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TEMPLATE FOR COLLECTION OF BEST PRACTICES

Code of the good practices

Country	Progressive number	Value chain code
<i>GE</i>	<i>04</i>	<i>d)</i>

GENERAL “TECHNICAL” INFORMATION

TITLE:	Berlin Newcomer StartUp Award
COUNTRY:	Germany
TYPE OF INITIATIVE:	Award
ACTORS:	Public-private partnership
BUDGET:	Ca. 70-80 T€ per year
FINANCING SOURCE:	City of Berlin (62 T€), additional private or public resources
DURATION:	Once a year
DATE /YEAR:	started in 2018, at the moment financed until 2022
GEOGRAPHICAL COVERAGE:	Local
SDG COVERED:	8 (Economic Growth), 9 (Innovation), 10 (Reduced Inequality)
SOURCE:	http://newcomeraward.de/award/
MOTIVATION/SELECTION CRITERIA:	highly doped Award for entrepreneurs with migrant background (incl. refugees) - linked to an awareness raising campaign



“CONTENT” INFORMATION

ADDRESSED NEEDS (VALUE/MAIN GOAL):	Awareness raising for “migrant” economy and innovation, stimulation and support of new business ideas, mainly of newcomers change the narrative of NEWCOMERS in the middle of the society,
TARGET POPULATION/BENEFICIARY:	<ul style="list-style-type: none"> ● Newcomer entrepreneurs with a new business ● future newcomer entrepreneurs with a business idea
LOCAL CONTEXT:	Since 2015, nearly 100 000 refugees came to Berlin. One of three people living in Berlin (1,32 Mio of 3,77 Mio.) has roots outside from Germany.
SHORT DESCRIPTION OF THE PRACTICE/MODEL:	<p>Call for 2 categories:</p> <p>a) “newcomer” entrepreneurs with an own new established business</p> <p>b) Potential “newcomer” entrepreneurs with a business idea</p> <ul style="list-style-type: none"> - Pre-selection of final groups followed by a training for the public presentation - Public prize-giving, in 2019 handed over by the Berlin state secretary for economy, in the framework of a networking event/fair offering the chance to meet different players (partners, potential investors and clients) - winners: get money for investment + new contacts
MONITORING PROCESS:	
IMPACT & RESULTS:	<p>The AWARD stimulates/supports new business ideas, mainly of newcomers (in 2019, around 30 participants). For the winners, the AWARD is linked directly to financial support (group 1: 20 T€, 10 T€, 5 T€ / group 2: 5x 1000 €), given as a grant, not as a loan.</p> <p>It contributes to more public attention for business concepts developed or implemented by “newcomers”, leading to more perception of their capacities, initiative, chances, successful experiences. This influences positively the narrative in the middle of the society (refugee/migrant as active subject) including self-awareness of the newcomers and supports the (future) entrepreneurs and their business as well in aspects of publicity, marketing, potential clients and/or partners.</p>
SUSTAINABILITY/VIABILITY	Still very new experience
SUCCESS FACTORS:	<ul style="list-style-type: none"> ● Cooperation with business initiatives for NEWCOMERS, ● support of the local authority ● Publicity, social media ● networking ● Financial support
NETWORKS/ACTORS SUPPORTING THE PRACTICE:	Strong own network (incl. business experts), cooperation with local initiatives
ASSOCIATED RISKS:	<p>Relevant number of good interested (potential) entrepreneurs/business ideas</p> <p>Juridical framework for NEWCOMERS</p>

The information were collected mostly during an interview with the project manager.