

# EUESOL European Entrepreneurship for Speakers of Other Languages



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## The Second Transnational Face to Face Meeting

The second EUESOL meeting was hosted by Association Net in Padova on the 3<sup>rd</sup> and 4<sup>th</sup> of March 2022. This meeting gave the partners an opportunity to discuss the progress of the project, to ensure that the objectives were being met and to demonstrate the Canvas platform that will eventually host the resource. Glasgow Clyde College provided information on successful migrant entrepreneurs. These success stories will be used as case studies that can be accessed by learners.



## MIGRANT SUCCESS STORY

Roney arrived in the UK in 2013, and moved to Scotland in 2014. He is a refugee from Syria and was hoping to study a diploma in interpreting as he is fluent in Arabic and Kurdish. Roney studied ESOL for 3 months but found studying for a full academic year a waste of his time as he was eager to start working and earning money.

Roney worked as a junior hairdresser for nearly five years before he could start his own business. He did not find it straightforward to be funded by organisations such as Glasgow City Council or similar. He borrowed the capital from a friend and that was a challenge as he had to return the money over a limited period of time. Another barrier was the shop location where there were a number of established well-known hairdressers. He also found it challenging to hire junior hairdressers, as they would not stay for long periods due to the low income and their own interests in starting a business.

He finally stated that the biggest challenge of them all was to keep the customers happy and have them visit again. Overall, he is satisfied with the business and it is now considered his main source of income.



### Scottish Entrepreneurship Going Forward

In the post pandemic economy and with businesses returning to some normality there exists many opportunities for potential entrepreneurs. For example, emerging markets in digital technologies and green industries.

There is recognition that in relation to entrepreneurship there has been a downturn in start-ups since the start of the pandemic with an estimate of 20,000 small businesses being lost in the last two years,

In relation to entrepreneurship FSB suggest that there is ‘untapped potential’ from migrants with a recognition that future entrepreneurs should be encouraged from all parts of Scottish society.

Research has shown that migrants are more likely to go ahead with a start-up than people born in Scotland. Migrant-led small and medium sized businesses have contributed 13 billion to the Scottish economy. They are seen as an important potential contributor to the recovering economy.

Migrant entrepreneurs however, are less likely to use official support networks. This provides an opportunity for the EUESOL resource to be rolled out to relevant agencies who can raise awareness of the information and the support it can offer migrants interested in entrepreneurship.

Click here for the full article: [Scotland's skill set: the future of work and business \(holyrood.com\)](https://www.holyrood.com/scotland-skill-set-the-future-of-work-and-business)

## Canvas

The EUESOL resource will be hosted on the Canvas platform. Canvas is a digital learning platform used by both teachers and students. From 2008, it has grown into a global community accessed by over 30 million users.

The digital classroom offers many ways to engage students and has been particularly effective in recent times when online learning took on a more significant role in the lives of teachers and learners. It allows for a blended learning approach providing consistency, engagement and support for learners whether remotely or in a classroom environment.

The platform will support learner factsheets, notes, powerpoints, quizzes and interactive material all of which can be accessed in a flexible way by learners. Teachers are also able to monitor activity, support and communicate with students.

We look forward to launching our resource on this free platform later this year. Click here for more information: [Canvas LMS for Digital Learning | Higher Ed | Instructure](#)



Much progress has been made over the past few months. Each partner has written materials relevant to the following modules:

- Business Formation
- Marketing and Communication
- Ethical Enterprise
- Business Awareness
- Employability

The resource provides factsheets detailing where interested entrepreneurs can source information in relation to Sources of Finance, Sources of Support, Legal Information and Business Legal Structures. There are also notes, PowerPoints and quizzes to support each module.

The aim is for learners to use the resource as a 'toolbox', where they can access information as and when required. Teachers in a classroom or online environment can also use this versatile resource.

As the project moves forward, the next stage involves making the resource available on the Canvas Instructure digital platform. The next meeting in June 2022 will take place in Finland. Decisions will be made regarding the piloting and launch of the resource in November 2022.

