

TAKING
COOPERATION
FORWARD

Social Interreg Workshop |



The Future of Social Innovation in Interreg 2021-2027

30 June 2021



SEE ME IN project and its Intercultural HUB



SEE ME IN | Fondazione Politecnico di Milano | Maria Cristina Collini

| West Pannon Regional and Economic Development | Máté Deák

CENTRAL EUROPE and SEE ME IN

€ 246M

9 countries

AT, HR, CZ, DE,
HU, IT, PL, SK, SI

4 priorities



138 projects

“With our funding, we support transnational cooperation like yeast supports baking”



Priority axis 1: INNOVATION

Specific Objective 1.2:

To improve skills and entrepreneurial competences for advancing economic and social innovation in CE regions



Funded on 3^o call
(with other 6 projects)



3 years duration

OVERALL OBJECTIVE

The CHANGE for ENTERPRISES with MIGRANT BACKGROUND in CE

Enterprises with migrant background **suffer from different gaps** due to low cultural knowledge, lack of managerial skills and regional networks

Through the implementation of **specific competences** for the ME, the project is expected to **significantly reinforce** their entrepreneurship spirits and innovation capacities and to **promote a greater social cohesion**



The **SEE ME IN** project will tackle these weakness by improving the capacity of **ME to be more competitive** on their market sectors through the promotion of co-developed activities



