



Executive Agency, Education, Audiovisual and Culture



ELIEMENTAL: Breaking down barriers to enterprise

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Final Report

Public Part

Project information

Project acronym: ELIE+

Project title: ELIEMENTAL: breaking down barriers to enterprise

Project number: 527949-IIP-2012-uk-leonardo-Imp

Sub-programme or KA: Leonardo-da-Vinci

Project website: www.ELIEMENTAL.org

Reporting period: From 01/07/2014
To 31/12/2015

Report version: 01

Date of preparation: 19/11/2015

Beneficiary organisation: Lancaster University

Project coordinator: Carolyn Downs

Project coordinator organisation: Lancaster University

Project coordinator telephone number: +44 (0) 1524 510939

Project coordinator email address: c.downs@lancaster.ac.uk

This project has been funded with support from the European Commission.

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Executive Summary

This report provides an account of the ELIEMENTAL Project. Supplementary materials and information can be accessed via the project website on www.eliemental.org and include resources for delivering a new kind of community-based enterprise education, with guides for students, trainers and mentors as well as an online Virtual Learning Environment (VLE) with a wide range of additional materials to assist in delivering our unique Eliemental Enterprise training programme.

Entrepreneurship provides a way to revitalize the EU economy, by generating new employment opportunities and financial profit. It offers a way out of unemployment, through self-employment (for the entrepreneur), and benefits the wider economy by employing other people directly and indirectly. Encouraging under-represented groups into entrepreneurship is an EU political priority for the new 2020 initiatives. Eliemental training is based on research into the social and cultural barriers to enterprise and employability experienced by groups vulnerable to social exclusion. We have worked with people facing long-term unemployment, those with mental and physical health issues, ex-offenders, recovering substance misusers, people from minority ethnic groups and older women, all of whom are groups more likely to be unemployed or under-employed and also extremely under-represented in business start-ups across the European Union. (European Commission Enterprise & Industry, 2013, <http://ow.ly/8Obz8>). We have developed and piloted new training resources, based on rigorous research, that focus on soft-skills development and have had a success rate with our training measured by proposed and actual SME start-ups of up to 35% (depending on country), which is far higher than for traditional enterprise education which has a success rate of around 15%.

ELIEMENTAL will underpin a range of EU-led or supported initiatives by providing a framework to assist in breaking down the social and cultural barriers to entrepreneurship amongst under-represented groups in SME start-ups within the EU. Furthermore, our project has huge potential for impact. Our approach to community-based enterprise education is to be adopted by Remploy, a large UK and EU training organisation and our model of community access points for enterprise is to form the basis of UK Labour party policy on enterprise development in deprived areas.

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Abbreviations used in this report

Black Training and Enterprise Group –BTEG

Community Access Point - CAP

European Credit System for Vocational Education and Training - ECVET

European Union – EU

Further Education- FE

Higher Education – HE

Lancaster University- ULANC

Participatory Action Research-PAR

Quasi-autonomous non-governmental organisations – QUANGO

Small Medium Enterprise - SME

South East European Research Centre – SEERC

The Business Group – TBG

University of Lodz-UoL

Valahia University of Targoviste – VUT

Virtual Learning Environment - VLE

Vocational Education and Training – VET

Work package - WP

Young People Not in Education, Training or Employment - NEETS

Project Objectives

The overall aim of the 'ELIEMENTAL: breaking down barriers to enterprise' project (www.ELIEMENTAL.org) is the need to help reduce the psychological and social burdens of unemployment on groups vulnerable to social exclusion such as unemployed older women, minority ethnic groups and those living with chronic health problems, through providing accessible enterprise and training that is closely targeted to their needs alongside supportive mentoring and relevant information about cooperative and community-based models of inclusive enterprise.

In our planning stage we worked with stakeholders and identified four key objectives in providing solutions to the underemployment or unemployment of our target groups.

