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Development of Awareness Campaign

REPORT

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INTRODUCTION

This Report provides an overview of the activities carried out as part of the "Awareness Campaign Development" which, in accordance with the "Awareness Plan," included the organization of local activities (e.g. information sessions, focus groups, workshops, debate sessions, public cafes, etc.) aimed at people in vulnerable situations.

The aim of these local events carried in each partner countries - Romania, France, Italy and Poland - was to raise awareness of the benefits of entrepreneurship among participants.

The expected result of the "Awareness Campaign Development" activities was the organization and implementation of the Awareness Campaign in each of the partner countries, with the participation of members of vulnerable groups, promoters and specific stakeholders in each country.

Practically :

- the 16 promoters, by participating in the Campaign, develop their skills and abilities to work with people with fewer opportunities and improve their knowledge on the area of inclusive entrepreneurship;
- the 400 participants in the Campaign from vulnerable groups become aware of the advantages and benefits offered by the entrepreneurial approach of their life;
- Relevant local stakeholders find out that among the participants in the Campaign there are also possible future entrepreneurs, which will help to decrease the level of unemployment, and the pressure on the labor market, etc.
- Project partners discover useful information through the feedback received from the participants in the Campaign, which they use for "developing a Cooperation Partnership Project Concept".

The Report aims to give an overall picture of what has been achieved, both quantitatively and qualitatively, so as to comprehensively assess the effectiveness of the initiatives. The Report is based on the "Awareness Campaign Reports" draft by the 4 partners and the results of a questionnaire prepared and analysed by Programma integra and administered to all partners. The evaluations, feedback and general considerations gathered, constitute the basis for the overall conclusions and future recommendations presented in this Report. Through this quantitative and qualitative analysis, the goal is to provide a comprehensive overview of the experiences, challenges, and opportunities that emerged during the awareness-raising activities on the benefits of entrepreneurship for people in vulnerable situation.



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Quantitative Analysis

Each project partner organized local events involving specific categories of beneficiaries in vulnerable situations. A total of 26 local events were organized, distributed among the four partner countries, with a total participation of 507 beneficiaries from vulnerable categories.

Partner	Country	Number of events realized	Number of beneficiaries involved	Type of beneficiaries (vulnerable)
APD Buzau	Romania	7	174	Unemployed, Roma people, people with chronic diseases
Programma integra	Italy	9	101	Migrants, refugees, unemployed and low-skilled adults + social professionals working with vulnerable people
SOLUTION	France	6	113	Unemployed, people with economics difficulties, migrants, women
INBIE	Poland	4	119	Unemployed; People with economics difficulties; Low skilled adults; social staff working with vulnerable people
		26	507	

Each partner worked to ensure the success of these initiatives, in particular:



Romania: APD Buzau organized 7 local events, involving a total of 174 beneficiaries. These events were specifically dedicated to the unemployed, Romani people, and individuals with chronic illnesses. Their participation was crucial for promoting integration and access to new opportunities for personal and professional development.

Italy: Programma integra organized 9 local events with a total participation of 101 beneficiaries. The events engaged mainly migrants, refugees, unemployed adults, individuals with low professional qualifications but also social professionals working with vulnerable people as multiplier agents. These events provided an opportunity to promote social inclusion and empowerment for those often in vulnerable situations.

France: Solution organized 6 local events with the participation of 106 beneficiaries. These events focused on categories such as the unemployed, individuals with economic difficulties, and unemployed individuals over 60 years old. The goal was to promote self-entrepreneurship and reintegration into the labour market for these disadvantaged categories.

Poland: INBIE conducted 4 local events involving 119 beneficiaries from vulnerable categories. These events provided support for people in need of specific assistance to improve their economic and social situation.



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Qualitative Analysis

To evaluate the effectiveness of these events, partner compiled a questionnaire.

The first 5 questions asked partners to rate various aspects on a scale of 1 to 5 (where 1 is the most negative and 5 is the most positive): level of participant engagement, active involvement, overall satisfaction, achievement of activity objectives, and any feedback received.

