application should be proven by the actual development of a toolkit so as for the professionals and businessmen/women to become the most prepared trainers based on their personal and professional experience, since they can instill the necessary knowledge, skills and attitudes to create new businesses and ways of life.

The target group of this result gather 3 spheres:

- (1) NGOs working in social inclusion and/or reinstatement
- (2) the adult education centers that develop training/incubation programs to create new businesses, which target migrant people at risk of exclusion,
- (3) entrepreneurs, companies and entrepreneurship ecosystems (accelerators, hubs, coworking spaces...) interested in developing social and educational actions with people at risk of exclusion.

As already elaborated, the 1st project result is really important as it will gather the dynamic potential of these three target groups with the general aim: to develop supportive programs and plans for entrepreneurship not only addressing the learners' needs, but also the market needs, facilitate tools for management and economic sustainability within the social sector and last but not least generate new business models based in principles and mechanisms of the social economy.

The 1st project result foresees to correspond to the needs of both training organizations and migrants and create a diverse community of practice with a wide range of experiences, knowledge and perspectives that will benefit participants in the different entrepreneurship programmes developed by the centres. In order to foster the creation and continuity of such a community of practice, partners will research, develop and evaluate mechanisms to recruit and integrate professionals in entrepreneurship training and/or incubation programmes for vulnerable migrant people, developed through the collaboration amongst associations and social services.

Concluding, the methodological guide will compile a set of strategies and practical methodologies that will be implemented by other social organisations, educational/training centres or companies involved in the development of entrepreneurship training/incubation programmes all over Europe.

R1. Framework for 1.3. Defining criteria for professionals' participation

The MIGRACTION partnership has opted to utilize a methodology that is built on the decisive role of “professionals on the field” as individuals leading and guiding their institutions towards the transition to the provision of more flexible, targeted, and validated entrepreneurial incubation opportunities for people with a migrant background.

The “**Definition criteria for professionals' participation**” will include all the necessary information, specifications, key-characteristics and general profile for trainers to realize an important role for the evaluation of the different incubation areas in which they can participate; indicatively, we envisage that the criteria definition will enable us to arrange and prepare professionals to predefine which areas they choose to participate among the following: training, mentoring, coaching expert's groups, communication.

Based on the results of 1.2 and the answers that we have collected from companies and experts of 4 countries and the jointly report on the 4 local ecosystems that can, act as focal points and source of information to facilitate us in the process of the establishment of well-defined criteria for the recruitment of professionals, and update our process, plans and policies according to national and European developments in the field of entrepreneurship and related incubation programs.

The selection criteria process and the chart developed will be freely available in English and it can be freely exploited by all partner countries (translated in national languages if necessary) as well as disseminated through the Project's website and social media.

In the framework of the Project and aiming not only to test the applicability and effectiveness of produced results (methodology and framework), but also to pave the way for other organizations and training-related partners that may benefit from the criteria selection for the professionals' participation.

1. Purpose of the MIGRACTION professionals' volunteering participation

The **professionals' participation in incubation programs** will focus on strengthening the bond of the different sectors (social, educational/training and business world) generating professionals that can contribute to the development of innovation spaces that will consequently, benefit involved organizations as well as the beneficiaries. A well-elaborated mechanism to select the correct profile of participants and consequently, a model to best-recruit and integrate professionals in entrepreneurship training and/or incubation programs for vulnerable migrant people, developed through the collaboration amongst associations and social services, is of paramount importance for our project.

2. MIGRACTION professionals' roles and responsibilities as volunteers

The professionals participating will have the following roles and responsibilities during the implementation of the MIGRACTION project:

Title	Professionals' Profile
Description	The professionals participating in the incubation programs as volunteers will be the mentors/ coaches of those people with a migrant background that wish to become entrepreneurs through their participation in an incubation program.

