Menkora STEAM

Co-funded by the
Erasmus+ Programme
of the European Union

MENTORASTEAM

EMPLOYABILITY BOOSTER

TRAINING PROGRAMME

Learners' Pack

Project Title

MentoraSTEAM - Boosting Migrant Women's Employability in the STEAM Sector

Project Acronym

MentoraSTEAM

Programme

ERASMUS+

Strategic partnership – Adult Education

Project Number

2020-1-UK01-KA202-078834

Project Duration

1.9.2020 – 31.08.2023

Authors and Project Partners

Inova Consultancy | UK

INCOMA | Spain

MEET Digital Culture Center | Italy

Vaasa University of Applied Sciences | Finland

Project Website

hiips://mentorasteam.eu/en/

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Dear Reader

This Learners' Pack will support your participation in the MentoraSTEAM Employability Booster Training Programme that aims to strengthen and build your self-efficacy, self-belief, confidence and, consequently, employability in STEAM sectors. STEAM stands for science, technology, engineering, arts and mathematics.

The training programme includes four modules:

- **Module 1** – Confidence Building and Self Efficacy
- **Module 2** – Innovation in Personal Branding and Networking
- **Module 3** – Adaptation of One's Own Skills to the Working Culture of the Host Country
- **Module 4** – Exploring the Benefits of Entrepreneurship and Self-Employment

The Learners' Pack introduces the four training modules and provides the activity templates you can use during the training session and at home. This pack also gives valuable information and support on different issues. You can download the Learners' Pack and activity templates at: [website address to find the materials].

STRUCTURE OF THE LEARNERS' PACK

The Learners' Pack is divided into five main parts:

- The first four parts focus on the training modules of the MentoraSTEAM Employability Booster Training Programme. Each module presents the contents and materials used in that session.

- The last part "Information and Support" provides useful information and guidance on different areas of employment and day-to-day lives in Finland, Italy, Spain and the United Kingdom.

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MODULE 1
Confidence Building and Self Efficacy

This module focuses on the importance of being confident for everyday life, personal life and work. Confidence impacts on life choices and happiness. Self-efficacy is enhanced through good confidence levels and allows a person to be happy in their own skill, to value oneself, have self-respect and recognise their own needs. It encourages self-nurturing, motivation levels, positivity and success. It is also important in job hunting or career progression.

During this module you will assess your current confidence levels and explore tried and tested tips and ways to increase your self-confidence and self-efficacy.

You will participate in a range of activities and additional activities will be provided for you to try at in your own time and to keep the momentum going. In addition, you will explore the importance of reflection and how this helps you grow personally, academically and professionally.

Learning Content

Confidence is necessary for happiness and for achieving goals. Having good confidence increases positivity and opportunities. It also encourages good self-esteem and self-efficacy and supports people to achieve their dreams and goals. Investing in confidence is also important for job hunting and for career progression. This module will explore how you can improve your confidence by investing in themselves and committing to do so. This will help you achieve your goals, whether personal, professional or both.

Confidence and self-esteem are strongly linked but are not the same thing. Self-esteem is about how people feel about themselves in general whilst confidence is ever changing in that we can all be confident in some things and not in others. If people have good self-esteem, it will help them to be more confident when trying new things – it will help them to be brave enough to step out of their comfort zone and handle challenges and new situations (e.g., moving to a new country, working in a male-dominated environment). Continually trying new things and building confidence is something people should all commit to. First, understanding themselves and their current confidence levels is important for putting building blocks in place. In this module you will learn about these concepts and explore ways to maintain confidence.

Objectives

At the end of this module you will:

- explore and research new ways to improve your confidence and self esteem
- complete a soft skills assessment and based on this create an Action Plan for your own development
- understand the importance of self-efficacy and learn about research in this area
- engage in group discussion on the topic to apply your learning and boost confidence

Activities and Homework

The following activities will be completed in the training session of the first module. During the session, the trainer will provide you with further instructions. You can use the templates and instructions below as guidelines to apply them in your daily and working life.

CONFIDENCE COLLAGE

AIMS OF THE ACTIVITY

The aim of this activity is to understand your current confidence level at this moment in time and to then explore it through finding pictures, text and photos that express two points on a journey- now and the future. The use of images and photos enables you to tap into effect and mood and unspoken ideas as they often serve as metaphors for the way you are feeling and transmit early intentions and interests.

