

# NEWSLETTER

“Empowering Women from ethnic minorities through Social Enterprise” (EMwoSE) project aims at increasing the employment of women from ethnic minorities providing them the knowledge, practical skills and counseling necessary for engaging the social enterprise world.

This project is funded by the Erasmus+ and involved partners from 7 countries: Ireland, UK, Italy, Turkey, Greece, Germany and Lithuania.





# IT PRODUCED

**State-of-the-Art** report relates to the current situation of women from ethnic minorities working in or establishing social enterprises. It is based on 2 surveys-one for the women from ethnic minorities who are involved in business and social enterprise and a survey for the organisations who support women in business. Based on the findings of these surveys the report identifies the difficulties the women encounter and challenges they face when working in their enterprise as well as outlining the skills needed

**Storytelling library** of success stories, sharing knowledge and best practice. This includes a Storytelling library of over 30 videos of interviews of female entrepreneur success stories highlighting their initiative and entrepreneurial skills as well as outlining some of the challenges they have faced.

**Learning resources** for coaching/training women from ethnic minorities comprising the following modules: Introduction to Social Enterprise; Starting Your Own Business; Marketing and Communication; Running Your Own Business; Funding; Networking and Sustainability. The modules offer both theoretical information as well as useful links to digital tools and video clips.

**Web learning platform** to enlarge the network of relevant stakeholders and provides the opportunity for a training path and exchange of best practice. It contains various learning materials, evaluation items, self-learning paths and a Virtual Learning Environment to connect trainers with learners.



# STATE OF THE ART REPORT

The study used quantitative data through two surveys developed by project partners.

Participants of the study were:

- female social entrepreneurs from ethnic minorities (107)
- and experts such as organisations who work with this cohort giving business advice.

The main questions asked by the survey were what are:

- The challenges experienced by ethnic minority women in the labour market?
- The training needs/skills of women from ethnic minorities in social enterprises?



## CHALLENGES:

- Financial - (business plan / model, financial literacy, etc.)
- Social difficulties (low public awareness, social integration, etc.)
- Cultural (market attitudes, beliefs and expectations, etc.)
- Entry into the business sector
- Language barriers
- Difficulties in reaching the target group
- Traditions/attitudes towards female employment and cultural barriers in business life

## SKILLS NEEDED:

- Communication
- creativity and innovation
- recognition of business opportunities
- setting strategic goals and objectives
- networking / collaboration.

It was found that women from ethnic minorities contribute to the economic and social development of the region by:

- serving those in need,
- supporting the local market,
- helping the integration of vulnerable groups,
- promoting different cultures and foods through social entrepreneurship activities.

