

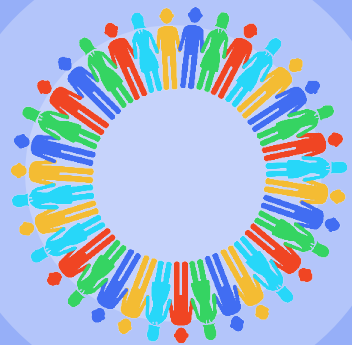


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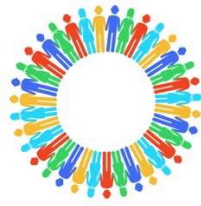
WELCOMESHIP  
COURSE

EVALUATION  
REPORT



**Welcomeship**

Building Inclusive Communities Through  
Community-based Entrepreneurship



# Welcomeship

Building Inclusive Communities Through  
Community-based Entrepreneurship

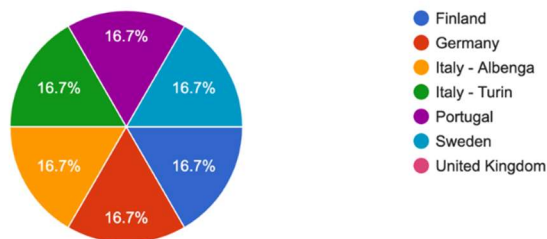
## WELCOMESHIP COURSE:

### EVALUATION REPORT

*based on the trainers' feedback during the pilot stage 2018-2019*

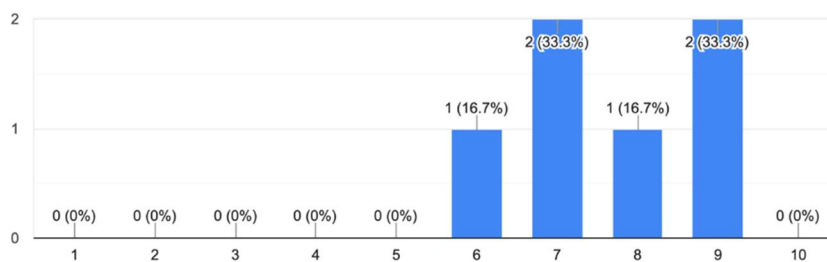
## MODULE 1

Country:  
6 responses



- 1) How satisfied were you with conduction of the Module in general? Please rate it on a scale 1-10; 1 - the lowest to 10 - the highest

How satisfied were you with conduction of the Module in general?  
6 responses



- 2) How many young people attended the workshop?

19 (first day) - 15 (second day)

7

13

10

9

8

3) What is their age range?

16-28  
17-23  
17 - 26  
22 -29  
16 - 27  
17 - 23

4) Did you cover all sub-sections of this Module?

Yes

5) What exercises did you use in this Module?

- Most common were: Human Bingo, Tree of expectations, Insider/ outsider game.
- Very common were: Listening at three levels, Dialogue through storytelling, Marshmallow tower, Draw your passion, Identity iceberg, Flower Power, What is all this jargon, Power walk / Where do I stand.
- Some trainers used their own exercises: Flying Eggs Machine, Daisy of identities, It is said, Iceberg of cultures, Study Case: the Turkish and the German patient, I am, Who are you? The power of question, Power and empowerment, Advertising diversity, Group exercise to creatively visualize "How does an inclusive society look like", Presentation in circle with movement, Focus on stereotype, The hidden thread, Advertising diversity, 7 pictures storytelling.
- Some related the module to discuss the project values – inclusion, community-based entrepreneurship, networking.
- Some presented the Welcomeship website and social media; there was middle and final evaluation of the module.

6) What exercises worked well?

- Tree of Expectations where similarities in visions were detected
- Draw your passion where consciousness for talents was increased
- The hidden thread because it allowed to open several discussions about many topic and sharing a lot of opinions.
- Human bingo
- Listening at three levels
- Insider/Outsider Game
- Marshmallow tower

7) What exercises worked not so well?

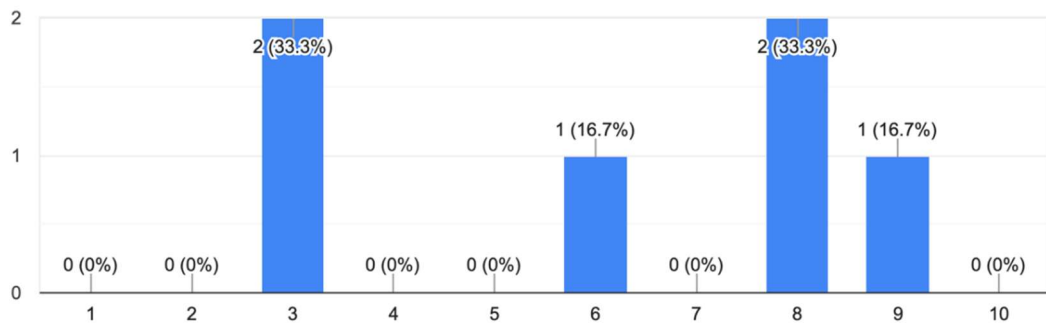
- Some exercises did not work so well, e.g. What is all this jargon, Dialogue through storytelling, because of the language barrier. Also, on day 2, participants were more tired and less focused.

- Tree of Expectations. It was difficult to explain what they should think about because of their lack of English language skills and also lack of Finnish language skills.
- Flower power. It wasn't so easy to understand for the participants and we missed to make them understand the aim of the exercise. In general, the group didn't like it so much.
- Dialogue through storytelling. The group was not prepared yet to work on it. They needed to know each other better and it was too soon to deliver it. It was positive but it could have been better.

8) How would you rate the difficulty level of this Module for young people? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the difficulty level of this Module for young people on a scale 1 to 10?

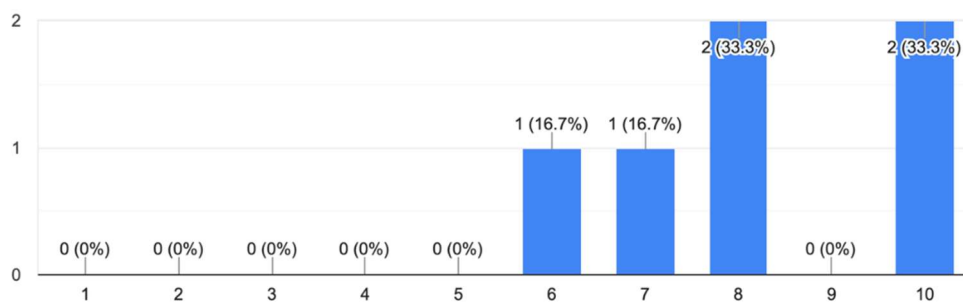
6 responses



9) How would you rate the participation level of young people during the Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the participation level of young people during the Module?

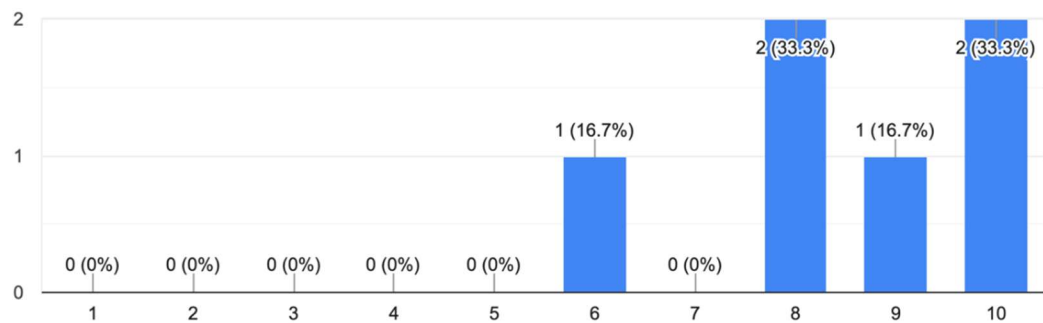
6 responses



10) How would you rate the motivation level of young people after this Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the motivation level of young people after this Module?

6 responses



11) What strategies have you used to keep their motivation high?

- We didn't need any strategies at this stage due to the fact that they were self-motivated and looking forward to what was to come. At times they wanted to dive in to the core of entrepreneurship but we explained the reason and importance of this module for the entire project.
- The first module was easy to implement because everything was new and they were creating bonding.
- Through showing a bigger picture. We told them about YEPP and about this project and about what it's helping for.
- Through exercises and practical examples and non-formal learning.

12) How did you engage young people in the blended learning and online exchange?

- We introduced all tools, registered them in the Welcomeship Channel during the training break, checked after the training if they joined the Facebook Group.
- We presented the platform of the project [www.welcomeship.org](http://www.welcomeship.org).
- We had a session where we looked together at the Facebook group and the website.
- It has been a struggle to engage the young people to any online exchange through the whole time.
- This was always the hardest part. It was difficult for the group to allocate time at home to focus on the training or to check the platform.