SKILLS ADDRESSED IN THE ACTIVITY

Adaptability	Communication
Confidence	Critical thinking
Curiosity	Emotional intelligence
Problem-solving	Strategic thinking

DURATION

15 minutes

MATERIALS NEEDED

- "Confidence Collage" template. Download at: [link]
- A4 paper, pen

INSTRUCTION included in the "Confidence Collage" worksheet. After completing the activity, you will have an opportunity to discuss the exercise as a group.

SOFT SKILLS ASSESSMENT

AIMS OF THE ACTIVITY

This activity helps you assess current soft skills and strengths to help develop an action plan for improving skills set in readiness for career progression.

SKILLS ADDRESSED IN THE ACTIVITY

Adaptability	Communication
Confidence	Creative
Critical thinking	Curiosity
Decision-making	Emotional intelligence
Leadership	Negotiating skills
Networking	Problem-solving
Resilience	Self-awareness
Self-efficacy	Strategic thinking
Teamwork	Time management

DURATION

15 minutes

MATERIALS NEEDED

- "Soft Skills Assessment" worksheet. Download at: [link]

INSTRUCTION included in the "Soft Skills Assessment" worksheet. After completing the activity, you will have an opportunity to discuss the exercise as a group and reflect on your answers.

WHAT I WANT FROM A JOB EXERCISE
– MY WHEEL OF WORK EXPECTATIONS

AIMS OF THE ACTIVITY

This activity helps you know yourself. Thinking hard to explore expectations and ambitions before entering into situations can help with confidence and help to communicate expectations especially in work situations. Whether in work, looking for work or looking to step up into a more advanced role, this exercise can help you identify what you need from work.

SKILLS ADDRESSED IN THE ACTIVITY

Creativity
Critical thinking skills
Improving determination
Motivation
Confidence

DURATION

35 minutes in total (20 minutes individual followed by 15 minutes group activity and discussion)

MATERIALS NEEDED

- A3 or A4 paper, coloured pens, post-it notes
- "My wheel of work expectations" worksheet. Download at: [link]

INSTRUCTION included in the "My wheel of work expectations" worksheet (A4). After completing the activity, you will have an opportunity to discuss the exercise as a group.

SMART
ACTION PLANNING

AIMS OF THE ACTIVITY

This activity helps you understand the importance of S.M.A.R.T. planning and create own individual Action Plan.

SKILLS ADDRESSED IN THE ACTIVITY

Organisation
Planning
Being realistic

DURATION

20 minutes

MATERIALS NEEDED

- "SMART Goals, Action Plan" handout. Download at: [link]
- Pens

INSTRUCTION included in the "SMART Goals, Action Plan" handout. After completing the activity, you will have an opportunity to discuss the exercise as a group to reflect on your action points.

HOMEWORK

DURATION
60 minutes

INSTRUCTIONS

- Watch the following video about self-efficacy: hiips://www.youtube.com/watch?v=HnACsrdGZAI.

- Action plan:
  Ask participants to create a mini weekly action plan and reflect on this daily for one week (diary), prior to the next session. Write at least one reflective sentence per task (perhaps give some examples of possible goals)

  When completed, ask them to answer the following:
  Did you achieve your daily goals?
  If not, why not? What were the barriers?
  If you did achieve your daily goals how did this make you feel?
  Have you set yourself some new goals for next week?
  On reflection were your goals SMART?

Additional Materials and Resources

What is Self-Efficacy Theory in Psychology?
hiips://positivepsychology.com/self-efficacy/

Self-efficacy, desirability, feasibility… key concepts for entrepreneurship.
hiip://theconversation.com/self-efficacy-desirability-feasibility-key-concepts-for-entrepreneurship-75269

More Than Just Self-confidence - Self-efficacy.
hiips://www.thecoachingroom.com.au/blog/more-than-just-self-confidence-self-efficacy

4 Ways To Boost Confidence In Yourself And Others.
hiips://www.inc.com/todd-nordstrom/the-1-thing-that-could-make-you-better-at-your-job-according-to-psychologists.html?cid=search

This Journaling Habit Will Unearth New Layers of Self-Confidence Within You.
hiips://entrepreneurshandbook.co/this-journaling-habit-will-unearth-new-layers-of-self-confidence-within-you-c5ef4156e16a

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MODULE 2
Innovation in Personal Branding and Networking

The information about a person that is accessible online and on paper gives potential employers a picture of who they are as a person and a potential employee. This module will help you to better understand your own unique qualities to thoughtfully and intentionally craft your image not only in professional materials such as resumes and portfolios and on professional websites, and networking platforms such as LinkedIn, but also on general social media sites such as Instagram, TikTok, Twitter, YouTube and Facebook.

