

Inclusive Entrepreneurship workshop series

Seniors

22 June 2022

by LIAISE - Linking Incubation Actors for
Inclusive and Social Entrepreneurship

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.

<https://betterincubation.eu/>

A two-year programme (2021 – 2023)
powered by the **LIAISE** project.

Funded under the EU **Programme for
Employment & Social Innovation**.

Foster **inclusive & social**
entrepreneurship in Europe by
**mobilising & empowering business
support organisations** to support
social enterprises & people from
underrepresented groups to grow their
businesses and work opportunities.

CONSORTIUM PARTNERS



The European Business and Innovation Centre network is the leading pan-European association of business support organisations.



Impact Hub is one of the world's largest networks focused on building entrepreneurial communities for impact at scale.



European Venture Philanthropy Association is committed to be the prime supporter and convener of the community of investors for impact in Europe.

WHAT DEFINES OUR COMMUNITIES OF PRACTICE ?



Our deep dive workshops create space to discover how to make your incubation services and programs 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



Housekeeping

- Update username to include name, organisation and city
- Microphones on mute, videos on
- Raise hands or write in chat for questions/contributions
- Help create a space where we feel safe, seen and valued

Reflection and harvesting

- Take note of what you are learning and your ideas for action
- All workshop materials will be shared in a follow up email

Meet our Hosts!



Concepción Ramos Vela

CEEIARAGON

Spain

The number of senior citizens is getting bigger and bigger, and we cannot waste all that talent. Also, senior entrepreneurs have been forgotten up to now. Existing programs are aimed to other collectives and we need to focus also in senior entrepreneurship. Participating in the senior CoP has been very enriching for CEEIARAGON



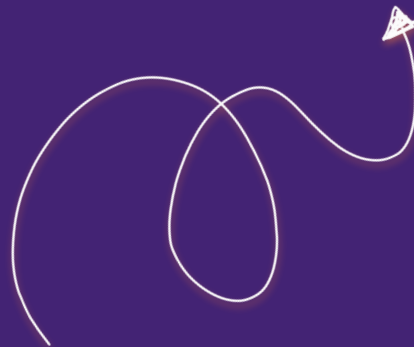
Mona Moldovan

The Care Hub, Romania

Seniors have tremendous wisdom and experience which can and should be shared with their communities - and senior entrepreneurship is the key to unlock this potential. Our priority, at The Care Hub, is to create a safe space for seniors to work independently.

Better Incubation: Seniors

What would you like to do once you retire?



 **Seniors**, 22 June

10:05 **Welcome and introductions:** Introducing Better Incubation, ourselves and the workshop.

10:15 **Learnings from our Community of Practice:** Sharing research on barriers & solutions, best practices & co-designed approaches

10:45 **The Rise of the Silver Economy :** Expert insight

11:00 **Break :)**

11:10 **Meet the entrepreneurs:** The experiences & challenges of youth entrepreneurs while considering our responses as BSOs

11:45 **Reflection & application:** Identify implications for your own incubation services & support programs

Better Incubation: Seniors

Learnings from our Community of Practice



Concepción Ramos Vela
CEEIARAGON
Spain



Luisa Rodrigues
Impact Hub
Lisbon



Mona Moldovan
The Care Hub, Romania







How we went about our work

- CoPs comprised of senior entrepreneurs, BSOs, experts and practitioners
- Kickoff bootcamp, monthly meetings, sharing and prototyping
- Initial **research phase** in which CoPs analysed the state of incubation through a collection of best practices and a concerted effort to understand barriers
- Second phase - **observatory** - the CoP acted as sounding boards, monitoring and supporting BSO pilots - with invited experts
- The groundwork has been laid for the generation of policy insights foreseen for the third phase of the project - the **Thinking Lab**

Understanding the Barriers

Necessity	Lack of experience needed	New beginning
Lack of business experience	Lack of sacrifice capacity	Lack of digital skills
Lack of co founders	Social isolation	Lack of specific support



Recommended piloting elements by program stage

1. Scouting for programme participants

- Communication campaign adapted to a senior audience
- Use appropriate communication channels to reach seniors
- Reach out and collaborate with organizations and government agencies that work with seniors

2. Selecting the right participants

- Review the criteria to assess if there is any element that could prevent a priori the selection of seniors
- Create the Selection committee, that should include people from the target groups

3. Delivering the right program support

- Foresee flexibility in terms of time commitment and consider participants' preferences
- Inspiration session : bring a (senior) entrepreneur who can inspire the attendees
- Make sure that existing trainings and tools are inclusive and can be used by people of all ages
- Training for Digital skills

4. Connecting participants to supportive people

- Make sure to have a healthy mix of coaches/trainers coming from different age group
- Easy networking among senior participants to encourage peer support (setting WhatsApp group)
- Ease networking between coaches and participants