13) What would you do differently? E.g. place, group, moderation

- I think the module overall went well, it is just the language barrier that decreases the understanding and it is challenging as a trainer to get the message right to the young people.



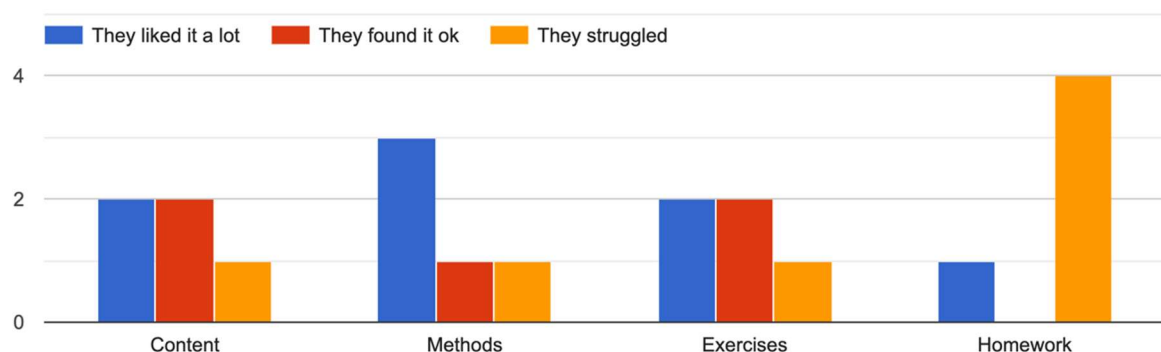
- I would give them more time to know each other better, because some young people were friends before and some were new. I would give them more time to relate with each other.
- We would not make the flower power exercise.
- We would like to incorporate this type of exercise in other modules.
- The content of the first module needs to go straight to the theme of the course, the group didn't understand why we discuss inclusion if there is an entrepreneurship course.

#### 14) What tips would you give to other trainers or any useful resources/links to share?

- We tried Listening at three levels with the modification we suggested in TOT in Solna and it worked very well. We asked the narrators to share their feelings after hearing their stories back and we asked them to explain what's happened. It was amazing to find out that they perfectly understood Listening at three levels even without any explanation about the role of the other persons in the group.
- Do these exercises as fun as possible! Be well prepared because lots of questions can arise during the exercises.
- Give practical examples, use a lot of energizers and use stakeholders.
- We used informal moments, pauses and lunch break to talk about hot topic not really related to our subject but that we felt was important to discuss and leave out from the training.

#### 15) Feedback of young people

What is the feedback of young people to the Module? (please don't forget to evaluate with them at the end of the Module)



#### Please explain:

- I think that this was probably the module that young people liked the most since they met new people and they related with other. We got into really good discussions during these workshops also and this was one of the things that they really enjoyed.

- The expectations of the participants were linked to the theme of the course, or entrepreneurship. For this reason, they found the module a bit "off topic" and found that this part of the project was mostly unnecessary.
- The participants with migrant background could not understand the videos on diversity and inclusion, but they liked the exercises and they liked the Power walk in the Community.
- We could not evaluate it due to lack of time (young people had to get their trains home).

16) From your experience, how did the learning elements of this Module (activities, exercises, new skills, etc.) contribute to inclusion in your community?

- Opening minds and doors was exactly that. We felt that we opened the box of diversity and we know that we had some impact because we met parents afterwards who told us that their children took the topic home.
- If it is done well, it can contribute a lot to the inclusion in a community.
- They learned to co-operate as a team and got a feeling of belonging to a group.
- Reflections on the concepts culture, values, suspension of judgment and management of intercultural conflict.
- Awareness and skills.
- I think that the sessions about the use of social media and tools will be very useful.

17) Welcomeship Nights: please write where did you organise the W-Night; how many people attended; what topics you covered; who were the guest speakers; did the event have an advocacy impact (which one?) and how did you engage the audience?

- Turin: We organised before a training course in order to present the project.
- Solna: We organized it in one of Solna's youth centers. Around 20 people attended. A young entrepreneur who came to Sweden from Afghanistan was invited to speak at the event. He spoke of how to overcome the difficulty of communication barrier, the importance of planning and setting goals and of contacts and networking.
- Kristinestad: On 20.11.2018 we organized our first Welcomeship Night as a KICK-OFF event for the start of the project. The coordinator presented the project, and after that we discussed policy making and how to get young people and politicians together. We had invited the mayor of Kristinestad to tell the participants her journey from a young student to a politician and a mayor. We had 3 young delegates from the EVS- European Voluntary Service- to tell us about EVS in general and what they have experienced being volunteers in Kaskinen. We invited the representatives of the Youth Council of Kristinestad and Kaskinen, and also the representative of the Youth Office of Kaskinen to participate in this evening with us. There were about 50 people participating. Unfortunately, nobody remembered to write their names in the participant list. At the end of the evening, which lasted 3 hours, we served Syrian and Polish food and the representatives of this culture told us about their food and traditions. We have also recorded a video with our new mayor where we interviewed her. All in all, a successful evening!

- Albenga: we had 13 people involved and the goal was to promote the course and the blended mobility event in Albenga. This event was mostly targeting young people and we had dinner together in order to try to get more participants.

### Further thoughts on Module 1

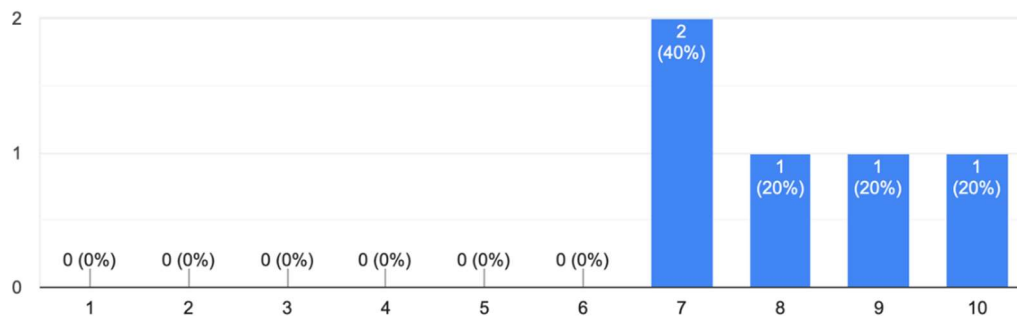
I think this was a module that really got an impact of our young people.

### MODULE 2

- 1) How satisfied were you with conduction of the Module in general? Please rate it on a scale 1-10; 1 - the lowest to 10 - the highest

How satisfied were you with conduction of the Module in general?

5 responses



- 2) How many young people attended the workshop?

11

15

6

7

15 (first day) - 12 (second day)

- 3) What is their age range?

20

14-28

22-29

17 - 22

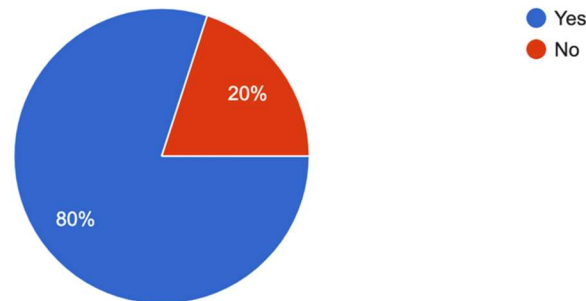
22-23



4) Did you cover all sub-sections of this Module?

Did you cover all sub-sections of this Module?

5 responses



5) If not, which ones not? Why?

- No, because we had a speaker/trainer who covered other parts.

6) What exercises did you use in this Module?

- Most common were: Draw your passions, Community mapping, role models including the research how they become successful.
- Very common were: Me the entrepreneur, Sustainability brainstorming, Social and business entrepreneurship, Community-based entrepreneurship, Mind mapping
- Trainers also used tutorials, invited entrepreneurs as guest speakers to talk about their career and way to success, used case studies and organised a Talent Show to talk about talents afterwards.
- Some used Exercise Meditation Visioning, Letter to myself and SDG video and exercise.

7) What exercises worked well?

- All or almost all
- The community mapping
- Letter to myself
- Talent Show
- The technique of mind mapping for their ideas

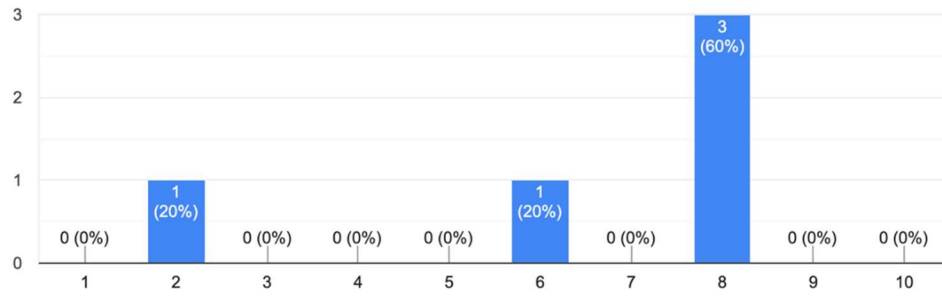
8) What exercises worked less well?

