



JOINT VENTURE

BUSINESS HANDBOOK

2021

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THE PROJECT AND THE PARTNERS

Joint Venture is an Erasmus+ initiative that aims to build a more inclusive business world by facilitating collaboration between NGOs, entrepreneurs and people at risk of social inclusion.

The Joint Venture consortium is formed of six organisations specialising in adult training for disadvantaged demographics:

1) COMMUNITY ACTION
DACROUM



2) FI GROUP



3) CASA IOANA



4) CEED



5) ASOCIACIÓN CON
VALORES



6) DANILO DOLCI



These organisations produce a partnership across five European countries, including the UK, Spain, Bulgaria, Romania and Italy.

Joint Venture is an Erasmus+ initiative that aims to build a more inclusive business world by facilitating collaboration between NGOs, entrepreneurs and people at risk of social inclusion.

OUR MISSION

Between them, the partners will produce the following four intellectual outputs:

1. Designing the methodology and the training materials adapted to the double profile of the incubated people, entrepreneurs at risk of exclusion and NGO professionals
2. Developing 88 best practice examples of business projects led by NGOs across Europe that are most economically and socially viable
3. Producing a practical validation guide for the incubator: We will work with 9 entrepreneurs and their 9 NGOs, with whom we will build business models supported by professionals from the business world
4. Social measurement: finding the right indicators to measure the success of the companies created

THIS PUBLICATION

This Business Handbook will summarise the findings from the first intellectual output, which is split into two separate tasks- IO1.1- The Adapted Incubation Programme Design and IO1.2- The Analysis of the training needs of excluded groups and NGOs.

SUMMARY OF IO1.1

This section will summarise the key aims and findings of the first Intellectual Output for Joint Venture- **The Adapted Incubation Programme Design**

The project consortium's first intellectual output analysed the landscape of existing courses that develop the entrepreneurship of socially excluded individuals. This was carried out with the aim of ensuring our Joint Venture training is completely unique and fills any gaps we have identified.

Existing Courses:

The European Social Fund produces thousands of courses and training materials that target the following socially excluded and disadvantaged groups:

- Persons living with disabilities
- Ex-offenders
- Recovering drug users
- Ethnic minorities
- Migrants and refugees

The vast majority of the training courses that target these disadvantaged groups tend to focus on improving their employability and access to education. As externalities to this process, many of the existing European Social Fund courses also aim to **eliminate discrimination, social exclusion and poverty.**

Our first Intellectual Output provides in-depth case studies for many of these European Social Fund courses, which you can access [here](#).

The next section of this publication will show the reach of these existing courses across Europe.



PAGE 05

A yellow silhouette map of Europe is centered on the page. Six black circles, each containing white text, are connected to specific regions on the map by thin black lines. The circles are: 'Kickstart Life Project' (UK), 'Berlin Needs You' (Germany), 'WeCan project' (France), 'Vives Emplea' (Spain), 'Incorpora Initiative' (Spain), and 'Advancing Migrant Women' (Italy).

**Kickstart
Life Project**

**Berlin
Needs You**

**WeCan
project**

**Vives
Emplea**

**Incorpora
Initiative**

**Advancing
Migrant
Women**

EUROPEAN PROJECTS

These European Social Fund initiatives based across the UK, Germany, Spain and Italy all aim to improve the employability of socially excluded groups.

The next section will provide more detailed case studies for the Berlin Needs You and Vives Empea projects.

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BERLIN NEEDS YOU!

AIMS OF THE PROJECT

- Raise the proportion of young people from migrant backgrounds involved in vocational training to 25 %
- Open up dual training for young people (from families) with an immigrant background

