

# 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: <a href="https://betterincubation.eu/">https://betterincubation.eu/</a>











#### **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.

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













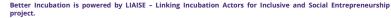
# Learnings from our Community of Practice











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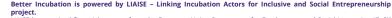
## Presentation by Rut Turró about the Community of Practice















#### 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.

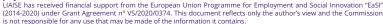














#### Problem being addressed.

- People with disabilities being able and equipped to:
  - chase their dreams.
  - making their business ideas reality.
  - o 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 publicthat means that they lack αccess 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.













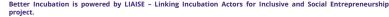
# **Presentation by** Dorijan Maršič, Managing **Director at** Inkubator Sežana















## Break.

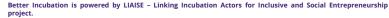
We come back in five minutes!











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## Meet the entrepreneurs.

Sadriye, Blind Look

Link to website: <a href="https://www.blindlook.com/">https://www.blindlook.com/</a>

Spyros, Cool Crips

Link to video: <a href="https://youtu.be/SOBksNRYuXM">https://youtu.be/SOBksNRYuXM</a>











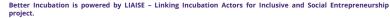
## Our Learnings.











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#### 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:
  <a href="https://betterincubation.eu/better-incubation-contest-2022-scaling-impact/">https://betterincubation.eu/better-incubation-contest-2022-scaling-impact/</a>
- Apply by 22 August!