Findings:

- *Participant Interest and Engagement* (Average Rating: 4.75 out of 5): The highly positive evaluation of participant interest and active engagement reflects the effectiveness of the events in engaging the audience. This high level of interest is a positive sign, suggesting that the events captured participants' attention and kept them engaged. This is a strength to maintain in future initiatives.
- *Overall Participant Satisfaction* (Average Rating: 4.75 out of 5): Overall participant satisfaction was highly positive. The rating reflects the fact that participants enjoyed the experience and felt satisfied with the events. However, it is important to gather detailed feedback to identify specific areas for improvement and ensure that satisfaction remains high.
 - *Achievement of Event Objectives* (Average Rating: 5 out of 5): The positive assessment of achieving event objectives is a very positive outcome. This suggests that the events were effective in meeting the set goals. This is an important indicator of the success of awareness initiatives.
- *Feedback Received from Participants* (Average Rating: 4.75 out of 5): The positive evaluation of feedback received from participants indicates that participants provided constructive feedback, which was well-received. Ongoing feedback collection will be crucial for adapting future initiatives.

Future Recommendations:

- *Sustaining High Engagement*: The high level of participant engagement is a strength. To maintain this level of engagement, it is important to continuously adapt activities and presentations to hold the audience's attention. Diversifying presentation methods and using practical examples can contribute to achieving this goal.
- *Detailed Feedback Collection*: Despite the overall high satisfaction, it is crucial to collect detailed feedback from participants. This may include anonymous surveys, interviews, or focus groups. Identifying specific areas for improvement will further optimize future initiatives.
- *Continuous Monitoring and Evaluation*: Although the achievement of objectives was positively evaluated, it is important to maintain ongoing monitoring and evaluation of the effectiveness of awareness activities. This should include the clear definition of measurable goals and success indicators.

In summary, the evaluation of awareness events targeting vulnerable categories reflects a high degree of success, engagement, and participant satisfaction. However, a continuous improvement approach, based on detailed feedback, is essential to maintain and enhance the effectiveness of future social entrepreneurship awareness initiatives.



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The last 2 questions of the questionnaire were open and aimed to explore important aspects with a view to future continuation of the initiative.

- One question was about any difficulties and obstacles encountered during awareness-raising activities on social entrepreneurship. Below an overview of what emerged country per country.

Romania: APD Buzau did not encounter any difficulties in addressing the topic of social entrepreneurship. This response further confirms the absence of significant obstacles during the awareness activities.

France: Solution reported that there were no particular obstacles in addressing the topic of social entrepreneurship. This could be due to the participants already having a good understanding of the concept. Additionally, PowerPoint presentations helped further clarify the subject. This response suggests that visual resources like presentations can be a useful tool for reinforcing understanding. However, it is important to ensure that the clarity of presentations does not lead to a superficial understanding of the subject and that participants have the opportunity to explore more in-depth aspects of social entrepreneurship.

Italy: Programma integra reported that while there were no specific difficulties in addressing the topic, it is essential to tailor the type and level of information to the participants. For example, in cases of events involving refugees, it was necessary to start with basic concepts and provide information about the job market. This response highlights a significant challenge: adapting the educational approach based on the specific audience. Furthermore, the difference between traditional business and social enterprise may not be equally evident to all participants. This underscores the need to implement communication strategies that can make these distinctions clearer.

Poland: INBIE reported that they did not encounter any difficulties in implementing the awareness campaign with participants. This is extremely positive news and suggests significant engagement and interest from the participants. All participants showed enthusiasm and were actively involved in the events. This response indicates that the awareness activities were well-structured and capable of capturing the attention and enthusiasm of the participants. However, it is essential to evaluate the extent to which these participants have effectively absorbed the information about social entrepreneurship and whether this knowledge will be applicable in the future.

General Considerations:

In summary, the feedback from the partners reveals an overall positive picture with active participant engagement. However, the need to address the following issues becomes evident:

- Verify participants' genuine understanding of the subject, in addition to their active participation.
- Ensure that visual resources and presentations contribute to a deep understanding rather than a superficial one.
- Adapt the educational approach based on different audiences, keeping in mind that some individuals may require greater clarity on the distinction between traditional businesses and social enterprises.



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Suggestions for the Future:

- **Flexible Training:** Develop training programs that can cover both basic and advanced aspects to meet the diverse needs of participants.
- **Ongoing Support:** Provide continuous support to aspiring social entrepreneurs after the initial awareness and training activities. This may include mentorship programs, counseling, or access to practical resources for starting businesses.
- **Effective Communication:** Continue to enhance communication strategies to make information on social entrepreneurship clear and accessible.
- **Promote Best Practice Sharing:** Encourage the sharing of best practices among project partners and social entrepreneurs themselves to foster innovation and peer learning.