PARTNERS

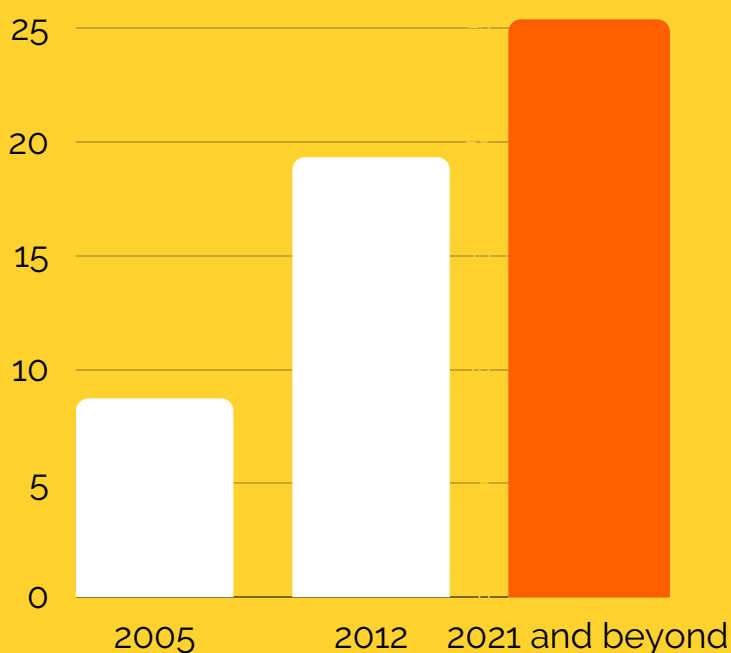
The campaign consortium includes more than 30 schools and over 50 companies, as well as the senate administration and federal agencies.

The funding for the campaign comes from the European Social Fund and the Berlin Senate Department for Integration, Labour and Social Affairs.

The project itself is run by BQN Berlin, the Vocational Qualification Network for Migrants in Berlin.

PROJECT OUTPUTS

Young people are given the chance to undertake training in 12 occupational areas including administration, health care, electronics, technology, design and transport. Participants also receive help from counsellors who offer guidance on career options.



RESULTS

When the campaign started, the percentage of young people from migrant backgrounds in training stood at 8.7 %. This figure rose to 19.3 % in 2012 (for public services). Reaching 25 % remains the goal of all the Berlin Needs You! partners.

VIVES EMPLEA

PROJECT AIMS

The Vives Emplea Programme introduces measures to support those who struggle the most to escape unemployment, including; people with low educational attainment, single parents, immigrants, refugees and people with disabilities.

The Vives Emplea programme therefore aims to build the confidence, motivation and capacity to enter the labour market for the most socially excluded groups.

PROJECT OUTPUTS

Vives Emplea puts together teams of up to 25 unemployed people. Each team undertakes a 6 month training and skills development course, with a mix of group learning sessions and personalised coaching. Each participant also receives help with mock interviews and advice from human resources experts.

The participants leave the courses with a tailored, goal-oriented employment plan. The Vives Emplea staff remain on-hand to offer advice and support as people look for work.



One participant commented:

“The project has taught me to be a better person – that if I believe in myself and want something, I can put my mind to it and achieve all of my goals.”



PROJECT RESULTS

1500

participants have been helped through Vives Emplea



OVER 50%

of participants gained job placements

29%

of participants started studies

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LESSONS LEARNT

From IO1.1

After analysing the different projects, the main criteria to take into account for the creation of teams of entrepreneurs and NGOs are detailed below:

- NGOs play a fundamental role with advice and training for entrepreneurs without the resources to create their own business
- NGOs provide networking access to entrepreneurs
- The NGO, through mentors or collaborators, provides knowledge in different areas necessary to create the business idea (finance, business management, sales, marketing, people management)
- Entrepreneurs are motivated to learn, create a new business and work hand in hand with NGOs



The next section will summarise the key findings from Joint Venture IO1.2

SUMMARY OF IO1.2

This section will summarise the key aims and findings of the second part of this Intellectual Output for Joint Venture- **The Analysis of the training needs of excluded groups and NGOs**

IO1.2 was designed to better understand the training needs of the NGOs and excluded groups through online interviews and questionnaires disseminated to three target groups:

- Representatives from the NGO sector
- Entrepreneurs from a deprived background
- Professionals supporting business creation

The questionnaires were developed in English and translated in the local languages of each partner country.

The data obtained in these interviews will be used for the development of the training curricula.