- 1) Identification of social and cultural barriers to employment and enterprise as they are experienced by our target groups.
- 2) Providing a community-based option for reaching out to and providing training amongst communities under-represented in entrepreneurship and employability opportunities.
- 3) Improving the general employability of target groups through developing entrepreneurial skills that would be transferable both to employment and self-employment.
- 4) Increasing the social and cultural capital of our target groups through the provision of a qualification in enterprise skills.

Project Approach

Our project approach was based on working closely with our target groups. These included older women who had been out of the labour market, minority ethnic groups under-represented in business start-ups (including Roma), people with long-term mental or physical health problems, recovering substance abusers and long-term unemployed. Representatives from these groups were involved in the original planning of the bid. The support of people within our target groups throughout the project has been essential to its success.

Our target groups fit the following definitions

'Groups that experience a higher risk of poverty and social exclusion than the general population. Ethnic minorities, migrants, disabled people, the homeless, those struggling with substance abuse, isolated elderly people and children all often face difficulties that can lead to further social exclusion,

such as low levels of education and unemployment or underemployment' (from Social protection and Social inclusion Glossary. DG Employment, Social Affairs and Inclusion)

People who are long-term unemployed, and also others who are inactive but not registered as unemployed. It should include workers who are in some form of employment but are at a high risk of losing their jobs. It is, therefore, a very heterogeneous group, whose members share perhaps only the involuntary character of their present status (Atkinson, 2000).

Many of the individuals taking part in ELIEMENTAL fall under more than one of our target groups, such as being an older women from a minority ethnic group and experiencing mental health problems, or a NEET and ex-offender, or minority ethnic and NEET. This pattern reflects very closely the real-world experience of organisations working with groups vulnerable to social exclusion, and our approach to developing learning materials and other resources has been to at all times reflect the lived experiences of our target groups. We have used a participatory action research (PAR) approach for our underpinning research supported by continuous feedback from participants in our development and piloting of resources because this approach allows us to learn from the lived experience of our participants.

In order for our approach to work we needed to gain access to very hard to reach communities, to be trusted as partners. To do this we have worked closely with community-based volunteer co-researchers who have become gatekeepers to relevant vulnerable communities. We have also benefitted from our Community Access Points (CAPS), identified by our co-researchers. A CAP is a place identified by our target group as somewhere, accessible, safe, friendly and familiar, where they trust the people running the CAP. This approach has helped us to provide places where training can take place. This is really important as many in our target groups will not access conventional learning environments such as colleges, libraries, government offices or online learning.

Our approach has led Eliemental into contact with a wider range of governmental, QUANGO (Quasi-autonomous non-governmental organisations) and third sector organisations who have taken a great interest in the project and its outputs and who have eagerly taken up opportunities to support our work with groups vulnerable to social exclusion. These organisations are as diverse as our target groups and include specialist police teams working to divert young people from crime, EU-wide Transition Networks (supporting sustainable communities and developing resilience in communities), Recovery Networks (supporting recovering substance abusers), Public Health England (looking at the role of work / enterprise as a support for well-being), Government Commissions on Employability for people with alcohol, substance abuse and obesity problems, political parties and a very wide range of charities working with women, minority-ethnic groups, disabled people and disadvantaged groups. This has had the effect of strengthening our community-based approach as we have been able to see the value and utility of grass-roots inputs into our outputs for a wide range of potential users of

ELIEMENTAL outputs and has also ensured Eliemental will have long-term impact as a new form of Community-based Enterprise Education, through adoption of its approach to identifying CAPS and through influencing policies on employability and community enterprise development.

Project Outcomes & Results

In this section we firstly summarise our headline outcomes and results and then explore each point in more detail.

- 1) Identification of a soft-skills shortfall amongst our target groups that is common across all participating countries
- 2) Development of new models of outreach for groups vulnerable to social exclusion (Community Access Points – CAPS)
- 3) Creation of a CAPS toolkit to enable effective outreach to groups vulnerable to social exclusion
 - a. Adoption of CAPS approach by other organisations working with groups vulnerable to social exclusion
- 4) Creation of a suite of training materials to enable the development of soft skills for enterprise and employability
- 5) Establishment of a Facebook and CAP-based mentoring system to support people who have been through Eliemental training
 - a. Recruitment and training of mentors
- 6) Pilot training of over 100 individuals in partner countries
 - a. Over 25% of trainees moving into enterprise or employment
- 7) Adoption of Eliemental training by national and regional organisations in Romania, UK and Poland, ensuring a legacy from the project.

