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EMEN

European Migrant Entrepreneurship Network

Crossing borders for financial and business development services

Deliverable D1.10

Conference report Part. III



EMEN
European Migrant Entrepreneurship Network

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I. Introduction

Each year, the EMEN project organises a public annual conference on a topic related to migrant entrepreneurship. Each Community of Practice (CoP) is responsible for one annual event and its topic is related to the one of that CoP. The CoP 3 is focused on professionalization and diversity management; this is why the overall topic of this year's conference organised by UNITEE was "diversity". During June 2020 the third and last EMEN Annual event entitled "Unlocking Diversity" took place.

The organisation of this event has been challenging. Indeed, the coronavirus pandemic outbreak when the organisation of the in-person event, like it was originally planned, had already started and was well advanced. Therefore, the partners involved in this activity had to quickly adapt their plans. Finally, the event took place online, as a series of four webinars every Monday afternoon of June.

Each webinar was focused on a different topic, gathered different speakers and addressed several audiences. The four titles of the webinars were:

- Access to diverse finance in times of crisis
- Resilience of diverse cities and communities in times of crisis
- The essence of migrant entrepreneurship and business associations
- Corporate Social Responsibility support in times of crisis

Moreover, the support of some partners was key: AEIDL, Diesis and Social Impact. AEIDL, the project coordinator, supported UNITEE with the overall organisation and with the online platform used for the event (Zoom). Diesis Network built a communication strategy, created the dissemination materials and organised the communication campaign. Social Impact was in charge of the last session of the online event, the one focused on CSR: Social Impact moderated it and managed the event.

This deliverable wishes to explain the main topics of the event, the dynamics behind it, the communication campaign, how it evolved from an in-person to an online event, and to analyse in detail all the sessions.

II. Organisation of the event

1. Logistics: the transition to an online event

Unlocking Diversity was initially planned to take place as a one-day in-person event at the end of May. Several meetings between UNITEE, EUROCHAMBRES, AEIDL and Diesis had already taken place to discuss the speakers, the sessions and the dissemination strategy. The overall dissemination materials and strategy were already set at the beginning of March.

However, the coronavirus outbreak in Belgium during March, forced the partners to adapt the event to the current situation. This is why, UNITEE decided to transform this conference in an online event, composed of four webinars, each Monday of June: the 8th, the 15th, the 22nd and 29th. Since the EMEN project is coming to an end in September, and the final conference will take place during the whole month of September, it was not possible to postpone this event and wait to do it in person when the situation linked to the pandemic could improve, scenario really uncertain. Moreover, by doing it online in June, with four dedicated sessions focused on specific topics, we were able to reach a large audience, including those entrepreneurs for whom to attend a full day event in Brussels could be more challenging due to time and economic constrains.

Therefore, the EMEN Steering Committee (SC) decided to use Zoom, a platform to host online meetings and webinars. We used the Zoom platform to manage also the registration of the webinars. For each webinar, there was a registration link to sign up. After signing up, the person received a link to connect on the date and hour of the webinar. AEIDL, who managed the registrations of all the webinars, was also able to send reminders to the registered persons, both one day and one hour before the webinar, so that all the audience was aware of the webinar taking place shortly.

The partners involved in the organisation of this online event did their best to make it user-friendly for all the attendees and speakers to participate in the webinars. An important effort was done in this sense both in the management of the speakers and each event, as well as on the communication side.

Several actions were deployed to make the speakers appearance the easiest and as comfortable as possible. UNITEE provided all the speakers with Guidelines that AEIDL drafted to help them to get familiar with the Zoom platform. There all the details related to connections, use of the platform and tools were detailly explained. These Guidelines can be found in Annex 1. In addition, each day, 30 to 15 min before the webinar, all the speakers were asked to connect in order to be able to test all the devices and options that Zoom offers (shares screens, etc.). UNITEE, AEIDL and Diesis made sure that all the speakers were able to use all the tools of the platform, make their presentation and interact without any issues.

Moreover, all the speakers were asked in advanced if they agreed not only to show their image and therefore to turn on their webcam, but also if they agreed to have screenshots taken for live-tweeting and post-event communication, and the overall session recorded to publish it on YouTube.

To support UNITEE, AEIDL also produced a short guide for the moderator. This helped a lot the moderators to be familiar with Zoom and the management of the webinar. Find the Guide in Annex 2.

2. Communication campaign

The dissemination of 3rd EMEN Annual Conference “Unlocking diversity” took place between May and June 2020. A specific visual identity has been created by Diesis for this event.

A) Communication strategy

Diesis Network was in charge of building the communication strategy and creating the visual identity and dissemination tools of the conference. Below you can find a table with the main actions identified with the dissemination strategy.

Action	Partner(s) implementing the action	Tool	Implementation time	Target group
Save the date	All partners	- EMEN: Website and social media - Partners: social media and website	May	Large public
One card per each webinar	EMEN and partners	Social media	One before each webinar	Large public
Article on the website with the abstract and calendar, and short note for each webinar	EMEN	EMEN’s Website	May and one article before each webinar	Large public
NL announcing the webinars	EMEN	Mailchimp	May	Partners’ network
Agenda for each webinar	EMEN	Social media and website	Before each webinar	Large public

Before the beginning of the series it was announced that during the month of June, this online event composed of four webinars was going to take place. All the relevant information related to the platform used and the topics of each event were given as well.

Then, each week previous the webinar, information related to the upcoming webinar were provided, such as: card with main info (date, hours, etc.), speakers cards, agenda, registration link, etc.

B) Communication materials

i. Visual identity

Diesis communication expert built the visual identity of the project based on EMEN's brand colours and some new ones. Since the topic of the conference was "Unlocking Diversity", we wanted to mix the project's regular colours and patterns with new ones to reflect that diversity. The concept of the visual identity was therefore to have something with a modern and catchy cut, but that at the same time was relatable to the overall visual identity of the project.

ii. Save the Date

The Save the Date of the online events was the first material produced. It showcased some important information: the title of the series, the online modality (webinars), 4 appointments and dates and its relation to the CoP3.

Besides the Save the Date, also two banners were produced to be used on websites and other dissemination tools.



Save the date and banners of the Unlocking Diversity series

iii. Webinars cards

For each webinar, Diesis produced a dissemination card with the title of each online event and the date.

All the cards for each webinar were available both on a rectangular and horizontal model (with a pink theme), and on a square shape (blue theme). Diesis decided to have two versions of the cards, because depending on which dissemination tool (especially social media) used, some shapes fit better than others. Find below some examples.



iv. Speakers cards

For each speaker of each webinar (except Webinar 4) and for the moderator, Diesis prepared dissemination cards displaying: the name, position, organisation and picture of the speaker, as well as the main information regarding the webinar he was going to speak in.




UNLOCKING DIVERSITY



THE EMEN COP3 WEBINAR SERIES

WEBINAR 1
Access to diverse finance
In times of crisis

Agnieszka Wojdyr
Policy Officer - SME Access to Finance
European Commission, DG GROW

8th of June 2020
15.00- 16.30 CET

The European Migrant Entrepreneurship Network Project – EMEN (Grant Agreement No.: 764302) is co-funded by the European Union's Competitiveness of Small and Medium-Sized Enterprises (COSME) fund.

