

# Joint Venture: a major European project aimed at socially-excluded entrepreneurs

- Joint Venture is a project funded under the Erasmus+ Programme to overcome the challenges of social exclusion in the European Union.
- The project partners have developed an incubation programme adapted to entrepreneurs at risk of social exclusion, together with new ways of measuring the social impact of entrepreneurship ideas.

London, May 25<sup>th</sup>. After almost 3 years, the [Joint Venture project](#) (Business between socially excluded people and non-governmental organisations) will come to an end on May 31<sup>st</sup>. Co-funded by the Erasmus+ Programme of the European Commission, the project has contributed to overcoming the challenges faced by the European Union in terms of social inclusion and achieving a more inclusive business world.

The Joint Venture consortium was coordinated by [Community Action Dacorom](#) (UK). The five other partners in the project were: [Casa Ioana](#) (Romania), [Asociación CON VALORES](#) (Spain), [CEED Bulgaria](#) (Bulgaria), [FI Group](#) (Spain) and [Centro per lo Sviluppo Creativo Danilo Dolci](#) (Italy).

The Joint Venture project developed a new, hybrid model of collaboration between entrepreneurs at risk of exclusion, NGOs and the business world, where companies identified entrepreneurial opportunities which are then carried out by entrepreneurs together with NGOs. This included an incubation programme adapted to excluded entrepreneurs and a new method of measuring social impact, which can now be used to help combat the risk of marginalisation and unemployment across Europe.

## Analysing the training needs of entrepreneurs facing social exclusion

The project team analysed existing training courses aimed at this target group to identify the gaps in existing entrepreneurship courses, and the results were published in Joint Venture's [Business Handbooks](#).

Partners also analysed 88 projects to assess their impact, and published ten best practice examples in a [Success Stories Book](#).

## A new incubation programme and methodology to measure social impact

Intensive training took place in Spain, Romania and Italy as part of the [Incubation Programme](#). Eight entrepreneurs at risk of social exclusion were chosen and supported to develop their business ideas, and learn about marketing, human resources, finance and legal topics, amongst others. The entrepreneurs benefitted from their business mentors' knowledge and experience throughout the training.



The project team analysed existing methods of measuring the social impact of a social enterprise and subsequently developed [their own version](#), which was presented in an easy to understand and easy to use format. This was then tested with the incubated social companies taking part in the programme to ensure it was suitable and effective.

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## Impacts

Participants were overwhelmingly positive about their experience. The project's impact will be felt from the freely-available training programme; the new incubation method for entrepreneurs at risk of social exclusion; and the new way of measuring the social impact of entrepreneurship ideas.

The project's coordinator Musarat Inayat ([Community Action Dacorun](#)) commented:

“We hope and anticipate that the results of this project will leave a lasting legacy for people at risk of social exclusion and the NGOs working with them.

We would like to thank everyone involved in Joint Venture: the businesses, trainers, mentors, NGOs and not least the entrepreneurs themselves. We wish them every success for the future.”

- ENDS -

More information at: <https://www.jointventureproject.eu/>

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