Identification of a soft-skills shortfall amongst our target groups that is common across all participating countries

It is well understood that some minority groups and older women are particularly under-represented in small business start-ups; currently women account for only 34.4% of the self-employed in Europe, with rates in some countries far lower than this average; in the UK only 30% of self-employed people are women (ONS, 2013). Similarly, some minority ethnic groups, the disabled and socially disadvantaged groups such as the long-term unemployed are significantly less likely than average to either be employed or self-employed. However, the potential for entrepreneurship to; ‘Reduce unemployment and resolve the problematic employment situation of women and young people in the ethnic segment, but also reduces social exclusion and raise living standards’ (Levent et al, 2003, p. 28) is well recognised. It is also widely accepted that ‘Entrepreneurship creates value in

society...disproportionate to its role within the economy' (Sarasvathy, 2004: 708). Work on barriers to entrepreneurship often addresses structural obstacles; access to capital, institutionalised racism or lack of childcare etc (Klapper, 2004; Kanninen & Poutvaara, 2007). There has been much research focussed on barriers caused by poor business infrastructure, or the bureaucracy involved in setting up and running a business (Georgiou, 2010, Kanninen and Poutvaara, 2007; Waldinger et al, 2009 amongst many others). Structural barriers to enterprise require policy and practice changes but these efforts may be of limited relevance in supporting underrepresented groups into entrepreneurship if socio-cultural barriers are not also addressed. Social and cultural barriers to entrepreneurship have been less studied, although Liao and Sohmen, (2001) and Rivera-Vazquez et al, (2009) are examples of good practice in exploring this area. It has been noted that an important problem with much work on entrepreneurship, unemployment and economic growth is the tendency to 'neglect on-going structures of social relations' (Granovetter, 1985, p.481) and the work of Eliemental in understanding how soft-skills act as a barrier to enterprise is extremely significant in terms of developing new approaches to enterprise education.

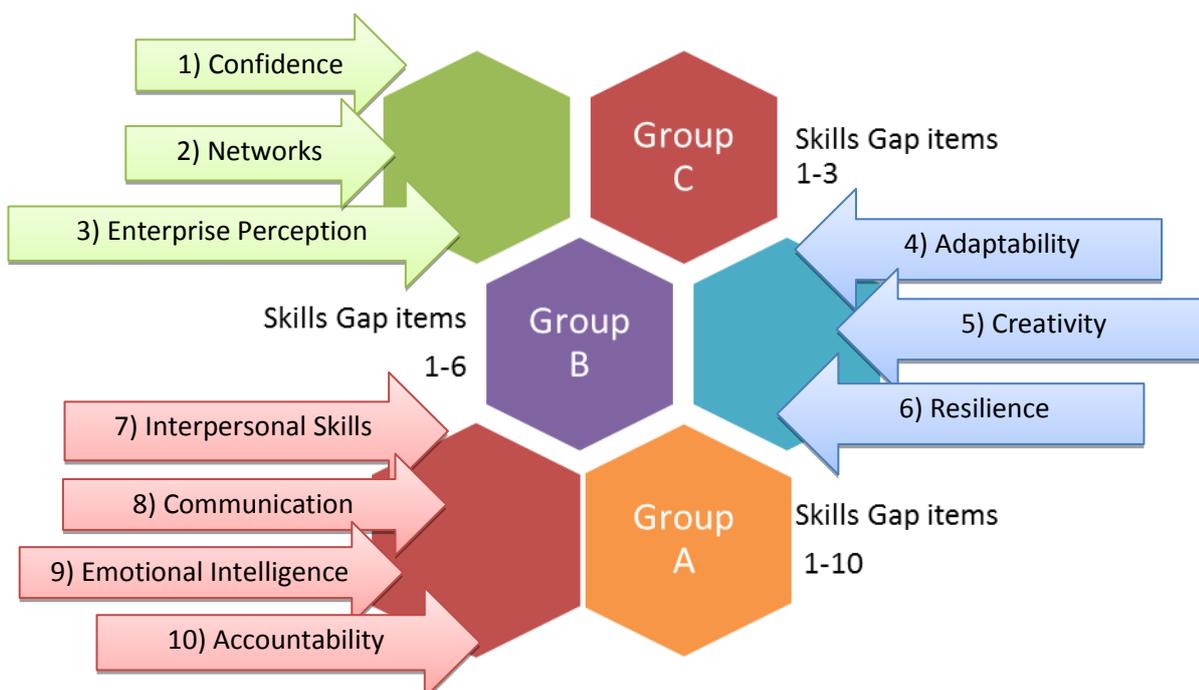
Our qualitative data highlighted the extent of the soft-skills gap amongst our participants. Consistently, in all countries, we found people from our target groups experienced

