

# Inclusive Entrepreneurship workshop series

## Introduction to Inclusive Entrepreneurship

Welcome! We start at 5 minutes past the hour.  
While we wait... **introduce yourself** in the chat!

- a) Where are you based?
- b) Why are you here?



**The Better Incubation initiative aim to kickstart an “eco-systemic” change bringing incubation and business support services closer to the whole society to promote entrepreneurship and self-employment as means to create jobs, develop skills and give unemployed and vulnerable people an opportunity to fully participate in society and the economy.**

## Discover how to make your incubation services more inclusive and supportive of entrepreneurs from underrepresented groups

1. **Inspire** with best practices, perspectives and insights related to inclusive entrepreneurship
2. **Connect** with like-minded peers, with whom you can learn from and collaborate with
3. **Enable** the modification of services using knowledge and methodologies that can be implemented with your teams

- 📌 **Introduction to Inclusive Entrepreneurship, 29 March**
- Migrants and refugees, 20 April**
- Women, 10 May**
- Youth, 31 May**
- Seniors, 22 June**
- People with disabilities, 12 July**

 **Introduction to Inclusive Entrepreneurship, 29 March**

**Panel discussion:** What are the barriers facing underrepresented groups in the enterprise sector in Europe, and what can we do to change this?

**Activity:** What could you add or change in your incubation program in order to make it inclusive to underrepresented entrepreneurs?

**Reflection:** Where are your services now and where do you want to take them with regards to inclusive entrepreneurship?

What about you!

**How experienced are you in the  
field of Inclusive Entrepreneurship?**

## What are the barriers facing underrepresented groups in the enterprise sector in Europe and what can we do to change this?



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Policy & Advocacy Director  
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Policy Analyst  
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What about *your* services?

**What could you add or change in  
your incubation services in order to  
make them inclusive of people  
from underrepresented groups?**

## Room 1 Case Study

Alessandro left school early to help his father in his bicycle repair shop. At age 16, Alessandro already attracted new customers to the shop thanks to the upcycled bikes he started posting on social media. He was once approached by a program looking for young entrepreneurs but didn't feel comfortable as they used so many English words and complicated terms.

*Biggest challenge:* Alessandro's has a long list of customers but somehow he never seems to have any money as the bills of the shop keep piling up.

## Room 1 Harvesting

Top 3 strategies

Questions you have

Other notes

## Room 2 Case Study

Morgane works with food deliveries made out of discarded fruits and vegetables. Morgane is a trans person that recently transitioned. Her ID and other documents are not yet updated with her name.

*Biggest challenge:* Morgane is hoping to expand her business to the neighboring city, but struggles to get the necessary permits.

## Room 2 Harvesting

### Top 3 strategies

- *combine intergenerational collaboration*
- *Facilitate access to finance through public entity with prestige*
- *Facilitate access to technical support*
- *Include her peers with different profiles to the project so she is not by herself*

### Questions you have

*What is the future of her enterprise, what is the continuity of her enterprise?*

*What are her needs? Business knowledge vs technology skills*

### Other notes

Issues with access to technology

A lot of patience needed in order to build their skills and learning barriers

Change the attitude towards new approaches and technology

## Room 3 Case Study

Maria is an environmental engineer and focuses on smart solutions for heating and cooling systems in big buildings. As a Colombian living in Spain on an entrepreneurial visa, Maria needs to quickly move from idea stage to revenue generation, while constantly improving her system. Her visa will only be renewed if within one year she can start generating revenue.

*Biggest challenge:* Maria has been away from paid work and focusing on childcare for 10 years before starting her business. She lacks confidence to speak to clients and potential funders.

## Room 3 Harvesting

### Top 3 strategies

- Unpacking assumptions - have discussions with her, getting to meet her and understand her needs
- Getting to know the local ecosystem
- connect her with other people who've been in the same situation
- ensure assistance in learning more about EU funds

### Questions you have

What is the access we offer them to the local market?

### Other notes

Every entrepreneur might lack confidence at the beginning, we need to offer different ways of support

## Room 4 Case Study

Naro created a Kombucha brewery that works with organic and local ingredients. Naro is deaf and communicates with his team in sign language.

*Biggest challenge:* Naro needs to raise funds to be able to rent a physical space.



## Room 4 Harvesting

### Top 3 strategies

→ business support (help incorporate) + individual support (connect with support organisations, for example LGBTQIA+ organisations)

→ support to other entrepreneurs who already expanded / someone who can help Morgane

→ Be part of conversation regarding eco-systemic transformation + link with trends (linking with other actors)→ policy, advocacy but also but also centralizing Morgane as individual in a wider network

### Questions you have

→ what happens if you have missing documents? Who else is facing that issue? (Roma people, migrants, etc.)

### Other notes

→ sometimes indirect support can be given

## Room 5 Case Study

Evelyn created a start-up that focuses on cyber-safety solutions for insurance companies. With her 72 years, she is often not being taken seriously by other players in the industry.

*Biggest challenge:* Evelyn has reached proof of concept. Now she needs to develop a plan for the growth of her business.

## Room 5 Harvesting

Top 3 strategies

Questions you have

Other notes



## Resources shared during this workshop:

- [Collection of Best Practices in Inclusive Entrepreneurship Support Programmes](#)
- [The Missing Entrepreneurs](#)
- [EU Social Economy Action Plan](#)
- [OECD policy brief on COVID and Social Economy](#)
- [CARES Poverty report](#)
- [Caritas Europa Policy Paper on EU Social Economy Action Plan](#)
- [Better Entrepreneurship Policy Tool on self-assessment](#)



What are you going to do?

- **Where are your incubation services and programs strong?**
- **What aspects of these do you need to develop?**

<https://bit.ly/3DhVDbT>



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