

# ACCESS ENTERPRISE

Impact and Assessment, Positional  
Analysis and Sustainability

EU SUMMARY

# CONTEXT

**Entrepreneurship** development is an important requirement for achieving the goal of **smart, sustainable and inclusive growth** set out in the **Europe 2020 strategy**.

The Erasmus+ Strategic Partnership for Adult Education project **ACCESS ENTERPRISE** seeks to **develop strategies across member states in order to support individuals from marginalised groups to access business and self-employment opportunities**, and help adult educators and business support practitioners develop new and existing skills in order to effectively support these individuals.

Access Enterprise - **AE** - is coordinated by Merseyside Expanding Horizons, **United Kingdom - UK**, with project partners from **Spain** (Formacion para el Desarrollo e Insercion, Sociedad Limitada), **Portugal** (Aproximar, Cooperativa de Solidariedade Social), **Lithuania** (SIF - Socialiniu Inovaciju Fondas), **Greece** (Athens Lifelong Learning Institute Eastiki mi Kerdoskopiki Etairia) and **Romania** (Centru Pentru Promovarea Invatarii Permanente Timisoara Asociatia).

Through the development of **learning resources** and a **training methodology** which ensure that business advisers can meet the needs of disadvantaged learners, AE's aim is to **overcome the lack of support for disadvantaged individuals in entrepreneurship and self-employment**.

**AE Methodology** is a **person-centred programme** of support which enables people from vulnerable groups to explore and move into self-employment and start-up businesses.

AE targets: People from vulnerable groups, People who are excluded from the labour market, and Professionals: Trainers, enterprise coaches and Business Advisors

AE developed **3 Intellectual Outputs (IO)**:

**IO1:** EU-report of State of Art Review on Entrepreneurship support and development for marginalised groups

**IO2:** 5 Training Modules and Resources for Business Advisers / Coaches working with people from marginalised groups

**IO3:** Impact and Assessment, Positional Analysis and Sustainability Report

# Impact and Assessment, Positional Analysis and Sustainability Report (IO3)

## THE EU SUMMARY

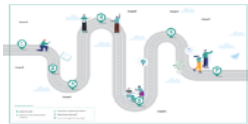
This document has been created through each of the six partner organisations creating a National Impact and Assessment, Positional Analyses and Sustainability Reports. These were created at the end of the piloting phase of the tools that were created by the partnership of IO3.

## WHAT WAS THE IMPACT OF AE?

The first step that every partner completed was to summarise all the results of the evaluation of AE training modules and methodology, reported by both **Business Advisers** and **entrepreneurs**, regarding the **potential impact they perceived in their personal and professional lives**.

In evaluating the effectiveness and impact of using the methodology for both target groups, four **Impact Assessment tools** were used:

### **The Learning Log: THE JOURNEY OF THE ENTREPRENEUR**



A skills assessment framework: describing the training, the learning, and how they will apply the learning.

### **Sorting Card: PARTICIPANTS' EXPECTATIONS AND OPINIONS**



Changes in their entrepreneurship vision associated with their skills and competences and daily life.

### **One Minute Paper: PRIMARY FEELING**



Quick answers about the training and their impact on helping the entrepreneurs (for Business Advisors).

**Questionnaire:** Analyzing and measuring the impact of the AE Methodology on the personal and professional life, as well as the development of professional



competences, of the participants - both **business advisors** and **entrepreneurs** from marginalized groups.

## IS AE SUSTAINABLE?

The second part of the process and this report was for each partner to carry out sustainability assessment, we summed up the positional analysis developed by the ensemble of all the partner countries, in order to **optimize the development of the next steps of the AE project**.

For this report, four complementary **sustainability measurement tools/activities** were developed:



**Expert/ Focus group interviews:** What are the insights of the participants on the relevant topics of entrepreneurship?

**List of funds:** research and compilation of the main **financial sources** that may, in each country, support the implementation of AE program.

**SWOT Analysis:** What are the **strengths** and the **weaknesses** of AE? What external influences can **threaten** or **benefit** the project?

**Business case:** An established scope and planification for the next steps of the project.

# WHAT WAS THE IMPACT OF ACCESS ENTREPRISE?

We asked **Business Advisors...**

**Were there any changes in mindset/attitude?**

about  
**90%**  
answered **POSITIVELY\***

- ...positive impact in work?
- ...new or updated knowledge?
- ...added value in professional work?
- ...change in personal life?
- ...positive changes in the lives of participants?
- ...intended results in the short, medium and long term?

**About their perceptions of people from vulnerable groups**

about  
**68%**  
answered

- ...confident in attending future activities?
- ...awareness and knowledge?
- ...perception changed after training?
- ...attitude changed as a result of training?

**How was the use of new tools, processes, resources?**

about  
**97%**  
answered **POSITIVELY\***

- ...useful in the training experience?
- ...innovative access methodology?
- ...helpful in work?

## How was the experience of co-production?

...realistic?

about  
**92%**

answered **POSITIVELY\***

...engaged students' level of interest?

...robust?

...attributed changes?