5. Facilitating access to capital for program participants

- Investment/funding training
- Identify and partner with investors who are interested to finance seniors
- Additional in person support in investor meeting

Summary of Findings - Feedback from the COP - Learnings

- Designing the program:
 - It's recommendable to define a **new program**
 - Have **senior experts** supporting the senior entrepreneurs
- Scouting process:
 - Important to give **ample time** for applications
 - All the “best recommended piloting elements” are key **(imaging and language, the use of the media, etc)**
- Selecting the right participants
 - **Assessment template** for rating the entrepreneur/ idea
 - Select the Projects that meet **minimum threshold**
 - **Mandatory interviews** to ensure the person is really an entrepreneur
 - **Selection committee**
 - Take into account the **specific specialization of the BSO**

Summary of Findings - Feedback from the COP - Learnings

- Delivering the right Program support:
 - Obligation for participants to **be present**
 - **Homework** is necessary to maintain engagement
 - **In person training**
 - **Engagement channels**, whatsapp group, newsletter...
 - **Group sessions**
- Connecting participants to support People:
 - **Coach**/support person **in same age group**
 - **Networking** should be among participants and between participants and coaches
 - **Intergenerational collaboration** and exchange - how **young** and senior **entrepreneurs** can help each other with different skills and mentor each other



Luisa Rodrigues
Programs Lead, Impact Hub Lisbon

Impact Hub Lisbon

In Portugal, approximately 25% of the population is aged 55+ and is currently economically inactive. Seniors have the experience, the knowledge and the drive to pursue activities that keep them youthful and connected, so supporting them in starting their projects has been of great learning to us.

Pilot Incubation programme for Senior entrepreneurs



Inspira-te | Escola de Impacto



Inspira-te | Escola de Impacto

Pilot integrated in an existing program that welcomed people over 30 years of age, who were unemployed or in precarious employment, and who wished to either start their own small business or find a new job.

» vulnerable group



Inspira-te was an entrepreneurial training course divided in 3 phases, each with a duration of 1 month. By the end of each phase there was a selection of participants who moved on to the next one.

PHASE 1

25 Participants

Personal Development

40hrs

Macro → Micro

Self-knowledge & Agency

Teamwork

Personal Branding

PHASE 2

20 Participants

Employability Plan

40hrs

Entrepreneurial Mindset

From idea to action

Value Creation Wheel

Intro Business Model Canvas

PHASE 3

15 Participants

Plan Implementation

40hrs

Business Model Canvas

Communication

Digital Skills

Pitch Preparation

What worked (Positive Outcomes)

Designing a social entrepreneur support program: 3 months duration + 3 months of mentoring

Scouting: reach out to social entities and organisations who work with the target group to identify participants, ask them to invite friends of theirs, sent email to our IH database filtering by age, offline event with multiple stakeholders, conducting interviews before accepting participants, asking for their availability

Delivering the right program support: In person training, Digital communication basics, Personal mentoring, Personal development in the first module,

Connecting participants to supportive people: Intergenerational learning, Community engagement via WhatsApp

Demo Day with Strategic Partners

What did not work (Challenges)

Designing a support program: piloting in an existing program maybe best to do one dedicated to this audience.

Scouting: longer period for applications, avoid summer.

Delivering the right program support: Language (avoiding jargons), Lack of role models 50+, bring an entrepreneur who can inspire the attendees, to go deeper into digital skills we would need computers and more in-depth trainings

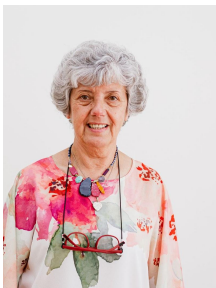
Connecting participants to supportive people: working with buddies (people who accompany each participants in parallel with the program and mentoring)

Facilitating access to capital for program participants: We have not reached that level because they were really idea stage entrepreneurs, it would have been important to bring more alumni (only one visit from an alumni from a past edition) and field trips/ real case studies (only one field trip, not from seniors)



Meet our seniors

Rosa M., 61 y.o.



Patrícia, 60 y.o.



Rosa A., 65 y.o.



Paula, 60 y.o.



Sérgio, 53 y.o.



Lília, 56 y.o.



Conceição, 58 y.o.



Nídia, 52 y.o.