Responsibilities	<p>Professionals will:</p> <ul style="list-style-type: none"> ● coach people with migrant profile, participating in the incubation program, throughout the different steps of the process ● spread the word about the entrepreneurship and incubation program's objectives and goals ● increase the awareness of all the financial and legislative process of a new business/ start-up ● coach participants through the Migration project's Bank of Ideas and digital environment within and outside of the organizations ● review and provide feedback on the methodology developed through Migration project, adapted to each participant's special requirements ● review and provide concrete feedback on the professional self-realization, legislative framework for a start-up, business advice and project management consultation ● participate in group training activities, if necessary, for soft skills development regarding the areas that participants feel inadequate (i.e. communication, funding opportunities, legislation knowledge, financial literacy, business transactions, entrepreneurial finances, psychological understanding and advice, cultural and linguistic mediation, networking, business planning, marketing, business modeling etc.) ● organize and coordinate possibly sub-groups and one-to-one teams for the enhancement of advice offered to migrant individuals looking for incubation opportunities ● monitor the enrichment process of the incubation services for migrants ● participate in one-to-one discussions and group meetings to introduce or coach migrants on the development and delivery process of a new business.
Requirements	<ul style="list-style-type: none"> ● Start-up employees/ Mentors/ Coaches/ Trainers/ Consultants/ Entrepreneur/ Founder/ Social worker/ Researcher/ NGO-worker and/ or academic member in the field of entrepreneurship and/ or coaching/ mentoring ● English Language Level ● Other language(s) is an asset (especially migrants' national language(s)) ● Educational related/ Professional related Background ● Interest in social work with migrants ● Interest in entrepreneurship/ business start-up incubation programs ● Personal interest for participating in the incubation programs ● Industry specific professional experience ● Commitment (tbd) ● Eagerness to act as an ambassador for migrants that want to receive information about business incubation. ● Willingness to disseminate/ share their experience
Benefits	<ul style="list-style-type: none"> ● Get experience in working with migrant ● Become a mentor/ coach with expertise in entrepreneurship

	<ul style="list-style-type: none"> ● Design and develop business plan and/ or other related business management capacities ● Train new entrepreneurs in the start-up's methodology ● Cooperate with other mentors/ coaches/ trainers in transnational context ● Certificate of participation (tbc)
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3. Find and reach out to potential professionals to participate as volunteers

It is highly proposed to approach employees/ staff and/ or individuals already working in the field of entrepreneurship, especially those that have experience with working with migrants so as to become entrepreneurship ambassadors to people with migrant background. Professionals that have experience of the strengths, weaknesses, opportunities and threats of their organizations/ clients, they can provide others with the inside scoop, and so are the best people to talk about entrepreneurship among migrants.

Furthermore, professionals with experience in the field (as workers or volunteers) are committed to the entrepreneurial values and know how to adequately represent the start-up model with confidence. Even if the participants taking part in incubation programs require less briefing on the entrepreneurial meaning, the incubators' mission and activities, experienced professionals can be more easily engaged with any additional activity or action of the field that they have interest in. Start-up owners/ entrepreneurs/ entrepreneurship researchers/ academic staf having dedicated their work and training towards the entrepreneurial mindset, they will be able to reflect their experience and provide their inputs in the current incubators provided within our project and outside of it. Additionally, NGO workers, social workers, trainers, volunteers with experience on working with migrant people can become easily ambassadors, offering valuable advice and guidance as well as they are considered credible and trustworthy professionals to work as volunteers, and what is more, they are more likely to attract more people to a new entrepreneurial approach of an incubator. The invitation of professionals to become volunteers in incubation programs towards people with migrant profiles should be oriented towards identifying the professionals as ambassadors and this can be implemented through an email invitation to relevant organization staff/ NGO workers/ entrepreneurs/ mentors/ coaches etc. The communication means can be adapted to the organization's own national context and language.

4. Selection process of professionals to work as volunteers in incubation programs

The selection of professionals requires the planning of specific process and evaluation criteria. The most preferred way of selecting a professional is the identification of the necessary requirements. Selection is an important process contributing to the overall success of the project.

1. Application

The professionals' invitation sent to each individual separately or to the organization can be accompanied by an application form. In general, an application is highly recommended to



include a couple specific questions being helpful for selecting the professionals that will truly be a great fit for your project or organization. The following basic information from your potential professionals should be included: full name, email, field of work, years of expertise, phone number, previous experience in incubation programs, experience with migrants, and motivation of becoming a mentor/ coach / volunteer in incubators. A proposed application form for the Migraction project selection criteria process is the following: https://docs.google.com/forms/d/e/1FAIpQLSfeXvItsCCNoar-FBFMei1N3AaJSS7aNmHrpSBbGwK7eJ_vOg/viewform?usp=sharing

2. Selection & Evaluation

By setting criteria ahead of time, the people being responsible for selecting the professionals have a clear picture of exactly what qualifications, skills and experience they are looking for. As a result, it is easier to determine who is the most appropriate to be a volunteer for incubation programs. The creation of an evaluation grid (figure 1) outlining the main selection criteria which correspond to the professionals' roles and responsibilities is helpful for adequately choosing the most appropriate candidate. The person/people gathering the highest score will be the most suitable professionals to participate in incubation programs.