- Social and business entrepreneurship.
- I struggled a bit with the Sustainability brainstorming and Entrepreneurial idea for inclusion.

9) How would you rate the difficulty level of this Module for young people? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the difficulty level of this Module for young people on a scale 1 to 10?

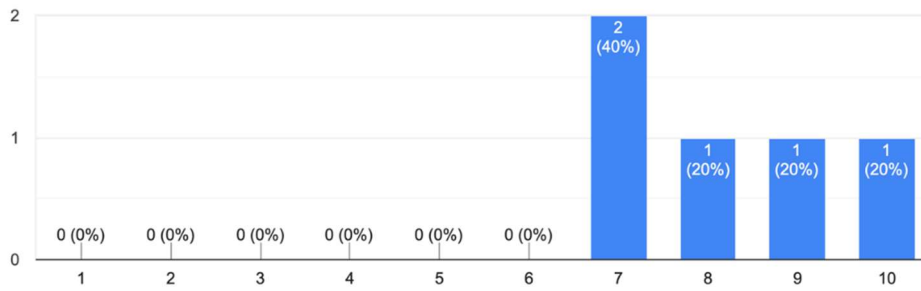
5 responses



10) How would you rate the participation level of young people during the Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the participation level of young people during the Module?

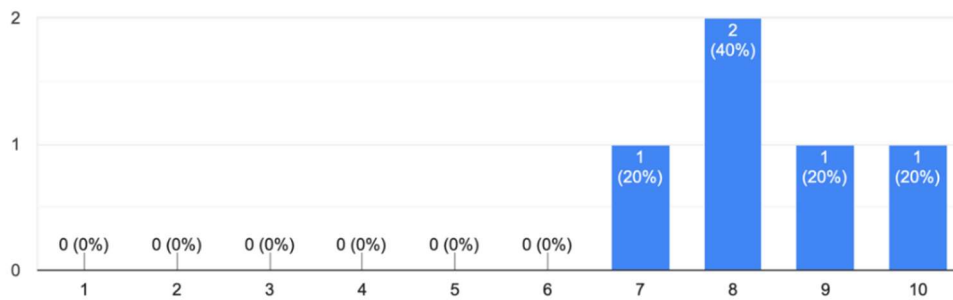
5 responses



11) How would you rate the motivation level of young people after this Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the motivation level of young people after this Module?

5 responses



## 12) What strategies have you used to keep their motivation high?

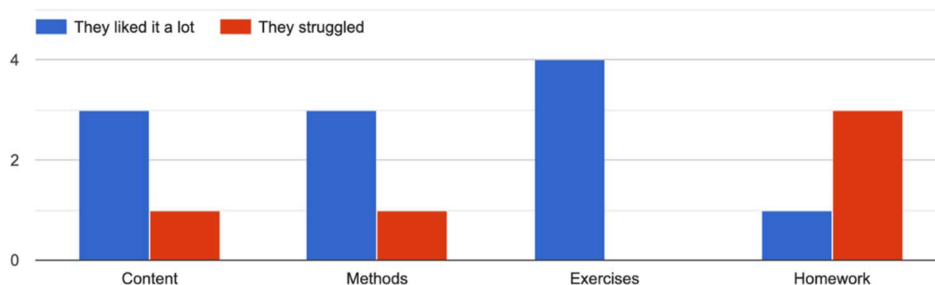
- We did not need any extra strategies.
- Energizers.
- Motivate young people through encouragement.
- Working together in making research, creating definitions and making videos.
- Allow young people to be highly creative.
- In this module young people came out to take picture and to interview people in their community. So it was very inspiring.
- Use good examples (videos and special guests).

## 13) How did you engage young people in the blended learning and online exchange?

- We did it with them because they needed support and language assistance.
- We created a little workgroup.
- We reminded them of the Channel and the Facebook Group within the training and afterwards in our Whats App Group.
- Same as before. It's been hard to engage them.

## 14) Feedback of young people

What is the feedback of young people to the Module? (please don't forget to evaluate with them at the end of the Module)



### Please explain:

- They like to work in a group, also to learn that we can discuss even if we don't agree on everything.
- Young people said it was a fun and educative module. They felt that they learned many things that they didn't think of before when they thought of entrepreneurship.
- In this module young people have done many group activities. So they had the opportunity to get to know each other better and exchange ideas and dreams.

## 15) What would you do differently? E.g. place, group, moderation

- We think we missed the aim to make the group completely understand how to link their skills with the entrepreneurial idea.
- Not much. Eventually reduce the amount of exercises to focus on a few.

16) What tips would you give to other trainers or any useful resources/links to share?

- Use a lot of practical exercises.
- We had a guest who linked theatre and culture with agriculture, that is a good idea of social enterprise that link two things that apparently don't match:  
[https://www.youtube.com/watch?v=Qe\\_Z8hiieaU](https://www.youtube.com/watch?v=Qe_Z8hiieaU)
- Some of the exercises are very difficult for some young people who don't understand English very well and the national language in moderation. You might need therefore a strategy beforehand to make it easier for them and include them so they don't feel excluded.

17) From your experience, how did the learning elements of this Module (activities, exercises, new skills, etc.) contribute to inclusion in your community?

- There were a lot of efforts made to invite local people, leaders and entrepreneur to meet the young people and hear their ideas and backgrounds. The element of local and newcomers working together contribute to inclusion.
- Community mapping exercise.
- They learn about themselves all the time.
- Learning about good practice to inclusion help young people to create their own ideas
- Awareness and skills.

18) Welcomeship Nights: please write where did you organise the W-Night; how many people attended; what topics you covered; who were the guest speakers; did the event have an advocacy impact (which one?) and how did you engage the audience?

- Kristinestad: We held our second Welcomeship Night with a local politician and a former asylum seeker. The Municipality of Kristinestad wanted to hear the thoughts of young people with migrant background on a programme made in Kristinestad on how to increase the number of inhabitants. How to get people move to Kristinestad? We have worked with the community mapping in module 2, and it was presented to and discussed with a politician on this Welcomeship Night. The young people would like to see more housing in Kristinestad to live in, a vocational training school, more housing along the seashore. A former asylum seeker is the role model or hero in our community who has done many good things in different ways, he for sure is a social entrepreneur. He told his story as we filmed and interviewed him. 17 participants took part in this Welcomeship Night.
- Albenga: The event we chose to make has an advocacy impact and it is useful to catch up with the things we think we missed in our class: we set to make the group go around the city and make some interview to people about community's needs. Soon we will share the videos, the photos and the question we set. We also explained at the end of the questions about Welcomeship.
- Solna: We organized the 2nd Welcomeship Night in one of the local youth centers, Black Sheep. The young people invited one of the co-founders of "Carrus Network", an organisation that connects young ambitious youths with each other and with

established entrepreneurs and businesspeople, to speak and share their experiences. They also invited local people, leaders, politicians and other entrepreneurs.

- Turin: The Welcomeship Night was organized with an event dedicated to the social enterprise. The speakers were: AIPEC - Italian Association of Entrepreneurs for a Economy of Communion and Senegalese economist who in recent years worked intensely to create a model of a peasant social enterprise in Senegal and is currently President of CAPER SAS - Centro to promote rural entrepreneurship, the first social enterprise founded in Senegal. Two young girls from the Welcomeship group presented the project. About 60 people attended the meeting.

### Further thoughts on Module 2

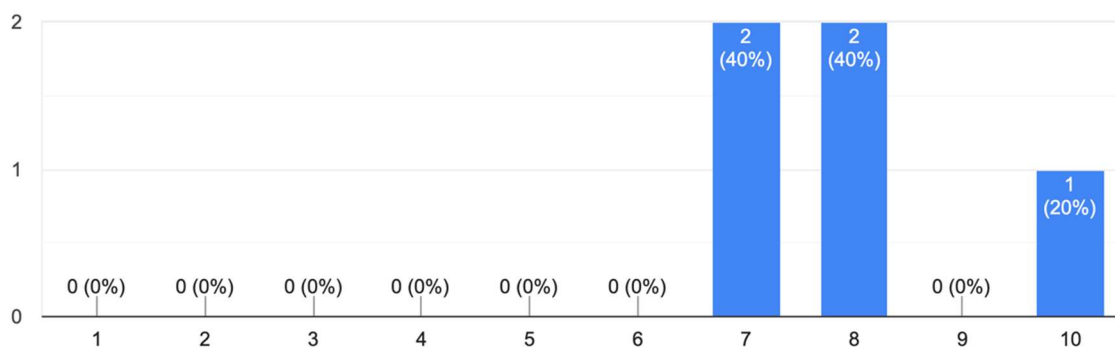
I really enjoy working with this new group. Also it is nice to see that local young people engage with the "new locals". It makes me happy to see that some of the girls are becoming friends. The sad thing is that most of our participants attending the Welcomeship Course will move in the summer to a bigger city for studying. That is why we have to put all our effort now to the spring.