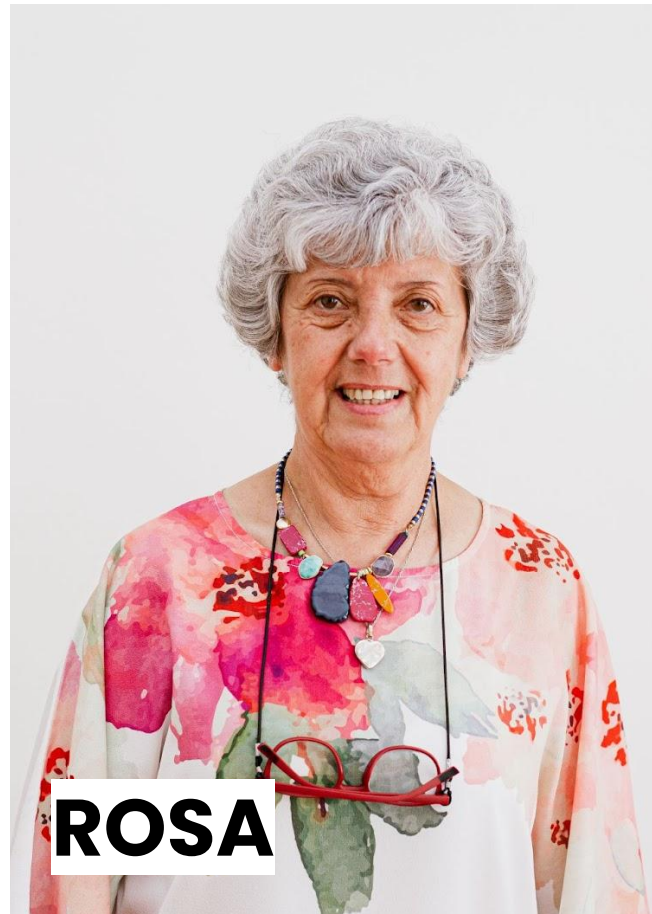




PATRÍCIA



SÉRGIO



ROSA

Inspira-te | Escola de Impacto





Expert insight

Dr. Isabel Gomes

ISCTE – University Institute of Lisbon,
Senior Entrepreneurship Researcher

Being the fastest growing demographic group, the seniors have probably the highest potential to contribute to the economy and to society in the years to come. Which leads to what I think it should be the priority in terms of senior entrepreneurship support: a change in perspective

The Rise of the Silver Economy



Senior Entrepreneurship

trends and insights

“We get too soon old and too late smart” —Old German saying

Isabel Almeida Gomes

PhD Senior Entrepreneurship, ISCTE- University Institute of Lisbon

isabelcostagomes@gmail.com

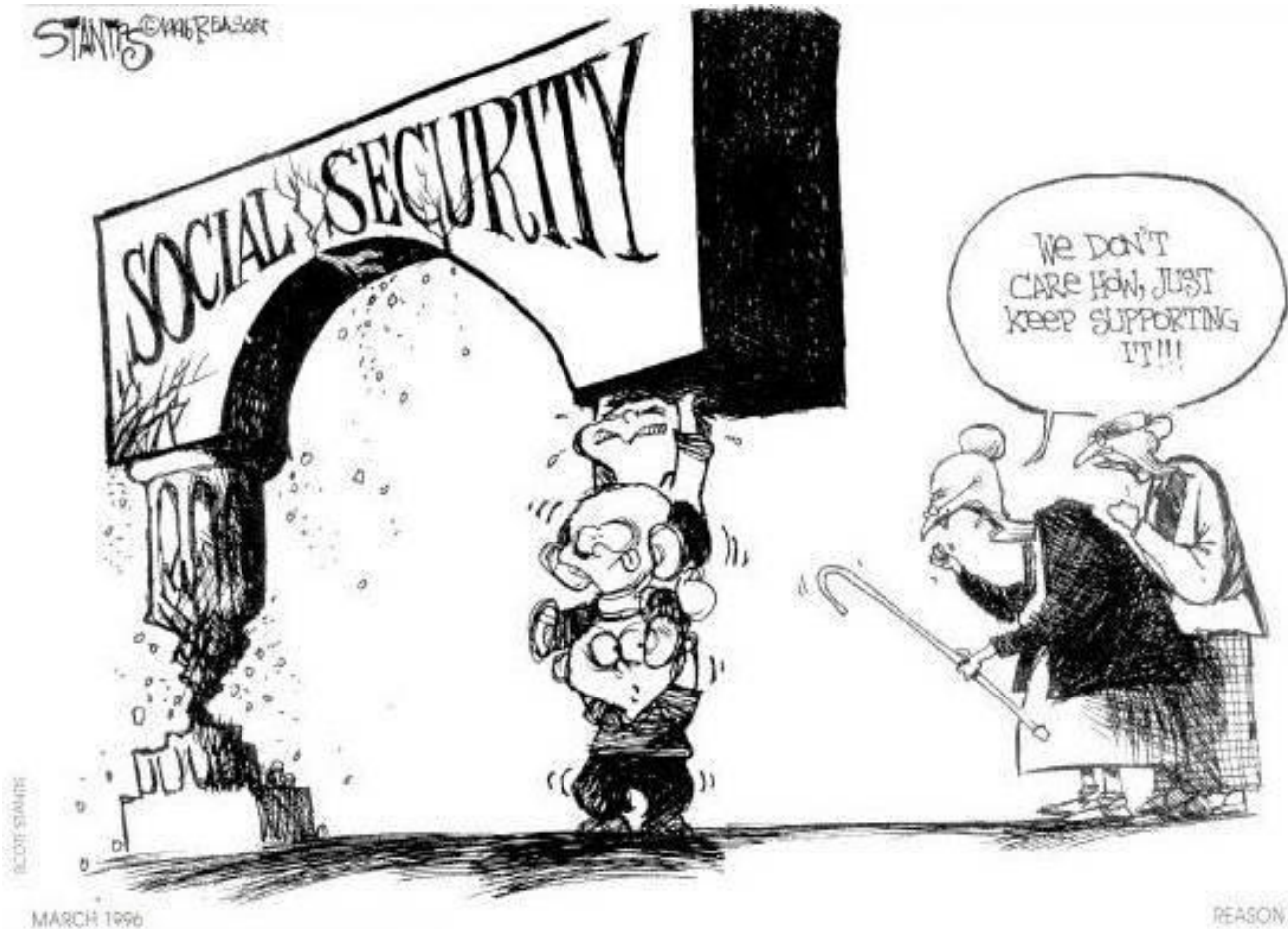
Better Incubation – Innovation Ecosystems for Social Change