PARTNERS

SEE ME IN

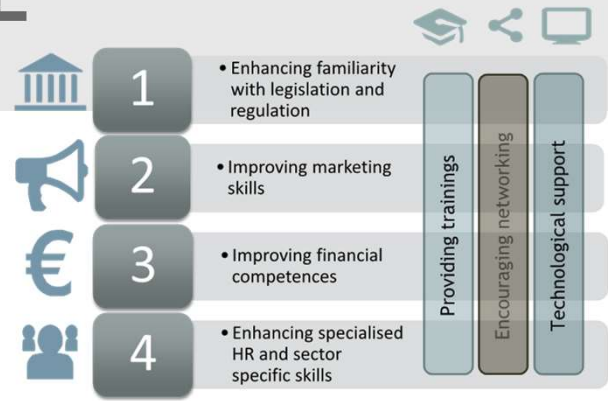
4 ASSOCIATED
PARTNER



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PROJECT STRUCTURE

SEE ME IN

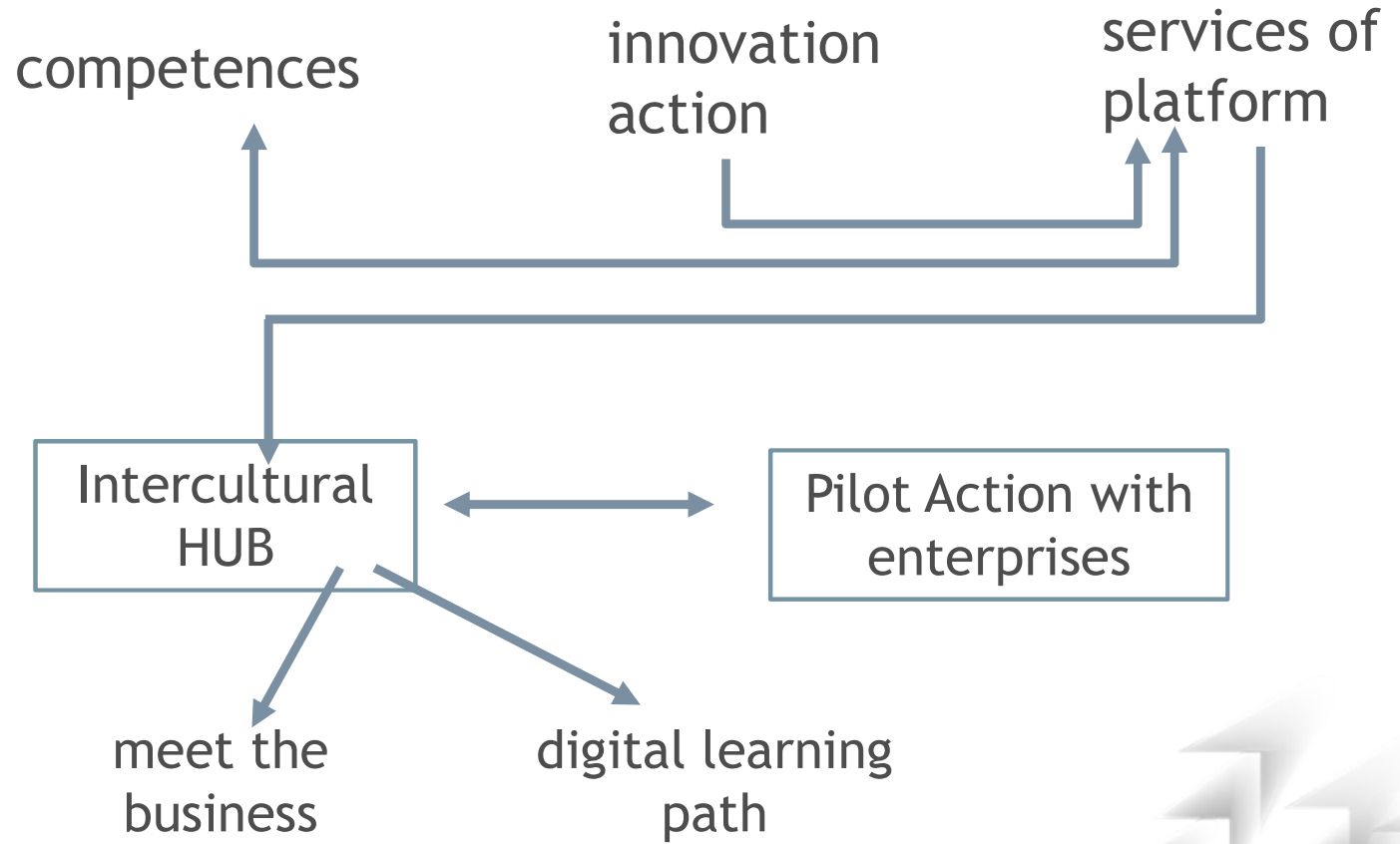


Regional Joint Strategy

Competences improvement strategies

Intercultural incubator

B2B learning experience for social integration



PROJECT MAIN ACTIVITIES

**Intercultural
incubator**

**B2B learning
experience for
social integration**

**Digital
learning path**

1. Offer transferable skills and competences
2. Create mutual exchange and opportunities of business
3. Increase the visibility of ME business

**network and local
ecosystem**

**MEs participation to
targeted events by
market sector**



PROJECT MEs INVOLVEMENT

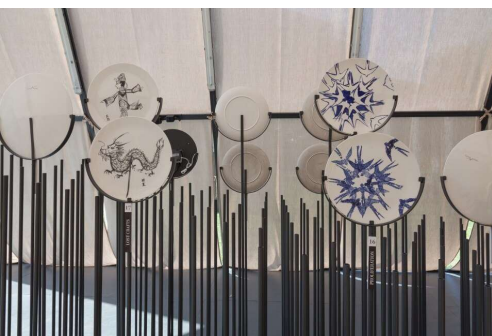
SEE ME IN



transnational seminar



material + info-clips + webinar path



go to events
(Milano Design
Week)