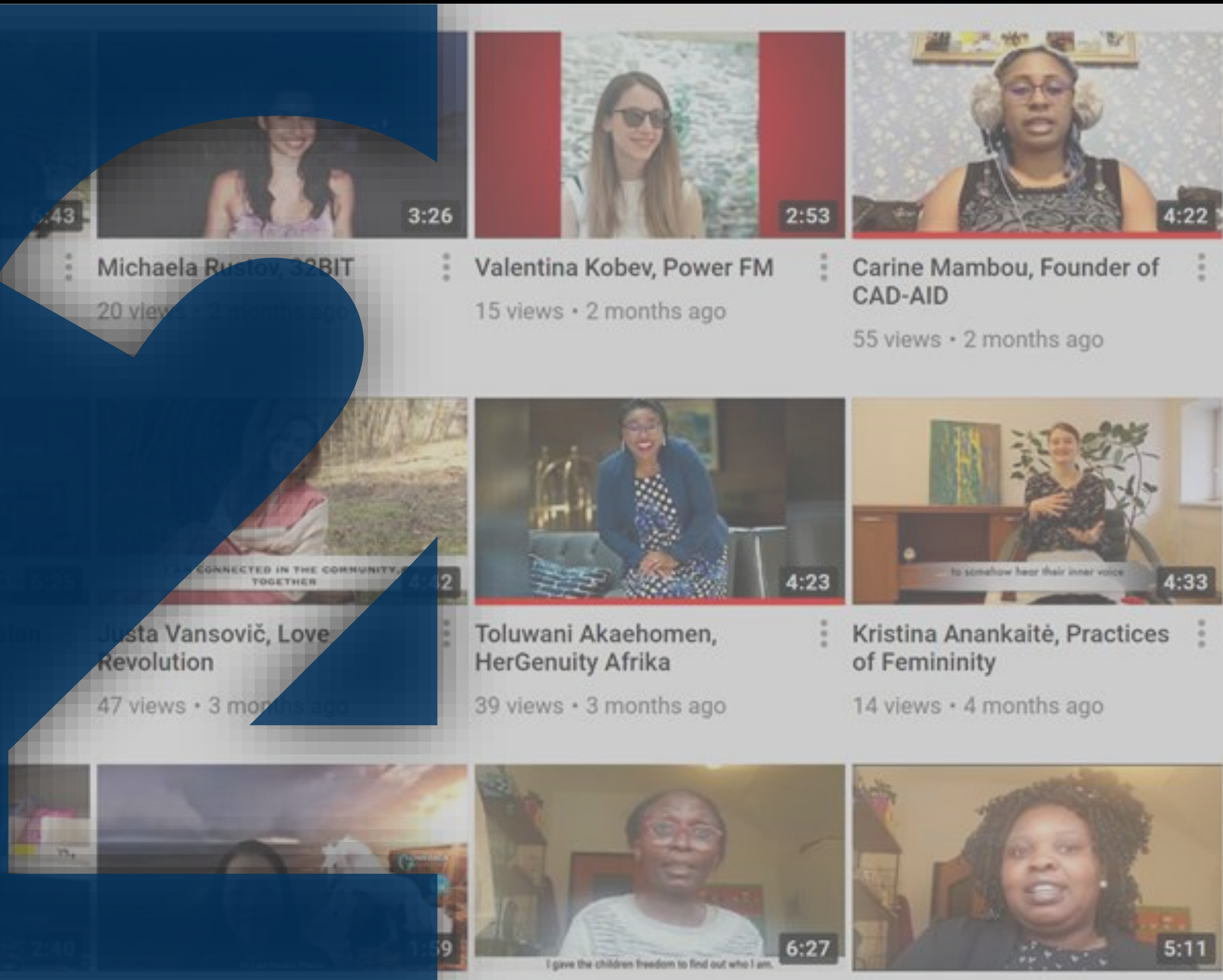
Thus, empowering women from ethnic minorities, through social entrepreneurship, is important both for themselves and for their environment/local region. Another conclusion of the report was that mentoring women from ethnic minorities with female role models of their ethnicity can help them become courageous and move forward in their careers. It is important to establish networks for female social entrepreneurs from ethnic minorities and Europe is not fully exploiting its social entrepreneurial potential, as fewer women than men start-up or plan to start up social enterprises.



# STORYTELLING LIBRARY OF SUCCESS STORIES

During the project we have collected the stories of women who have chosen the Social Enterprise as their field of action. One of the main necessities for a non-profit organization is to be able to communicate its identity and activities in an effective and recognizable way. Among the various communication methodologies available, storytelling is the closest strategy to the social world because it manages to promote and enhance the relationships already existing between the organization, the territory and the people involved in the activities.

The Emwose team, in the last 2 years, has collected about 30 stories of women from ethnic minorities managing social enterprises. This storytelling interactive library gathers two types of outputs: audiovisual and written.







# E-LEARNING RESOURCES

A number of modules were developed on the basis of the responses of EMwoSE project survey participants.

Modules	Objectives
1. Introduction to Social Enterprise	Definition of a SE, objectives, challenges, impacts
2. Starting your own Business	SE legal forms & issues, skills for starting a business
3. Marketing & Communication	How to develop an online marketing plan, ways to promote your SE
4. Running you own Business	Skills for running a business, case-studies
5. Funding	Ways of financing your SE
6. Networking	How to expand and exploit your network
7. Sustainability	The role of innovation for achieving sustainable SE and the impact of technology

The modules offer both theoretical information as well as useful links to digital tools and video clips. At the end of each module is a short quiz to check the acquired knowledge during the modules, as well as practical exercises that allow testing of the theoretical part of the modules in a practical way. Currently all the modules are being translated into all the project partners languages and will be available by the end of this year.