Inclusive Entrepreneurship Workshop Series - Seniors

22.06.2022

STANIS ©1996 REAScot

It's the Demography!...



MARCH 1996

REASON 27

So, Why Entrepreneurship for Seniors?

- > Difficulty in re-entering the labour market
- > Financial need

Flexibility to combine with other aspects of personal or professional life

Opportunity to work in an area of interest

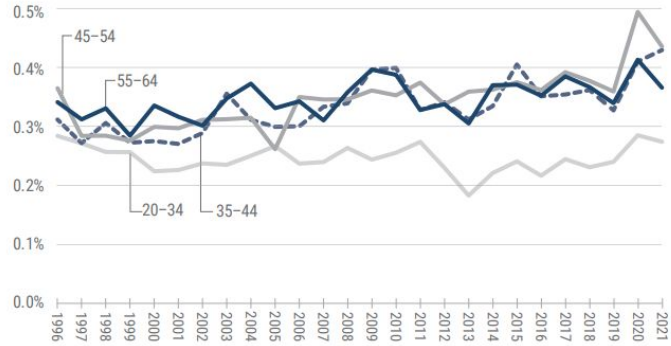
Define a own 'way of doing'

Maintain an active professional life, and a social relevance

Promotion of your own values – own business, mentoring, business angel

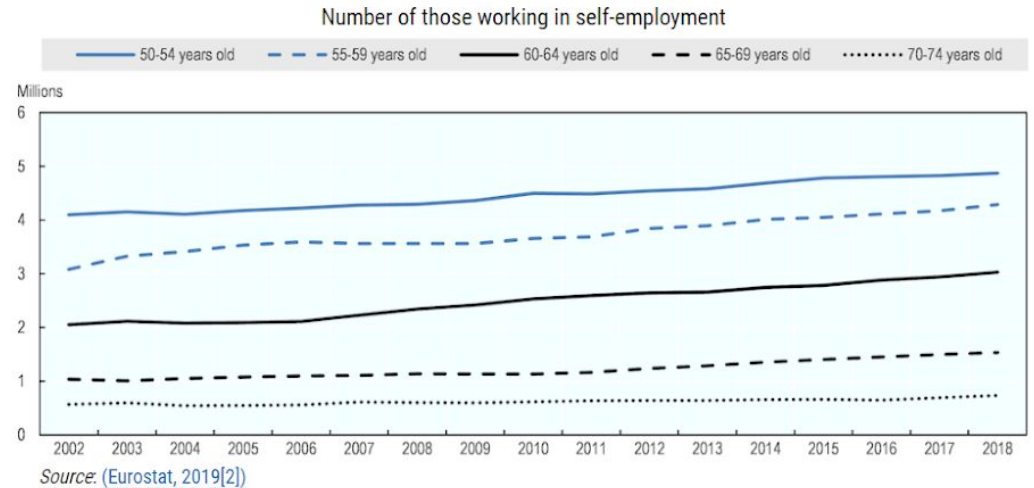
Options: full or part time, social, acquisition, investment

FIGURE 5 RATE OF NEW ENTREPRENEURS BY AGE GROUP (1996–2021)



Source: Estimates calculated from the Current Population Survey

Figure 4.3. The number of self-employed seniors is growing in the EU



Senior Entrepreneurs: Contribution

- Significant benefits when combined economic and social objectives
- Higher business survival rate (Zhang 2008)
- Important contribution to relatively less developed countries

- Economic impact not yet fully understood
- Highly heterogeneous population segment – transition process, motivations, needs, individual and cultural aspects

Advantages	Challenges
Accumulated Experience Financial Capacity Human Capital Networks Focus Risk Analysis	Financial Risk Financing Levels of well-being and energy Support Network, namely Family and Friends 'Window of Opportunity'

Insights from science...