### MODULE 3

- 1) How satisfied were you with conduction of the Module in general? Please rate it on a scale 1-10; 1 - the lowest to 10 - the highest

How satisfied were you with conduction of the Module in general?

5 responses



- 2) How many young people attended the workshop?

15  
 4 (three participants got sick and one had to work)  
 9  
 12-15  
 4

- 3) What is their age range?

17

22-29

15 - 25

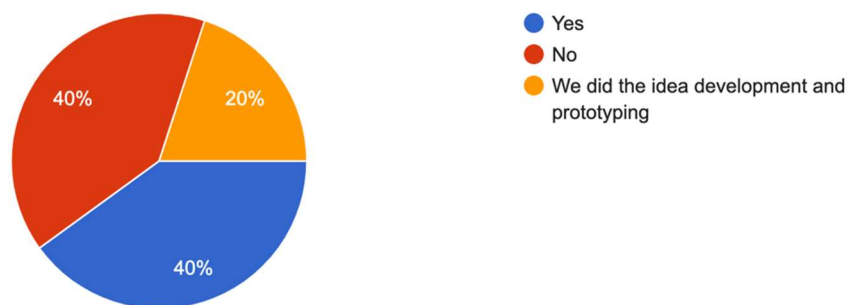
17-27

18 - 23

#### 4) Did you cover all sub-sections of this Module?

Did you cover all sub-sections of this Module?

5 responses



#### 5) If not, which ones not? Why?

- The first part was too hard to explain to the participants. We did the idea development and prototyping. Practical learning.
- We have not covered yet the prototyping part because we need to find the right material / We had time constraint.

#### 6) What exercises did you use in this Module?

- Most common used were Prototyping, Mind mapping, Building Prototypes, Business Model Canvas.
- Quite commonly used were Secondary research, Community asset mapping, Community vision, Smart goals and SWOT analysis.
- Some trainers also used Creative Exercise Talent Solution, Creative Brainstorming, Angels Advocate, Memory of Passions and Issues and Lego Serious Play.

#### 7) What exercises worked well?

- All
- Prototyping and Mindmapping
- The activities on creative thinking and idea development
- SWOT analysis
- Business Model Canvas

#### 8) What exercises worked not so well? Why?

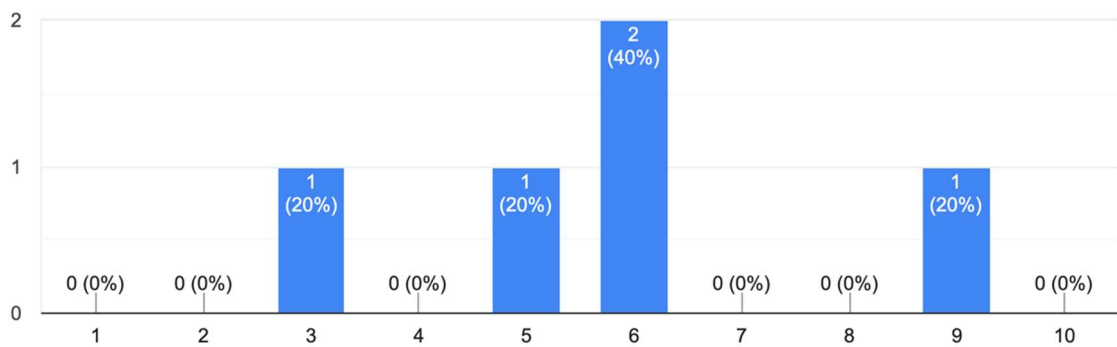


- Angel's advocates, because we were few people and due to some trouble with the Italian language and shyness we didn't have very good feedback.
- Maybe Prototyping (because they didn't have a strong idea to prototype).
- Community asset mapping and Community vision.

9) How would you rate the difficulty level of this Module for young people? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the difficulty level of this Module for young people on a scale 1 to 10?

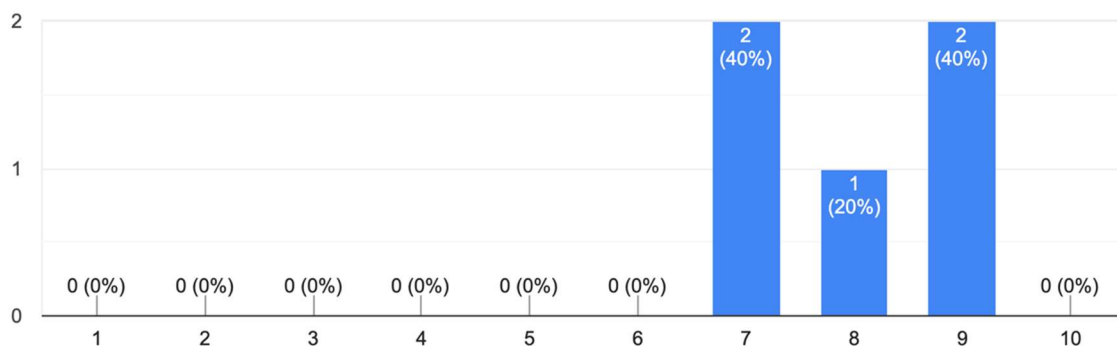
5 responses



10) How would you rate the participation level of young people during the Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the participation level of young people during the Module?

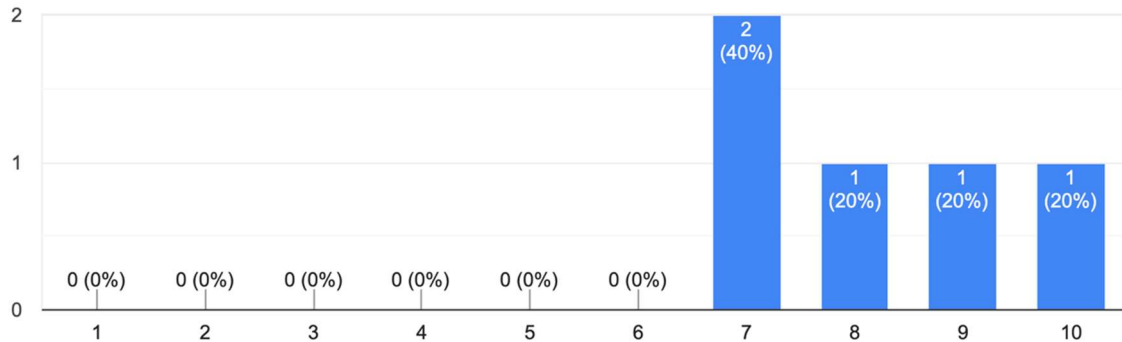
5 responses



11) How would you rate the motivation level of young people after this Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the motivation level of young people after this Module?

5 responses



12) What strategies have you used to keep their motivation high?

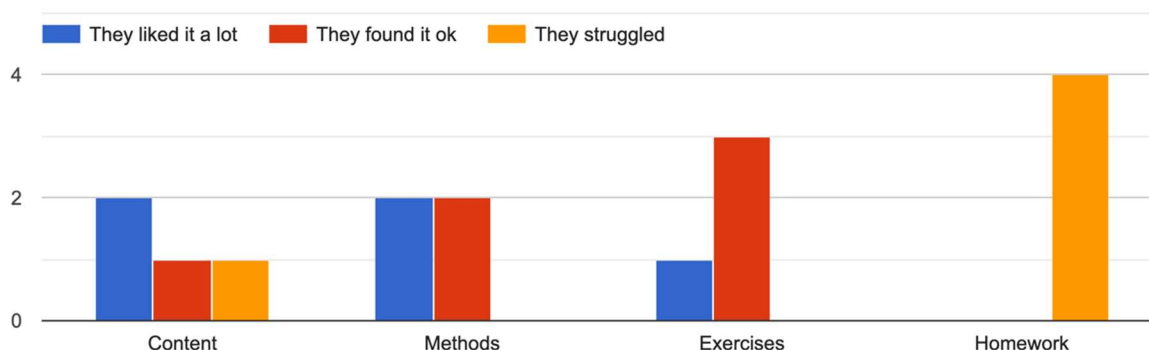
- I gave them space to think about different ideas and we held breaks so that they could play billiard, listen to music or drink some coffee or tea.
- The hope that we have created a place where they work but which they can also call home.
- Explain the tasks in detail.
- External trainers.