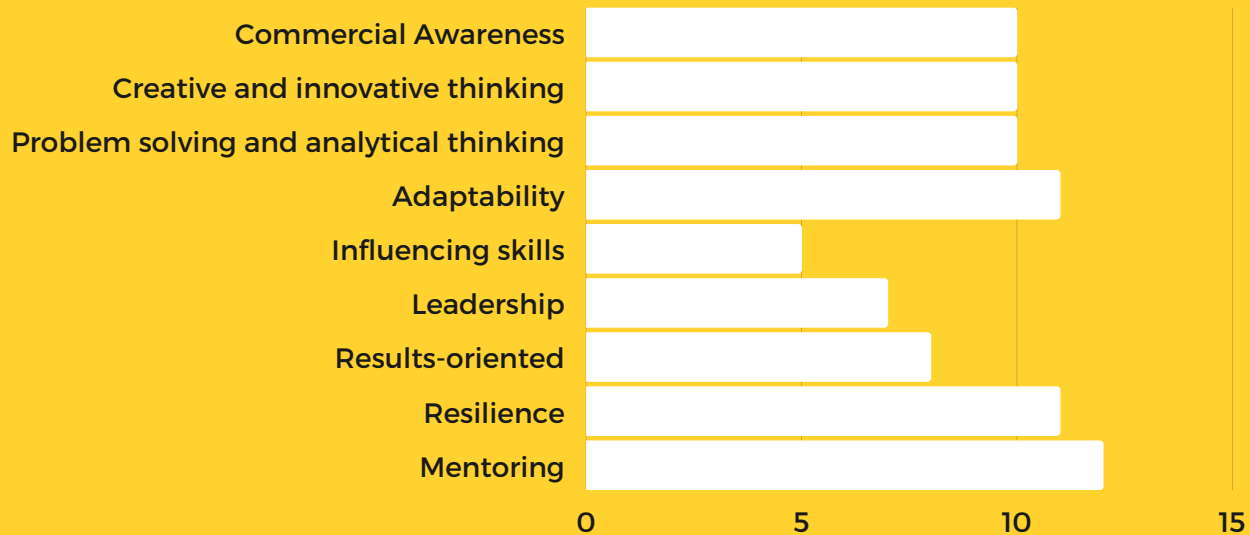


The next section will summarise the results from the questionnaires for each target group.

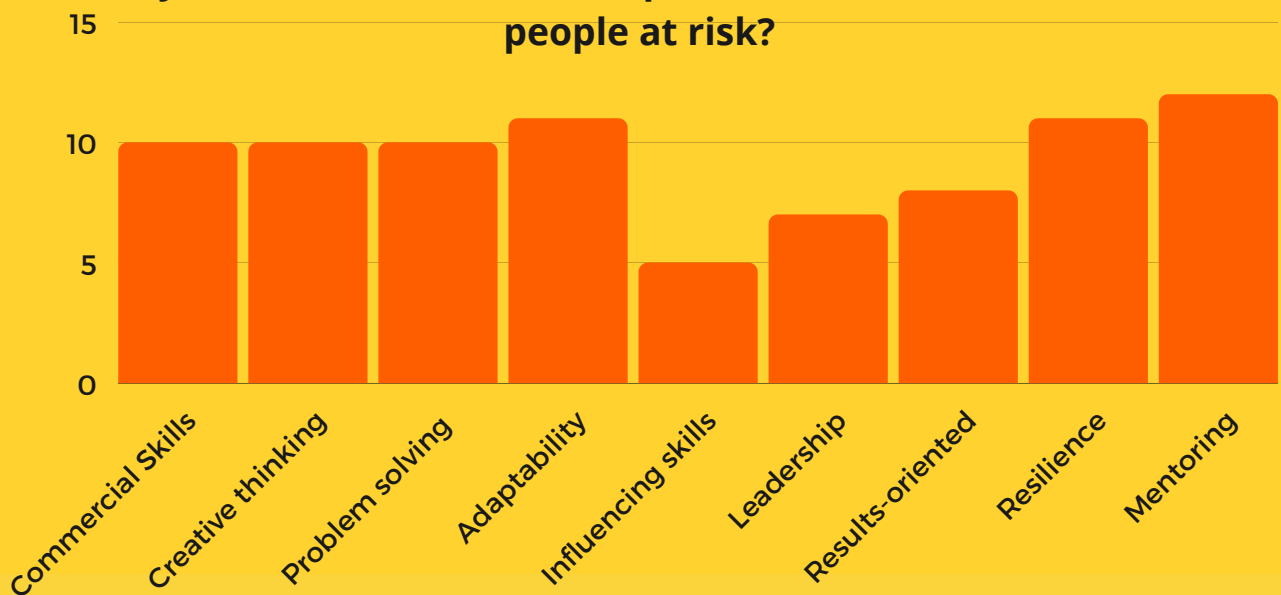
Alternatively, you can find the complete set of results [here](#).

