

Inclusive Entrepreneurship workshop series: People with Disabilities.

12 July 2022.

by LIAISE - Linking Incubation Actors for Inclusive and
Social Entrepreneurship.

Housekeeping.

- We will describe often.
- Update username to include name, organisation and city.
- We want to know about you in any format that works for you: e.g. using your camera, or write in chat, or unmute your microphone to speak.
- Help create a space where we feel safe, seen and valued.
- Take note of what you are learning and your ideas for action.
- All workshop materials will be shared in a follow up email.

Background information.

Better Incubation aims to kickstart an eco-systemic change bringing incubation and business support services closer to the whole of society to promote entrepreneurship and self-employment as means to create jobs, develop skills and, enable unemployed and underrepresented people to fully participate in society and the economy.

Link to website: <https://betterincubation.eu/>

Background information.

- A two-year programme (2021 – 23) powered by the LIAISE project, which is a partnership between EBN, Impact Hub and EVPA.
- Funded under the EU Programme for Employment & Social Innovation.
- Foster inclusive & social entrepreneurship in Europe by empowering business support organisations to support social enterprises & people from underrepresented groups to grow their businesses and work opportunities.

Workshop objectives.

Create space to discover how to make your incubation services and programs more inclusive and supportive of entrepreneurs from underrepresented groups:

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



Meet your host.

Rut Turro, Founder of
MovingMood.

Link to website:

<https://movingmood.com/>

Ice breaker.

Which is your favourite food that is typical in your country?

Agenda.

1. Welcome.
2. Introducing ourselves and the workshop.
3. Learnings from our Community of Practice: Sharing research, best practices & co-designed approaches.
4. Break at 11am CEST.
5. Meet the entrepreneurs: The experiences & challenges of entrepreneurs with disabilities considering our responses as BSOs.
6. Group reflection.



Learnings from our Community of Practice



Presentation by Rut Turró about the Community of Practice

How we went about our work.

- **Community of Practice** comprised of Business Support Organisations experts and entrepreneurs.
- **Methodology:** Kickoff bootcamp, monthly meetings, sharing and prototyping.
- **Research phase:** collection of best practices, understanding the barriers, CoPs analysed the state of their incubation.
- **Observatory:** the CoP acted as sounding boards, monitoring and supporting BSO with their pilots with entrepreneurs with disabilities.
- **Thinking Lab:** Generation of policy insights.

Barriers to entrepreneurs with disabilities.

- Lack of Accessibility at: Digital level, Communication level, Physical spaces.
- Risk of losing the subsidy if the business does not work out.
- Lack of networks specialised for entrepreneurs with disabilities.
- Low confidence since the world at large does not take them into account.
- Current entrepreneurship systems do not cater for people with disabilities.
- Lack of business skills.
- Poor access to finance.
- Patience required, understanding their rhythms.

Barriers to Business Support Organisations.

- Lack of knowledge of people with disabilities.
- Lack of knowledge of their capacity, motivations, needs and potential.
- Lack of knowledge on accessibility.
- Absence of examples of entrepreneurs with disabilities.
- Lack of examples of accessible BSO.
- Difficulties reaching the new target. Lack of networks.

Recommend elements by program stage (part 1)

1. **Designing a social entrepreneur support program.**
 - a. Set up the accessibility needs. Placing the right budget for accessibility.
2. **Scouting for program participants.**
 - a. Promote the program with partners that can vouch for it and create trust among potential participants.
 - b. Direct promotion methods: NGOs, disability associations, local governments, adapted sports organisations.
3. **Selecting the right participants.**
 - a. Select participants on their potential and passion, not just their business idea.

Recommend elements by program stage (part 2)

4. Delivering the right program support.

- a. Offer workshops going beyond business modelling. Easy to understand and apply.

5. Connecting participants to supportive people.

- a. Provide direct contact with successful entrepreneurs with disabilities.
- b. Provide networking opportunities between participants, financial, mentors, organisations, government, etc.

6. Facilitating access to capital.

- a. To train on current financing methods, from how to create a crowdfunding campaign, to pitch to social investors, loans, grants and prizes.
- b. Include a match funding opportunity for participants.