The results show that contrary to classic stereotyping, gray entrepreneurs remain highly ambitious and open to technological developments.

HARMS, R. et al, 2014. On the motivational drivers of gray entrepreneurship: An exploratory study. *Technological Forecasting and Social Change*. 2014.

Prior experience in the specific industry predicts much greater rates of entrepreneurial success. These findings strongly reject common hypotheses that emphasize youth as a key trait of successful entrepreneurs.

AZOULAY, Pierre, JONES, Benjamin and MIRANDA, Javier, 2018. Age and High-Growth Entrepreneurship. *National Bureau of Economic Research*. 2018.

Successful entrepreneurship is a Social Game.

DAVIDSSON, Per and HONIG, Benson, 2003. The role of social and human capital among nascent entrepreneurs. *Journal of Business Venturing*. 2003.

Our empirical analysis shows that for late-career individuals, starting a business is positively associated with change in quality of life and negatively associated with change in income.

KAUTONEN, Teemu, KIBLER, Ewald and MINNITI, Maria, 2017. Late-career entrepreneurship, income and quality of life. *Journal of Business Venturing*. 2017.

The search for personal satisfaction, the sense of social responsibility, and the desire for creation, are the motivational drivers' of the senior entrepreneur who, in this way, discovers a new purpose of life.

GOMES, Isabel, 2020. What moves Senior Entrepreneurship: process and influencing factors, PhD Thesis. *Inclusive Entrepreneurship Workshop Series - Seniors*



Oh... I don't think there's an age for us to start over! (...) To be happy, to live! It's never too late to do what we like! Never, at all!

Interview #9







cinco ponto zero

programa de capacitação
para o empreendedorismo



Some suggestions:

Policy makers should be aware of the necessity of designing an integrative system through their policies and programs that help interlock entrepreneurial opportunities and education and a national mindset favorable to entrepreneurship for both current and future generations.

DE HOYOS-RUPERTO, Moraima, ROMAGUERA, José M., CARLSSON, Bo and LYYTINEN, Kalle, 2013. Networking: A Critical Success Factor for Entrepreneurship. *American Journal of Management*. 2013.

Network support increases the probability of survival and growth of newly founded businesses.

BRÜDERL, Josef and PREISENDÖRFER, Peter, 1998. Network Support and the Success of Newly Founded Businesses. *Small Business Economics*. 1998.

This study confirmed that several entrepreneurial factors are significantly related to the entrepreneur's success. These factors include the ability of entrepreneurs to access information, their leadership styles, and their support from others. Nevertheless, entrepreneurs' ability to seize relevant information is found to be the most significant factor contributing to their success.

MAKHBUL, Zafir Mohd and HASUN, Fazilah Mohamad, 2011. Entrepreneurial Success: An Exploratory Study among Entrepreneurs. *International Business and Management*.

People with work experience in large companies or multinationals, subject to a more competitive culture and practice of proven management methods, are potential successful

Let's look at demography from a different perspective.

Meritocracy.

Contribution at any age, according to characteristics and abilities.

Recognition and visibility of this contribution!

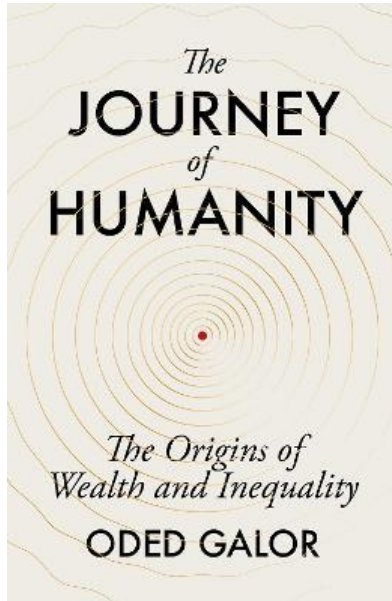
Chronological Age >> Prospective Age

65 years old in 1960 => 72 years old in 2017

	Life expectancy at 65							
	Males				Females			
	2016	2060	2070	Change 2016-70	2016	2060	2070	Change 2016-70
PT	18.1	22.4	23.3	5.2	21.8	25.9	26.7	4.9
EU27	18.0	22.5	23.4	5.3	21.6	25.8	26.7	5.1

Fonte: *Ageing Report 2018*, European Commission

Let's look at demography from a different perspective.



Thank you.

Isabel Almeida Gomes
PhD em Empreendedorismo Sénior, ISCTE- University Institute of Lisbon
isabelcostagomes@gmail.com
www.linkedin.com/in/isabel-almeida-gomes/

Better Incubation – Innovation Ecosystems for Social Change
Inclusive Entrepreneurship Workshop Series - Seniors

22.06.2022

“If demographic ageing leads to a society's inability to live harmoniously and adequately with this process, this situation is called societal ageing. (...) These processes are not necessarily coincidental.