- Low self- confidence
- Limited networking skills / restricted networks (family, people from very small geographic area)
- Socially constructed perceptions of enterprise that act as a barrier to considering it as an option
- Little adaptability and flexibility, set habits/set ways of approaching problems linking to weak future-planning abilities

It was clear that given the identification of a significant soft skills gap conventional models of enterprise support such as that provided for newly-redundant individuals via government schemes, or training schemes for enterprise running in Higher or Further Education (such as enterprise boot camp) was not sufficient or suitable for our sample. We were able to further break our data down to identify ten critical soft skills that were missing or not well developed amongst our sample and correlate these with the interview and questionnaire data to establish three clear sub-groups of participants:

- a. **Group A** (almost 18% of our sample) have the highest level of soft skills shortfall and lowest capacity to move into either enterprise or employment over the medium to long term.
- b. **Group B** (the majority just over 62%) have moderate levels of soft-skills need and higher capability to move into supported enterprise or employment in the short to medium term with potential for minimally supported enterprise in the long term to ensure sustainability
- c. **Group C** (just under 20%) have some soft skills shortfall, which is hindering their ability to move into employability or training but would not need significant levels of long term support. A small group (mainly older women and younger migrants/BME groups, and found in all partner countries) who were often well-educated were best placed to be easily supported into enterprise.

Building on the data from our questionnaire we found that aspects of soft skills were lacking across all interviewees but that those in group C above were generally better equipped with a range of soft skills, while those in group A were generally those whose soft skills gap would prove a significant hindrance to employment or self-employment, with soft skills often only part of a more complex picture of mental and physical health needs that acted as a barrier to enterprise and employment.



Accordingly, we designed our learner materials to work on developing the soft-skills identified and left business planning aspects of the learner materials to the end of the training.

Development of new models of outreach for groups vulnerable to social exclusion (Community Access Points – CAPS)

Working with hard-to-reach groups requires patience and skill. We have also used the term ‘groups vulnerable to social exclusion’ in our project, as this is a feature amongst groups also described as ‘hard to hear’, ‘vulnerable’, ‘disadvantaged’ and ‘seldom heard’. It is critically important to remember that people vulnerable to social exclusion are not a single group, with the similar experiences. Some groups may be highly engaged with aspects of their local community but still remain hard-to-reach where those perceived as being in authority are involved. One key question addressed by the Eliemental Project was, ‘are our target groups hard to reach or are we just not using the right approach or trying hard enough?’

To address this problem we approached people who were trusted in their communities, and who could act as advocates for the project. These gatekeepers became co-researchers on the project and worked within their own community to identify community access points (CAPS). A CAP is a place where people feel comfortable to go and meet others, where they might chat to people, find out about what is happening in their local area. It is important to note that each of our target groups identified vastly different CAPS. For example, for our recovering substance abusers a CAP would not be a place associated with treatment or recovery, but somewhere away from that experience. For our younger participants, especially young men out of education, training and employment the local betting shop was a CAP, a place where they went to meet each other, to get free coffee, to sit on the sofa’s in the warm, out of sight of the police. For our older people with mental health problems a local church with a café attached was a CAP, while for mothers who had been out of the Labour market the bakery where they met for coffee after dropping off their children was a CAP. The importance of getting the right CAP cannot be over-emphasised. The CAP is a safe place where training can take place, where training can be explained to potential participants and where mentors can be recruited from.