UNLOCKING DIVERSITY

THE EMEN COP3 WEBINAR SERIES

WEBINAR 1
Access to diverse finance
In times of crisis

Klaas Molenaar
Em. Professor of Financial Inclusion and
New Entrepreneurship at The Hague
University of Applied Sciences

8th of June 2020
15.00- 16.30 CET

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UNLOCKING DIVERSITY

THE EMEN COP3 WEBINAR SERIES

WEBINAR 1
Access to diverse finance
In times of crisis

Adem Kumcu
President of UNITEE

8th of June 2020
15.00- 16.30 CET

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UNLOCKING DIVERSITY

THE EMEN COP3 WEBINAR SERIES

WEBINAR 1
Access to diverse finance
In times of crisis

Ronald Kleverlaan
Managing Director of European
Centre for Alternative Finance

8th of June 2020
15.00- 16.30 CET

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Speakers and moderator of the Webinar 1




UNLOCKING DIVERSITY

THE EMEN COP3 WEBINAR SERIES

WEBINAR 2
Resilience of diverse cities and
communities in times of crisis

Antonella Valmorbida
Secretary General of ALDA

15th of June 2020
15.00- 16.30 CEST

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UNLOCKING DIVERSITY

THE EMEN COP3 WEBINAR SERIES

WEBINAR 2
Resilience of diverse cities and
communities in times of crisis

Irena Guidikova
Council of Europe

15th of June 2020
15.00- 16.30 CET

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UNLOCKING DIVERSITY

THE EMEN COP3 WEBINAR SERIES

WEBINAR 2
Resilience of diverse cities and
communities in times of crisis

Prof. Dr. Maurice Crul
Free University in Amsterdam and
Erasmus University in Rotterdam

15th of June 2020
15.00- 16.30 CEST

The European Migrant Entrepreneurship Network Project – EMEN (Grant Agreement No.: 764302) is co-funded by the European Union's Competitiveness of Small and Medium-Sized Enterprises (COSME) fund.

Speakers of the Webinar 2



UNLOCKING DIVERSITY
THE EMEN COP3 WEBINAR SERIES

WEBINAR 3
The essence of migrant entrepreneurship and business associations

Arnaldo Abruzzini
CEO of EUROCHAMBRES

22nd of June 2020
15.00- 16.30 CEST



UNLOCKING DIVERSITY
THE EMEN COP3 WEBINAR SERIES

WEBINAR 3
The essence of migrant entrepreneurship and business associations

David Halabisky
Organisation for Economic Co-operation and Development (OECD)

22nd of June 2020
15.00- 16.30 CEST



UNLOCKING DIVERSITY
THE EMEN COP3 WEBINAR SERIES

WEBINAR 3
The essence of migrant entrepreneurship and business associations

Prof. Monder Ram
Director of the Centre for Research in Ethnic Minority Entrepreneurship (CREME)

22nd of June 2020
15.00- 16.30 CEST

Speakers of the Webinar 3

v. Graphic recording

For the fourth webinar organised by Social Impact, in collaboration with UNITEE, Social impact counted with a graphic illustrator, [Eva Feuchter](#), who did the graphic recording of the session. You can find below her work summarising the main insights of the session.



The graphic recording is a hand-drawn summary of the webinar, divided into several sections:

- EMEN:** European network for the European migrant entrepreneurs.
- CORPORATE SOCIAL RESPONSIBILITY SUPPORT IN TIMES OF CRISIS:**
 - DEFINING CSR? CENTERING SOCIAL ISSUES voluntarily**
 - PROF NIKOLAY DENTCHEV:** UNIVERSITY OF BUDAPEST, CHAIR of SOCIAL ENTREPRENEURSHIP. "CSR IS A CHOICE."
 - RECOMMENDATION: BUILD CSR ECOSYSTEMS**
 - CSR RISKS:**
 - social allocation from other issues
 - communication issues
 - etc.
- WEBINAR & WORKSHOP:** July 23th - 20:20h.
- SOCIAL IMPACT SECURITY:**
 - PATRICK HOFFMANN:** GENERALI, ORGANISATION NETWORK.
 - TRAINING, COACHING, SPACES, FUNDING.**
 - BARB@P@P@S:** ATTRACT TALENT & BECOME EMPOWERING.
 - MIGRATION & GENDER EQUALITY:** IMPLEMENT SOCIAL INITIATIVES, SUPPORTING MIGRANT ENTREPRENEURS, AMPLIFIES GENERALI'S philanthropic abilities.
- COVID as a WAKE-UP CALL!**
- DISCUSSION:**
 - JAN NOTERDAEME:** CSR EUROPE, bring back PURPOSE INTO BUSINESS. "DUTY OF CARE".
 - RE-IMPORT human & environmental DIMENSION!**
 - COMMON SENSE REVOLUTION.**
 - MAIN GOAL: INCREASE EMPLOYABILITY.**
 - EXAMPLE: LONG-TERM ENGAGEMENT with NEW ENTREPRENEURS (SWEDEN) COACHING & Mentoring.**
 - HOW TO APPROACH CORPORATES? ALL PLAYERS need to do the work.** SHARE RESPONSIBILITY, Choose a very SPECIFIC ISSUE & solve it together.

Graphic illustration of the Webinar 4

vi. Presentation document and Guidelines

Diesis and AEIDL also provided all the partners with a PDF document presenting the concept, rationale and logistics behind the conference, as well as Guidelines to help the speakers to deal with the logistics of the event (connecting via zoom, etc.). Like this, partners were able to send it out to their network and speakers, and UNITEE and Social Impact gave homogenous instructions to all the speakers. All the documents can be found in the Annexes 1, 2 and 3.

C) Communication channels

i. Social media

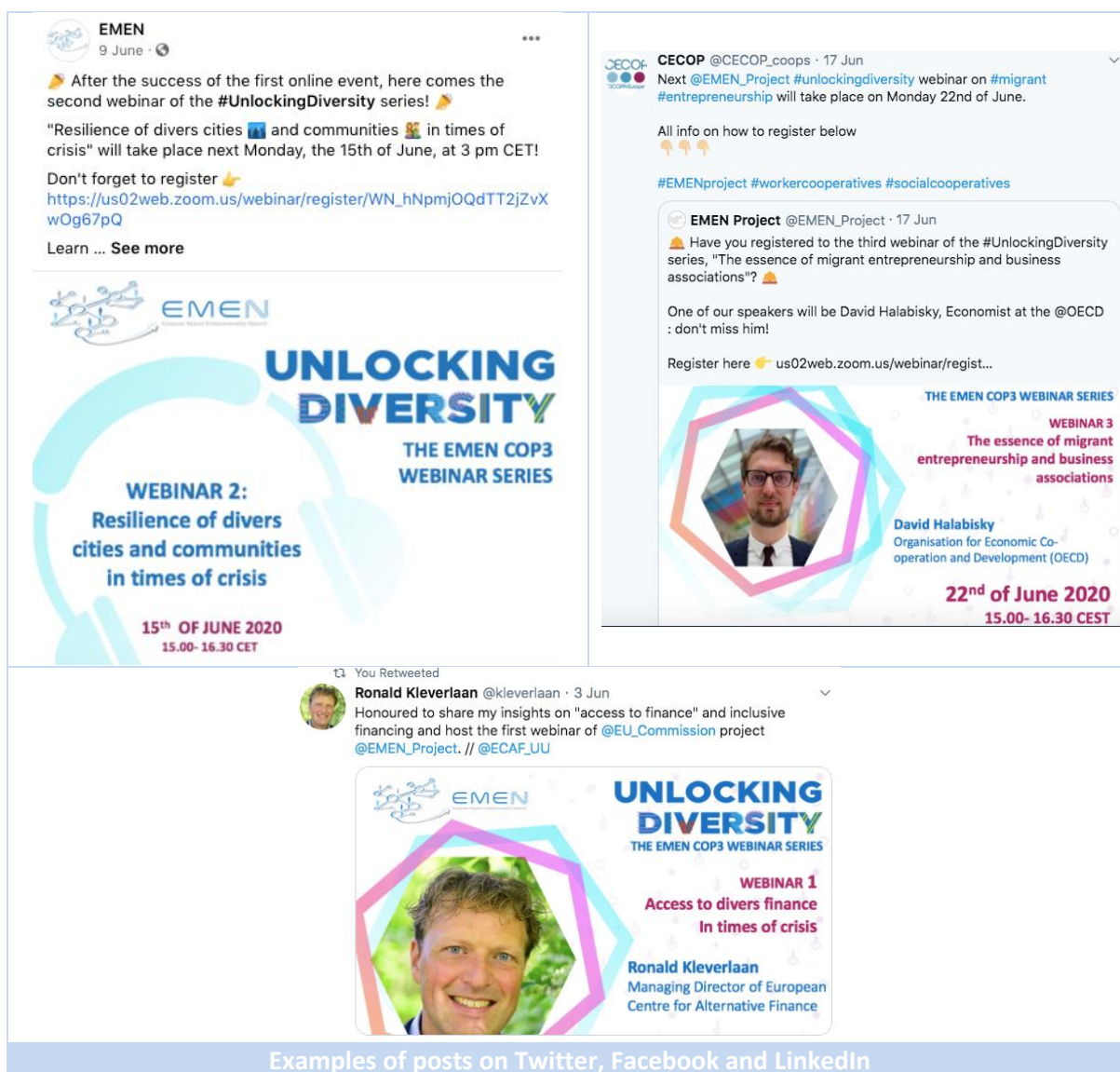
EMEN used both the project's and partners' social media channels to disseminate the event: Facebook, Twitter and LinkedIn. Diesis decided to use the combination of these three social media, because they target different audiences. Both the EMEN Facebook and Twitter profiles have many followers, as well the ones from our partners.