In conclusion, the partners' experiences during awareness activities underscore the importance of a flexible approach tailored to the audience's needs and geared toward ensuring a deep understanding of social entrepreneurship. The aforementioned recommendations will assist in refining future initiatives, promoting sustainable growth in social entrepreneurship, and effective dissemination of skills and knowledge among participants.

- The last open question aimed to investigate specific needs identified by the participants that might require further initiatives. This information allows us to assess the specific challenges that people may face in various national contexts and provide insights for the future development of targeted initiatives and projects. Below an overview of what emerged country per country.

Romania: Participants' needs go beyond entrepreneurial training and include requests for better-paying jobs, bureaucratic simplification, easier access to sources of funding, and simplified legislation after the establishment of a company. Further significant aspects include tax reductions for businesses.

France: Participants desire a deeper understanding of entrepreneurship, especially in terms of how to start a business. There is also a strong demand for support in launching social enterprises.

Italy: Participants have clearly expressed the need for practical information on starting a business, including details about sources of funding and legal and bureaucratic issues. Additionally, they want to acquire skills related to the use of new technologies, including tools such as e-commerce. Accompaniment and support in starting a business emerge as additional important needs.

Poland: There is a request for additional meetings and training specifically focused on online marketing and internet promotion. The initiative to develop e-marketing courses is a direct response to this need.

General Considerations and Suggestions for the Future:

- **Creation of Flexible Training Programs:** From the analysis of the responses, there is a need to develop flexible training programs that cover a wide range of topics. These programs should be adaptable to the diverse needs of participants, including basic courses on entrepreneurship and advanced courses on topics like online marketing and financial management.



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- Support for the Launch of Social Enterprises: It's important to provide support to new social entrepreneurs that goes beyond initial training. Mentorship and counseling programs can play a fundamental role in assisting social enterprises in their early stages of development.
- Collaborations and Partnerships: Promoting collaboration among organizations, institutions, and social entrepreneurs themselves is essential to create a supportive ecosystem. Collaboration can lead to shared resources, knowledge exchange, and funding opportunities.
- Continuous Training and Updates: The responses indicate a desire for ongoing training and updates on the latest trends and technologies. Creating online learning platforms and organizing webinars and periodic conferences can meet this need.
- Sharing Best Practices: Promoting the sharing of best practices among social entrepreneurs and organizations can foster growth and innovation in the field of social entrepreneurship.

In summary, to address the challenges that have emerged and the specific needs expressed by the participants, a holistic and flexible approach is required, along with the development of initiatives that can address both training and support during the early start-up phases. This approach can help support the growth of social entrepreneurship in the various partner countries and create an environment conducive to the success of social enterprises.

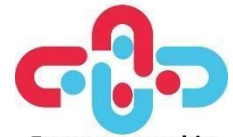
CONCLUSIONS

In conclusion, the analysis of social entrepreneurship awareness activities has revealed highly positive outcomes. The interest, active participation, and satisfaction of the event participants have been evaluated very favourably, considering the context involving vulnerable groups.

The high level of engagement from both partners and participants indicates that the awareness activities were well-structured and able to capture the audience's attention, despite the specific challenges associated with vulnerability. The positive assessment of goal achievement in the events by all partners confirms that the activities have been effective in imparting knowledge and promoting understanding of social entrepreneurship.



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Annex 1

AWARENESS CAMPAIGN EVENTS QUESTIONNAIRE

1. How do you assess the degree of participants' interest?

Please, rate from 1 to 5 (1 is the most negative value)

1	2	3	4	5

2. How do you assess the degree of active engagement of participants during the events (e.g. in the questions&answers)?

Please, rate from 1 to 5 (1 is the most negative value)

1	2	3	4	5

3. How do you assess the general satisfaction of the participants?

Please, rate from 1 to 5 (1 is the most negative value)

1	2	3	4	5

4. Were the goals of the events achieved?

Please, rate from 1 to 5 (1 is the most negative value)

1	2	3	4	5

5. How do you assess the feedback received from participants?

Please, rate from 1 to 5 (1 is the most negative value)

1	2	3	4	5

6. Have you observed any particular obstacles/difficulties in approaching this topic with participants?

7. Have you identified specific needs of participants that might require further initiatives?