

Title
Project Equal START-UP GO FAR (2006-2008)
Thematic Area
Identify, train and support 60 future entrepreneurs and foster the creation of new social SMEs
Main Aspects of Interests
Facilitate the insertion of disadvantaged people in work life through the reinforcement of social enterprises in economic development of Asti, Alessandria and surrounding territories
Duration
From 2006 to 2008
Total Budget
€ 800.000,00
Background
<p>The lead partner of this project is Asti City Council; among the partners there are also some training institutes and La.Mo.Ro. development agency.</p> <p>Through the analysis of territorial potentials, some main areas of intervention have been identified:</p> <ul style="list-style-type: none"> • management of green areas, activities related to the use of renewable energies • activities linked to the management of cultural heritage, museums and entertainment • activities for social inclusion of disadvantaged people • services for young people and migrants.
Lessons Learned
<p>Training activities for new entrepreneurs have been organised in order to improve their management competences. The role of a Business Trainer has been introduced to assist and tutor new entrepreneurs. The Business Trainer's experience is used in the promotion of non-profit activities and they are key to the new entrepreneurs in starting up and developing their projects.</p> <p>One of the innovative products of the project is an educational tool called Action Learning, which doesn't use formal teaching, but uses an active learning process which allows the student learn skills by having a go at them themselves.</p> <p>This support from the Business Trainers reinforces the acquired skills of the students, who become able to face new problems and situations and to debate the acquired experiences.</p> <p>Another innovative mean is 'Widespread Incubator', which supports enterprises with support from local authorities and the private bodies.</p>
Objectives and Actions.
<p>A formally ratified Pact for the Development of Social Enterprises which engages all local actors ensures the sustainability of the projects and the elaboration of the evaluation criteria for entrepreneur's ideas, based on the principles of the Ethical Finance, is passed to local Banks.</p> <p>Social entrepreneurs already in the area have been involved in the conceptual stage of the project in order to understand the actual problems they may meet in the development of their activities. These problems are in fact negative factors which prejudice the success of social enterprise in the area of the Municipalities of Asti and Alessandria and the neighbouring regions.</p> <p>The project methodological approach is based on:</p> <ul style="list-style-type: none"> - networking - focusing the attention on the final beneficiaries - management directed towards the goals established (PCM)
Contacts
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