



Iværksætteri for migranter og flygtninge SELF-EMPLOYMENT for migrants and refugees

Workshop den 25. januar 2018, kl. 8.00 - 16.00
InnoVest, Skjern, Ånumvej 28



Jolande Leinenbach





Program

- 08.00 - 08.30 Introduktion - Hvem er vi? - Introduction: Who are we?
Lidt om SELF-EMP - Hvordan kan man bygge en virksomhed?
About the SELF-EMP project - how can we build a company
- 08.30 - 09.30 Færdighedstræning til at bygge og fortælle historier - Skills training to build and tell stories
Små øvelser med fortælling - Short exercises and story-telling
- 09.30 - 11.30 Vi bygger og fortæller vores idéer - Individuel og i små grupper
We build and tell our ideas - individually and/or in small groups
- 11.30 - 12.00 Frokost - Lunch
- 12.00 - 14.30 Vi bygger og vurderer forretningsplaner - We build and evaluate business plans
Individuel og i små grupper - individually and in small groups
Aktiviteter - ressourcer - værdier for kunder og samfund
Activities - resources - values for our customers and for society
Kunderne - vejen til kunderne - kunderelationer
Customers - the way to the customers - customer relations
Partnere - partners
Omkostninger - Indtægter - Costs and Income
SWOT-Analyse - SWOT (Strengths - Weaknesses - Opportunities - Threats) Analysis
PEST-Analyse - PEST analysis (political, economic, socio-cultural and technological context)
- 14.30 - 15.00 Hvordan kan jeg komme videre? - How can we get started?
Masser af tips og kontakter - Lots of tips and contacts
- 15.00 - 16.00 Spørgsmål, coaching, ... Questions, coaching



Hvorfor iværksætteri - Why self-employment

- Ikke nemt at finde et job eller et drømmejob -
Not so easy to find a job or dream job
- Det føles bedre at have arbejde og tjene penge -
It feels better to have work and earn money
- Det er nemmere at blive del af samfundet hvor du bor -
It is easier to become a part of the society you live in
- ... og måske du kan realisere dine drømme med din egn virksomhed -
... and maybe you can realise your dreams with your own company

Iværksætteri i EU - Entrepreneurship in the EU

Danmark er det bedste land i EU for start-ups:

Denmark is best country for start-ups in the EU:

- det er nemt at starte en virksomhed - it is easy to start a company
- det er nemt at få rådgivning - it is easy to get advice
- det er nemt at få hjælp når du har problemer - it is easy to get support when you get in trouble
- EU støtter iværksætteri og SMVer , fordi de skaber arbejdspladser - the EU supports entrepreneurship and SMEs (small and medium-sized enterprises) because they create jobs



SMEs EMPLOY 2 OUT OF EVERY 3 EMPLOYEES
AND PRODUCE 57 CENTS OF EVERY EURO OF
VALUE ADDED¹



9 OUT OF 10 EU SMEs ARE MICROS
(less than 10 employees)



Danmark har brug for dig - Denmark needs you

især landdistrikter - especially rural regions

Sektorer - sectors

Turisme/Tourism - Ydelses/Services - Håndværk/Crafts

Sociale virksomheder/Social entrepreneurs

Cirkulær økonomi/Circular economy

Energi/Energy

IT

Kultur, natur, oplevelser/ Culture, nature, adventure

Kreativitet & Innovation/ Creativity & Innovation



Hvordan kan vi bygge en virksomhed? How can we build a company?

Vi bruger/We use **LEGO® SERIOUS PLAY™**

- udviklet hos LEGO i samarbejde med førende forskere inden for strategi og organisationsadfærd.
- developed by LEGO in cooperation with leading researchers in the field of strategy and organisational behaviour.