Learning Content

One's personal brand – one's unique qualities, strengths and skills communicated in a coherent, consistent way – and network – professional and personal connections with people inside of and beyond one's own profession or sector – provide a foundation for job seeking and professional life.

"Your personal brand is what people say about you when you're not in the room."

- Jeff Bezos

The development of your personal brand and networking strategies starts with:

1. **Evaluating your own skills and identifying your unique qualities**
   You must be clear about who they are, what separates you from peers, and what their message is, being aware that visibility has no value without clarity and that a good bio is the basis of how you will talk about yourself online.

2. **Defining your own brand audience and messages**
   You then need to be aware of your existing online communities and networks and how to improve them to create a stronger presence in the labour market.

3. **Selecting suitable platforms and developing your own strategies**
   A clear social media strategy needs to be defined, considering your own preferences. For example, you can choose Instagram if visuals are your interest. You should consider your host country and sectoral contexts when thinking about how and where to present yourself.

4. **Implementing strategies and following up**
   In this training, you are instructed to design a proper editorial plan and how to measure your efforts on social media. Scheduling for communicating with your own community is crucial to reinforce your own brand.

Considering the recent accelerations of digital trends e.g. artificial intelligence, you need to be aware of their influences on the labour market while shaping your presence. This implies the need to highlight your special competences, or to attend specific trainings and meaningful conferences on e.g. AI, blockchain, big data etc., to be more competitive and unique compared to other individuals.

Objectives

At the end of this module you will:

- be able to define your unique promise of value, then turning it into a bio as a basis of how you will talk about yourself online.
- be able to identify your own communities and networks and how to reach them.
- be aware about main strategies to reinforce your social media presence and networks as keys to access new jobs and professional opportunities in the digital era.
- be able to design your own social media editorial plan and measure its impact, to enlarge networks and reinforce your presence in the labour market.
- be aware about new job and professional opportunities offered by the digital transformation and how they impact the STEAM field so as to intercept new opportunities.
- be able to recognize the digital transformation trajectories and potentialities for their job fields.

Activities and Homework

The following activities will be completed in the training session of the second module. During the session, the trainer will provide you with further instructions. You can use the templates and instructions below as guidelines to apply them in your daily and working life.

BRANDING *YOURSELF*

AIMS OF THE ACTIVITY

This activity aims to help you define your own personal business value in order to position or reposition yourself in the digital-era -labour market. You will:

- become aware of your own unique promise of value
- revisit professional life directions
- become aware of needs to align personal and career aspirations
- adjust or reinvent your own work life
- create the basis of one's own digital presence/digital twinning
- define one's own brand community

SKILLS ADDRESSED IN THE ACTIVITY

Communication
Confidence
Self-awareness

DURATION

30 minutes

MATERIALS NEEDED

- A personal business model canvas template. Download at: hiip://businessmodelyou.com/wp-content/uploads/2014/05/Business_Model_You_Preview.pdf.
- Laptop, papers, pens

INSTRUCTIONS

After a short presentation by the trainer, you will be divided into pair and take turn to answer the following questions inspired by the personal business model canvas template:

- What do you do better than anyone else?
- If you were to receive an award, what would it be for?
- What words do people use to describe you when they introduce you to others?
- What unique ingredient do you contribute to everything you do? Without you, what would be missing?
- What makes you lose track of time when you do it?
- What makes you feel most confident?
- What would not be like it is if you had not been a part of it?
- What do people come to you for?
- What are you most proud of?
- What's the most unusual or quirkiest thing about you?
- What would you do if you knew you could not fail?

