

Local Advocacy / Action plans

INTRODUCTION / NOTES FROM THE PREPARATORY MEETING

The project has the following objective with a focus on advocacy: Advocating for community-based entrepreneurship as a tool for building inclusive communities. During the meeting with the partners in Berlin, we came up with the key result areas to be reached at local and at European level during the project. These results are split between the key advocacy results which aim at more general mainstreaming of community-based entrepreneurship, and more specific advocacy results at the local level.

The general key advocacy results are defined as following. They should be promoted by the partners during the entire duration of the project.

1. Community-based entrepreneurship for promoting inclusive societies is being mainstreamed when working with local authorities, public institutions, schools, CSOs, youth centres and SMEs, making stakeholders more aware of the concept;
2. The coalition with like-minded organisations or institutions with the same interest on the local and European level is being built by all partners;
3. Partner organisations are recognised as facilitators of community-based entrepreneurship ecosystem, which means strengthening a network of resources, policies and entrepreneurship stakeholders to create more favourable environment for entrepreneurial ideas to thrive.

Three specific key advocacy/lobby results are defined as following. They are to be reached by the partners with the assistance of the lead organisation (INA/YEPP EUROPE) and the partner responsible for this task (Out of the Box International). The support will be given through regular online coaching sessions and one-to-one follow ups.

1. The advocacy/lobby activities for concrete programmes supporting community-based entrepreneurship are being conducted at the local level and the idea has reached policy makers while partner organisations are recognised as valuable contributors in this process; also young people are consulted and involved;
2. Increased opportunities and resources are created at the local level for young people with migrant background and local youth to engage and create new community-based entrepreneurship initiatives;
3. Motivated groups of youth entrepreneurs with migrant backgrounds in collaboration with local youth are created and they actively work on generating new ideas based on community-based entrepreneurship as a step towards a change of perception of the community towards migrants and refugees.

Project activities for advocacy

We have agreed to use project activities for advocacy and not to create additional tasks for the partners. The project activities are the following: Guidebook, Channel, Welcomeship Nights, Training and Dissemination events.

It was agreed to create local action plans for advocacy after YEPP EUROPE and Out of the Box International provide the template for this task. The template includes:

- **Key Results**, adapted to each local reality;
- **Actions**, using the main activities of the project;
- **Indicators of success**, for evaluation of key results;
- **Practicalities**, such as who is in charge or the timeline;

It was suggested to have one of “Welcomeship Nights” dedicated to an advocacy meeting with similar organisations in building coalitions where recommendations for the policy makers could be defined.

Template for local advocacy action plans (September 2018-February 2020)

Result 1: The lobby actions for concrete programmes supporting community-based entrepreneurship are being conducted at the local level, the idea has reached policy makers and partner organisations are recognised as valuable contributors in this process.			
Actions	Indicators of success	Who is in charge?	When will it be realised?
1.1. Guidebook			
1.2. Welcomeship nights			
1.3. Channel			
1.4. Dissemination event			
1.5.			
1.6.			
1.7.			
1.8.			
Result 2: Increased opportunities and resources at the local level for young people with migrant background and local youth to engage and create new community-based entrepreneurship initiatives;			
1.1. Training			
1.2. Welcomeship nights			
1.3.			
1.4.			
1.5.			
1.6.			
1.7.			
1.8.			
Result 3: Motivated groups of youth entrepreneurs with migrant backgrounds in collaboration with local youth are created and they actively work on generating new ideas based on community-based entrepreneurship as a step towards the change of the perception towards migrants & refugees;			
1.1. Training			
1.2. Welcomeship nights			
1.3.			
1.4.			
1.5.			
1.6.			
1.7.			
1.8.			

Description of the Project:

The overall goal of the project is to develop, implement and test the “Welcomeship” model” - a model of entrepreneurship learning for young people with fewer opportunities, including young migrants & refugees and local youth. The “Welcomeship” model is based on non-formal learning methods and collaborative practice. It strengthens the interaction of locals and newcomers, addresses the fears and prejudices and fosters community spirit as an overarching goal. Local youth and young migrants develop entrepreneurial ideas which address community issues and build partnerships with stakeholders to bring about positive change in the local communities. This collaboration is intended to lead to openness, tolerance and an atmosphere of togetherness in the community. Ultimately, the “Welcomeship” model aims at becoming a tool for inclusive communities. This project is funded by the ERASMUS+ Programme of the European Union. It is implemented by the consortium of nine partners from Belgium, Finland, Germany, Italy, Portugal, Sweden and UK and coordinated by YEPP EUROPE.

Project objectives:

- Develop, implement and evaluate a working model for inclusion, collaboration and empowerment of youth and communities through community-based entrepreneurship learning,
- Build capacities and skills of young people (local and with migrant background) and youth workers in community-based entrepreneurship, youth and inclusion work, project management,
- Foster collaboration between local population, especially young people, and young migrants as well as community stakeholders,
- Foster inclusion and social integration of migrants in local communities,
- Develop a wide range of working and dissemination tools to allow for an accessible and effective implementation for communities across Europe.
- Advocate for inclusive communities and entrepreneurship learning as a tool for inclusion at a local, regional, national and European level.

Definition of community-based entrepreneurship:

Community-based entrepreneurship means that entrepreneurial ideas of people are directly linked to the community they live in, belong to or feel connected to. These ideas arise from a situation analysis and reflect the needs and resources of the community. The ideas are implemented in collaboration with community stakeholders.

Community-based entrepreneurship learning fosters entrepreneurial spirit, skills and competences; serves as a means of promoting active citizenship and inclusion; and increases social impact.

Advocacy vs. Lobby:

ADVOCACY - educating and/or creating awareness among legislators AND the public about certain issues with the aim to align a specific public policy to address a certain need. In advocacy, no specific policy is endorsed, but rather the public is informed.

LOBBY - Influencing legislators to support/oppose a particular issue or piece of legislation with a view of some specific result. Lobbying can also be understood as a form of direct **ADVOCACY**. It involves **COMMUNICATION** with legislators and/or any government employee who may participate in the formulation of legislation.