Twitter has been very useful to live-tweet relevant quotes and the key information during the webinars. This has been an optimal way to get the attention of the audience. Plus, by tagging the speakers and their organisations, and thanks to their retweet and interaction, we got the possibility to reach a large number of persons.

Moreover, a great tool of dissemination was EMEN's LinkedIn Group, with more than 100 professionals and stakeholders working and interested in the topic.

Before the start of the webinar series, Diesis promoted the whole event. Then, previous to each webinar, Diesis planned and scheduled specific posts with the main information and speakers.





Examples of posts on Twitter, Facebook and LinkedIn

ii. YouTube

The first three recordings of the webinars are available on a playlist on YouTube on the AEIDL YouTube channel. UNITEE, AEIDL and DIESIS decided to upload the videos on YouTube to allow the audience re-watch the webinars and to let the ones who didn't have the chance to attend to have access to it anyway.

The videos uploaded on YouTube were then disseminated via social media. You can access them here:

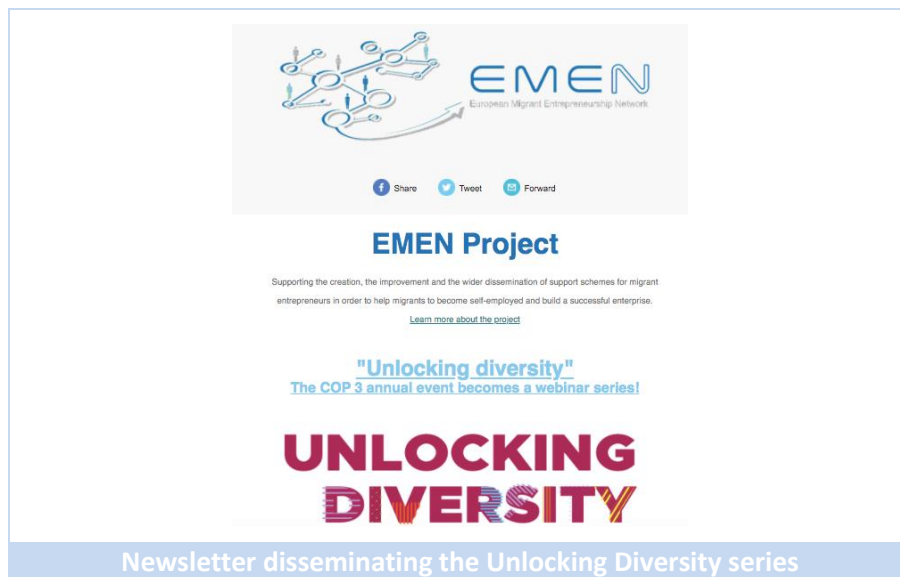
- Unlocking diversity 1 - [Access to diverse finance in times of crisis](#)
- Unlocking diversity 2 - [Resilience of diverse cities and communities in times of crisis](#)
- Unlocking diversity 3 - [The essence of migrant entrepreneurship and business associations](#)

iii. Newsletter

Diesis, with the support of AEIDL and UNITEE, created a newsletter to disseminate the 3rd EMEN Annual event.

The newsletter explained what the topic of the webinar series was, and specifically of each webinar, plus the registration links to be able to sign up to every session.

The newsletter is available here: <https://mailchi.mp/63763ca9245e/unlocking-diversity-the-emen-webinar-series>



iv. EMEN's website

We have published several articles focused on the webinar series in general and on each specific event in particular.

III. Implementation of the event

1. The rationale behind the event

In our globalised times of constant changes, diversity has become a fact of life in Europe. It is sufficient to wander around a European city to see how our societies are more diverse than they have ever been before. This diversity – or, in some cases, even “super-diversity” – has brought about a long list of benefits: it fostered the development of new businesses, contributed to establishing new cultural manifestations and even helped with the renewal of entire neighbourhoods in cities. The benefits of integrating diversity have proven to be considerable, according to extensive research, which have shown that diverse communities, organisations and institutions may enjoy a performance advantage.

And yet, in many cases, this benefit is still misunderstood: diversity is more often seen as a problem to solve or as a danger, rather than an opportunity. As a consequence, in many areas diversity still has an untapped potential, hidden behind a barrier of misunderstanding and mistrust. This situation is not only unfair; it is self-defeating. In a globalised economy in which success often means the ability to innovate and to let knowledge circulate, not being able to integrate diversity risks heavily damaging on the long-term economic well-being of Europe and its ambition to remain one of the biggest and most performing economies in the world. It is therefore in the best EU’s interest to recognise the value of diversity and learn to manage it correctly, for the benefit of all.

This is the objective of the conference “Unlocking Diversity”: by putting together a varied group of speakers, such as policymakers, experts, academicians and practitioners, the event aims at highlighting the benefits of diversity, the positive effects of diversity in decision making and its added value to our European culture, society and economy, while offering some perspectives on the way forward gathered in the framework of the EMEN project on supporting migrant entrepreneurship.

The four online sessions of the event were:

- Access to diverse finance in times of crisis
- Resilience of diverse cities and communities in times of crisis
- The essence of migrant entrepreneurship and business associations
- Corporate Social Responsibility support in times of crisis

The three first webinars were open to the public, while the last one organised by Social Impact, was closed and under invitation. This is why, the three first webinars were recorded and live-tweeted, while for the fourth a detailed summary was published after the event.

2. Programme of the online event

Below can be found a table with the title, the date, the main speakers and moderator of each webinar session of the “unlocking Diversity” event.