covid
suggestion



collective
mentoring

B2B meetings



success stories

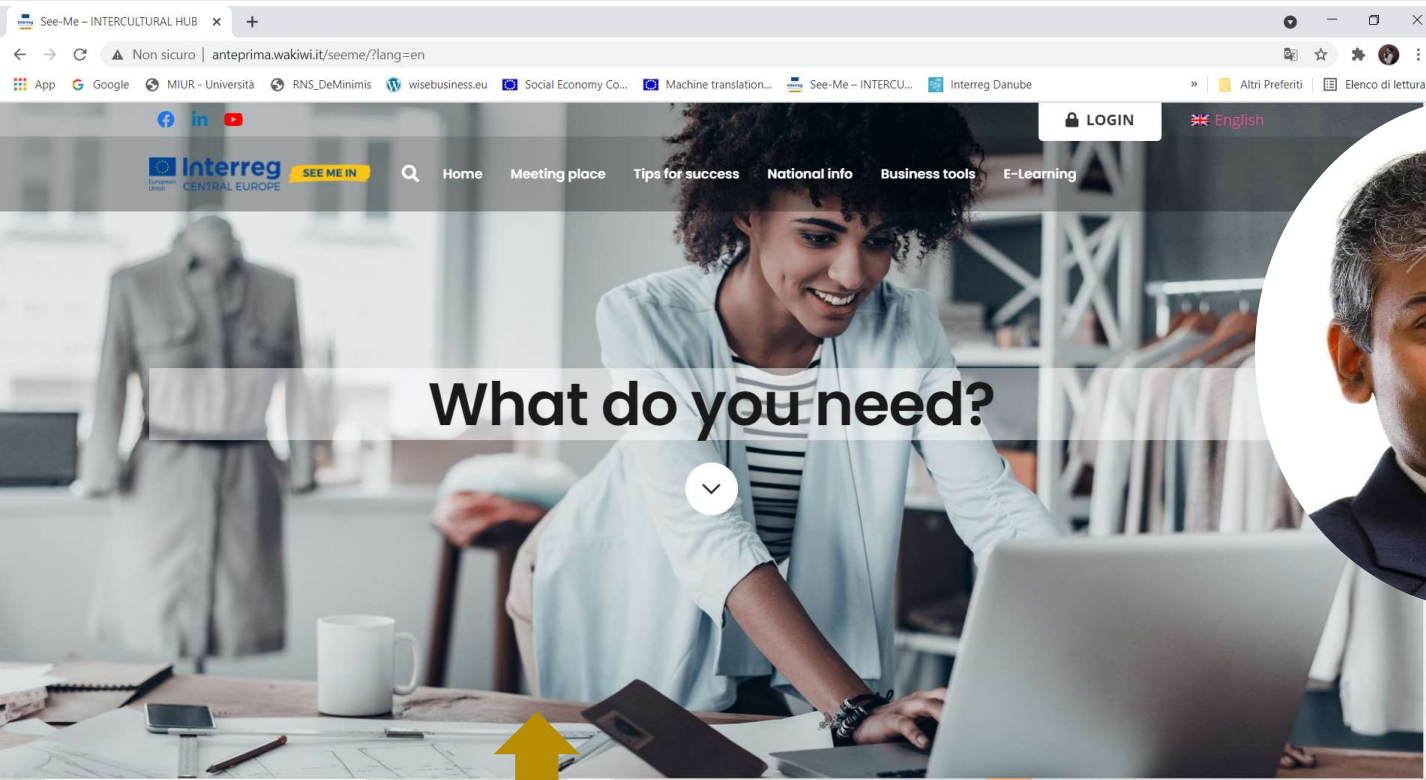


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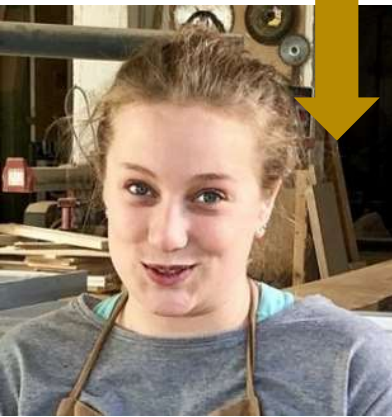


HUB FOR (Migrants) ENTREPRENEURS

SEE ME IN



**MULTI-CULTURAL
ENTREPRENEURS**



**NATIVE
ENTREPRENEURS**



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SERVICE FOR (migrants) ENTERPRENUERS