Evaluation grid	Maximum Score	Candidate 1		Candidate 2	
		Score	Comments	Score	Comments
Personal interest	10				
Motivation for the participation in the incubation programs for migrants					
Professional experience	40				
Professional Experience in incubators / relevant programs					
Experience in working / volunteering with migrants					
Entrepreneurial/ Business start-up knowledge					
Years of professional experience on the field					
Skills	10				
English Language Level (minimum in B2 level)					
Other languages					
Meeting	40				
Interview/ First acquaintance meeting					
Total Score	100				

Figure 1: Evaluation grid

5. Engagement of professionals

The most essential part of professionals' engagement is their initial alignment with the topic and the project activities. The professionals' invitation (see Annex 2) to an online induction meeting for clarifying on the mentoring/ coaching responsibilities while volunteering for an incubation program, the MigrACTION project and its activities / expected results can have beneficial effects in the efficient cooperation between the professionals (and their

organizations, if any) and the project partners together with people with a migrant profile that wish to endeavor and entrepreneurial career.

The most important part that should be considered for the professionals' ongoing engagement is the following:

- **Personal goal setting**

The connection of professionals' personal goals with the scope and the purpose of the project can ensure the incessant engagement during the whole project implementation. A professional's role aligned with the goal of this project can benefit both ways, increasing the outreach of the work done, sharing experience and expertise, engaging more people with incubation programs and entrepreneurial goal setting and developing current skills and competencies on the field.

- **Active involvement & Recognition of their achievements**

The recognition of their contribution in the project's goals and activities and their participation in events, activities, and actions implemented should be disseminated within and outside the organization.

Annexes

Annex 1: Invitation to professionals participating in incubation programs

Theme: Invitation to participate in incubation programs as mentor/ coach for people with migrant background

Dear (Name of the Recipient),

I am writing to you from to invite you to participate within our Erasmus+ project, MigrACTION - Migrants inclusion through entrepreneurship supported by business sector, in collaboration with partners from Germany, Ireland, Italy, Croatia, Spain and Greece.

The aim of the project is firstly to support the entrepreneurship of migrants, asylum seekers and refugees while involving professionals from business and social areas in educational communities for inclusive entrepreneurship, secondly to identify business opportunities for migrants, asylum seekers and refugees, following to design and implement a digital environment for business incubation and mentoring while developing an application for financial and legal assessment of new entrepreneurs with migrant or refugee background.

In this regard, (name of the representing organization) is inviting you as professional in the field, to volunteer as mentor/ coach to our incubation programs for people with migrant background.

Mentors/ coaches to our incubation programs for people with migrant background will guide and advice the participants of the incubator throughout the whole process of business start-up development, coach and provide feedback on the financial and legal aspects of an entrepreneurial business management and development, participate in the incubation process in one-to-one and group sessions, support and provide their expertise and guidance for the development of start-up businesses, monitor the enrichment process of the

participants with specific guidelines and help on the specified field, introducing the entrepreneurial skillset familiarizing people with migrant profile with the development and delivery process of a new business.

The participation requirements are the knowledge of English language in B2 level, the knowledge of any other language (i.e. common with migrants' native language), the Professional Background on incubation programs, previous experience with migrants, personal interest for learning more in incubators, the eagerness to act as ambassadors / mentors/ coaches for migrants who wish to endeavor an entrepreneurial activity, and willingness to disseminate or share their experience.

The presenting experience will have beneficial effects for yourself (and your organization) since you will get experience in incubation programs, become a mentor/ coach with expertise in entrepreneurship, gain experience in working with migrants, design and develop business plan and/ or other related business management capacities, train new entrepreneurs in the start-up's methodology and cooperate with other mentors/ coaches/ trainers in transnational context within EU.

If you are unsure about any aspect of the MigrACTION's incubation programs, or would like more information about the project, you can contact me by email at (project manager email address).

I look forward to your kind reply, thank you in advance for your contribution.

Kind Regards,
(sender's email)

Annex 2: Welcoming Email to Migraction project

Welcome email

Subject: Letter to Welcome to Professionals in incubation programs

Dear (Name of the Recipient),

We are very happy to welcome you as the Professional in the incubation programs of our organization and MigrACTION project.

We really admire you from our heart for your great skills and we are very happy to actively involve you in our MigrACTION project.

All project members are waiting to meet you and share your ideas on the day of (mention joining date), at the time of (mention time).

You are invited to attend a first online meeting regarding the MigrACTION project and incubation programs, our company's big decisions and steps. You are requested to share your ideas regarding the betterment of our incubators.

We welcome you once again to the MigrACTION project and hope your contribution will help greatly in the success of your personal endeavors.

Feel free to contact me at any time for any information you need. I am always ready to help you.

We wish for your better understanding and support in the future.