Creation of a CAPS toolkit to enable effective outreach to groups vulnerable to social exclusion

The CAPS toolkit was developed after an analysis of the work of our Co-researchers. We found there were many commonalities across the partner countries which enabled us to develop a single training tool for people wanting to work effectively with hard-to-reach groups. We based our toolkit on the widely available PowerPoint software and set out the simple steps needed to identify CAPS for a wide range of different groups of people. The key feature of all CAPS is that they are based within the

communities where the target group lives. Our toolkit will enable people introducing Eliemental training to identify suitable CAPS and work with them effectively to engage hard-to-reach groups.

However, we have found that our model of CAPS is useful in working with hard-to-reach groups in any outreach project. We have been approached by groups including the Transition Networks who are adopting our approach in the development of Community Supermarkets, groups working with young mothers and those working with refugees who have adopted our approach successfully. The toolkit is available on our project website under publications.

Creation of a suite of training materials to enable the development of soft skills for enterprise and employability

The Eliemental training materials are based upon the identified soft-skills shortfalls and have been developed with the further input of our co-researchers and members of our project advisory panels.

The training should take place in small groups (four to ten people per group is ideal), based in a CAP, and with a trainer who is familiar with the materials to guide the trainees. Ideally the trainer would have some previous experience of running training sessions. Eliemental training is unlikely to work well as a 'distance learning' type experience as many of the soft skills that need development require face-to-face interaction. Furthermore, our initial research revealed that our target groups often do not have Internet access, except perhaps via a mobile phone, do not use email (although they do use Facebook) and do not use the Internet to access learning opportunities even if they have access via a PC or laptop. It was therefore decided that learning materials should be in a traditional format and that face-to-face training was the approach most likely to be successful.

All training took place in CAPS identified by our co-researchers, and this helped ensure a very high completion rate for the training. The training sessions were each five hours, with 30 minutes for lunch and two fifteen minute coffee breaks. We ran the training over four sessions, meaning that the total tutor time required was 16 hours. However, we found that the workbook could be readily completed with two longer sessions (six hours) plus homework tasks, providing that mentors willing to commit to some face-to-face meetings could be provided to give additional support to trainees.

There are five elements available to download from our project website. In order to assist with evaluation of the training programme we have developed a pre and post training questionnaire. The original purpose of this was to enable the project team to evaluate whether the training was successful in changing the attitudes towards entrepreneurship amongst our trainees. We decided to include these resources with the training materials as they will enable end-users to develop a baseline assessment of trainees and then assess their progress after the training. The resources also include a detailed trainer handbook that sets out session plans, resource requirements, model answers and sources of information, other resources include a trainee workbook, to be completed during the training sessions and a set of materials for mentor training plus a mentor/mentee contract.

In the UK our resources are validated via NCFE, and the training course can lead to a Level One qualification in Enterprise Skills and Employability. In Romania our training course has been validated under a new government scheme. In Poland and Greece validation of the training has proved more

difficult to set up, but on completion of the training an Eliemental Certificate can be downloaded from the website and awarded to trainees.

Recruitment and training of mentors and Establishment of a Facebook and CAP-based mentoring system to support people who have been through Eliemental training

In our initial proposal we planned to adapt an existing online mentor matching system but found that working with groups vulnerable to social exclusion meant the system we proposed using would be completely unsuitable. We had not initially proposed to use Facebook as a means for linking mentors and mentees but our initial research showed we were faced with a serious problem in that many amongst our target group did not have access to the Internet except via their mobile phone, and often, even where they had the internet our target groups did not use email or other forms of communication. We found that many of our target group did use Facebook via their phones and were familiar with the interface. Accordingly, we established closed groups on Facebook and used these as a mechanism for mentors and mentees to communicate, as well as using the groups as a means of sharing information about training and additional resources that could be of interest to people who had participated in the training.