Webinar	Date	Speakers	Moderator	Organiser
Webinar 1: Access to diverse finance in times of crisis	8th of June 2020	<ul style="list-style-type: none"> - Agnieszka Wojdyr, European Commission - Ronald Kleverlaan, European Centre for Alternative Finance - Klaas Molenaar, Timpoc Consultants 	Adem Kumcu, UNITEE	UNITEE
Webinar 2: Resilience of diverse cities and communities in times of crisis	15th of June 2020	<ul style="list-style-type: none"> - Prof. Dr. Maurice Crul, Free University in Amsterdam and Erasmus University - Irena Guidikova, Council of Europe - Antonella Valmorbida, European Association for Local Democracy 	Adem Kumcu, UNITEE	UNITEE
Webinar 3: The essence of migrant entrepreneurship and business associations	22nd of June 2020	<ul style="list-style-type: none"> - David Halabisky, OECD - Prof. Monder Ram, CREME - Arnaldo Abruzzini, EUROCHAMBERS 	Adem Kumcu, UNITEE	UNITEE
Webinar 4: Corporate Social Responsibility support in times of crisis	29th of June 2020	<ul style="list-style-type: none"> - Prof. Nikolay Dentchev - Patrick Hoffmann, Generali “The Human Safety Net” - Jan Noterdaeme, CSR-Europe 	Mohamed Dahy Ahmed, Social Impact	Social Impact

3. Webinar 1: Access to diverse finance in times of crisis

Date	8th of June 2020
Abstract	<p>The corona crisis is having a major impact on migrant entrepreneurs, banks, insurers and financial markets. The shortage of liquidity is described as unprecedented. Regulators are in the forefront trying to mitigate the negative effects of the crisis by adopting supportive measures and recommendations for the sectors.</p> <p>On April 9, 2020, the euro area finance ministers (Eurogroup) decided on a comprehensive economic policy response to the COVID-19 crisis. Concretely, three important safety nets for workers, businesses and sovereigns are established, amounting to a package worth € 540 billion. The ESM is the safety net for sovereigns and provides Pandemic Crisis Support. On 23 April, the EU Heads of State of Government (European Council) endorsed this agreement. On May 8, the Eurogroup agreed on the details attached to this credit line. After national procedures, the credit line is expected to be made operational by the ESM Board of Governors on May 15, 2020.</p> <p>The first webinar of the Unlocking Diversity series wishes to understand, how migrant entrepreneurs can access finance to fund their business in these times of crisis.</p>
N. of people connected	38
Speakers	<ul style="list-style-type: none"> - Agnieszka Wojdyr, European Commission, DG GROW <p>Agnieszka Wojdyr is the Policy Officer in the European Commission’s DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), responsible for access to finance for SMEs. She is in charge, amongst others, for the implementation of financial instruments of the COSME Programme (debt and equity), preparation of the future InvestEU Programme and gender issues in financing. During her 15 years in the European Commission, she held various positions related to the EU support for SME and competitiveness of industrial sectors, as well as in the area of competition law.</p> <ul style="list-style-type: none"> - Ronald Kleverlaan, European Centre for Alternative Finance <p>Ronald Kleverlaan is a well-known thought leader in the European Financial technology (fintech) sector.</p> <p>He is Director of the European Centre for Alternative Finance (ECAAF) at Utrecht University in the Netherlands -a joint initiative of the University Utrecht School of Economics, CrowdfundingHub, and the Sustainable Finance Lab.</p> <p>ECAAF is an academic research group with a multi-disciplinary approach of engaging researchers from finance, entrepreneurship, legal and policy issues. ECAAF seeks to provide insight into the various verticals of alternative finance to assist policymakers in crafting new rules pertaining to innovative finance.</p> <ul style="list-style-type: none"> - Klaas Molenaar, Timpoc Consultants

Klaas Molenaar is Em. Professor of Financial Inclusion and New Entrepreneurship at The Hague University of Applied Sciences.

In that capacity, he had lead various research programmes in the field of new forms of microfinance and hybrid entrepreneurship.

He is also the founder of Timpoc Consultants specialised in Entrepreneurship and MSME financing and development.

Klaas was President of European Microfinance Network (2004-2013).

Video of the
webinar

[Access to diverse finance in times of crisis](#)

4. Webinar 2: Resilience of diverse cities and communities in times of crisis

Date	15th of June 2020
Abstract	<p>In our globalised times of constant changes, diversity has become a fact of life in Europe.</p> <p>It is sufficient to wander around a European city to see how our societies are more diverse than they have ever been. This diversity – or, in some cases, even “super-diversity” – has brought about a long list of benefits: it fostered the development of new businesses, contributed to establishing new cultural manifestations and even helped with the renewal of entire neighbourhoods in cities. The benefits of integrating diversity have proven to be considered according to extensive research, which has shown that diverse communities, organisations and institutions may enjoy a performance advantage.</p> <p>And yet, in many cases, this benefit is still misunderstood: diversity is more often seen as a problem to solve or as a danger, rather than an opportunity. As a consequence, in many areas, diversity still has an untapped potential, hidden behind a barrier of misunderstanding and mistrust. This situation is not only unfair; it is self-defeating. In a globalised economy in which success often means the ability to innovate and to let knowledge circulate, not being able to integrate diversity risks heavily damaging the long-term economic well-being of Europe and its ambition to remain one of the biggest and most performing economies in the world.</p> <p>It is therefore in the best EU’s interest to recognise the value of diversity and learn to manage it correctly, for the benefit of all. This webinar discussed all these topics, and over all the importance and benefits that multiculturalism, also through migrant entrepreneurship, brings to cities and communities.</p>
N. of people connected	23
Speakers	<p>- Prof. Dr. Maurice Crul, Free University in Amsterdam and Erasmus University</p> <p>Maurice Crul is a Professor at the Free University in Amsterdam and at the Erasmus University in Rotterdam. He is the international chair of IMISCOE, a network of excellence that includes 38 research institutes in the fields of migration and diversity in 18 European countries: www.imiscoe.org</p> <p>In the last twenty years, Maurice Crul mostly worked on the topic of education and children of immigrants, first within the Dutch context and in the last ten years in a comparative European and transatlantic context. Maurice Crul coordinated the international TIES project (The Integration of the European Second generation) which involved partners in eight European countries and a survey with 10.000 respondents.</p> <p>Next to coordinating the TIES project, he was also one of the principal investigators of the transatlantic project ‘Children of Immigrants in School’. With the support of the Russell Sage Foundation in New York, Maurice Crul together with his American colleague John Mollenkopf published <i>The Changing Face of World Cities</i>. The second</p>

generation in Europe and the US, comparing second-generation youth in Europe and US-based on three surveys (TIES, IMMLA and ISGMNY).

In 2017 Maurice Crul was awarded the ERC advanced grant for the project *Becoming a Minority (BAM)* on the integration of people of native descent in majority-minority cities in Europe.

- Irena Guidikova, Council of Europe

A graduate of Political Science and Political Philosophy from the Universities of Sofia (BG) and York (UK), she has been working at the Council of Europe since 1994, as the head of Inclusion and Anti-Discrimination Programmes at Council of Europe. She supervises teams that design and implement bilateral and multilateral co-operation programmes to enhance the capacity of equality bodies, other public institutions and civil society organisations to strengthen equality and deal with discrimination on all grounds, based on holistic and sustainable multi-stakeholder strategies, with a strong emphasis on gender equality and mainstreaming.