NGO QUESTIONNAIRES

What knowledge do you need to work with people at risk and support them in starting their own business?



What do you think are the most important skills needed to work with people at risk?



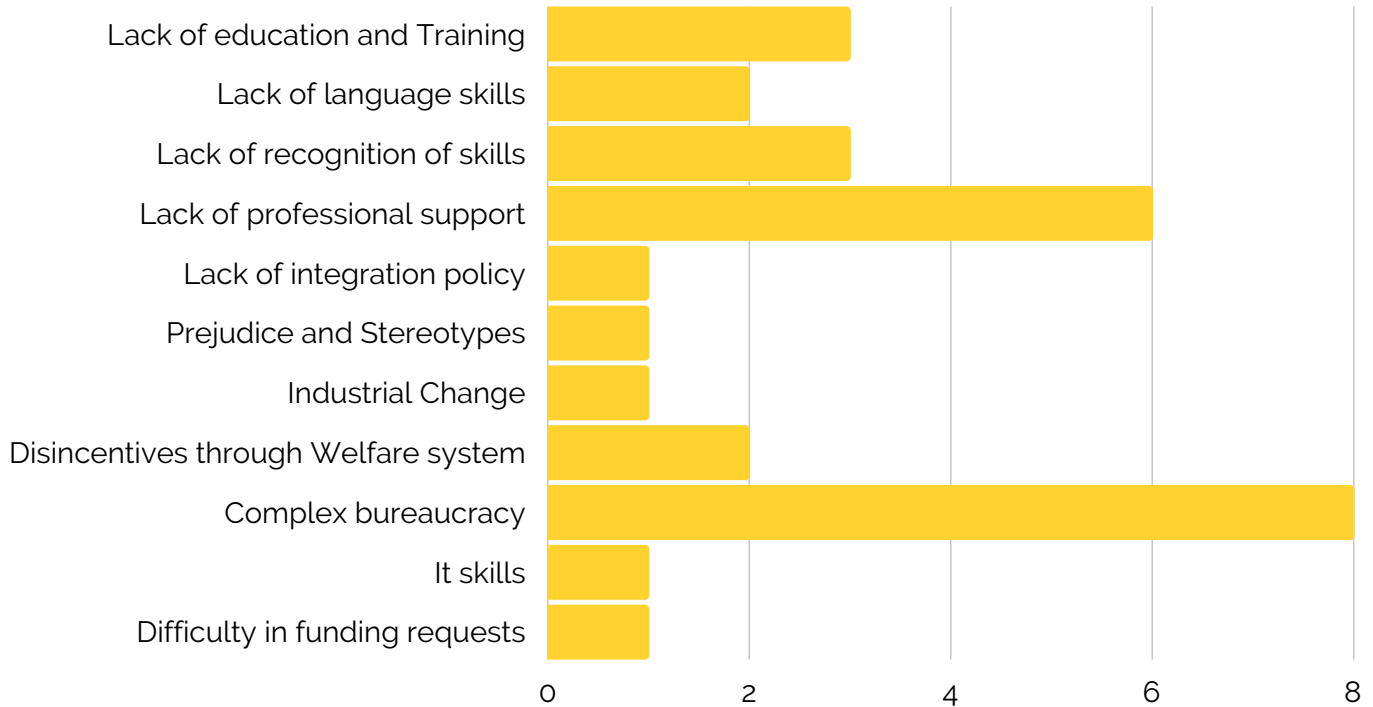
SUITABLE BUSINESSES FOR PEOPLE AT RISK

The NGO representatives listed these types of businesses as suitable for people at risk:

- A business which can be launched without substantial start up costs
- A mix of their passion, need of the market and skills possessed
- The most important thing is mentoring: not only it is training on entrepreneurship, but users are accompanied on their pathway receiving support