We also used our CAPS as a means of recruiting mentors for our trainees. This is a really important point to note. We have found that having people who understand the life situation of our trainees to act as mentors is a significant factor in assisting people to move into enterprise or employment. The CAPS are often able to help with recruitment of suitable mentors and provide a place where the mentor and mentee can meet face-to-face in safety.

Pilot training of over 100 individuals in partner countries

Between 20 and 30% (depending on country) of trainees who participated in the Eliemental pilot are moving into enterprise or employment, this is a considerable success especially given that we have been working with hard-to-reach groups. However, we have not had sufficient time to follow up all of our trainees longer-term, as the last training sessions took place in November 2015, with the project ending in December 2015. However, from our spring 2015 cohort of trainees we can report a range of businesses being set up including in Romania a garden flower shop, PET plastics collection for recycling, hairdressing and tailoring. In the UK businesses set up include lap-top restoration and second-hand lap-top sales business, self-employed domiciliary care work and a craft-based social-enterprise. Businesses currently being set up include a hotel for small pets to provide care while owners are on holiday, a café and bowling centre, a children's entertainer, a craft trainer and a gardening firm. Our greatest achievement in the UK is that two of our UK trainees are basing their new business on Eliemental itself, moving to roll-out training in their communities (one in Morecambe, and one in Thanet, Kent) drawing down funding from the UK adult-learner fund. Both of these Eliemental trainees have qualifications in teaching to assist them in setting up this business.

Adoption of Eliemental training by national and regional organisations in Romania, UK and Poland, ensuring a legacy from the project.

In the UK The Business Group (Salford) has secured funding for a three year project using Eliemental as part of a plan to bring enterprise to a local social housing estate with high levels of unemployment. The large international company Remploy has partnered with Eliemental to roll out our model of Enterprise Education in the UK, and in the EU. Remploy exists to improve the lives of disabled people and those with complex needs through the power of work. Remploy is a joint venture between MAXIMUS, an international company providing health and employment services on three continents, providing a great opportunity for the Elementar training to be adopted around the globe. In Poland we are working with the Social Employment office who are proposing to roll out Eliemental training more widely, having themselves participated in our pilot training as observers and seen the success we have had in reaching groups vulnerable to social exclusion. In Romania the government has recently given universities responsibility for all post-graduate enterprise education and this has provided an opportunity for Eliemental training to be included in the new scheme. Professor Grigorescu has already piloted Eliemental with graduates, and has found it very successful in changing opinions and increasing confidence about enterprise amongst arts and humanities graduates, who are currently under-represented in enterprise start-ups in Romania.

Partnerships

ELIEMENTAL was initially built upon the foundations of the ELIE project (510778-LLP-1-2010-1-UK-ERASMUS-ECUE) and so our initial project team was built upon the ELIE partnership, and augmented with new members with expertise in the relevant areas.

Our project team has been multi-disciplinary and multi-agency too, with our higher education partners being Valahia University of Târgoviște in Romania led by Professor Adriana Grigorescu, Lancaster University in the UK led by Dr Carolyn Downs. Our other partners are South East Europe Research Centre and Ergani in Greece, University of Lodz in Poland, Tameside College Enterprise Centre, The Business Group and the Black Training and Enterprise Group (all based in the UK). The partnership has worked well together, with work package one led jointly by the UK and Romania until May 2015, and work package four led jointly by the UK and Greece. We have also partners new to EU projects leading work packages, with work package 5 led by the Black Training and Enterprise Group, enabling new skills to be developed by partners with less experience of projects. As a partnership we are planning new projects building on ELIEMENTAL and have sought opportunities to maximise the benefits of ELIEMENTAL to our target groups and to the wider EU.

However, and far more important to ELIEMENTAL has been our network of informal partners who participated in the preparation work for the project and continue to participate.