Findings, feedback and learnings so far (part 1)

- **Extra budget for accessibility needs to deliver the programme.**
- **Understanding Disability and their potential.**
- An accessible **network and community** is needed for entrepreneurs with disabilities.
- **Understanding Self Entrepreneurship** and freelance as part of the Start up ecosystem. Not only Unicorns.
- **Policy work** and partnership opportunities with local governments: to lower the barriers to starting businesses for people with disabilities and building incentives is key.

Findings, feedback and learnings so far (part 2)

- **Communication:** Having a **targeted outreach** campaign with key partners to build credibility.
- **Build in access to finance and stipend mechanisms.** People with disabilities has no credit history, struggle accessing to investment or loans.
- **Mentor matching** are fundamental to the success of the program.
- **Cultural change** to make the business community more accepting of people with disabilities.



Presentation by Sophie Lamprou, Co-founder of Impact Hub Athens.

Problem being addressed.

- People with disabilities being able and equipped to:
 - chase their dreams.
 - making their business ideas reality.
 - creating an independent life for themselves and people around them.
- Lack of as- accessible- as we- can incubation programmes for idea or up & running stage.
- Lack of workshops for entrepreneurial skills building & entrepreneurial tools accessible for people with disabilities.
- Lack of understanding of the barriers of people with disabilities at large in the entrepreneurial ecosystem.
- Lack of participation of people with disabilities in the entrepreneurial ecosystem- no experience in interaction.

Profile of the people we are supporting.

- People with mobility restrictions.
- Blind people.
- People with light cognitive disability.
- Experts & mentors getting acquainted with working with people with disabilities.

IMPACT ACADEMY- key components and outcomes.

- Learning Programme with a series of workshops on business tools.
- Coaching sessions after each workshop to profound in the tool and give feedback on how the entrepreneurs apply it on their case.
- Experts speed dating.
- Peer 2 Peer sessions with IH community.
- Outreach & amplification of the examples of entrepreneurs with disabilities.

Making the programme accessible to (some) people with disabilities.

- Digital delivery.
- Adaptation of documents in a format that can be read from text to speech software.
- Website and comms material enriched with image descriptions and adapted to be read by respective software.
- Active reach out to communities of people with disabilities in order to promote the offering.

Impact Logic.

- Output:
 - A proto- incubation programme that has accessibility elements & potential.
- Outcome:
 - Empowering the participants to pursue their entrepreneurial idea.
 - Strengthening with the right skills and tools to make it happen.
 - Motivation in our team & expert partners to work with people with disabilities.
 - Awareness in our team, community and network about diversity.
- Impact:
 - Too soon to say :)

Insights, learnings and top tips.

- People with disabilities are part of closed communities and hardly interact with the wide public- that means that they lack access to diverse networks and networking skills.
- However, we as well do not have easy access to their communities, to examples and we also lack the knowledge on how to interact and best support them.
- Political correctness: what is the framework?
- Be honest about (our) ignorance and lack of experience.
- Be creative in problem solving when coaching as there is always an extra barrier of access to software, spaces, contacts, finance (because there is need for more).
- Treat everyone as we would- not from a pity/philanthropic place, but from an equal place.
- It definitely needs effort & finance- it s really difficult to make a programme truly accessible as disability is a wide spectrum. But we need to work towards that goal.



Presentation by Dorijan Maršič, Managing Director at Inkubator Sežana

Break.

We come back in five minutes!



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Meet the entrepreneurs.

Sadriye, Blind Look

Link to website: <https://www.blindlook.com/>

Spyros, Cool Crips

Link to video: <https://youtu.be/SOBksNRYuXM>

Our Learnings.



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Innovation Ecosystems for Social Change

Reflections.

1. What are your main **takeaways**? (Any learnings or insights from the workshop).
2. What are the **next steps** you need to take as a BSO to make your services more inclusive?
3. What are the **challenges** you might face when trying to take these next steps?

Reflections.

- Co design with the person.
- Become an ally.
- Always add Accessibility in your work.

Better Incubation Scaling Content 2022

- If you are an entrepreneur with an innovative solution to a social or environmental challenge and you are ready to scale it nationally or internationally, join the Better Incubation Contest to grow your impact with a wide community of business intermediaries, investors and other entrepreneurs.
- Winners get access to: Networking; Mentoring and coaching; Scaling immersion week; Pitching opportunities; Publicity.
- Here is the link to find out more and apply:
<https://betterincubation.eu/better-incubation-contest-2022-scaling-impact/>
- Apply by 22 August!