In fact, a population may be ageing and society may not, which means that it can react to changes in the course of facts, finding an appropriate way to tackle them.”

(Rosa, M.J.V., 2020, *The Age of no age*, Tinta da China)

Better Incubation: Seniors

**BREAK! See you at
11.30 CEST to meet
the entrepreneurs**

Better Incubation: Seniors

Meet the entrepreneurs: Panel session



Silvia Oviaño
Caravan Proyectos de Cultura



Silvia Paula Pelham
Village Souvenir

It's essential to learn how to think outside the box and important to feel confident knowing that both personal support and encouragement are readily available from our tutors and mentors



Silvia Paula Pelham
Village Souvenir

senior entrepreneurship

a screen of emotions

SILVIA PELHAM

EMPREENDEDORISMO 5.0

DESENVOLVIMENTO DE IDEIAS DE NEGÓCIO POR PESSOAS COM MAIS DE 50 ANOS

may 2020

entrepreneur@

CREATIVITY

STRATEGY

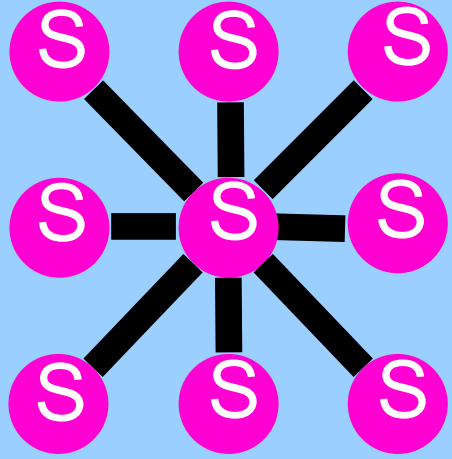
INNOVATION

DARING

LEADERSHIP

be aware of opportunities

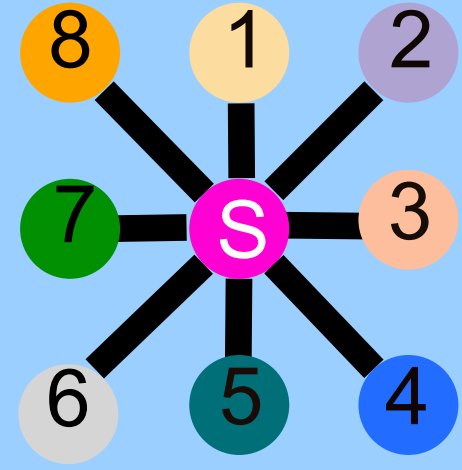
BEFORE
1980 - 2020
40 YEARS



BUSINESSWOMAN

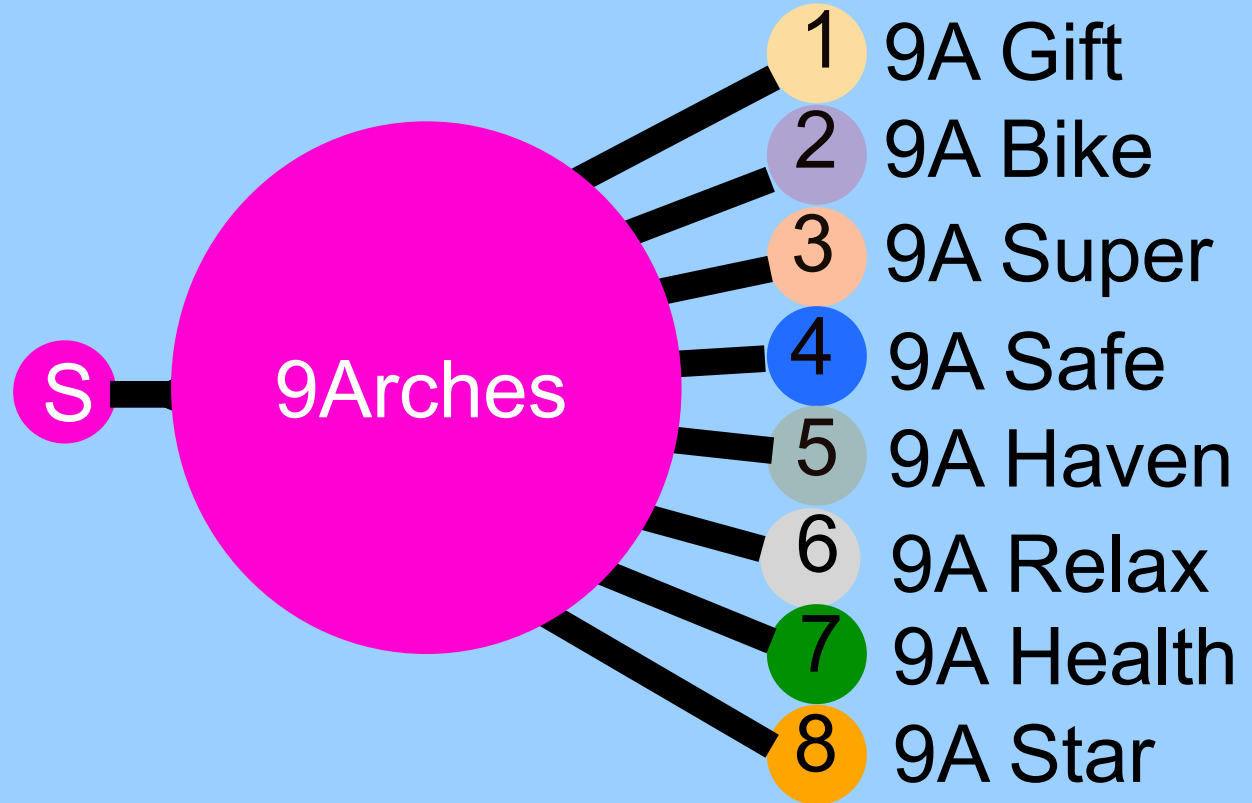
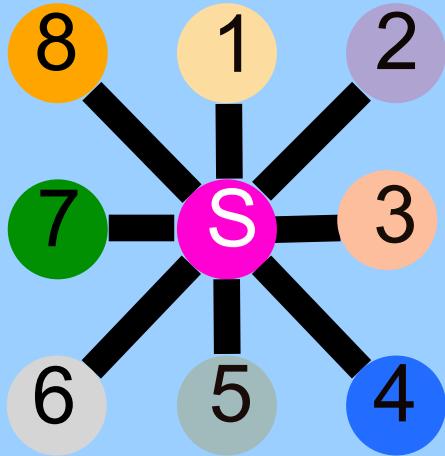