Health Related Partnerships

One of the early realisations of the ELIEMENTAL project team was that many of our participants had underlying health problems that exacerbated their vulnerability to social exclusion. This was an

important issue that policy makers have been working on as they have attempted to reduce expenditure on long-term benefits for disability and sickness. An important additional output has been developed here, with Eliemental submitting official evidence to the UK Government Drug and alcohol addiction, and obesity: effects on employment outcomes (independent review) led by Dame Carol Black basing our submission on our findings under WP4 and our work with CAPS and community stakeholders. We continue to work with Public Health England and as a result of our partnership with this national organisation our work has come to the attention of the Department of Health in the UK. In April 2016 we will be presenting our results to a meeting of Public Health England and the Department of Health.

Our networks with health-related partnerships have continued throughout the project as we work with organisations such as the Lancashire User Forums, Red Rose Recovery, Public Health England, Remploy and Health Centres. In our partner countries we have engaged with Therapeutic Communities for recovering substance users and have discussed our work with organisations assisting people with mental health problems. We have worked with these partners in a number of different ways. For example, they have invited us to speak to their stakeholders, and we have found huge enthusiasm for the work of ELIEMENTAL, allowing us to recruit participants. We have also worked with these partners on policy-related issues as employability is an important area for these organisations. Furthermore, they are in a position to be able to support vulnerable people into enterprise providing the tools are available. Thus, adaptation and adoption of the ELIEMENTAL materials will be facilitated by these partnerships. Remploy participated as a keynote speaker in our final event (Brussels, December 1st 2015) and propose to make use of our materials and community approach in the UK and EU.

As a result of developing much more knowledge about the needs of people with health-related problems in accessing employment and self-employment we are now in the process of developing two new projects with our partners, one on muscular-skeletal problems and employability, and one on developing social enterprise for carers.

Inclusion Related Partnerships

Here we have some very exciting partnerships that have been developed as a result of our work on Community Access Points and the toolkit for developing CAPs. We have been working with a range of local groups that work to prevent social exclusion. Partners include organisations working with young people out of education (NEETS), migrants, older women out of employment and long-term unemployed. Our potential to impact positively on inclusion through community action has been recognised by the UK Labour party and we are in talks with them on the development of policy around community access points for enterprise hubs in disadvantaged communities.

Employment Related Partnerships

We have had a really positive response from various national employment agencies and third sector organisations who work with the unemployed to the project. As a result of this ELIEMENTAL team members have been able to set up meetings to brief high-level civil servants and senior managers of organisations that provide training for unemployed people about ELIEMENTAL. Our policy roundtable events have attracted senior leaders including the mayors representatives from major cities (Salford and Manchester) as well as

One caveat is that we have noted that as ELIEMENTAL appears to provide a solution to government targets (that is, reducing expenditure on unemployment and sickness benefits, and increasing enterprise) government agencies in particular wish to a) gain rapid and preferential access to ELIEMENTAL outputs and b) are wanting to select or highlight only parts of ELIEMENTAL, such as encouraging vulnerable people to rapidly move into self-employment, when the reality is that for some groups this is only ever going to be at best a partial solution (see WP4 report). We are doing our best to guard against these pressures and to retain the integrity and vision of ELIEMENTAL. Firstly, no one will be allowed preferential access to our outputs; they will be publically released after the full pilot. Secondly, we will take every opportunity to disseminate our holistic response to the untapped potential for enterprise amongst groups vulnerable to social exclusion to counter the potential for misappropriation of our results and outputs.