Metoden integrerer viden fra flere verdener/The method integrates knowledge from different worlds:

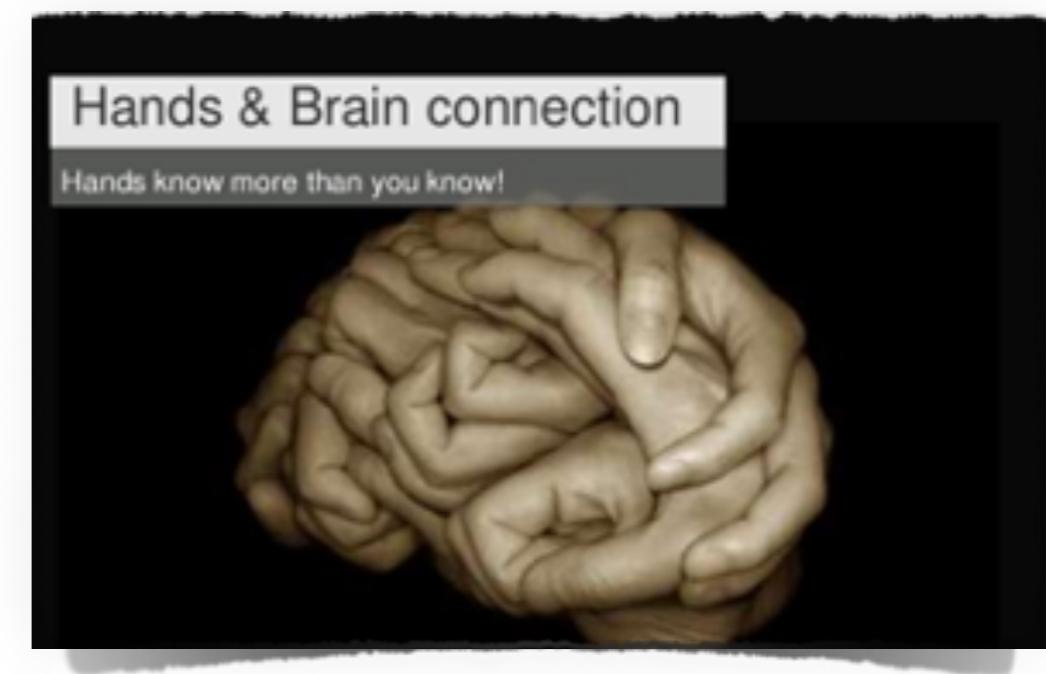
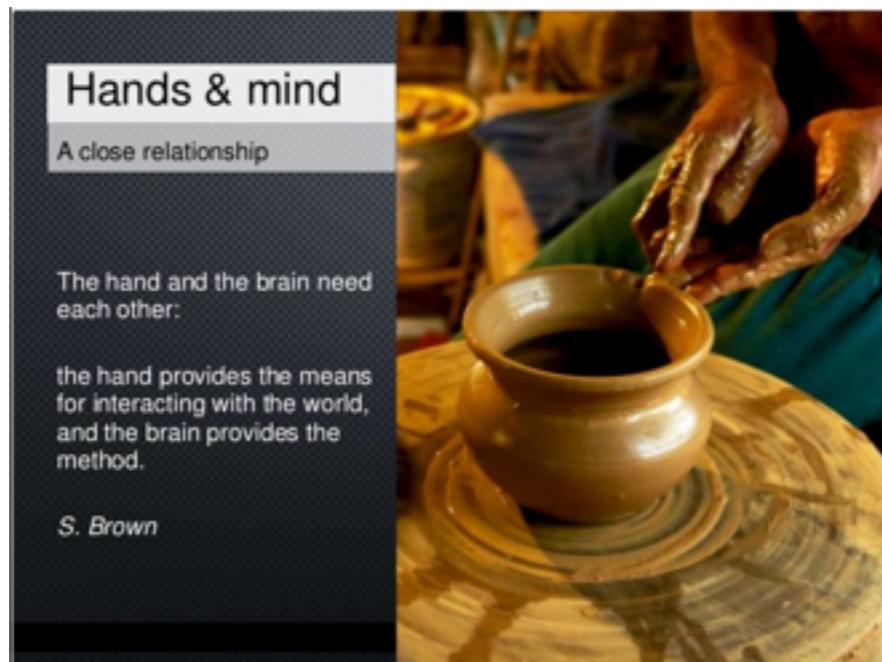
Hvad der engagerer den enkelte deltager og dermed frisætter vedkommendes kreative potentiiale.
What engages participants and unleashes their creative potential.