13) How did you engage young people in the blended learning and online exchange?

- We did the homework, but haven't been able to answer to others homework.
- We reminded them of the tools.
- We asked them to post text and pictures on the Facebook groups.
- We informed them about the need, the importance and relevance of the blended learning to the success of the project.

14) Feedback of young people

What is the feedback of young people to the Module? (please don't forget to evaluate with them at the end of the Module)



**Please explain:**

- They liked the part of the exercise they could see the relevance to their own individual ideas and projects. They thought that the Tutorial videos were a great help because they could use it whenever they liked and it was easy to understand.
- It was difficult to understand the content because of the language.
- They like our idea a lot, because it gives them a hope. but they don't do homework.

15) What would you do differently? E.g. venue, group, moderation

- Not much. Maybe plan the workshop so more of the young people could attend but that proved to be difficult even though many more said they would attend.

16) What tips would you give to other trainers? or do you have any useful resources/links to share?

- Think simply. We start creating our project from the first needs of a person, like foods!
- Watch the Tutorial videos before the workshop and prioritize which ones to do. Some workshop takes more time than you think.

17) From your experience, how do the learning elements of this Module (activities, exercises, new skills, etc.) contribute to inclusion in your community?

- Some of the exercises necessitate that the group works together and finds a way to communicate with each other regardless of the level of language barrier or other barrier. Different people find different way to communicate with one another.
- The course got young people to think how Kristinestad could look like.
- Awareness and skills.
- The people who attend the course create inclusion.
- Learning to recognize and respond to community problems.

18) Welcomeship Nights: Where did you organise it? how many people attended? what topics you covered? who were the guest speakers? did the event have an advocacy impact (if yes, which one)? and how did you engage the audience?

- Kristinestad: In Vaasa. Topics on Young entrepreneurship and business co-operations. We also had a chance to hear different Nordic ambassadors talking about topics concerning the Nordic countries.
- Cologne: Guest Entrepreneur attended the Entrepreneurship Dinner and the participants presented their prototypes.
- Turin: We organized a dinner in the Youth Center El Barrio on the topics of food waste and intercultural food. About 50 people attended. We invited as guest speakers representative of Food not Bombs and Eufemia - Food Pride organizations.
- Albenga: we didn't yet, but we are going to do it in our youth centre. We are going to present our project and do an intercultural happy hour.
- Portimao: it is hard for us to have a Welcomeship Night for every module, we combine one for module 3 and 4, and do 5 at the end of last module.

### **Further thoughts on Module 3**

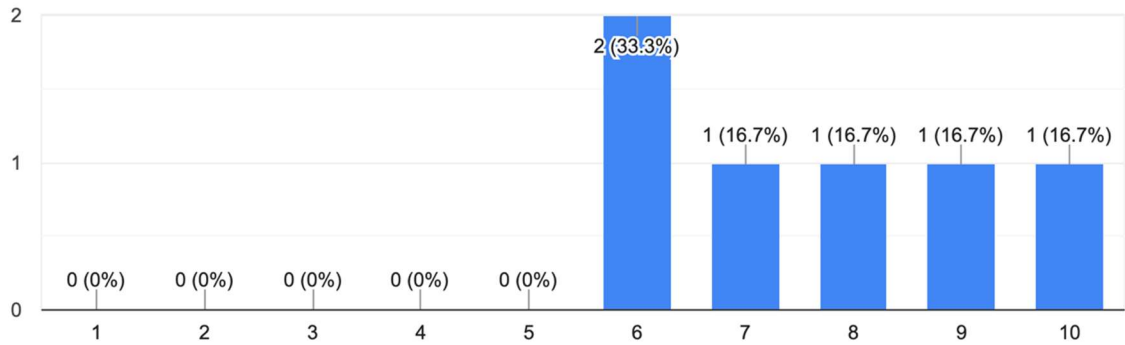
- It has been better than we thought :)
- It was the most fun module.

## MODULE 4

- 1) How satisfied were you with conduction of the Module in general? Please rate it on a scale 1-10; 1 - the lowest to 10 - the highest

How satisfied were you with conduction of the Module in general?

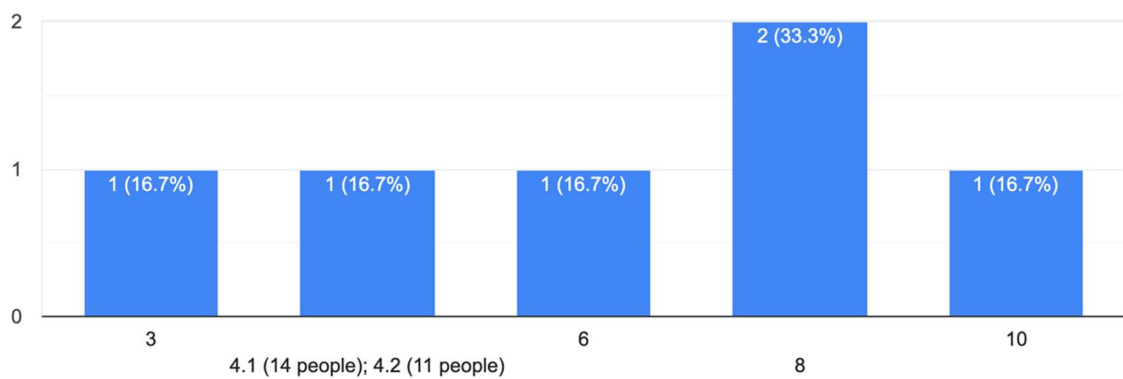
6 responses



- 2) How many young people attended the workshop?

How many young people attended the workshop?

6 responses



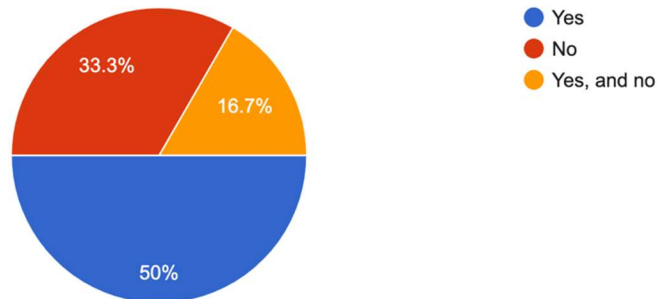
- 3) What is their age range?

- 18
- 18-21
- 25 -29
- 17-27
- 21
- 17 - 28

#### 4) Did you cover all sub-sections of this Module?

Did you cover all sub-sections of this Module?

6 responses



If not, which ones not? Why?

- We did not go so much into every sub-section, mostly because the lack of time. We have had 2 evenings of 6 hours each on how to go from idea to business.
- We had other trainers.
- We did not cover Part 2 - Lean Startup and Minimum Viable Product.

#### 5) What exercises did you use in this Module?

- Most commonly used: create Business Model Canvas on your idea, MVP prototyping, Define a value to your product, Budgeting.
- Also used: Creating a marketing strategy, Looking for resources and fundraising for your idea, Primary research, Create a marketing strategy, Pitching.
- Some partners held an activity at the market introducing the concepts of added value and personal propensity to risk, activities on the construction of the business model canvas and the difference with the social business model canvas.

#### 6) What exercises worked well?

- All / almost all of the above.
- Business Model Canvas was easy for everybody to fill in and was a good tool to work with when we created our idea to business.
- BMC and the experience with Viaggi Solidali. We also interviewed a project manager of the Migrantour project (we tried a tour of Porta Palazzo, the biggest market in Turin)
- Exercises from the part Networking and Partnerships and also from the Marketing and Communication.

#### 7) What exercises worked not so well? Why?

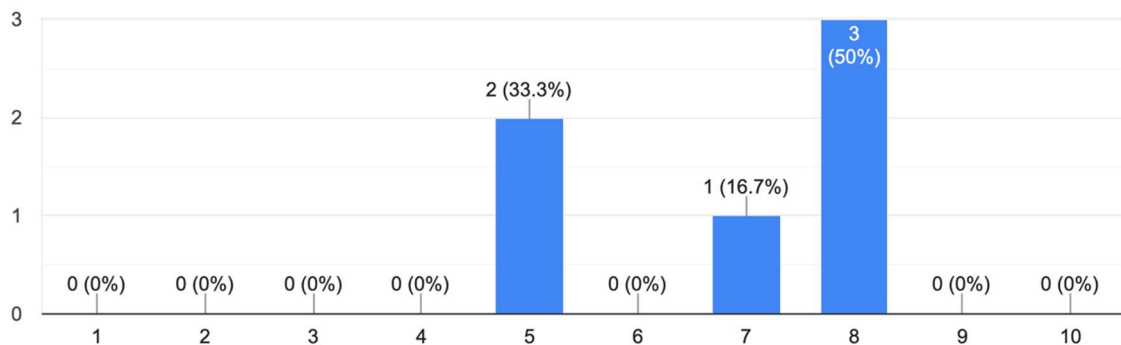


- The creation of a partner's strategy did not go so well. Young people were not so familiar with the people and businesses in our community, so it was difficult to find direct partners to this idea. But luckily we are a small community, and we implemented our idea in cooperation with the municipality in the open garden event when we are having our Culture Café.
- Cash flow exercise - it was difficult to understand the differences between income statement and cash flow.
- Define a value to your product because the projects developed weren't providing a product or service. So for our group it was very difficult to adapt and understand. Anyhow the process of reflecting and being aware for that issue was great even that the impact was not as big as we expected.
- The activity in the market worked not so well. The exercise consisted of buying used objects at a flea market and "transforming" them, giving them more value and also exercising their propensity to sell. But they wanted to open the market to outside people to make the exercise more real.
- Test the idea: not so easy create an evaluation system ad hoc.