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Meeting place



Tips for success



National info



Business Tools



E-learning



Questionnaire

AN OPEN HUB

Intercultural Entrepreneurs Hub



 **CREATE A PROFILE**

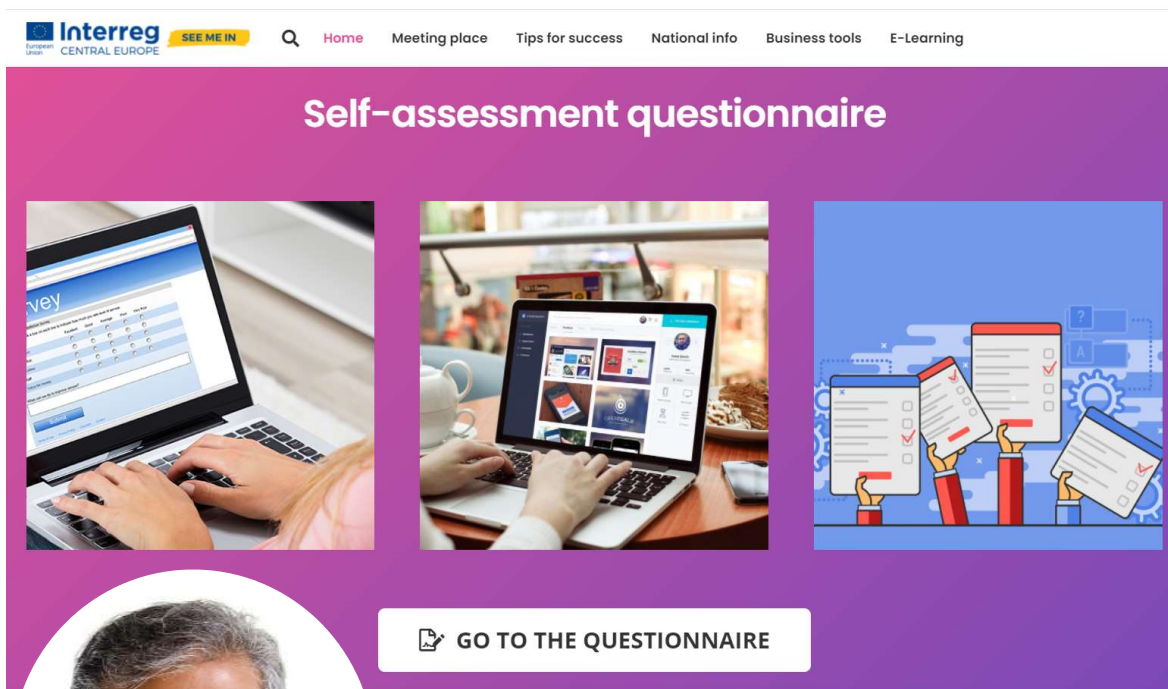


SERVICE FOR (migrants) ENTREPRENEURS

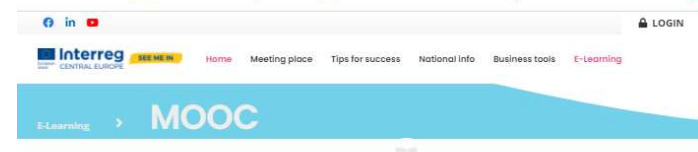
SEE ME IN

AN ADDITIONAL QUESTIONNAIRE

AN e-LEARNING SECTION



The screenshot shows the Interreg website's navigation bar with options: Home, Meeting place, Tips for success, National info, Business tools, and E-Learning. Below the navigation, a purple banner reads "Self-assessment questionnaire". Three images illustrate the process: a person using a laptop, a person at a desk with a laptop, and a hand holding a checklist. A button labeled "GO TO THE QUESTIONNAIRE" is visible.



The screenshot shows the Interreg website's navigation bar with options: Home, Meeting place, Tips for success, National info, Business tools, and E-Learning. Below the navigation, a blue banner reads "MOOC".

In this section you will find a collection of online courses (MOOC – Massive Open Online Courses) that can help you to improve your marketing skills and your financial competences. You will also have the chance to enhance your business and networking strategies and to deepen your knowledge in the HR field.