HOMEWORK:

Duration: 60 minutes

Instruction:

- Watch the suggested TED Talks:
  Powerful Personal Branding | Ann Bastianelli | TEDxWabashCollege hiips://www.youtube.com/watch?v=hcr3MshYe3g
  Want to sound like a leader? Start by saying your name right | Laura Sicola | TEDxPenn hiips://www.youtube.com/watch?v=02EJ1IdC6tE
  The Future of Branding is Personal | Talaya Waller | TEDxPSU - hiips://www.youtube.com/watch?v=qEHL8eLJCkc
  Defining the ROI of Social |Adam Biddle | TEDxSquareMile hiips://www.ted.com/talks/adam_biddle_defining_the_roi_of_social_media
  Top TED Talks on Digital Transformation hiips://www.bmc.com/blogs/top-ted-talks-on-digital-transformation/#
- Practice with the personal business model canvas "Business model you" by Tim Clark, in collaboration with Alexander Osterwalder and Yves Pigneur hiip://businessmodelyou.com/wp-content/uploads/2014/05/Business_Model_You_Preview.pdf

BASICS OF
DIGITAL NETWORKING STRATEGIES

AIMS OF THE ACTIVITY

The aim of this module is to help you know how to reinforce your presence on social media for professional purposes, learning the importance of preparing a personal editorial plan. You will:

- know social media job potentials (LinkedIn, Instagram, Facebook, Youtube, etc.)
- build the LinkedIn profile (headline, headshot, and summary, etc.)
- know your own social media preferences
- prepare a social media plan and schedule
- measure the impact with your own community (metrics)

SKILLS ADDRESSED IN THE ACTIVITY

Communication
Decision-making
Leadership
Networking
Strategic thinking

DURATION

30 minutes

MATERIALS NEEDED

- A social media audit template.

Download at:

- A calendar template. Download at:
- Laptop, papers, pens

INSTRUCTIONS

Step 1

Using a social media audit template, you assess the current presence on social media.

Step 2

Define measurable objectives (e.g. contacts, website traffic, opinions aroused).

Step 3

Prepare the social media map with a specific mission for each social media.

Step 4

Using a calendar template, design contents and calendar for posts.

Step 5

Practice measuring the impact using metrics, such as number of followers, connections, views of the LinkedIn profile, social action, views, comments, and shares etc. of the materials posted.

CREATING YOUR *PERSONAL BRAND*

AIMS OF THE ACTIVITY

This activity aims to help you better understand what personal branding and networking are and how you would benefit from using them utilising case study examples and then defining the qualities of your own personal brands. By evaluating case study examples, you will be prepared to develop your own personal brand.

SKILLS ADDRESSED IN THE ACTIVITY

Adaptability
Communication
Confidence
Critical thinking
Decision-making
Emotional intelligence
Networking
Self-awareness
Self-efficiency
Strategic thinking

DURATION

50 minutes

MATERIALS NEEDED

- A “Personal Branding” template. Download at:
- Laptop, papers, pens

INSTRUCTIONS

Step 1

Using one or more case studies, you and your group members (if any) evaluate an example with prompt questions given in the template. Be sure to point out mission/purpose statements that people use to describe themselves.

Step 2

After that, you will identify the following.

- "purpose" (the person's mission statement)
- "core values"
- "soft skills" and "hard skills"
- "achievements and successes"
- "brand elements" (including visual elements such as typography, graphics and colours)

Step 3

You use the template to turn your own unique qualities into a personal brand plan.

- Consider what you value as an individual and a professional in your field.
- It is okay if some skills and achievements are not specific to their STEAM field.
- Using the core values, skills and successes, you can brainstorm possible purpose statements.

Step 4

Take some time to reflect what you have learned.

