

The Immigrant's Business Plan

Ethnic economy has increased in most European countries. More and more service companies are being founded by unemployed members of minority ethnic groups. Bi-nationality seems to be an additional qualification, a door opener and an economic factor. For many members of minority ethnic groups being self-employed is the only way out of poverty and unemployment and a key to integration through the process of work. Look at the mobile-phone shops, the night-shops, the small shops offering local supplies, the cafés, IT companies, travel agencies...

Ethnic economy creates new potential and economic power as well as new apprenticeship training positions and jobs. In the light of self-exploitation and exploitation of the family networks, however, there is a growing demand of expertise and coaching for the founders and the members of their families.

Seven organisations from five different European countries (Germany, France, Belgium, Greece, and Czech Republic) have been co-operating in the project "IBP - The Immigrant's Business Plan" from 2009 to 2011 in order to develop guidelines for the coaching of company founders of minority ethnic backgrounds. The project "The Immigrant's Business Plan" created a space for exchange of experiences and cooperation. EU added value was obtained from including different aspects concerning the project topic from the participating countries. The outcome of the project, a guideline and a web-based tool, is meant to facilitate the tasks of VET counsellors and coaches, trainers, business start-up advisors, practitioners and professionals in the field of integration into the job market of speeding up, professionalising, and making their target groups' business foundation projects more efficient and successful.

Furthermore business founders will profit through becoming aware of entrepreneurial competences, and service offers in their country as well as improving their professional development. They will intensify their reflections on their situation and develop a perspective on the job market and their own business.

Activities

Paris October 2009

Ethnic economy in the partner countries

- Niches of the market
- National and ethnic peculiarities
- Immigrant groups

Athens February 2010

Coaching habits: Dealing with processes of change

The tasks of national and local contact persons and Best Practice

- Chambers, trade associations
- Commissioners for integration, municipalities, public authorities
- Labour administration
- Vocational schools, networks

Ajaccio June 2010

Types of self-employment, founder personalities

- Personal preconditions
- Professional competences and entrepreneurial skills

Brussels November 2010

- Marketing, market analysis, product
- Business plan, profitability, financing
- Invoicing, accounting, taxation
- Neighbourhood management, support from public authorities

Karlsruhe March 2011

- Checklists: Concept, Decision making, Capital resources
- Preparing the guideline "The immigrant's business plan"

Tübingen June 2011

- Self-employment of marginalized people
- Web-based tool "The immigrant's business plan"

Project Partners

ttg team training GmbH (coordinator)

Holzmarkt 7, 72070 Tübingen, Germany
e-mail: team-training@team-training.de
www.team-training.de

Groupe ITG

36, bd du Temple, 75011 Paris, France
e-mail: cedric.guillon@wanadoo.fr

Initial e.V.

Augartenstr. 1, 76137 Karlsruhe, Germany
www.initial-karlsruhe.de
e-mail: info@initial-karlsruhe.de

Coopérative Sud Concept

Avenue Maréchal Lyautey-Immeuble Lyautey
20090 Ajaccio, France
e-mail: martins.sudconcept@gmail.com

eu warehouse

Rue Kerckx 7, 1050 Brussels, Belgium
www.eu-warehouse.be
e-mail: eu-warehouse@skynet.be

REKVAL, s.r.o.

28. října 150/2663, 70200 Ostrava, Czech Republic
www.rekval.cz
e-mail: rekval@rekval.cz

Ekpospo NOSTOS

Metsovou 30 & Notara 45, 10683 Athens, Greece
www.nostos.org.gr
e-mail: nostos@ath.forthnet.gr



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Leonardo da Vinci Partnership

2009 – 2011

www.immigrants-business-plan.eu



Education and Culture DG

Lifelong Learning Programme

This project has been funded with support from the European Commission.
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Commission cannot be held responsible for any use which
may be made of the information contained therein.