QUESTIONNAIRES FROM SOCIALLY EXCLUDED GROUPS

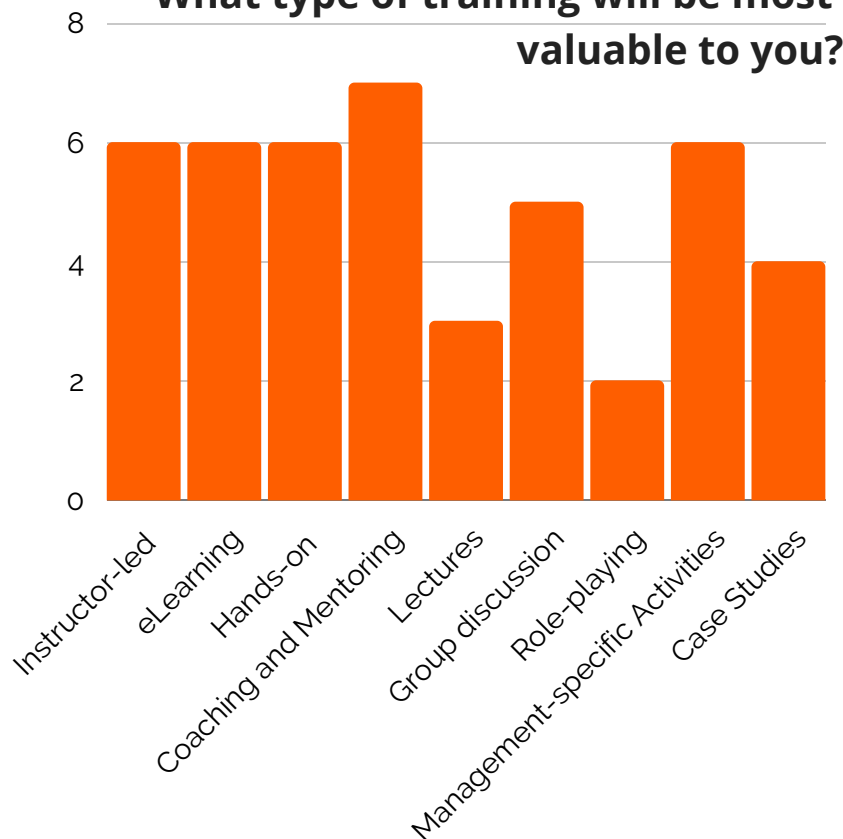
What are the barriers you most often face when starting a new business?



When asked what kind of support the potential entrepreneurs would like from NGOs, they gave the following answers:

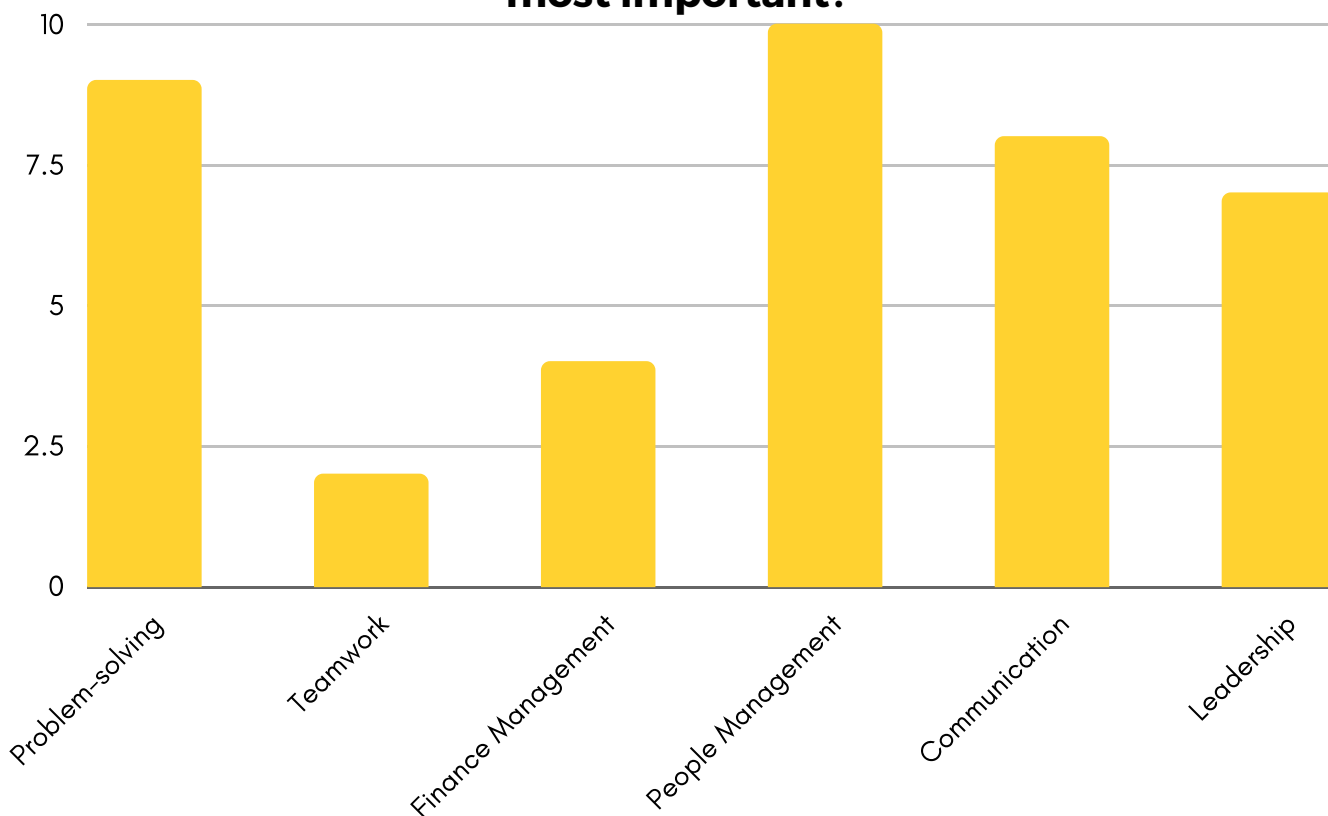
- Good training
- Material support
- Documental help
- IT development
- Mentoring
- Economic and Technical support and guidance (legal, financial)
- Support to develop confidence
- Advertising
- Cooperation and networking
- Support for the starting period