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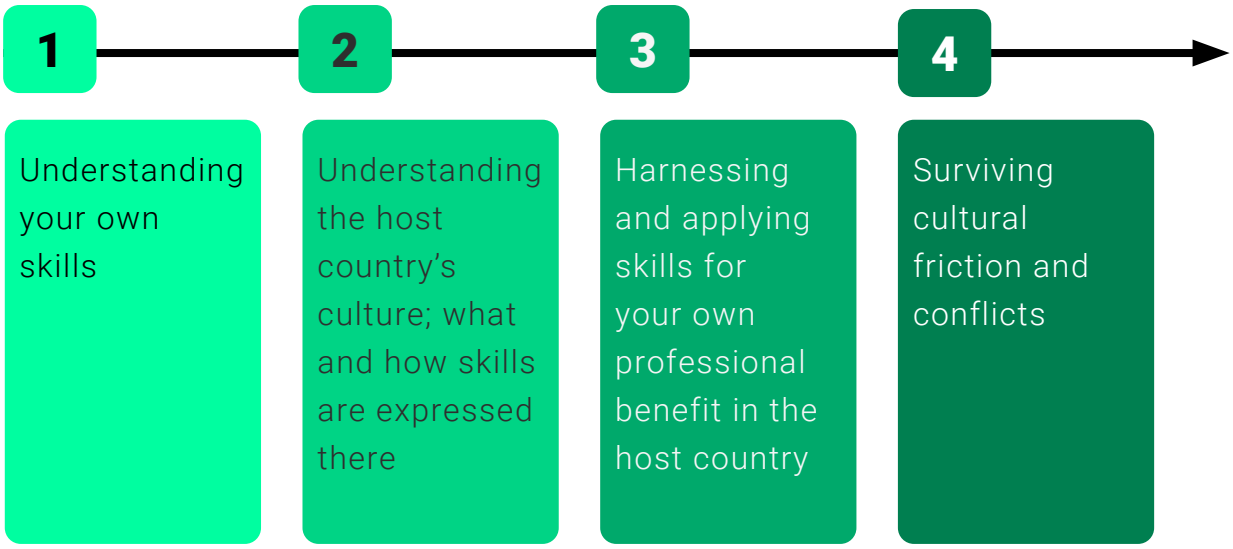
MODULE 3

Adaptation of One's Own Skills to the Working Culture of the Host Country

This module focuses on the adaptation of one's own skills to the host country and its working culture. This helps you enhance your feelings of inclusion in the host country, efficiently showcase your abilities in job searches and at work, and thereby increase your employability potential and performance. In this training session, you will participate in four main activities which can be applied later in your lives.

Learning Content

The adaptation of one's own skills to the host country and its working culture starts with understanding your own skills and competences, the host culture, the acquisition and application of skills in that context, and handling potential conflicts that result from cultural differences.



The starting point is to know and recognise your own experiences, successes, failures, personality, history, reactions and behaviours. Analysing and reflecting on them allows you to spot strengths and points for development as well as how and where they manifest.

Next, to understand the host culture, you can research the behaviours of natives and how they are similar to and different from those of your homeland, spend time observing patterns, or ask a friend or a colleague about cultural norms.

In the employment, you need to understand your skill sets and research skills required for the sectors in the host country. Then you can compare to see which skills you can transfer to the new environment, which you should choose to showcase, and which should be acquired.

At work, cultural differences can result in unfortunate conflicts. The best way to survive cultural friction and conflicts is by knowing your own culture, learning about the cultures of others, seeing where the differences are, and preparing for potential conflicts.

Objectives

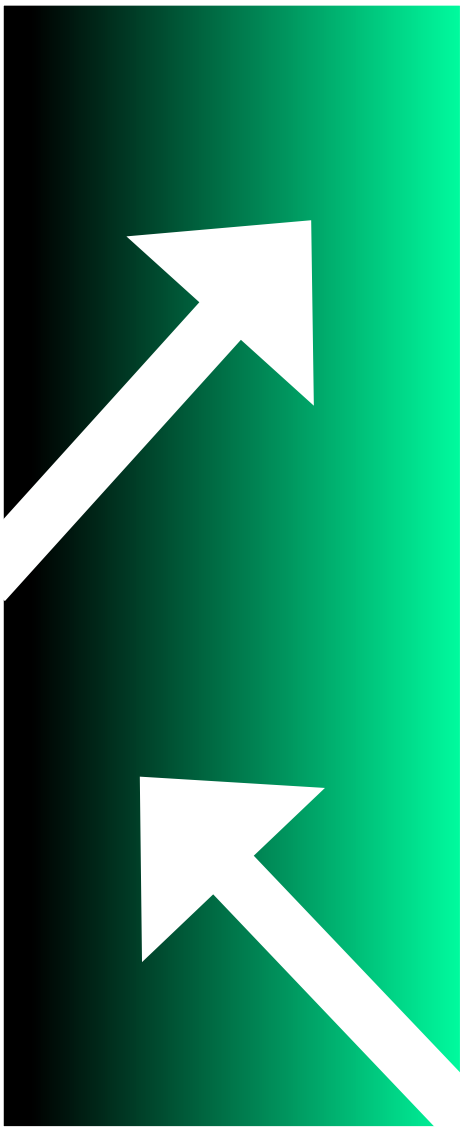
At the end of this module you will:

- understand the process to adapt your own skills to the host culture and its working culture
- understand the importance of knowing yourself for learning and adapting into the host country context
- learn to spot cultural similarities and differences and be able to explain them
- be able to recognise gaps between your capabilities and employment demands
- be able to assess levels of conflict and learn different approaches to solve them
- be able to apply the introduced practices in your own lives

Activities and Homework

The following activities will be completed in the training session of the third module. During the session, the trainer will provide you with further instructions. You can use the templates and instructions below as guidelines to apply them in your daily and working life.

THE WAY YOUR *SOFT SKILLS* ARE SHOWN



AIMS OF THE ACTIVITY

"The Way Your Soft Skills Are Shown" helps you reflect on your soft skills and embrace your values through self-reflection on your own experiences. In this activity, you look to your normal life to detect soft skills and remind yourself about your attributes.

SKILLS ADDRESSED IN THE ACTIVITY

Self-awareness
Critical thinking

DURATION

25 - 30 minutes

MATERIALS NEEDED

- Your own completed "Soft Skills Assessment" template (of Module 1 – Confidence Building and Self Efficacy)
- A "The Way Your Soft Skills Are Shown" template. Download at:
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

Step 1

Review your completion of “Soft Skills Assessment”.

Step 2

List and organise those soft skills in the order from 5 – being excellent to 1 – being poor, on the first column of “The Way Your Soft Skills Are Shown” template.

Step 3

For each soft skill listed, recall moments and situations where the skill was shown. Describe particularly activities that demonstrate skills. For example, creativity can be shown as new and interesting ideas or ways of doing ordinary things. Write down the answers, using bullet points, on the second column.

Step 4

Repeat the last step for the remaining soft skills.

YOUR CULTURE MY CULTURE

AIMS OF THE ACTIVITY

This activity enables you to understand cultural similarities and differences using Hofstede's five cultural dimensions and to practice noticing them in daily life and at the workplace. It helps to increase cross-cultural understanding as well as empathy, tolerance and openness towards the host culture.

SKILLS ADDRESSED IN THE ACTIVITY

Self-awareness
Empathy
Openness
Cross-cultural understanding

DURATION

25 - 30 minutes

MATERIALS NEEDED

- A "Your Culture, My Culture" template. Download at:
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

Step 1

Read through the meanings of Hofstede's five cultural dimensions.

Step 2

Reflect on your culture and the host culture where you are living and write down your reflections in the second column (home culture) and third column (host culture) corresponding to five key topics:

- Political structures and religious influences
- Communication style and formality
- Perception of time and planning
- Gender roles and opportunities
- Perception of work and hierarchy at workplace

Step 3

In the fourth column, use Hofstede dimensions to explain the similarities and differences for each of the five topics. For example, if the communication style in your home country is mostly formal while it is informal in your host country, it can be explained that the power distance level in your home country is higher than the host country. Within this exercise, you could also learn that similarities among countries may stem from different reasons and backgrounds.

HOMEWORK FOR ONLINE LEARNING

- Duration: 15 minutes
- Based on your answers in **Step 2**, explain the similarities and differences in five topics, using Hofstede dimensions.

TOWARDS YOUR *CAREER*

AIMS OF THE ACTIVITY

This activity aims to help you to evaluate and analyse your capabilities and sectoral skills given the context of your host labour market. It is useful when positioning yourself in the professional environment, and helps you select skills to showcase and identify those to develop.

SKILLS ADDRESSED IN THE ACTIVITY

Researching
Analysing
Logical thinking
Critical thinking
Cross-cultural understanding
Openness
Teamwork

DURATION

30 - 40 minutes

MATERIALS NEEDED

- A “Towards Your Career” template. Download at:
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

Step 1

You are divided into teams of 2-3 people that have the same or similar professional backgrounds.