Other co-operation programmes develop comprehensive approaches to tackling hate speech, in partnership between public authorities, civil society and the Internet industry, and involving legislative, judicial and administrative measures, public awareness, self-regulation/co-regulation for media, internet intermediaries and political bodies, and the elaboration and spread of counter-narratives.

In the field of inclusion, the flagship programme is Intercultural cities which provides innovative conceptual and practical tools for local authorities to design and implement comprehensive strategies for migrant and minority inclusion, with a focus on diversity becoming an asset for societies in both social and economic terms.

- Antonella Valmorbida, European Association for Local Democracy

Antonella Valmorbida is the Secretary General of ALDA, the European Association for Local Democracy, President of EPD (European Partnership for Democracy), coordinator of the Subgroup on Local Government and Public Administration Reform of the Civil Society Forum for the Eastern Partnership. She is also involved in CONCORD, the European NGO Confederation for Relief and Development.

She is a senior expert on local governance and participative democracy at the local level. She developed and leads ALDA, the European Association for Local Democracy, since its creation in 1999. She is among the key experts in Europe promoting and implementing programmes of participative democracy, local democracy and development. She has been engaged in South Eastern Europe and Eastern Europe since 1996. She manages a team of over 30 people and more consultants and a network of 14 Local Democracy Agencies.

She is involved in local governance analysis, project implementation, management and advocacy work in the EU countries, the Balkans, the Eastern Partnership Countries and the Maghreb area. She has extensive knowledge and contributes to policy-making at the Council of Europe and at the European Union level. Thanks to her work and her engagement in networks, she accompanied and supported the development of the UN Sustainable Development Goals and the principle of their

	<p>“localisation”. She published books and articles of academic level on the topics of decentralised cooperation, local governance and participative and inclusive democracy. She is a senior expert, consultant and trainer for major programmes of UNPD and the European Commission on local governance, democracy, local authorities and civil society empowerment.</p>
Video of the webinar	<p><u>Resilience of diverse cities and communities in times of crisis</u></p>

5. Webinar 3: The essence of migrant entrepreneurship and business associations

Date	22 nd of June 2020
N. of people connected	30
	<p>- David Halabisky, OECD</p> <p>David Halabisky is an economist working on SME research and policy, focusing on high growth firms. He holds a BA at the University of British Columbia and a MA at the McMaster University. Since 2011 he covers a position as an economist at the OECD, working on inclusive entrepreneurship and the development of entrepreneurship skills. He is the author of many OECD books and reports, including The Missing Entrepreneurs series of books and the recently published book Inclusive Business Creation.</p> <p>- Prof. Monder Ram, CREME</p> <p>Professor Monder Ram OBE is the Director of Centre for Research in Ethnic Minority Entrepreneurship (CREME), based in Aston Business School, Aston University.</p> <p>He has extensive experience of working in, researching and acting as a consultant to small and ethnic minority businesses. He is a leading authority on small business and ethnic minority entrepreneurship research and has published widely on the subject. He regularly speaks at conferences across the world on the importance and value of ethnic minority businesses and has also advised Government on this.</p>
Speakers	<p>Monder is responsible for initiating the annual Ethnic Minority Business Conference in 1998, which has developed into the most important event in the calendar for disseminating policy and research on ethnic minority firms. Monder also holds the positions of Visiting Fellow at the Industrial Relations Research Unit at Warwick University, and Visiting Professor at the University of Turku in Finland. He was named as one of the country's most influential Asians by the Institute of Asian Professionals and was awarded an OBE in the 2004 New Year Honours List for his services to black and ethnic minority businesses.</p> <p>- Arnaldo Abruzzini, EUROCHAMBERS</p> <p>Arnaldo Abruzzini has been the CEO of EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, since 1999. He is a senior lobbyist in Brussels and represents the voice of over 20 million companies through members in 43 countries and a network of 1.700 regional and local Chambers. He is also an active entrepreneur, having founded several companies. He still owns shares in telecommunications (Interactive Media), energy (InRes) and business consulting (Consir) firms. Mr Abruzzini has worked as Managing Director of several companies active in telecommunications (EPTA), marketing and communications (MediaCamere) and business advice (CoFiCom) in Italy and USA. He has also served in the financial sector, notably in investment banking (MedioBanca) and insurance companies (Bavaria).</p>

Video of the
webinar

[The essence of migrant entrepreneurship and business associations](#)

6. Webinar 4: Corporate Social Responsibility support in times of crisis

Date	29 th of June 2020
Abstract	<p>In the last webinar in a series of four, we want to shed light on the potentials of collaborations between larger corporates that are active in the field of Corporate Social Reasonability (CSR) (respectively Corporate Citizenship) and Business Support Organisations (BSOs) for Migrants and Newcomers.</p> <p>From an analytic point of view, Business Support Organisations (BSOs) that focus on Start-up support for Migrants and Newcomers have a lot to offer: Corporates can, taken as an example, involve employees as mentors in support programs and like this provide skills-based volunteering to migrant enterprises and effectively support their development. Simultaneously a strategic CSR approach targeting MEs may carry “innovation” back into the company and may also increase their understanding for a potential customer and client-segment.</p>
	<p>While there is plenty of potential for synergies, it may be difficult to create a common understanding of the needs & desires of both groups (BSO and Corporates). By the means of this online workshops, we aim to create a market-setting and elaborate on “offers and demands” for potential cooperation of both. The workshop address representatives of BSOs that are active in the support of MEs. The discussions will be enriched by contributions network organization CSR-Europe (tbc.) and the University of Brussels. Furthermore, the international insurance company Generali will showcase the CSR-program “The Human Saftey Net”.</p> <p>The workshop will be closed for the public, however, the result will be disseminated in the form of graphic recordings and protocols.</p>
N. of people connected	22
Speakers	<ul style="list-style-type: none"> - Prof. Nikolay Dentchev - Patrick Hoffmann, Generali “The Human Safety Net” - Jan Noterdaeme, CSR-Europe
Summary of the webinar	<p>http://emen-project.eu/the-emen-projects-unlockingdiversity-series-comes-to-an-end-with-its-fourth-webinar-corporate-social-responsibility-support-in-times-of-crisis/</p> <p>The summary is also available in Annex 4.</p> <p>Since this was a closed webinar, we weren’t able to provide a video on YouTube like it has been done for the others. This is why, shortly after the end of the webinar a detailed article was published on the website of the project.</p>

7. Overall results

Below a table with the results of the webinars: how many persons registered and attended the webinars of the “Unlocking Diversity” series.

Webinar	Participants
Webinar 1: Access to diverse finance in times of crisis	38
Webinar 2: Resilience of diverse cities and communities in times of crisis	23
Webinar 3: The essence of migrant entrepreneurship and business associations	30
Webinar 4: Corporate Social Responsibility support in times of crisis	30
Overall results	82 different people (unique participants) joined the webinars A total of 121 persons joined during the 4 sessions

Besides from these numerical results, during all the webinars, there were several questions asked and interaction from the audience.

IV. Conclusion

The “Unlocking Diversity” event has been a challenge for the EMEN project as it has been the first official online event planned by the partners and took place in complicated months, during the coronavirus outbreak. Despite the difficulties, the partners in charge of the organisation and the overall consortium was very satisfied with how the event turned out and with the results achieved.

82 different persons joined the overall events, and a total of 121 joined the sessions (38 the first, 23 the second, 30 the third and 30 the last one as well). These numbers are in line with the expectations of the organising partners. Indeed, each session has a specific topic and target a specific audience which was reached thanks to an efficient communication strategy.