8) How would you rate the difficulty level of this Module for young people? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the difficulty level of this Module for young people on a scale 1 to 10?

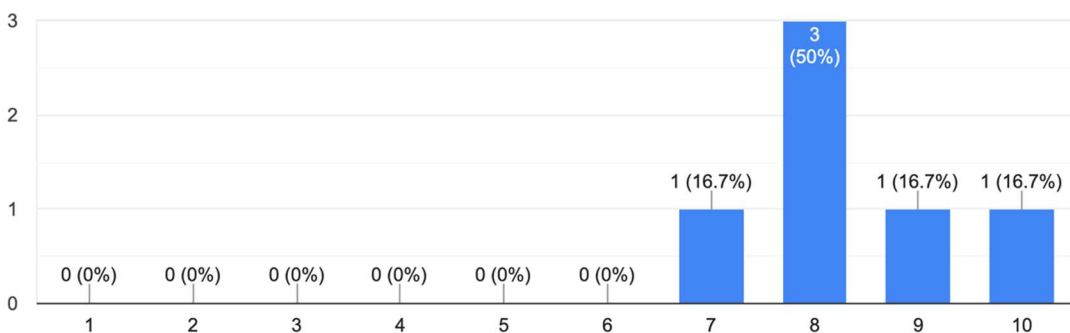
6 responses



9) How would you rate the participation level of young people during the Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the participation level of young people during the Module?

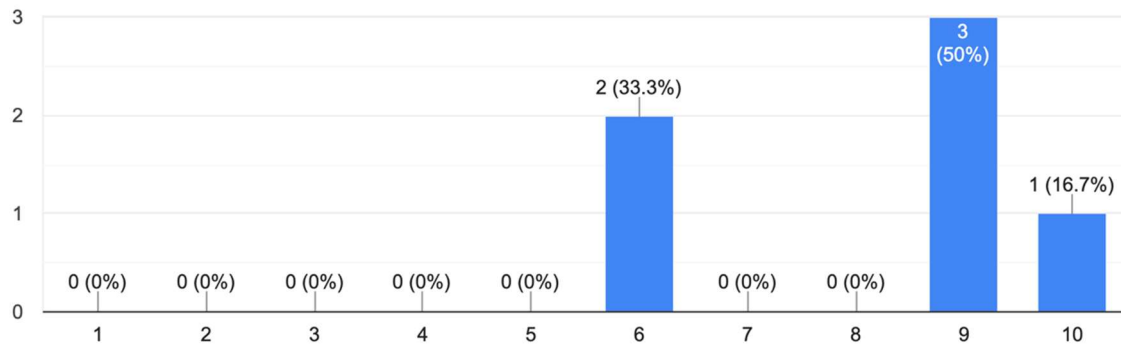
6 responses



10) How would you rate the motivation level of young people after this Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the motivation level of young people after this Module?

6 responses



11) What strategies have you used to keep their motivation high?

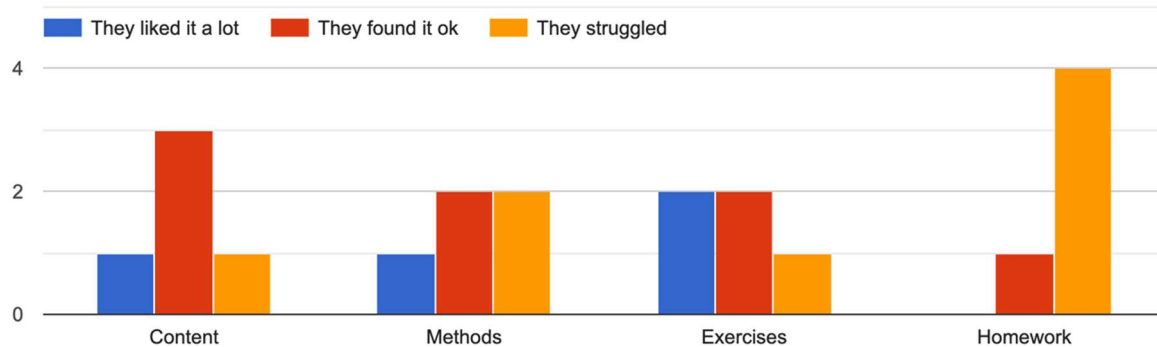
- Working on a concrete idea to organise a Culture café where every participant brings their own food and culture to this café. The money we hopefully get out of this event, will be used for a trip for the whole group so we can do something different. It's crucial now to work intensively with the group, because they will move to other cities in Finland for studies during the summer break.
- Diversify activities, places of the training and involving different people in some informal moments to keep their curiosity.
- We kept their eyes on the goal.
- We started with business model canvas.
- The inspiring interviews.

12) How did you engage young people in the blended learning and online exchange?

- We posted our pictures on Facebook and Instagram. The young people who participated in the blended mobility training in Albenga are still having contact with each other. They have spoken on Messenger, and are communicating through Facebook, WhatsApp and Instagram.
- We reminded them via email and within the WhatsApp Group.
- We sent material on WhatsApp group.
- Team work.
- It has been one the hardest obstacles because the group was not really motivated to continue focus/learning at home. In their perspective the time allocated during session was the time available for the project. Anyhow some of them were interested to continue following the content trough the platform, which they actually did.

### 13) Feedback of young people

What is the feedback of young people to the Module? (please don't forget to evaluate with them at the end of the Module)



#### Please explain:

- The work with the business canvas model was easy to understand, but when going more into the Community and the resources that we have here, it was more difficult for the participants to get a grip on the content we had to work with. We skipped the homework part, it is so difficult to do it when we don't have a common language on this channel. The newcomers speak and write in Finnish. their English writing and reading skills are poor.
- Young people found it very helpful, all the exercises and our trainer explained everything very well
- We did not do it due to lack of time. I would have asked them to sit down and do it as a group in my absence, I think it should not be done with the trainer because it should be confidential for the participants to answer.
- They wanted a denser program for this module.
- Lots of them really want start an enterprise: they were quite motivated.
- Most of them were really happy about the methods but it was hard for them to explore and put in practice some of the content. But again they were not willing of working alone at their places and they rather would prefer to be as group even that some of the activities could be individuals. Also, most of the participants stayed a bit longer watching videos and having informal moments connected with the topic and the platform.

14) What would you do differently? E.g. venue, group, moderation

- We have not succeeded in getting the local young people on board after Module 2. They have found that this Welcomeship course doesn't respond to their needs, and have felt that they don't get anything out of this course. They have had entrepreneurship courses in school, creating their own businesses. But for migrants people this course is very useful for the future. They have grown a lot in half a year and they have been very motivated in participating.
- Because of our circumstance, we had to do it all in one day, maybe we wouldn't do it again if we had other options.
- In this Module, I would have liked to visit an incubator that we have in Portimão for them to collect feedback from other entrepreneurs but it wasn't possible. I think it would have been super engaging.
- The activity of the market, introduce more concepts.
- I am pretty happy of this module. Think I wouldn't change anything.

15) What tips would you give to other trainers? or do you have any useful resources/links to share?

- After the youth exchange in Albenga, we presented the content and told about our week in Italy to the rest of the group. We have written about the exchange in the both local newspapers, and we will tell about the youth exchange to the Finnish speaking elementary and high school on 29.5.2019. It is good to spread the information and also give the participants tasks so they stay focused and motivated in the project.
- Start with business model canvas and go through the analysis of every single area of the canvas, it worked very well.
- Better they are listening how to do it, it's doing great. Again taking the group on "study visits" can have a bigger impact than being every time with the same trainers.
- Not to do everything in one day perhaps. Otherwise it was a very good day.

16) From your experience, how do the learning elements of this Module (activities, exercises, new skills, etc.) contribute to inclusion in your community?

