

NEWSLETTER #1

Social Economy of Proximity



Co-funded by the
Erasmus+ Programme
of the European Union

HERE

<https://socialeconomyproject.com>



[socialeconomyproject](https://www.instagram.com/socialeconomyproject)



HERE project

The project "Here - Proximity social economy" submitted within the framework of the Erasmus + Action 2 programme "Cooperation in innovation and exchange of good practices" has as its main objective to apply a strategy of "social circular economy" in disadvantaged neighbourhoods in an urban context. To achieve this, the main mission of the European consortium created will be to identify entrepreneurship opportunities in these neighbourhoods (according to needs) and to set up social economy enterprises with people excluded from traditional economic networks.

Realizations 2021

- ▶ Creation and diffusion of a questionnaire
- ▶ Advice on setting up incubators
- ▶ First transnational meeting in Belgium (9-10/09/21)

*PARTNER COUNTRIES:
AUSTRIA, BELGIUM,
SPAIN, ITALY,
LATVIA AND TURKEY*

*PROJECT DURATION: 30
MONTHS FROM NOVEMBER
2020 TO APRIL 2023*

*INCUBATION OF 30
PROJECTS AND CREATION
OF A MOOC (MASSIVE
OPEN ONLINE COURSE)*

Job'In analysis [BE]

Job'In, affiliated to UNESSA, is a Belgian private initiative, launched in 1997 to offer an innovative alternative in the fight against unemployment: job self-creation. Job'In is now a team of 28 employees and eight sites covering three Walloon provinces: Liège, Namur and Walloon Brabant. Over the first 21 years of existence, Job'In has supported the creation of more than 2100 VSEs (Very Small Enterprises). The evaluation of the economic viability of the initiative goes through a support phase before the creation carried out by Job'In's experts. Job'In hosted the first transnational seminar in Liège, Belgium.

Job'In worked on the design of an adapted incubation program and advice on setting up incubators. The analysis was carried out country by country. It results in specific advice regarding to the identified needs for the territory. They are gathered in the F-OTs of each country.



However, it seemed relevant to share advice on setting up incubators based on Job'In's field expertise of more than 20 years in the management of incubators, in particular through our own company incubator, the specific tool called « couveuse d'entreprise »:

1. Position yourself on the type of incubators to set up, in close collaboration with local / regional / national political vision, involve people who have entrepreneurial vision/experience in the reflexion:
 - ▶ Global incubators, at local level, based on community and mutual aid, to meet the needs of users and residents of neighbourhoods.
 - ▶ Service-oriented incubators to meet the needs of neighbouring districts with higher purchasing power or more business oriented.
 - ▶ Specialized Incubators in specific fields (creative industries, food, music, etc.), with an ambition to open up to the outside world.
2. Build and offer a methodology for individual and collective support throughout the life of the company: information, awareness, diagnosis, preparation, live-test period, development after the incubation period, business transfer.
3. Focus the support on people, rather than on the projects. By promoting training internships, mentoring, networking, peer-sharing, skills development linked to career paths,...
4. Bring ideas for entrepreneurial projects to meet the specific required needs - consistent with the types of incubators chosen - in order to fill the identified missing links or to strengthen a specialization, etc.

5. Regarding MOOCs,

- ▶ Validate the interest of developing new generic transnational programs even though some already existing moocs could meet the demand. All the more so in areas where hyperspecialization is necessary regarding the territories and their socio-cultural realities.
- ▶ Build and articulate the programs (own or external) in support of accompaniment and not to be used alone and without a follow-up educational framework.
- ▶ Beware of the digital divide, the magnitude of which is uncharted here.

6. Develop the practical entrepreneurial skills of the beneficiaries in their field of expertise either by themselves (dashboards, invoices, customer files, etc.) or / and in partnership with external parties (lawyers, accountants, marketers, etc.) to gain autonomy, understanding and mastery of their business.

7. Set up physical incubators (shops, workshops, agricultural land, kitchens, restaurants, food trucks, etc.) to test - depending on the case - the profile of the entrepreneur, the project, the clientele, the organization, the environment,...



8. Develop additional political support that will translate into institutional support promoting the transition to entrepreneurship, such as:
 - ▶ Maintaining unemployment benefits during the test phase (examples: couveuses d'entreprises et coopératives d'activités in Belgium) or when starting the business activity.
 - ▶ The conversion of unemployment benefits into capital to take over businesses at the end of their activity (example: Reempresa in Spain)
 - ▶ Simplified administrative and accounting procedures for small business owners (example: auto-entrepreneur status in France)
 - ▶ Facilitated access to micro-credit for people with limited equity in order to support business start-ups.

9. Organize and systematize coordination and communication between local support partners to ease the paths of entrepreneurs and identify "training paths".

