



EMWOSE
Women from ethnic minorities in social enterprise

Interview form

Overview

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Shortly about yourself...

I am Narmin, I am from Azerbaijan and I came to Lithuania to Kaunas six years ago as a student. And after graduating I quite liked and I stayed here for longer time, currently I am studying masters in informatics at KTU and I am also a founder of SPEAK Kaunas.

What is SPEAK Kaunas mission?

It started in Portugal and the SPEAK's mission is to create a global network of the inclusive cities and right now it's already in 24 cities, by the year 2024 aim is to get to a hundred cities. And the idea is just to bring the community together and let them exchange their skills or their ideas with each other. So, the main activities are language groups. And besides that – organize community events, that are free for everyone.

Is it free to participate in this project?

The language groups are a symbolic fee for donation, 25 Eur for entire language group, which is 12 fees. If you are teaching somebody or teaching your language or you are organizing events in the community, then everything is free.

How do you advertise SPEAK Kaunas?

So we have SPEAK social portal, where everything is happening – we create everything online, it's like online to offline module. And we post events, when there are new events in the city, so people get notifications that there is something happening. Other ways we try to reach different target groups, like from students we advertise in the student campus, also we are in contact with Red Cross. We are aiming to bring different communities of Kaunas to integrate with each other and socialize.

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Keywords:

SPEAK Kaunas, inclusive cities, language groups, community events, SPEAK social portal, different target groups, different communities, marketing, networking skills, business culture, KTU, Azerbaijan, Portugal.

How do you measure the social impact?

We have this SPEAK social portal and we can see all the matrix, so everything is in one place. And the impact – right now we are new in Kaunas, but in Portugal government is already using SPEAK as a main solution for the integration of the migrants. So, we have more than 20 thousand participants all around the world.

What obstacles do you face?

Yeah, one of the main challenges is obvious, it's language barrier. It's hard to communicate. And also marketing side, I think. For marketing you need to be quite local, like know the city, know the language well.

What skills are most important to start working with social project?

I think one of the reasons – you get to have hard times so that you can bring it to the positive side. And, other skills, I think networking skills would be very important, and believing in the idea.

What would you like to learn in a training course for women from ethnic minorities?

Understanding the business culture and challenges, even for the locals themselves – how they approach, how they solve these small issues that they face. So, this kind of information would be quite interesting.

Where do you see yourself in the future?

I see myself as travelling around the world, while the ideas I have started or that the others started and I have supported, is being supported by newer community members.

Full video [here](#)