The joined forces of UNITEE, EUROCHAMBERS, AEIDL, ALDA, DIESIS and Social Impact and the overall support of the whole consortium allowed to deliver a successful online event that has efficiently tackled different aspects of diversity and, overall, the importance of migrant entrepreneurship.

V. Annexes

1. Annex 1: Guidelines for speakers

Dear (Ms./Mr Name, Last name),

Thank you very much for your collaboration in this webinar. Webinars are a powerful tool to interact and learn from each other remotely, and we would like to take advantage of all the online features that are offered to us. For this reason, we would like to share with you **a list of simple recommendations**, for everyone to follow, in order to make this event efficient, productive and successful.


- ✓ We will be using the **Zoom platform** for the webinar. We recommend you test your computer, audio and video, to make sure that everything is well connected. You can do a test via the following link: <https://zoom.us/test>
- ✓ Join the call before the official hour (3 pm CEST), at least 20 minutes before the starting time, ideally 30. The rest of panellist, the host and the co-host will be also online to run a short 'rehearsal' during the practice session, so that everybody knows when they have to intervene.
- ✓ **Please connect from a computer with good internet connection.** In case it is totally imposible to connect from a computer/laptop, you can also have the possibility to join the webinar through your mobile phone. Remeber to put it in landscape mode and in a holder so that the audience can see you better. We recommend you download the Zoom app and test it in advance to make sure it works. You can do so from Google Play or Apple Store on your phone. Nevertheless, we highly recommend you join the meeting on your PC/laptop as it will make your experience and interaction with other participants, easier.
- ✓ Zoom works better while on Google Chrome browser, so please use it when opening the zoom link for the meeting. You can download here: <https://www.google.com/chrome/>. Avoid connecting within a remote desktop (i.e. internal service platform of your company), the connection can fail.
- ✓ Once the webinar is launched, remember to **mute your mic**. The sound quality of the call is always better if all participants mute their microphone, unless speaking. Remember always to unmute it before your intervention and to mute it against once you finish to avoid interruption with other panellist. The moderator will invite you to speak before your intervention.
- ✓ **Avoid background noise**, such as having the meeting in a room with background noise (ex. in a kitchen when the dishwasher is running). Mute your phone or put it in vibration. Close other platforms you might have open in your computer, doors and windows. Please consider that, when speaking, any background noise will also be heard by the audience.
- ✓ Choose a **nice background**. Attendees will see everything behind you. Clean/plain solid-colour background is good. Other acceptable backgrounds include bookshelves, paintings, plants etc.
- ✓ If you are near a window, move your desk so the **natural light** is behind your webcam or to your side. Avoid a direct light source (through a window or from a lamp). Close the blinds or curtains, turn off overhead lights and use desk lamps behind your webcam to light your face. Place one lamp slightly to the left and the other slightly to the right. White lighting is better than yellow.

Step by step

You should have received an email **From:** AEIDL asbl <no-reply@zoom.us>, such as the example below. Click on the link **Click Here to Join** highlighted in blue to connect from your computer (bearing in mind the recommendations above listed)



Panelist for Unlocking diversity - Access to divers finance in times of crisis Inbox X

 AEIDL asbl <no-reply@zoom.us>
to me ▾



Hi Patricia Martinez ,

You are invited to a Zoom webinar.

Date Time: Jun 8, 2020 03:00 PM Brussels

Topic: Unlocking diversity - Access to divers finance in times of crisis

Join from a PC, Mac, iPad, iPhone or Android device:

[Click Here to Join](#)

Note: This link should not be shared with others; it is unique to you.

[Add to Calendar](#) [Add to Google Calendar](#) [Add to Yahoo Calendar](#)

Description: The corona crisis is having a major impact on migrant entrepreneurs, banks, insurers and financial markets. The shortage of liquidity is described as unprecedented. Regulators are in the forefront trying to mitigate the negative effects of the crisis by adopting supportive measures and recommendations for the sectors.

On 9 April 2020, the euro area finance ministers (Eurogroup) decided on a comprehensive economic policy response to the COVID-19 crisis. Concretely, three important safety nets for workers, businesses and sovereigns are established, amounting to a package worth € 540 billion. The ESM is the safety net for sovereigns and provides Pandemic Crisis Support. On 23 April, the EU Heads of State of Government (European Council) endorsed this agreement. On 8 May, the Eurogroup agreed on the details attached to this credit line. After national procedures, the credit line is expected to be made operational by the ESM Board of Governors on 15 May 2020.

The purpose of the EMEN Webinars is to provide information, training and promotion on matters within EMEN's remit. The webinars are recorded and kept online as long as considered to serve the overall information and training purpose for the general public.

By registering and logging on, the participant agrees to the following:

- personally identifiable information of participants may be heard, seen, read, collected, or used by EMEN as the organiser and other webinar participants ;

- any communication or information transmitted during the webinar, such as voice, live instant messaging displaying names of those intervening, presentations, are available to the webinar audience and are also recorded for EMEN's further promotion and information purpose

- EMEN may further use the information available on the webinar subject matter and the recording thereof.

Participants shall apply appropriate circumspection when disclosing any their personally identifiable information or personally sensitive data

You will receive a reminder with the link both 1 day and 1 hour before the webinar.

If you cannot find it, contact pma@aeidl.eu to receive it again.

Panellists are full participants in a webinar. They can view and send video, screen share, annotate, etc. You must be assigned panellist permissions by the webinar host. The host can also disable some features for panellists, including starting video, sharing your screen, and recording.

Once you are in, you will see the following features at the bottom of your screen



Click on the mic or the camera every time you need to mute/unmute yourself and start/stop your camera before and after your intervention.



If you are going to present a document or power point, you can share your screen by clicking in the bottom allocated at the centre of the bar. Remember to have your presentation already open at your desktop, to keep

it short and to STOP sharing you screen once you have finished.

Useful links

In order to get more familiar with Zoom, you can have a look at the following links:

- How to test your audio

<https://support.zoom.us/hc/en-us/articles/201362283-Testing-computer-or-device-audio>

- How to share your screen

<https://support.zoom.us/hc/en-us/articles/201362153-Sharing-your-screen>

- Different roles in a Zoom webinar

<https://support.zoom.us/hc/en-us/articles/360000252726-Roles-in-a-webinar>

2. Annex 2: Guide for Moderator

Zoom webinars: moderator role features and recommendations

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- ✓ Choose a **nice background**. Attendees will see everything behind you. Clean/plain solid-colour background is good. Other acceptable backgrounds include bookshelves, paintings, plants etc.
- ✓ If you are near a window, move your desk so the **natural light** is behind your webcam or to your side. Avoid a direct light source (through a window or from a lamp). Close the blinds or curtains, turn off overhead lights and use desk lamps behind your webcam to light your face. Place one lamp slightly to the left and the other slightly to the right. White lighting is better than yellow.

Step by step

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Panelist for Unlocking diversity - Access to divers finance in times of crisis Inbox X

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Description: The corona crisis is having a major impact on migrant entrepreneurs, banks, insurers and financial markets. The shortage of liquidity is described as unprecedented. Regulators are in the forefront trying to mitigate the negative effects of the crisis by adopting supportive measures and recommendations for the sectors.

On 9 April 2020, the euro area finance ministers (Eurogroup) decided on a comprehensive economic policy response to the COVID-19 crisis. Concretely, three important safety nets for workers, businesses and sovereigns are established, amounting to a package worth € 544 billion. The ESM is the safety net for sovereigns and provides Pandemic Crisis Support. On 23 April, the EU Heads of State of Government (European Council) endorsed this agreement. On 8 May, the Eurogroup agreed on the details attached to this credit line. After national procedures, the credit line is expected to be made operational by the ESM Board of Governors on 15 May 2020.