Metoden og tilgangen er "hands-on og minds-on" læring og giver en dybere, mere meningsfuld forståelse af verden og dens muligheder.
The "hands-on and minds-on" learning method allowing you to understand the world and the opportunities in a deeper and more meaningful way.



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Vi lærer at tænke igennem vores hander! We learn to think with our hands!





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Skal vi prøve?/Shall we try?



Brug din fantasi!

Opgave 1/Task 1



Byg en bro!

Din bro skal være så smuk og så stærk som mulig!

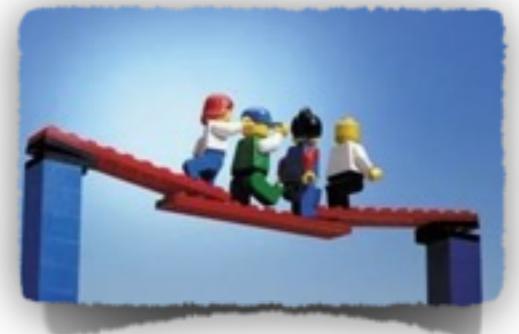
Build a bridge!

Your bridge must be as beautiful and as strong as possible!



Fortæl historien om din bro!

Tell the story of your bridge



Opgave 2/Task 2:

Forbind din bro med dine naboers broer!

Connect your bridge with your neighbours bridges!

... og fortæl jeres fælles historie/and tell your common story!



Opgave 3/Task 3:

Fortæl om hvad du er god til og elsker at lave med
Lego klodser!

Tell us what you are good at and what you love to
do with Lego bricks!

Hjemmeopgave - frivillig/Homework - voluntary:
Skriv din CV med din færdigheder/Write your CV with your skills:

<https://europass.cedefop.europa.eu/da/documents/curriculum-vitae>



Opgave 4/Task 4:

Byg dit drømmejob eller din drømme virksomhed!

Build your dream job or your dream company!





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Frokost pause/Lunch break- 11.30 - 12.00





Byg din forretningsplan/Build your Business Plan

Business Plan Canvas



Source: Business Model Foundry

Get2Growth ↑

get2growth.com | @WebbJS | © John Webb 2014



strategyzer.com

e d c o n s u l t



Byggeopgave 1/Building Task 1

Aktiviteter - ressourcer - værdier for kunder og samfundet
Activities - resources - values for our customers and for society





Byggeopgave 2/Building Task 2

Kunderne - vejen til kunderne - kunderelationer

Customers - the way to the customers - customer relations





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Byggeopgave 3/Building Task 3

Partnere - partners





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Byggeopgave 4/Building Task 4

Omkostninger - Indtægter - Costs and Income



Opgave 5/Task 5

STRESS TEST - EMERGENCES - RESCUE KIT

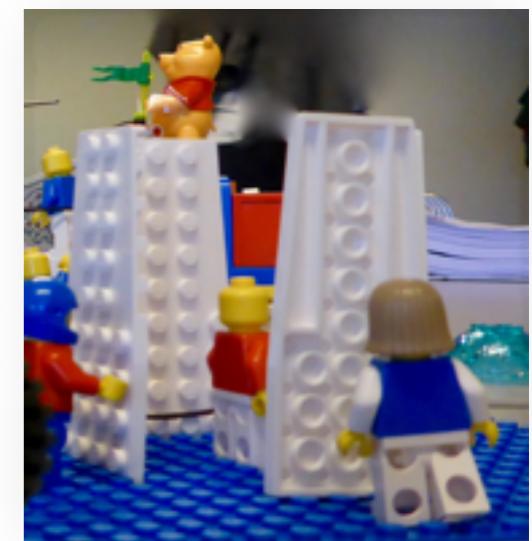
SWOT analyse - (Styrker - Svagheder - Chancer - Trusler)
SWOT Analysis (Strengths - Weaknesses - Opportunities - Threats)