What type of training will be most valuable to you?



QUESTIONNAIRES FROM BUSINESS PROFESSIONALS

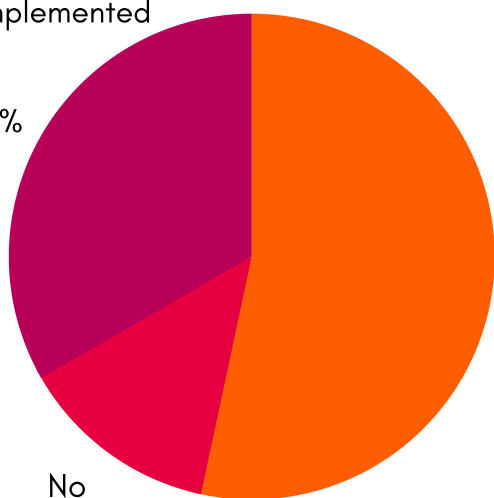
Which of the following entrepreneurial skills do you think are most important?



Are you aware of the Corporate Social Responsibility principles and how to implement them?

I'm aware, but have not implemented them

33.3%



Yes
53.4%

No
13.3%

MOTIVATION

When asked why the business professionals wanted to mentor entrepreneurs, they gave the following range of answers:

- They are the main drivers of innovation and also the ones building solutions to the current challenges in all fields
- To use my experience for tomorrow's aspiring young
- Entrepreneurship is a fundamental skill for the independence and self-sufficiency of people, especially women
- To empower future entrepreneurs to achieve their goals

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LESSONS LEARNT

From IO1.2

Although the Questionnaire responses varied depending on the target group; the partners were able to infer some common themes and lessons learnt from this process:

- The greatest motivating factor for them to start a business is that they want to be self-sustained
- All participants need improvement in their technical skills, followed by entrepreneurial and personal skills
- The knowledge on entrepreneurship is assessed as basic, although many of the interviewees have started businesses before
- The major reasons for past failures were a lack of management capacity and financial resources
- It is obvious that the complex bureaucracy is considered to be the major barrier to start a business
- The responders are open to various kinds of training



**The next section will consider the next steps
for the project consortium.**

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Based on the outcomes of these questionnaires from NGOs, people at risk of social exclusion and business professionals, the consortium of partners will produce a Business Manual.

This Manual will propose our training curriculum addressed to groups at risk of exclusion and NGOs. It will consist of 8 separate Modules covering:

1. Introduction to Joint Venture
2. Introduction to the Incubation Methodology
3. Introduction to agile methodologies for business design
4. Business strategy and Marketing plan
5. Commercial Plan
6. Communication
7. Finances
8. Incubation Programme Proposal

To keep up to date with the progress of Joint Venture, take a look at our:

01 Project Website

02 Project Facebook

Contact

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