- As a result of this module 4, we wish to reach out to the whole community when we are holding our event in June.
- It is a great mind changer and contributes to inclusion if it is embodied.
- It was interesting to see how two businesses work with migrants in the community.
- Giving knowledge to the participants makes them more aware about how to respond to the needs of the community.
- I would say when they went through the customer segments they got to know the different context which allow them to realize better their value proposition and also defining better their goals and results of their projects.

17) Welcomeship Nights: Where did you organise it? how many people attended? what topics you covered? who were the guest speakers? did the event have an advocacy impact (if yes, which one)? and how did you engage the audience?

- Kristinestad: We are doing our Welcomeship Night 4 on Saturday 13.6.2019.
- Solna: We had it at Kurage and had a collaboration with another project, including participants and leaders from other countries. Around 35 people attended. The speakers were our young people, everyone ate dinner together. They talked about the project and the modules they have went through and they pitched their ideas in English. After that they got some questions and feedback. We thought it would be a great idea to pitch their idea to their peers.
- Turin: More than 20 young people and a lot of people supported us. We showed up the work for the sake of the city painting a lot of bad areas nearby the red bridge. A strong advocacy effect: youngsters don't only ask but do! The administration took in consideration to bring on our work in other areas.
- Portimao: We organized it in DYPALL Network office involving people from the municipality in order to engage them and explain the development of the projects, since they were in previous Welcomeship Nights. At least some representatives showed up.
- Albenga: in preparation.

#### **Further thoughts on Module 4:**

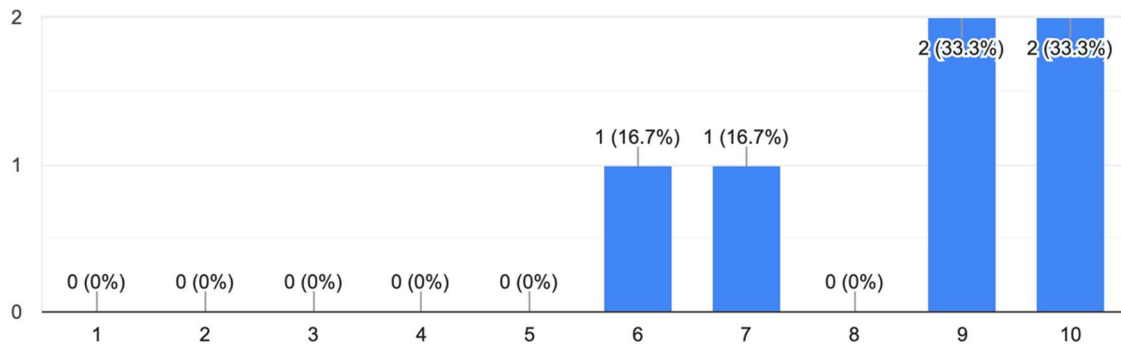
As a trainer I can sense a sort of "tournament tiredness" and it feels good to see that we are reaching to an end on the modules. It has created a lot of work to do the modules, especially because of the language barrier. It has been an effort to try to simplify the modules so that they have been understandable, at the same time I have felt pressure on delivering the modules in the best way.

## MODULE 5

- 1) How satisfied were you with conduction of the Module in general? Please rate it on a scale 1-10; 1 - the lowest to 10 - the highest

How satisfied were you with conduction of the Module in general?

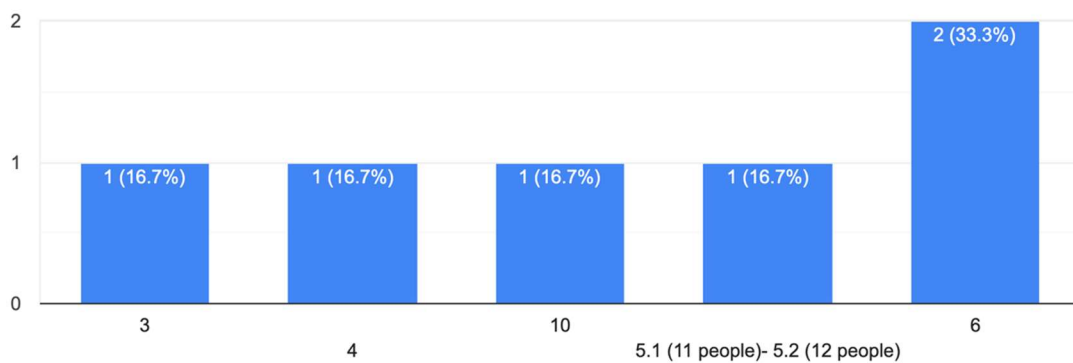
6 responses



- 2) How many young people attended the workshop?

How many young people attended the workshop?

6 responses



- 3) What is their age range?

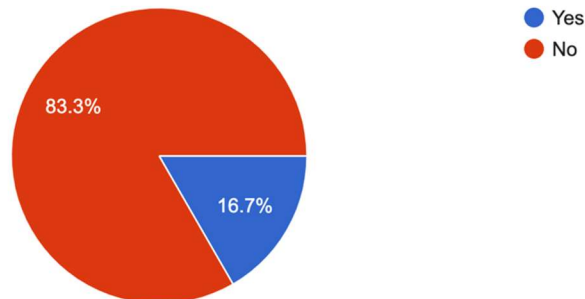
- 18-21
- 26-29
- 17-27
- 19
- 19
- 17-28



#### 4) Did you cover all sub-sections of this Module?

Did you cover all sub-sections of this Module?

6 responses



If not, which ones not? Why?

- Legal structures, management and teamwork.
- Because there were external trainers: a psychologist for pitch and an entrepreneur for the Business Model Canvas.
- Some of the sections were not suitable to do in our group because of the high difficulty level.
- We have chosen to do the part that we thought were most important, because we didn't have enough time.
- Last part 5 due to lack of time.

#### 5) What exercises did you use in this Module?

- Most commonly used: Pitching practice, SWOT analysis, Business Plan.
- Also used: Assessing risks, scaling, team work, legal structure.
- In this module, participants made two pitches: one individual and one team. Then we worked on the value proposition, personas and 5P of marketing for 3 businesses of Turin that we met during the course and on 3 ideas proposed in the previous modules.

#### 6) What exercises worked well?

- All / Almost all.
- The exercise that worked well was the group pitch (2-3 people) because it helped to understand that there is not just one correct way to be brilliant in a presentation but participants have to follow their own way of being.
- The business canvas model was easy to do. We split into 3 different groups at first and after working on the canvas model a while, everybody presented it in their own way, and we discussed and put together a program and timetable, budget for marketing and launching the model.
- Team work and SWOT analysis.
- The group really liked the exercises related to pitching and also with team work.

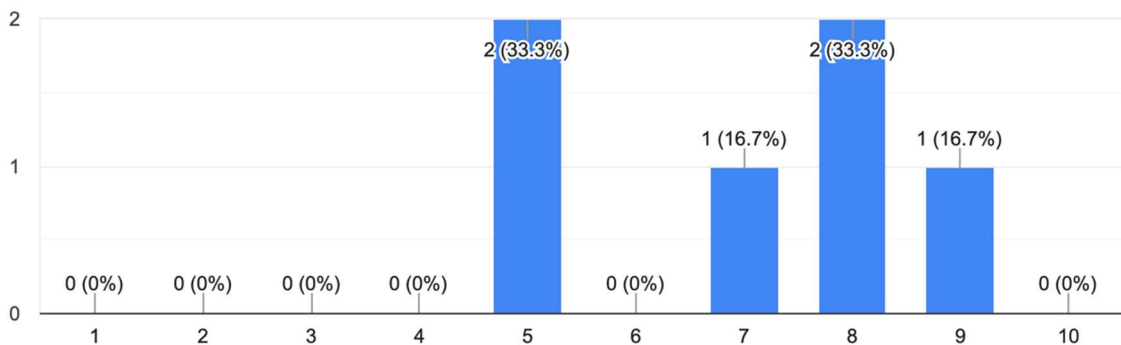
7) What exercises worked not so well? Why?

- Preparing the Pitch / Time / Our young people were not ready to speak short and smart in front of a public
- The 5 P marketing exercise because it only involved 5 people (one for a P)
- Scaling, because it was difficult to understand the meaning of scaling.
- Business plan, since they were more focussed on the creation of local projects not really businesses, taking in account its sustainability but not the profit mater. Anyhow Canvas was a good toll to structure some of the ideas.
- As we come this far and the level of knowledge in the group was so different, it has been a struggle to choose and do the exercises as in the Welcomeship modules. We had to modify it at the end and make the course suitable for our group.

8) How would you rate the difficulty level of this Module for young people? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the difficulty level of this Module for young people on a scale 1 to 10?