AFTER
2020 - 2022
2 YEARS



ENTREPRENEUR

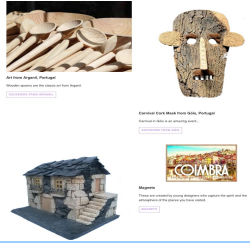
2020 – 2022



ENTREPRENEURSHIP = **GROWTH**

2020 - 2022

1 9A Gift

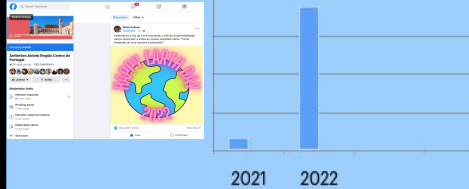


PARTNERS

- C M Poiares
- GAE - Apoio Empreendedor
- AEDP – Empresários Poiares
- C M de Góis
- Turismo de Góis

VILLAGE SOUVENIR IS ALL ABOUT LOCAL ART

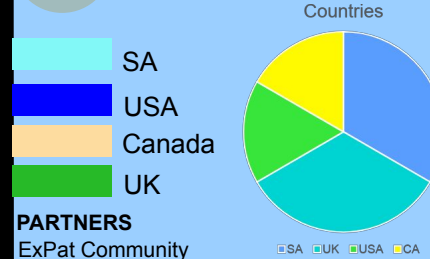
3 9A Super



RENTAL PARTNERS IN CENTRAL PORTUGAL

LEADER OF AIRBNB HOST COMMUNITY

5 9A Haven



PARTNERS

- ExPat Community
- Expat Real Estate

QUARANTINE TRAVELLERS

7 9A Health



PARTNERS

- Reflexology - Penela
- Massage - Lousã, Poiares
- Acupuncture - Miranda do Corvo
- Foot Detox - Venda Nova

HEALTH TOURISM

2 9A Bike

E.N.2 = PT ROUTE 66



Concurso: A N2 na BTL 2022
Prémio de 19 de Março 2022

9 Arches
alojamento local



Vila Nova de Poiares
T. 933 545 474

Voucher de 50% de desconto numa noite para 2 pessoas.

PARTNERS

Associação de Municípios da Rota da EN2

OFFICIAL AGENT / STAR

4 9A Safe

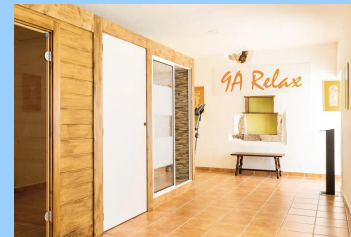


PARTNERS

Turismo de Portugal/ Portalegre School
ARHESP – 1st aid training

SAFE TOURISM

6 9A Relax



PARTNERS

Poiares Trail, BTT Lousã
Associação de Vespas do Mondego

ADVENTURE TOURISM

8 9A Star



Stargazing from the of
Portugal



PARTNERS

ASTRO - Secção de Astronomia do Núcleo
de Física do Instituto Superior Técnico
DARK SKY Aldeias do Xisto

ASTROTOURISM

Thank you!