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- EMEN may further use the information available on the webinar subject matter and the recording thereof.

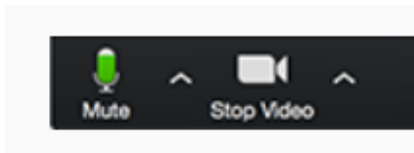
Participants shall apply appropriate circumspection when disclosing any their personally identifiable information or personally sensitive data



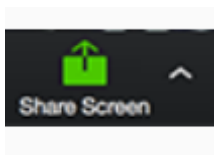
You will receive a reminder with the link both 1 day and 1 hour before the webinar.

If you cannot find it, contact pma@aeidl.eu to receive it again.

Once you are in, you will see the following features at the bottom of your screen

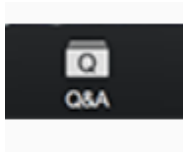


Click on the mic or the camera every time you need to mute/unmute yourself and start/stop your camera before and after your intervention.

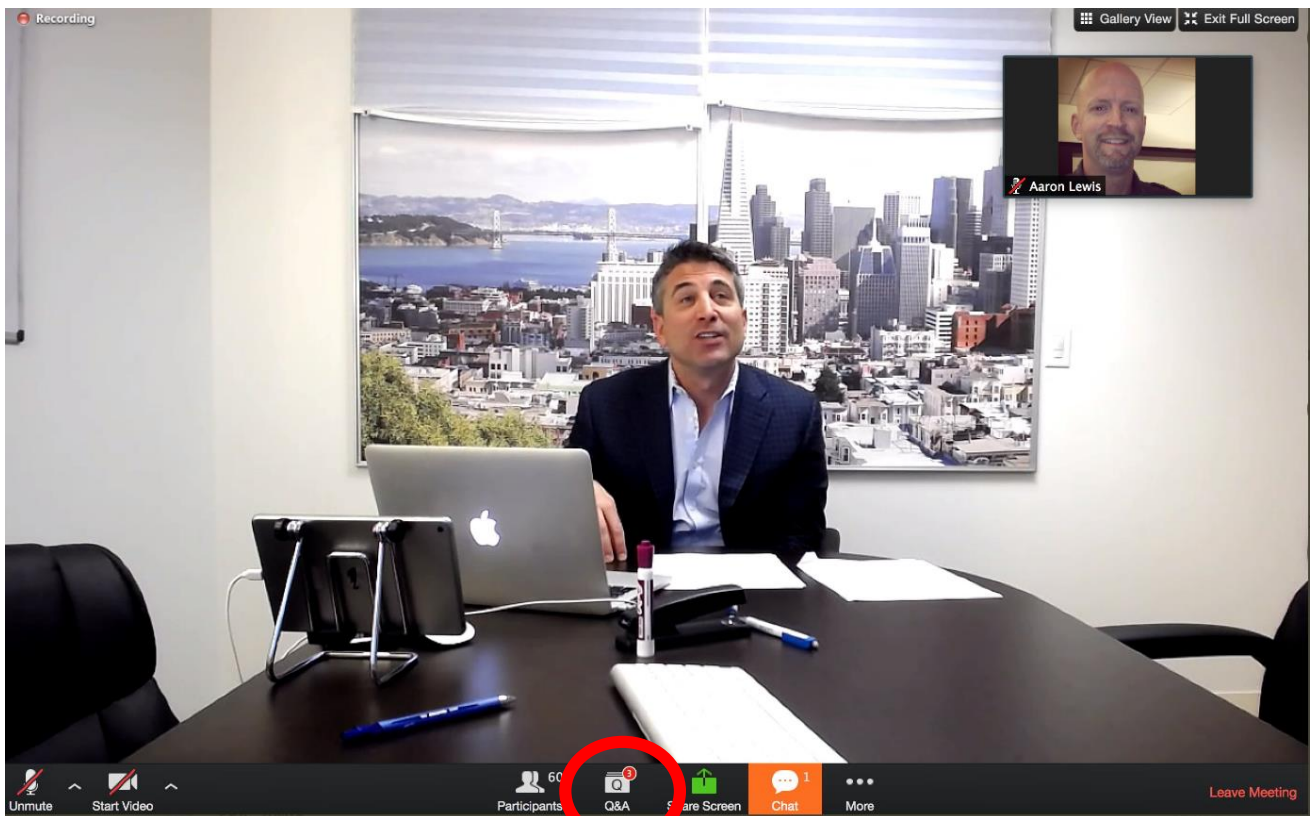


If you are going to present a document or power point, you can share your screen by clicking in the bottom allocated at the centre of the bar. Remember to have your presentation already open at your desktop, to keep it short and to STOP sharing your screen once you have finished.

As a moderator, you have one important mission, **to enable the audience to interact with the panellist.**



To do so, so you have the Q&A function. Remember to encourage the participants to use it during the session to write down their questions there or to vote for those they liked the most so that you as moderator of the session can go through them and select the ones you find more relevant, or all of them, to ask them to the panellist.



See below some examples of the screens you will see in your computer when opening the Q&A function:

Answering questions

1. As the host, co-host, or panelist, click **Q&A** in the webinar controls.



2. Find the question you would like to answer.

Open (2)

Answered (1)

Dismissed

Anonymous Attendee 11:26 AM

How can I schedule a meeting?

Answer live

Type answer

Lisa Robins 11:29 AM

Where can I download Zoom?

Answer live

Type answer

- Click **Answer Live** to answer the question out loud during the webinar.
- Click **Type Answer** to type out your answer for the attendee.
Type your answer and click **Send**.

Dismissing questions

1. As the host, co-host, or panelist, click **Q&A** in the webinar controls.

2. Hover over the question that you would like to dismiss and click **Dismiss**.

Lisa Robins 11:31 AM

Thanks for the help!

Dismiss

Answer live

Type answer

Reopening dismissed questions

1. As the host, co-host, or panelist, click **Q&A** in the webinar controls.



2. Click the **Dismissed** tab.

3. Find the question you would like to reopen and click **Reopen Question**.

Lisa Robins 11:31 AM

Thanks for the help!

Reopen

Upvoted Q&A

Q&A that has been upvoted will automatically be sorted by number of upvotes. You can upvote a question by clicking the thumbs up.

Open (3)

Answered

Dismissed

John Peterson 03:14 PM

How do I upgrade my plan?



Answer live

Type answer

Lisa Robins 03:04 PM

Can I join a Zoom meeting by phone?



Answer live

Type answer

Lisa Robins 03:25 PM

What's the difference between meeting and webinar?

Useful links

In order to get more familiar with Zoom, you can have a look at the following links:

- Zoom webinar training (Q&A section starting on minute 45)

https://livetraining.zoom.us/rec/play/7JJ4dbqvqDI3TbH4gSDBvMrW9W8Jq6s1Cge_KUPyB3mU3QLO1WhbrATYOG_LKTZbc8ZgO3idNkmFR0y?continueMode=true

- How to test your audio

<https://support.zoom.us/hc/en-us/articles/201362283-Testing-computer-or-device-audio>

- How to share your screen

<https://support.zoom.us/hc/en-us/articles/201362153-Sharing-your-screen>

- Different roles in a Zoom webinar

<https://support.zoom.us/hc/en-us/articles/360000252726-Roles-in-a-webinar>

3. Annex 3: Document presenting the Unlocking Diversity series

UNLOCKING DIVERSITY

The EMEN annual event goes online and becomes a series of webinars!

