



## Supporting vulnerable people with their business projects in the Lyon region

### FRANCE

- 67 million inhabitants
  - 9.3 million people below the poverty line
  - 1.88 million households receive the RSA benefit
- Source : INSEE

France

### BACKGROUND



#### A vulnerable population on our doorstep

The shortage of jobs in France is hitting the most vulnerable particularly hard, especially single parents and refugees: 40% of the former live below the poverty line and 40% of the latter are among the long-term unemployed. For them, entrepreneurship can be a springboard to inclusion. But, in general, half of businesses do not survive any longer than 5 years. It is, therefore, becoming absolutely vital to provide these vulnerable project leaders with increased support to give them every possible opportunity to keep their businesses going.

### MISSION



#### Enabling sustainable inclusion and meeting regional needs

In 2018, Entrepreneurs du Monde created the ICI (Incubation Creation Inclusion) project in Lyon to promote the lasting socio-economic inclusion of people who are vulnerable or on the verge of poverty.

The team helps them to set up businesses that meet one of the region's needs: sustainable catering. This support in a growing market gives entrepreneurs a real chance of success and viability.

### MILLENNIUM GOALS



### METHODOLOGY



#### Training and support

Project leaders are welcomed and are helped to remove the obstacles to their integration, in partnership with local public and private organisations. Those who have realistic business projects receive support: they are individually monitored by a volunteer mentor and take part in training provided by the team or by experts (business strategy, accounting, law, insurance, etc.). The others are directed towards our local partners, who are better able to meet their needs.

### SUPPORT



#### Towards viability and potential spin-off

As with all the programmes it creates and incubates, Entrepreneurs du Monde is structuring and supporting the ICI programme to help it become autonomous in every aspect. The team's main aim is to ensure that it achieves financial viability. It is looking into what is the most appropriate type of legal structure and exploring self-financing opportunities. If the results of this first programme in France are positive, Entrepreneurs du Monde will extend its model to other regions and open the door to the creation of businesses in other promising sectors.



#### RANIA Syrian, aspiring caterer in Lyon



*I am Syrian. My husband, children and I had to flee our country.*

*In Syria, I worked as an account manager for an airline. I've not been able to get an equivalent job in France. So I'm adapting: I'm starting a catering business.*

*I participated in ICI training and it gave me confidence: I learned a lot about management, the business context, rules and work culture in France. The team also helped me get my first contracts with companies!*

*I'm making good progress in formalising my business and I look forward to instilling a love of Syrian cuisine among the gastronomes of Lyon!*

## ZOOM

### A 3-STAGE JOURNEY

Each project leader receives individual support from a member of the team and a volunteer mentor (sponsor), who has created their business or whose work involves business creation. The project leader's journey consists of three stages.



#### Stage 1: support and guidance

Each project leader is met by a support officer who will follow them throughout their journey. They can then be directed to partner organisations who can help them remove the obstacles to their success: learning French, psychological support, housing assistance, emergency funding, etc.



#### Stage 2: intensive training

This involves two months of entrepreneurship training using appropriate methodology, groupwork, to encourage the sharing of experiences and develop promotional skills. Specialist catering training is delivered by experts, and field visits (to restaurateurs, suppliers, market gardeners, etc.) enable students to experience the realities of the profession.

The social and solidarity economy and sustainable development are an integral part of the curriculum.

#### Stage 3: testing and launch of the business

The entrepreneur tests their business under real conditions, adjusts their concept, continues their training and develops their network and outlets, thanks to support from their advisor and mentor-sponsor. Follow-up is offered after the ICI training based on the needs identified and the entrepreneur's progress. This decrease in 2020 is explained by better vetting of project leaders in advance.



## KEY FIGURES

	Persons received	Persons supported in creating a business	Incubated businesses
2018	45	18	5
2019	43	10	7
Objectives end 2020	20	10	7

This decrease in 2020 is chosen: it's explained by a better selection of project leaders upstream.

## HIGHLIGHTS



#### Start of the 4<sup>th</sup> intake

The entrepreneurs in the first 3 intakes had projects in very different fields. For the sake of greater efficiency, and in response to a local need, the team has decided to refocus on sustainable catering projects. So it has revamped its training and support programme so as to, among other things, enable entrepreneurs to test their business for 4 months after the initial 2 months' training. Project leaders, therefore, gain experience and funding to help them get established.



#### A programme that benefits everyone

The benefits of this support are threefold:

- For vulnerable people: removal of the obstacles to entrepreneurship, job training, business creation in a promising sector.
- For the region and its businesses: outlets for local producers.
- For local residents: catering services offering healthy local food and inter-cultural opportunities.

## OUTLOOK



#### Varied and determined entrepreneurs

This year, 10 project leaders are embarking on an entrepreneurial adventure and offer a varied culinary journey: two Georgian sisters who are passionate about cooking, a Lebanese serial entrepreneur, an experienced Franco-Cameroonian cook, a young Frenchman keen to launch his raw food concept, an Iranian psychologist who is retraining to set up a cultural café, a Syrian caterer who has led a very eventful life, an Italian who wants to breathe new life into an old grocery store, a French woman with a cookery-themed integration project for young refugees, and even a Chinese "fast good" outlet.



#### Testing the business in real conditions

After the two months' initial training, the project leaders will be able to test their business in real conditions for 4 months, in premises suited to their project: placement in a restaurant, on a specially provided stall, in their home in the case of a catering business or in Entrepreneurs du Monde's Food Truck. Visit our website to follow the "Flavours and wings" Food Truck's journey around the Lyon region and treat your taste buds to some new flavours.

## PARTNERS



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