All the suggested MOOCs are for free: you can easily attend all the lessons offered. Some MOOCs may require a contribution to obtain the Certificate of Completion of the course.



BUSINESS FOR WISES

Business for WISEs MOOC introduces the key theories of innovation, models and approaches related to continuous competitive advantage through products, processes, utilizing technologies and through market practices. It offers key theories of marketing, models and practices of digital marketing and visibility.

English



ALTERNATIVE FINANCE

Alternative Finance MOOC aims to help participants navigate the world of Alternative Finance and Fintech. The course introduces the key models and approaches related to raising finance from sources alternative to bank lending (crowdfunding, invoice trading, venture capital, business angels, fintech platforms).

English



ENTREPRENEURS WITHOUT BORDERS

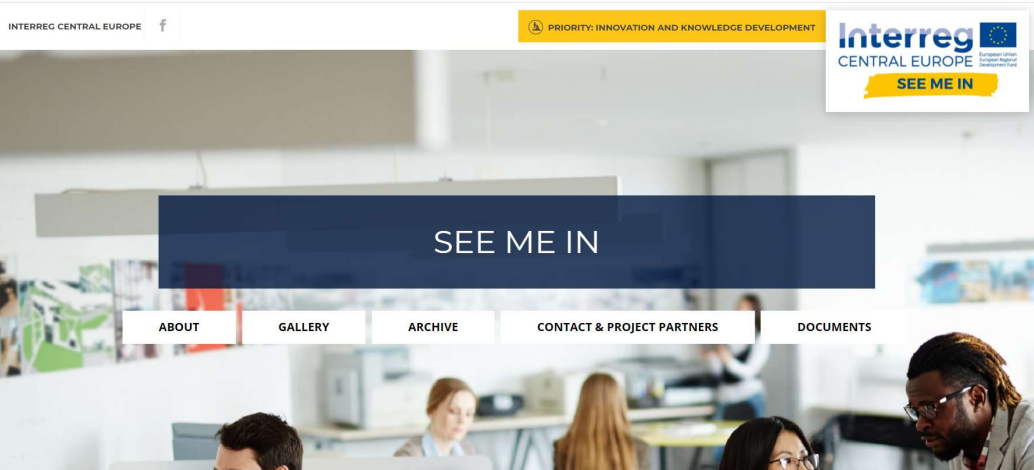


SHARE FOOD, CUT WASTE

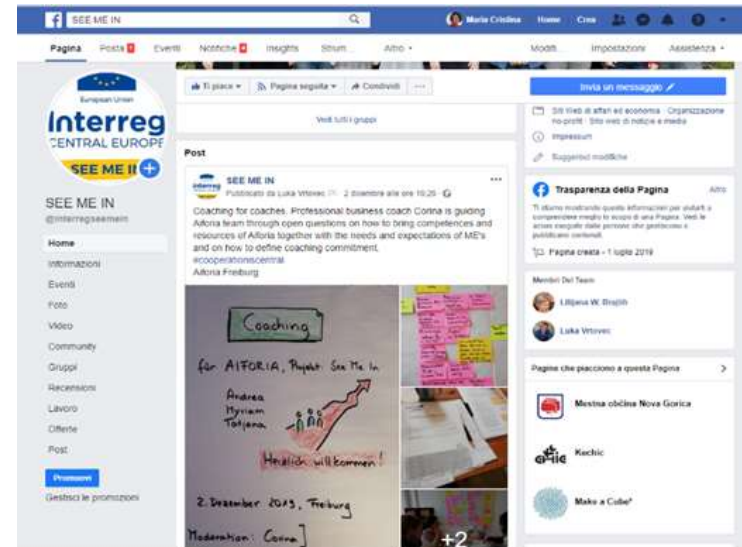


THANK YOU!

SEE ME IN



<https://www.interreg-central.eu/Content.Node/SEE-ME-IN.html>



<https://www.facebook.com/interregsemein/>

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