Step 2

Use 15-30 minutes to research, analyse and fill in all the boxes in the template. Reflect on your experience and knowledge of other people when writing the answers.

Step 3

Share with the rest of the group what gaps you have identified and what solutions they propose.

THE WAY WE HANDLE *CONFLICTS*

AIMS OF THE ACTIVITY

"The Way We Handle Conflicts" activity helps you understand cultural differences, potential conflicts and ways to resolve them, adapting the popular model of Thomas Kilmann. You will learn to use your problem-solving skills to facilitate mutual understanding and promote cultural exchange at work.

SKILLS ADDRESSED IN THE ACTIVITY

Conflict resolution and management
Critical thinking
Communication
Openness
Empathy
Cross-cultural understanding

DURATION

30 - 40 minutes

MATERIALS NEEDED

- A "The Way We Handle Conflicts", including 3 scenarios, information of Thomas-Kilmann model and instruction template. Download at:
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

Step 1

You are divided into pairs or teams of max. 4 people that ideally share little or no commonality in working backgrounds.

Step 2

Your team has 20-30 minutes to:

- Read through 3 scenarios thoroughly and rank each one from 1 to 3.
  1 = Conflict that might be handled well
  2 = Conflict that might be handled neither good nor bad
  3 = Conflict that might be handled poorly

- For each scenario, write down possible ways to handle the conflicts using five approaches (Thomas-Kilmann model):
  Avoiding = bypassing the conflict
  Accommodating = satisfying the other person's concerns at your own expense
  Compromising = finding an acceptable agreement that partially satisfies both people's concerns
  Competing = satisfying your concerns by sacrificing at the other person's expense
  Collaborating = finding a win-win solution which completely satisfies both people's concerns

Step 3

In the last 10 minutes, reflect and discuss the following questions:

- Which approaches do you usually use in handling cultural conflicts?
- Which approaches are effective at resolving cultural conflicts?
- What behaviours and actions should be avoided in resolving the conflicts?

HOMEWORK FOR ONLINE LEARNING

- Duration: 15 minutes
- Reflect on your completion in **Step 2** and your experience, answer the following questions:

  Which approaches do you usually use in handling cultural conflicts?
  Which approaches are effective at resolving cultural conflicts?
  What behaviours and actions should be avoided in resolving the conflicts?

4

MODULE 4
Exploring the Benefits of Entrepreneurship and Self-Employment

This module focuses on exploring new ways of self-invention in the labour sector. Reinventing oneself is necessary to continue growing, entrepreneurship is not the only way but knowing about it will be crucial for us to be able to choose it and opt for it.

This module discusses the pros and cons of self-employment. It is focused on the understanding and better self-knowledge of the potential for entrepreneurship, and it explores the importance of resilience, flexibility, creativity, and communication as key skills for entrepreneurship. This section wraps up in the learning of basic skills, the soft skills.

Learning Content

Studies in all MentoraSTEAM partner countries show that highly-skilled migrant women often face double minority bias as immigrants and women in STEAM. When women migrate, they often drop in social status and their access to the labour market is much lower than their education level and qualifications. For these and other reasons, entrepreneurship can be a good path to leadership for women. Though still underrepresented, women, and migrant women in particular, are increasingly going into business for themselves. Women owned and operated businesses have grown from closer to one-quarter of the entrepreneurial sector in the 1990s to almost 50% in some countries today.

Especially for highly skilled migrant women in the STEAM sectors, starting your own business or being self-employed has many advantages. Entrepreneurship allows migrant women to work in the specific area they are passionate about and gives them much more flexibility and opportunities. However, starting one's own business is also risky; it bears a lot of uncertainty and the adaptation to a new business market is hard.

Objectives

At the end of this module you will:

- know and assess the advantages and disadvantages of entrepreneurship.
- be able to explore your own entrepreneurship potential.
- know the key skills to become an entrepreneur.
- understand the importance of useful resources for social and logistic support and funding.

Activities and Homework

The following activities will be completed in the training session of the fourth module. During the session, the trainer will provide you with further instructions. You can use the templates and instructions below as guidelines to apply them in your daily and working life.