9Arches, Venda Nova, Vila Nova de Poiares,
Portugal!



Silvia Oviaño

Caravan Proyectos de Cultura

Thanks to the experience and knowledge acquired, in addition to personal maturity, I feel in the best moment of my career. I believe that I am at the maximum potential of my creativity and I have a greater ability to lead projects. That should be taken into account when supporting entrepreneurs.

FESTIVAL
mar de mares

VII
EDICIÓN

ISABEL MUÑOZ

Premio Nacional de Fotografía,
ganadora de dos World Press Photo



YAYO HERRERO

Antropólogo, ingeniero y
activista ecofeminista



CAMILLE HANSON

**EARTH,
SEA, SKY**

Donde está
cuidar el planeta



**OCEAN
FILM FEST**

Las mejores películas del
mundo sobre el mar



**DOMINGO VILLAR Y
NACHO CARRETERO**



**FRIDAYS FOR FUTURE
EXTINCTION REBELLION
SEA SHEPHERD**

Y TAMBIÉN

TRAVESÍAS EN VELERO, GASTRONOMÍA, ENCUENTROS INSPIRADORES, ARQUEOLOGÍA SUBMARINA

**A CORUÑA
24-27
SEPTIEMBRE**



EL MOMENTO ES AHORA

Porque unos océanos sanos son más
necesarios que nunca. Vuelve a conectar
con el mar y animate a actuar por su futuro.

WWW.FESTIVALMARDEMARES.ORG

Xacobeo 21-22

//Afundación
Obra Social ABANCA

INDÓMITAS

Historias que abren camiños



Unha exposición
do programa

**CULTURA
POR
ALIMENTOS**
FLUJOS
COMPARTIDA

Exposición
7 abril - 7 xullo

Luns a venres, 11.00-14.00 e 17.00-20.00 h
Sábados, 11.00-14.00 e 17.00-19.00 h

A UNIQUE FESTIVAL IN THE WORLD



Our goal: to celebrate all the wealth that the oceans bring us.

Our commitment: the preservation of the seas.

The ocean is a source of oxygen and energy, it is food and health, a means of transport, a place of leisure and business, it is culture, artistic inspiration and lifestyle.

MAR DE MARES IN FIGURES

193.600 audience

2.777.658 €

Advertising value

152.209.327

Media Audience

7.844.244

Social Media Reach

1.221

Media appearance

348

Activities

WHAT TO DO IN MAR DE MARES



WHAT TO DO IN MAR DE MARES



OCEAN CLEANINGS



DISCOVER THE FAUNA OF THE BEACH



MOVIE PROJECTIONS



WALKS AROUND THE MARINE CITY



SAIL BOAT TRIPS



VISIT THE FISH MARKET

INDÓMITAS

← → ↻ indomitas.org



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Mujeres sin límites. Sin miedo.

[¿Qué es Indómitas?](#)



SOME INDÓMITAS STORIES



Celia Fernández, high diver



Sofía Berdasco, ganadera



Almudena Bernabeu, abogada derechos humanos



Alicia Sornosa, viajera y aventurera

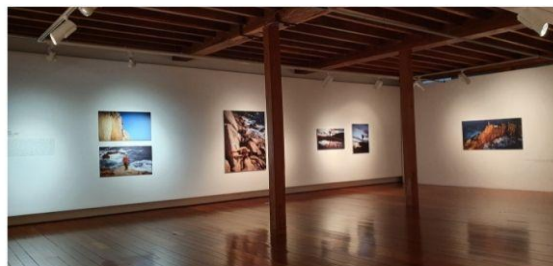


Vero Boquete, futbolista



Nuria Bravo, piloto de helicóptero

INDÓMITAS EXPO



Xacobeo 21/22

//afundación
Obra Social ABANCA

INDÓMITAS

Historias que abren camiños

Exposición
14 decembro - 26 marzo

Aberto de luns a sábado, 17.00-20.30 h
Info visitas guiadas: 981 552 577 e afundacion.org
Pechado 24, 25 e 31 de decembro e 1 de xaneiro

Unha exposición do programa

CULTURA POR ALIMENTOS
Sociedade

CARAVAN

PROYECTOS DE CULTURA

THANK YOU

CONTACT

Silvia Oviaño

Tf. +34 610 46 55 44

silvia@caravancultura.com

www.caravancultura.com

www.festvalmardemares.org

www.indomitas.org

Better Incubation: Seniors

Reflections and next steps



Final reflections

1. What are your **learnings** from this workshop today?
2. How will you **apply** the learning back at your organisation / What will you **modify** in your incubation services & support programs? (**Action!**)
3. Do you have any additional innovations or best practices to **share**?



- ✓ **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

Sign up: <http://betterincubation.eu/better-incubation-inclusive-entrepreneurship-workshop-series>

Reach out: info@betterincubation.eu