Identifier og marker alle svagheder og trusler i din forretningsplan! (rød)
Identifier og marker alle styrker og chancer! (grøn)

PEST analyse - (politisk, økonomisk, kulturel, teknologisk omgivelse)
PEST analysis (political, economic, socio-cultural and technological context)

Identifier alle trusler! (gul)
Identifier alle chancer! (blå)

Hvordan kan vi undgå trusler og styrke vores forretning?





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Hvordan kan vi komme videre? How can we move on from here?

Mentoring og støtte - via email, telefon, Skype, møder!

Skriv til Jolande: self-emp@ed-con.eu





Links - Forretningsplaner/Business plans

Forretningsplan/Business Model Canvas - eks./examples:

dansk/Danish

<https://www.youtube.com/watch?v=8PZH7YwjUcU>

engelsk/English

https://www.youtube.com/watch?v=_4MHqyf4Vw0

<https://www.youtube.com/watch?v=IP0cUBWTgpY>

<https://www.youtube.com/watch?v=-uifGqu3iRE>

<https://www.youtube.com/watch?v=Of34BmUUjlq>

<https://www.youtube.com/watch?v=35ST-37PPXc>

Social økonomisk forretningsplan/Business Model Canvas:

<https://www.startupsvar.dk/socialoeconomisk-business-model-canvas>

Online tools:

strategyzer.com - online Business Model Canvas tool

<https://bmfiddle.com> - app

<https://canvanizer.com/new/business-model-canvas>

babele.co - tools & feedback/online community



Links - Klar til at komme i gang?/Ready to start up?

Tank mere viden/Get more information and skills

Skat/Tax - Webinars og kurser/Webinars and courses

[https://publish.skat.dk/content/connect/c1/7/en/events/catalog.html?
OWASP_CSRFTOKEN=1d694f81ca2aa57ca51270c5e6d3355adf497105ecd390480b1534edc2
512383](https://publish.skat.dk/content/connect/c1/7/en/events/catalog.html?OWASP_CSRFTOKEN=1d694f81ca2aa57ca51270c5e6d3355adf497105ecd390480b1534edc2512383)

Erhvervsråd Ringkøbing-Skjern/Enterprise Council

Kurser, foredrag, rådgivning, netværk, .../Courses, talks, counselling, network, ...

<https://www.rserhverv.dk>

Registrer din virksomhed/Register your company

https://indberet.virk.dk/myndigheder/stat/ERST/Start_virksomhed



Flere links/More links

[ivaekst.dk](#)

Portal med værktøjkasser, inkl. forretningsplan skabelon, budget beregner, kurser, rådgivning for iværksætter

Portal with many tools, including a business plan template, tools to make budget, courses and counselling for start-up

[ivaerksaetteren.dk](#)

Netværk side for iværksætter i Danmark med mange værktøjer og nyheder

Networking site for start-ups in Denmark and many tools and news

[workindenmark.dk/Working-in-DK/Start-your-own-business](#) & [startupsvar.dk/startup-guide-uk](#)

Sider med oplysninger hvordan man komme i gang/Sites with information how to start-up your business

[skat.dk/SKAT.aspx?old=2244378](#)

Officielle side fra SKAT med oplysninger til at komme i gang/Official tax revenue site with information to start your business

[startvaekst.virk.dk](#)

Masser af oplysninger og links til Erhvervscentre i alle kommuner/Lots of useful information and links to counselling services in all municipalities

[dinero.dk](#)

Et program til at lave bogføring og regnskab online med links til revisorer

A tool to make your bookkeeping and annual tax accounts online and links to tax consultants