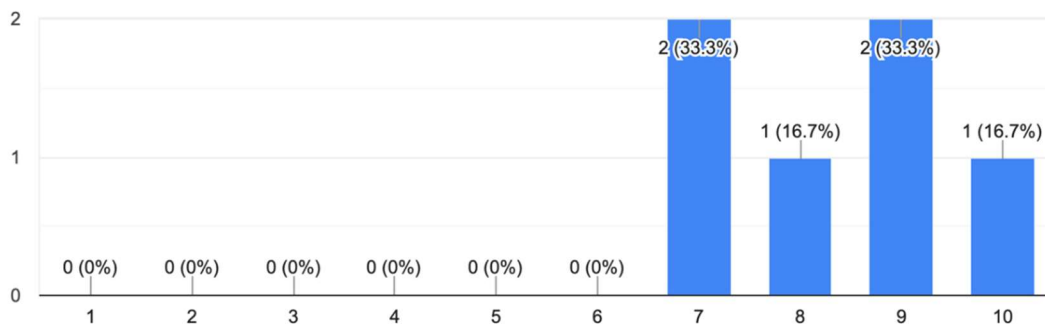
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9) How would you rate the participation level of young people during the Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

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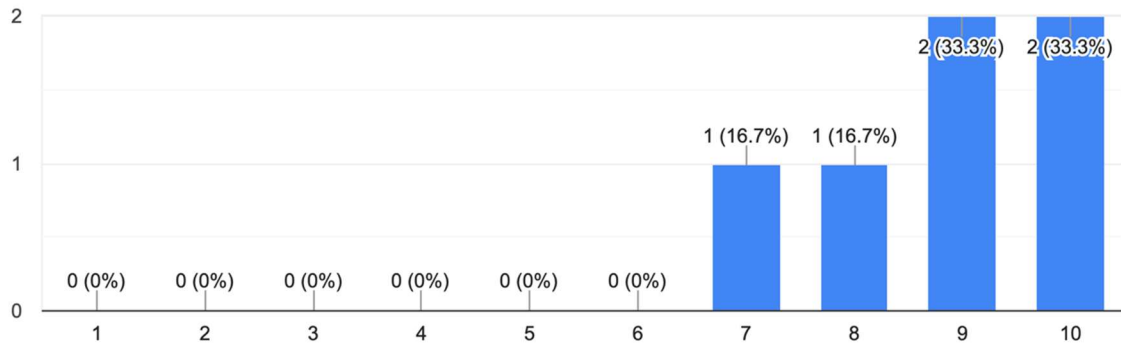
6 responses



10) How would you rate the motivation level of young people after this Module? (on the scale 1-10; 1 - the lowest, 10 - the highest)

How would you rate the motivation level of young people after this Module?

6 responses



11) What strategies have you used to keep their motivation high?

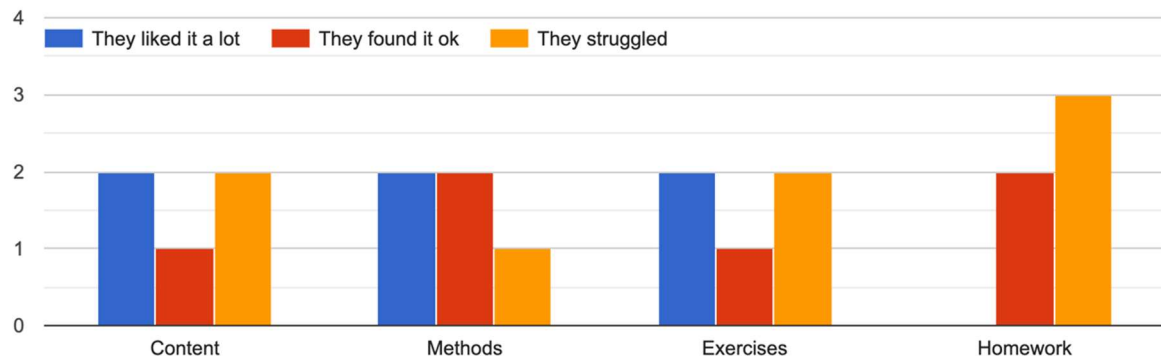
- Text message and keep their eyes on the goal.
- Energizers.
- Practical activities.
- Plans for a trip outside of Kristinestad after the 5th module and launching of the culture café in June.
- We have used our personal experience to explain why it is important.
- The diversity of the methods used during sessions.

12) How did you engage young people in the blended learning and online exchange?

- By communicating and encouraging them.
- Via email reminders and WhatsApp Group.
- We did everything together.
- This was the hardest part, but we would ask them to watch some videos from the platform and then explain to the others what they have learnt.
- Unfortunately, some members did not remember their passwords and their English skills were quite poor.

13) Feedback of young people

What is the feedback of young people to the Module? (please don't forget to evaluate with them at the end of the Module)



**Please explain:**

- What they meant with "they struggled" is that the exercises were difficult, not that did not like them. It took them a bit longer time to understand them than the other exercises.
- It is the module that received the highest score from them, especially for the part concerning the pitch, also for the level of preparation of the trainer (the psychologist)
- It is not easy to understand the content. Easiest way to learn has been through practical learning.
- They had some struggle with the technical part but they enjoyed a lot the contents and the fact that we shared our personal experience.
- We they were in sessions, most of them were really engaged but the most difficult part was to take some of the work home and dedicate some time alone for the modules.

14) What would you do differently? E.g. venue, group, moderation

- Don't do it all in one day.
- The group was interested in entrepreneurship but had few personal ideas. Maybe we should have worked more on their ideas.
- I think we had a great concept in having the culture café during the open garden event in Kristinestad. We had approximately about 500 people visiting our café, drinking coffee and having lunch.
- We would like to have more participants.
- After this module we were missing a follow up part, where they could share their achievements and challenges. Thought all the modules we were understanding the context, planning but not really implementing the project. I guess this part was essential for them also to realize their learnings.

15) What tips would you give to other trainers? or do you have any useful resources/links to share?

- Think about what exercises you want to use and maybe plan not too many, because it takes longer to go through. Prepare the exercises and translate them into your language.
- For our young people it was useful to use many exercises but also to show them existing companies and talk to entrepreneurs. Very inspiring!
- Share with the young people your personal experiences.
- We were using the outside space and for our group this was a plus because the setting also allowed them to be creative and not be in the regular spaces.

16) From your experience, how do the learning elements of this Module (activities, exercises, new skills, etc.) contribute to inclusion in your community?

- Well, we did not have so many other people attending the course, but when we had the Culture Café, we got a lot of attention. Some people still had some fears of contact, but otherwise a lot of residents thought that it was a great opportunity for them to learn about different cultures and speak to young people with the migrant background. They liked the taste of different cultures.
- The participants can now do business including people from different backgrounds and culture. They know that everyone is different, important and essential.
- Pitch session had a huge impact. Young people realised that we don't communicate in the same way and it's not easy to pass a message even speaking the same "language" and having the audience engage. They recognized that they needed to adapt the meaning of their proposed project. The project could be amazing but how it is communicated can make a difference: either it is being taken seriously or people do not engage. The diversity in the group made them more aware of their difference but also that they need to be able to listen to and connect with others.

17) Welcomeship Nights: Where did you organise it? how many people attended? what topics you covered? who were the guest speakers? did the event have an advocacy impact (if yes, which one)? and how did you engage the audience?

- Solna: We had it at Kurage and had a collaboration with another project, with participants and leaders from other countries. Around 35 people attended. The speaker were our young people, they ate dinner together. They talked about the project and the modules they have went through and they pitched their ideas in English. After that they got some questions and feedback. We thought it would be a great idea to pitch their idea to their peers.
- Kristinestad: 500 people, children, young and adult people. The mayor attended and also the chairman of our welfare sector. We posted on Facebook about our Welcomeship weekend (Culture café). We wore traditional clothes from Afghanistan and Somalia. We felt a change in that way that people attended the café, talked to us, asked about different cultures, tasted our food, took part in our Kurdish dance course, listened to music from Afghanistan.
- Albenga: We organised it in our youth center in collaboration with CIGL and the topics was the immigrant work in Italy. The speakers were representatives of CIGL, president of YEPP Albenga and a member of a cooperative with which we collaborate. The mayor was present at this Welcomeship Night. There were around 50 people.
- Portimao: We finished this Module in Loja Ponto Já, a youth place where we deliver most of our activities/trainings. We had young people who participated in the last Partners Meeting. They shared the achievements from the other partners and the results of this project. Around 12 people were present.

**Any further thoughts on Module 5:**

I am glad I have managed the Welcomeship course in a quite good way. We struggled along the way, but still the migrant young people in the group participated a lot and felt that it was important to make a change and also learn new things. I am happy for those young people who could travel to Albenga and take part in the youth exchange - that made a big impact on them.