

# INTEGRATE

through entrepreneurship and story-telling

The **INTEGRATE** project aims to foster migrants' social inclusion, through promoting entrepreneurship and improving societal attitudes towards migration and migrants' potential in the economic system.



## TARGET GROUPS

- Entrepreneurs/Aspire Entrepreneurs with Migration Background
- VET Trainers
- SMEs
- Policy Makers

## BACKGROUND

INTEGRATE project aims to offer an entrepreneurial training course for migrants with a focus also on story-telling techniques, in order to be able to use their personal stories to improve individual and societal attitudes towards migration and migrants' potential in the economy.



Coopération Bancaire pour l'Europe - GEIE  
GROUPEMENT EUROPÉEN D'INTÉRÊT ÉCONOMIQUE



## GET IN TOUCH



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**TRAINING COURSE**

The training course targets entrepreneurs/aspiring entrepreneurs with migration backgrounds and focuses on the development of key entrepreneurial skills and competencies, with a special focus on communication and story-telling techniques.



**GUIDELINES FOR TRAINERS**

In addition to the training course for migrants, guidelines for VET teachers and trainers will be developed, providing them with practical tips and activities to support their ability to implement the INTEGRATE training course



**LEARNING PLATFORM**

An online learning platform has been developed to host all the learning materials for both learners and trainers. The online platform will also include a calendar with upcoming project events and the latest project news. The platform will also contain a modern feedback system which will allow the learners to further contact qualified persons (from the partner organizations) with inquiries about the training course and future implementation of its topics as well as finding resources for further reading.

**C1 TRAINING EVENT**

In June 2022, the C1 Short-Term joint staff training event for the Integrate project was conducted in Italy in Offida. During the training event, participants had the opportunity to provide feedback on the materials developed for storytelling and entrepreneurship, as well as the learning platform.



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**C1 Training**  
28th - 30th of June 2022  
Offida, Italy

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**NEXT STEPS**

The next steps involve the finalization of the learning material for aspiring entrepreneurs, along with the practical guidelines for trainers. Follow us on social media for more updates on our activities!



*"Entrepreneurs' memorial tales, personal experiences and values, are an effective mechanism for generating entrepreneurial spirit", Steyaert Hjorth*



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