## How was the experience of working in an intercultural context?

about  
**84%**

answered **POSITIVELY\***

...enhanced cooperation in intercultural context?

...practice improved as the result of working in transnational context?

## About their skills and competencies

about  
**80%**

answered **POSITIVELY\***

...improved

...relevant for work

...relevant for life

## ... And we asked **Entrepreneurs...**

### Were there any changes in mindset/attitude?

about  
**92%**

answered **POSITIVELY\***

...positive impact in work?

...change attitude towards entrepreneurship and self-employment?

...more confidence to reach goals?

...positive change in thinking?

...new knowledge about entrepreneurship?

## About their perceptions of entrepreneurship

about  
**95%**  
answered **POSITIVELY\***

- ...confident developing a business idea?
- ...perception changed about entrepreneurship?
- ...creating entrepreneurship self-awareness encouraged to be more motivated?
- ...positive understanding about the benefits of entrepreneurship?

about  
**92%**  
answered **POSITIVELY\***

### About their ability to receive support/feedback

- ...answer questions/doubts about entrepreneurship?
- ...teachers/mentors available to respond to questions?
- ...listen to feedback given?
- ...value of feedback given in terms of consequences of using it or ignoring it?

## About moving forward with an entrepreneurial idea

about  
**85%**  
answered **POSITIVELY\***

- ...help to draft idea?
- ...able to move forward?
- ...able to make a decision to proceed with the idea?

about  
**90%**  
answered **POSITIVELY\***

### About their empowerment: ability to deal/manage everyday life

- ...help in future activities?
- ...knowledge and skills gained useful in daily life?
- ...more confident in taking risks?
- ...engaging for daily life?

## About their skills and competences about entrepreneurship, social and civic

...improved?

about  
**92%**  
answered **POSITIVELY\***

- ...relevant for work?
- ...relevant for life?

...useful for professional work?

\*as positively meaning 4 on a scale of 5 (answers from UK, Spain, Lithuania, Portugal and Romania).



# IS ACCESS ENTREPRISE SUSTAINABLE?

## A sum of the ups and downs of AE...

### STRENGTHS

**Human-centred** methodology

**Knowledge** about entrepreneurship

**Tools** to evaluate if entrepreneurship is a suitable option

**Structure** to develop a business idea

**Impact** to the society

Spreading the **entrepreneurial culture**

**Flexible and pragmatic** approach

**Integration** of vulnerable groups

### OPPORTUNITIES

An actual **need** for the AE methodology

Complementary **support structures**: organizations, hubs and programs

**Online support groups**

Existing **partnerships** with incubators and retail units

Possibility to develop a business based the **project ideas**

Most **financial funds** for social programs are from the public sector

There is an increase of **private and public-private partnerships funds**

### WEAKNESSES

*People from vulnerable groups* is too broad as a target group

Lack of **face to face** work during pandemic circumstances

### THREATS

Lack of **financing** to implement business ideas

Difficulty of **access to public and private aid**

Lack of **information** or misinformation about entrepreneurship

Lack of **policies** to support entrepreneurship

Difficulty balancing **life challenges** with business operations

Lack of **confidence and motivation**

Lack of access to quality, affordable, and flexible **retail units**

## Is AE actually important, relevant?

Highlights of participants insights...

“A well-structured and defined program definitely helps to build a **more inclusive environment** for entrepreneurship, and, therefore, to **social cohesion**.”

“The Access Enterprise project is a way to support people from marginalised groups to understand entrepreneurship, to be **more autonomous** and **turn their own ideas** and vision for themselves and others **into reality**, to think about self-employment opportunities, **to participate fully in society**.”

“**Continuous investment** in entrepreneurship is essential as new businesses create more jobs and introduce new ideas that **solve problems in better ways**.”

## What comes next?

Ideas and recommendations for the future of AE...

- ★ Specify the **target group**
- ★ Sell AE courses as a **public service** for municipalities
- ★ Trainers with **work experience** with target groups
- ★ Trainers should be **motivated and involved** to overcome existing barriers
- ★ **Dissemination** of the AE methodology
- ★ Continue AE as a **mentorship programme**
- ★ Work with **schools and higher education institutions**
- ★ Give **support to develop the business ideas**
- ★ **New project** with e-mentoring or higher level of entrepreneurship courses
- ★ Create a **social network** with employment centres and other local organizations
- ★ Policymakers should aim at creating a **favourable environment** to entrepreneurship

## **ACCESS ENTREPRISE FINAL MOTO**

Inspiration for the future...

“If you can dream it, nothing can stop you. Make your future yours.”

“Inclusive entrepreneurship is about building on the value and passions of each and everyone.”

“A ship in the harbour is safe, but that is not what ships are built for.” - John A. Shedd”

“You don’t need to be a genius or a visionary, or even a college graduate for that matter, to be successful. You just need a framework and a dream” - Michael Dell, founder of Dell

“To have patience, patience and patience, to learn from mistakes, and take the things easier” -  
Benone Viziteu

“With our primary goal being to support vulnerable people, to make positive and lasting changes to their lives, Merseyside Expanding Horizons are committed to being part of the recovery!”