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TEMPLATE FOR COLLECTION OF BEST PRACTICES

Code of the good practices

Country	Progressive number	Value chain code
GR	01	C

BACKGROUND INFORMATION

This template is a tool developed within the project Express: EXchange of Practices for Refugees and migrants' Self-entrepreneurship, an Erasmus + project, under Key Actions 2/Exchange of best practice. The aim of the project is to empower young migrants and refugees, creating and/or strengthening - where existing - supporting services for the development of self-enterprises by this target population.

The practices collected within the project will be shared with practitioners/organisations working with young refugees and migrants and will constitute the content of a Learning, Teaching and Training Activity to be delivered to partner organisations.

Practice collected by Academy of Entrepreneurship

STEP REPRESENTED IN THE VALUE CHAIN FOR SELF-ENTREPRENEURSHIP

(please select 1 or more field in which the practice can be considered as representative. It is important to select the prior field, but others can be selected as secondary)

- A. Competence assessment of young migrants/refugees**
- B. Training on self-entrepreneurship**
- C. Mentoring scheme**
- D. Informative campaign**
- E. Networking activities**
- F. Support to access financing/social financing**
- G. Other: (specify) _____**



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GENERAL “TECHNICAL” INFORMATION

TITLE:	Business Coaching Center (BCC) program
COUNTRY:	Greece
TYPE OF INITIATIVE:	<i>program</i>
ACTORS:	<i>PRAKSIS</i>
BUDGET:	Confidential
FINANCING SOURCE:	Citi Foundation
DURATION:	4 months per circle/project
DATE /YEAR:	2014 until today
GEOGRAPHICAL COVERAGE:	<i>Local</i>
SDG COVERED:	4. Quality Education 8. Decent work and economic growth
SOURCE:	https://praksisbcc.gr/
MOTIVATION/SELECTION CRITERIA:	<i>This practice has been very successful in Greece throughout the years of its implementation, offering a complete training, mentoring, coaching scheme as well as after support to beneficiaries. It might be the most comprehensive program running in Greece with support of many private companies, associations and other organizations</i>



“CONTENT” INFORMATION

ADDRESSED NEEDS (VALUE/MAIN GOAL):	<p>The main goal of the program is the support of marginalized social groups, tackling of social and economic exclusion to establish their own business and create new jobs, leading to economic and social development.</p>
TARGET POPULATION/BENEFICIARY:	<p>Social and economic marginalized individuals in Greece (both migrants and Greeks, about 35% of the participants were migrants/refugees)</p>
LOCAL CONTEXT:	<p><i>High unemployment rate, uncertainty, high taxation</i></p>
SHORT DESCRIPTION OF THE PRACTICE/MODEL:	<p>The BCC program is comprised by three compulsory modules:</p> <ul style="list-style-type: none"> ● 10 seminars on development of entrepreneurial competences (business model canvas, (digital) marketing, branding, public speaking, taxation, pitching etc.) ● Consulting: session every 10 days within the 4-months period The matching is made by the business sector and maturing stage of the business idea. Through these sessions the beneficiaries can develop: <ul style="list-style-type: none"> - An optimized business model - Business plan - Marketing/digital marketing plan - Financial plan ● Coaching, every 10 days that deals with participants’ personal characteristics, assessing their way of working, their team skills and other soft skills that they need in order to succeed. <p>The consultants’ and coaches’ team consist of experienced professionals (CEOs, people in upper management positions, business consultants) to ensure appropriate matching for each of the participants.</p> <p>The selection of participants is strict and takes into account the following criteria:</p> <ul style="list-style-type: none"> - sustainability of business idea - social and economic impact of the implementation of the business idea - motivation and determination of the candidate <p>The lessons are conducted in Greek, so the participants should have at least a B1 level in Greek language.</p> <p>At the end of the program, an assessment of the development of the idea is performed upon graduation to depict the progress achieved during the program.</p> <p>Graduates of the program have the opportunity to be matched with a manager of KEMEL (Greek Volunteer Manager Centre), depending on the business</p>



	<p>sector, for monthly mentoring meetings during the first six months after their graduation. In this way, they are supported to their first steps to turn their business idea into reality, or to develop further their already established company.</p> <p>A consulting company also contributes to the support of new entrepreneurs who completed program by offering 6 meetings in monthly basis for about 5 projects creates within the program.</p>
MONITORING PROCESS:	<p>A follow-up takes place every 6 months to assess the success of the new businesses created via the program, giving the opportunity for extra mentoring/coaching sessions or to attend again training sessions in BCC, to refresh their knowledge or to learn something complementary to their existing knowledge.</p>
IMPACT & RESULTS:	<p>In total 428 people have participated actively in the program, creating 299 projects from 2014-2019. About 35% of the participants turned their idea into a legal business in Greece.</p> <p>According to research by PRAKSIS BCC, 97% of the participants improved their business idea, 85,2 % intend to establish their business in near future and 84,8% acknowledge the advancement of their entrepreneurial skills.</p> <p>Data from the period March 2014 to March 2017 show that 41,5 of the participants were 41-45 years old, 60% of them had a high school educational level, and new business or improvement of existing ones in the following business sectors: health, social entrepreneurship, technology, arts and crafts, architecture, hospitality, commerce, web & mobile applications, agriculture, cinema, education, tourism.</p> <p>The program has been awarded with the Gold prize in category “collaboration with organizations and bodies” and the silver prize in category “Youth Entrepreneurship” in 2017 Education Business Awards, as well as, the gold prize in “Youth Entrepreneurship” category in 2016 Education Business Awards.</p>
SUSTAINABILITY/VIABILITY	<p><i>Results show that after the implementation of the program for about 6 years, the program has helped many individuals and continues receiving many applications.</i></p>
SUCCESS FACTORS:	<p>Number of participants that start legally their business, new jobs created, number of participants that developed sustainably their already established business.</p>
NETWORKS/ACTORS SUPPORTING THE PRACTICE:	<p>KEMEL (Greek Volunteer Manager Centre), The People’s Trust, Action Finance Initiative, Hellenic American College, Deloitte, SAINT Start-up</p>
ASSOCIATED RISKS:	<p>Current situation in Greece, high taxation and high level of insurance contributions, uncertainty, some people come with a business idea but during the program they find a job and leave the program.</p>

Working methodology: on-site interview at PRAKSIS Business Coaching Center in Athens.



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Notes for collectors:

1. Please, catalogue your practice in the file name as follows: Country acronym _ letter of the value chain represented _ nr. of the practice _ name of the practice. (e.g. SE_A_1_aaaa). This will support in the reporting phase.
2. Please indicate the working methodology used to collect the practice (e.g. interviews, web research, direct compiling of selected organisation, etc.)