In the framework of the 3rd EMEN annual event, **each Monday of June** the EMEN project will offer you a 1h30 webinar on different topics around the theme “Unlocking diversity”. Indeed, in the impossibility of organizing an in-person event, our partners UNITEE and EUROCHAMBRES decided to give to all the opportunity to join our discussions online, via 4 dedicated webinars! Read below to discover more about our webinars and to register!

“Unlocking diversity” – The webinar series

In our globalised times of constant changes, diversity has become a fact of life in Europe. It is sufficient to wander around a European city to see how our societies are more diverse than they have ever been. This diversity – or, in some cases, even “super-diversity” – has brought about a long list of benefits: it fostered the development of new businesses, contributed to establishing new cultural manifestations and even helped with the renewal of entire neighborhoods in cities. The benefits of integrating diversity have proven to be considerable according to extensive research, which has shown that diverse communities, organizations and institutions may enjoy a performance advantage.

And yet, in many cases, this benefit is still misunderstood diversity is more often seen as a problem to solve or as a danger, rather than an opportunity. As a consequence, in many areas, diversity still has an untapped potential, hidden behind a barrier of misunderstanding and mistrust. This situation is not only unfair; it is self-defeating. In a globalised economy in which success often means the ability to innovate and to let knowledge circulate, not being able to integrate diversity risks heavily damaging on the long-term the economic well-being of Europe and its ambition to remain one of the biggest and most performing economies in the world.

It is therefore in the best EU's interest to recognize the value of diversity and learn to manage it correctly, especially in times of crises, for the benefit of all. In the framework of this global pandemic, many topics will be addressed during this series of webinars, such as access to divers finance, the benefits and resilience of divers cities and communities, the essence of migrant entrepreneurship, the role of Corporate Social Responsibility, the positive effects of diversity and its added value to our European culture, society and economy, while offering some perspectives on the way forward gathered in the framework of the EMEN project on supporting migrant entrepreneurship.

Four appointments with the EMEN project

Webinar 1: Access to divers finance in times of crisis

8th of June 2020

15:00 – 16:30 CET

Registration link: https://us02web.zoom.us/webinar/register/WN_0P0bq1LwT4GYITyQKHnqrA

Webinar 2: Resilience of divers cities and communities in times of crisis

15th of June 2020

15:00 – 16:30 CET

Registration link: https://us02web.zoom.us/webinar/register/WN_hNpmjOQdTT2jZvXwOg67pQ

Webinar 3: The essence of migrant entrepreneurship and business associations

22nd of June 2020

15:00 – 16:30 CET

Registration link: https://us02web.zoom.us/webinar/register/WN_FmqzCMWFShmDOWhl_GmmkQ

Webinar 4: Corporate Social Responsibility support in times of crisis

29th of June 2020

15:00 – 16:30

Registration link: https://us02web.zoom.us/webinar/register/WN_fYzTkPKes5W4WeHlm7Y6YQ

4. Annex 4: Summary of the Webinar 4. Corporate Social Responsibility support in times of crisis

The EMEN project's #UnlockingDiversity series comes to an end with its fourth webinar: Corporate Social Responsibility support in times of crisis.

On the 29th of July took place the fourth and last webinar of the Unlocking Diversity series, “Corporate Social Responsibility support in times of crisis”. The event was organized by [UNITEE](#) in collaboration with [Social Impact](#).

The online event started with a presentation of [Prof. Nikolay Dentchev](#) on the topic of what Corporate Social Responsibility (CSR) is and what the potentials for the sector are.

The European Commission's definition of CSR is “the responsibility of enterprises for their impact on society”. Prof. Dentchev explained that CSR drives the attention away from the economic dimension to the social and ecological impact of a venture to stakeholders and society. He underlined that it is a voluntary act.

Even if we often talk about the importance of CSR for large organisations, it should not be forgotten that it is a crucial choice also for small and medium-sized companies, NGOs and governments. Regarding Prof. Dentchev's understanding, all organisations should be socially responsible and attentive to continuous improvement.

Why would organisations pay attention to CSR? Many believe that there is a link between social and financial performance, but this is not why so many turn to CSR. According to Prof. Dentchev, CSR is implemented because it is good to do so, not because of a business rationale.

Other factors beneficial created by CSR:

- Promoting a better relationship with stakeholders and strengthen their fidelity;
- The trust in the company will increase;
- Contribution to the creation of a positive image;
- The company may be able to see new efficiency and effectiveness;
- Helping in costs savings, risk management, and differentiation;
- Improvement of product, services and processes.

Many companies believe that there is not enough time nor budget for CSR. However, especially in times of crisis, it is crucial that firms, especially the large ones, act responsibly.

At the same time, being honestly involved in CSR initiatives exposes each organization to risks which are both organisational and relational (in particular: legitimacy destruction, issue ownership, poor risk communication).

Prof Dentchev, concluded by saying that there is the need to build a CSR ecosystem: it is important to see how others manage diversity, inclusiveness and the continuous improvement; to be involved with social entrepreneurs; to learn from others and be involved with experts from large international CSR ecosystems.

The online event continued with a concrete example of CSR: The Human Safety Net project implemented by Generali in Germany. It was presented to the audience by [Patrick Hoffmann](#).

The [Human Safety Net](#) results from the CSR activities of Generali. In 2016, the company started to develop a new strategy to connect all the communities in Europe and have a common plan for sustainable running the business.

Generali identified that start up support for refugees is still underestimated. The mission of The Human Safety Net is therefore to unlock the potential of people living in vulnerable circumstances so that they can transform the lives of their families and communities.

Generali decided to cooperate with 13 NGOs helping refugee entrepreneurs in 4 countries (France, Italy, Germany and Switzerland) and 14 cities: Social impact is one of them. A few principles and activities that all the organisations have in common are training, coaching, spaces and creation of communities and funding.

The results are impressive: 683 refugees have been involved and 101 start-ups created.

Moreover, Patrick Hoffmann presented 5 ways to connect migrant entrepreneurship with CSR:

- People, by corporate volunteering
- Product, by impact investing
- Network, by connections with public institutions and private sector
- Spaces, by physical footprint
- Voices, by corporate brand and communication

The third speaker was [Jan Noterdaeme](#), from [CSR Europe](#), the leading European business network for Corporate Sustainability and Responsibility. With its corporate members, National Partner Organisations (NPOs), and Associated Partners, CSR Europe unites, inspires & supports over 10,000 enterprises at local, European and global level.

Jan Noterdaeme explained that CSR starts on a very individual level: the women and men that have chosen to work in these organisations. At the beginning CSR Europe merely represented 10 companies, now it is a European wide organisation with 41 national and regional networks.

He stated that CSR could also stand for a “Common Sense Revolution”, as we all wish the same things: to live in a good, safe and equal place. CSR is a way to achieve this.

While CSR now is voluntary at the present state, he suggests that there will be no choice in the future: we all need to do something for the situation in which we are living, Mr Noterdaeme said that

“We must care. We have the duty to collaborate if we want to make an impact and bring some change”. There is the need for more volume for CSR and for further collaboration to make a real impact.

All the speakers agreed on the fact that CSR could a great opportunity for migrant entrepreneurs and aspiring entrepreneurs, as it can provide funding and training opportunities, as well as mentoring and support during the start-up and all life cycle of the enterprise.

The online event ended with a Q&A on these topics! You can find the result of the graphic illustrator, [Eva Feutcher](#), below!