Higher, Further and Vocational Education Partnerships

As a result of a range of activities and networking by all partners we have been able to develop new relationships with a number of education establishments. These have benefitted the project through allowing us to share knowledge and ideas, to learn about other initiatives that link well with ELIEMENTAL, to support other projects through sharing of expertise and best practice and to develop new projects. Ketso (www.ketso.com) is based at Manchester University, and is a tool for developing engagement. We have been using Ketso with our participants, to great effect, and have been invited to write a case study for the Ketso website, this is currently under preparation. A paper was presented at the Work, Employment and Society Conference about the initial part of the ELIEMENTAL Project (September 2013), which led to new contacts with universities in the UK, Sri Lanka and Netherlands. As a result of this we have been able to work with a female PhD student (based at Goldsmiths UK) from Saudi Arabia who is using the ELIEMENTAL methodology to work with women in the Kingdom, exploring socio-cultural barriers to enterprise and with women there. We are also working with an academic at the University of Moratuwa in Sri Lanka who has adopted ELIEMENTAL methods for a project with displaced people in the Gaul region of her country. We have new partnerships with FE/VET providers including Lancaster and Morecambe College in the UK who invited us to several events where we have been able to promote ELIEMENTAL to our target groups and who wish to offer ELIEMENTAL training when it is released to the public.

Community Partnerships

We have been very grateful indeed for the assistance of a number of small businesses. They have offered our project space for interviewing and workshops and have taken an interest in the development of ELIEMENTAL. We are hopeful of developing these networks to help us recruit

mentors in the second stage of our project. These include Hell's Kitchen (Lumunby 10, Lodz in Poland), Zebra Restaurant (Rokicińska 122a, 95-020 Andrespol in Poland) and LETS (Lancashire).

Plans for the Future

Although the project has now officially ended we have many plans linking through to our partnerships and our original pilot trainees to ensure that Eliemental continues into the future. We are delighted to report that we are in discussion with the UK Labour party about incorporating aspects of Eliemental into their small business policies. Our work with Remploy and Public Health England will continue the legacy of Eliemental too. We are working with the Social Employment Office in Poland to help ensure that Eliemental training can be rolled out more widely there, and in Romania too we have a legacy with the adaptation of Eliemental to enterprise training with students from non-business courses as well as the potential to continue using Eliemental amongst the Roma community where it was initially piloted. Our model of Community Access Points has many applications and has already been used to identify places where people from groups vulnerable to social exclusion could feel safe to access advice or information on other matters. We hope to develop this further over the next twelve months, working with various relevant groups such as the EU-wide Transition Network and Public Health England. Academic publications based on the findings of Eliemental are currently under review and will help to promote the project among the wider academic community over the next few years. The Eliemental website will remain live for a further five years after the project end and resources and occasional updates will be available there.

Contribution to EU policies

The problem addressed by ELIEMENTAL is inherently international: the development of an enterprising population across all social groups, a population that has skills, knowledge and confidence to respond innovatively to the challenges of employability in difficult economic times. 'Having a job is, for most citizens, a prerequisite to wider social and political participation, while losing or finding a job is a key factor in moving in and out of poverty' (European Commission, 2001). However, finding a job in the traditional sense may not be a possibility for many people in the EU today, and thus, for the EU to have sustainable economic growth entrepreneurship will be increasingly necessary. The central EU policies that ELIEMENTAL is contributing to are summarised in the Entrepreneurship 2020 Action Plan and the Small Business Act for Europe, which both grow from the objectives of the now-defunct EQUAL project which up until 2008 set out objectives that remain pertinent to ELIEMENTAL: 'Opening up the business creation process to all by providing the tools required for setting up in business & for the identification & exploitation of new possibilities for creating employment in urban & rural areas' (<http://tinyurl.com/86hf6r5>), with ELIEMENTAL adding to this EU-wide goal by focussing on a range of social groups that are under-represented in entrepreneurship. The focus of the Entrepreneurship 2020 action plan

is to provide entrepreneurial education and training, to create an environment where entrepreneurs can thrive and develop and to provide role models that can reach out to social groups who are currently under-represented in SMEs or whose full potential within self-employment is not being reached and who are not engaged by traditional outreach for business support. ELIEMENTAL contributes to all three of the pillars of the 2020 action plan and through the ELIEMENTAL work with policy makers will help to further develop policy on developing and supporting enterprise in groups vulnerable to social exclusion, most particularly on the application of a wider range of models of enterprise such as supported, part-time, social, community and cooperative enterprise.

