



Leonardo Partnership - 2009-1-DE2-LEO04-01694 1

“IBP – The immigrant’s business plan“

EXAMPLES FOR BEST PRACTICE IN BELGIUM

"Atlasproject"



„Voka“ is an employers’ organisation, open to all entrepreneurs. In order to support allochtonous entrepreneurs, VoKA has initiated the ATLAS project.

The "Atlasproject" aims at supporting allochtonous entrepreneurship in East-Flanders with a special focus on Turkish entrepreneurs. The project is also open to all other groups from other countries.

First of all the Atlasproject aims at supporting Turkish entrepreneurs by answering to their questions and needs. Specific problems of this group were mapped in detail. A steering committee with allochtonous entrepreneurs, policy-makers and project partners developed measures in order to reach, to mobilize and to bring the target group closer to Belgium entrepreneurs.

In a positive manner an integration between Turkish and autochthonal entrepreneurs shall be fostered, especially through joint activities and network-events.

VoKa initiated also a help-desk, providing advice free of charge.

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Internet: <http://www.voka.be/oost-vlaanderen/aanbod/Pages/Atlas.aspx#>

Rainbow Economy project 2005-2008

The Rainbow Economy project aims at promoting entrepreneurship among asylum seekers and 'newcomers' in Brussels.

Initiated by De Overmolen, an NGO in Brussels, it comprises a partnership of eight national organisations and was an Equal project funded by the European Social Fund, with additional public and private funding.

The project works by acknowledging the entrepreneurial spirit of the newcomers and their potential for initiative. It builds on their aspirations and skills. Rainbow Economy had five phases: research, training, experimentation, trans-national and dissemination.

The following services are provided:

- *Training*

Introductory training for aspiring entrepreneurs to provide the basic skills for successful entrepreneurship: marketing, selling techniques, communication, accounting and administration, how to write a business plan, and development of a personal business project. Different modules form part of a comprehensive module, coordinated by Syntra. The objective of the introductory course is to facilitate access to the business training courses that most of the newcomers need to follow when they want to set up a business.

- *Context-specific experiments (test or trial phase)*

Participation in local markets at music festivals, or during Christmas. Participants can practice their selling skills and test the appeal of their products and services at trade fairs during the popular music festival Klinkende Munt, organised in the centre of Brussels every summer. Migrants also set up a market called Micro Marche Midi (MMM), every Sunday at the train station Gare de Midi, where they sell their products.

- *Counselling and Business Advice*

This assistance consists of three parts: (1) assistance to candidate participants in catering initiatives; (2) individual assistance; and (3) group assistance. For example, in May 2006 nine entrepreneurs in the catering sector decided to form a co-operative. The co-op scheme is attractive to start-up entrepreneurs because under this set-up they can continue to receive social welfare benefits, as part-time employees of the co-op. The migrant entrepreneur is thus guaranteed a minimum income.

- *Financing*

Participants are supported in overcoming financial and administrative obstacles. They have access to microfinancing, and the organisation lobbies to remove legal obstacles such as the sales permit, which is only granted to Belgians and foreigners who have lived in Belgium for at least ten years.

There are no financial costs for participants in these activities. The languages used are mostly English and French. The greatest challenge is to identify the 'newcomers'. For this purpose a network of intermediaries, including teachers/trainers in civic integration programmes like OOTB, trade unions, the RICFB, local social welfare agencies and refugee organisations such as Vluchtelingenwerk Vlaanderen (Refugee Aid Flanders), was set up. Most of these organisations have signed up as partners in the project.

Internet:

http://www.webbouwers.be/ovm/ovm.aspx?menu=projecten%20and%20projecten_i.s.m.het_europees_sociaal_fonds%20and%20rainbow_economy

Good Practices in the Promotion of Ethnic Minority Entrepreneurs

The study "Examination and Evaluation of Good Practices in the Promotion of Ethnic Minority Entrepreneurs" was commissioned by the Directorate General Enterprise and Industry of the European Commission.

The aim was to identify and examine specific measures and support schemes promoting entrepreneurship amongst ethnic minorities, and to select a number of good practices from amongst these measures. A second aim was to identify professional organisations representing the economic interests of ethnic minority entrepreneurs. The study has been conducted in 32 European countries, including the 27 member states of the European Union, the EFTA member countries, candidate country Turkey and Switzerland.

5 March 2008

- [Examination and evaluation of Good Practices in the Promotion of Ethnic Minority Entrepreneurs](#)
- [Prüfung und Auswertung guter Verfahren zur Förderung von Unternehmern aus ethnischen Minderheiten](#)
- [Etude et évaluation des Bonnes Pratiques en matière de Promotion de l'Entreprenariat issu des Minorités Ethniques](#)