IS ENTREPRENEURSHIP FOR YOU?
CHARACTERISTICS NEEDED

AIMS OF THE ACTIVITY

The aim of this activity is to explore what characteristics are necessary for entrepreneurship and what circumstances must be taken into account to launch a business. Therefore, you will first work on personal characteristics with the help of a SWOT Analysis, following by a presentation on the characteristics needed and then on the steps to get closer to entrepreneurship. After that you apply the knowledge to possible business challenges and analyse which characteristics are needed for certain business challenges.

SKILLS ADDRESSED IN THE ACTIVITY

Self-awareness
Group discussion
Reflection

DURATION

40 minutes

MATERIALS NEEDED

- A SWOT Analysis template. Download at: [link]
- A “Characteristics Needed” handout. Download at: [link]
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

Step 1

Start with an exercise of self-knowledge, to explore the characteristics that you have but are not usually aware because they are unconscious skills. To reflect on your own strengths, weaknesses, and the opportunities and threats of entrepreneurship, you will complete individually the template of the SWOT Analysis.

Step 2

Trainer will present the slides that introduce competencies of an entrepreneur. The skills and competences can be found in the "Characteristics Needed" handout. After the presentation, add other characteristic that you have and are not written in your own SWOT Analysis.

Step 3

The training will move to the business challenges part to reflect on possible business challenges and analyse which characteristics are needed for which business challenge that an entrepreneur has to face in their career.

- The trainer will pair you with another participant to create and role-play characters who face business challenges. Each pair generates ideas and solutions. After that, your pair will identify which characteristics, skills and competencies have been demonstrated in solving those challenges. When doing the activity online, the trainer divide you into small break-out rooms.

- Each group gets 2-3 business challenges for solving. Possible business challenges can be:
  - Informing your boss that you are quitting your position to start a new business by your own.
  - Presenting your business idea to the Chamber of Commerce for applying for financial support.
  - Managing finances when you are applying for a loan in the bank.
  - Building networks in a conference: breaking the ice.

DISCOVER THE *BENEFITS AND RISKS* OF ENTREPRENEURSHIP

AIMS OF THE ACTIVITY

The aim of this activity is to reflect on the pros and cons of (female) entrepreneurship in general, to discuss them and to eventually find solutions for the obstacles and challenges.

SKILLS ADDRESSED IN THE ACTIVITY

Reflection
Group discussion

DURATION

25 minutes

MATERIALS NEEDED

- Post-it notes in two different colours or a Padlet link: hiips://padlet.com/janinaalvarez1/i4rewl5fysrc8fd8
- A “Discover the Benefits and Risks of Entrepreneurship” template. Download at: [link]
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

The activity will be presented on the PowerPoint presentation.

You will be encouraged to answer some questions at the beginning to help the you all to reflect and get more ideas:

- What is positive about starting your own small business?
- How can your life be changed by starting your own business?
- What can be the obstacles when starting your own business?
- Etc.

Face-to-face learning

After introducing the activity and giving the questions for reflection, you will now have time to write down your own ideas of the advantages and disadvantages of launching a business on the different coloured post-its or Padlet.

Then the ideas written down will be discussed and more advantages/ disadvantages will be added.

Discussion on the identified pros and cons.

You will be provided with the "Discover the Benefits and Risks of Entrepreneurship" template that has a list of possible advantages and challenges of entrepreneurship, and some possible solutions. The template can be used later in your daily and working life.

Online learning

After introducing the activity and giving the questions for reflection, you will be divided into smaller groups of 4-5 women and each group will have their own break-out room in Zoom. Every group has 10 minutes to come up with their own ideas of advantages and disadvantages (and possible solutions for the obstacles) and discuss them in their small group. Every group has to note down their points in Padlet.

After that, all participants will be once again together in the Zoom session and each group presents shortly the ideas they came up with. The solutions will also be discussed with all participants.

You will be provided with the “Discover the Benefits and Risks of Entrepreneurship” template that has a list of possible advantages and challenges of entrepreneurship, and some possible solutions. The template can be used later in your daily and working life.

HOW TO COME UP WITH A GOOD *BUSINESS IDEA*

AIMS OF THE ACTIVITY

The aim of this activity is to provide you with tips to facilitate having a business idea, as one of the biggest challenges in this field of entrepreneurship is to have a potentially entrepreneurial idea.

SKILLS ADDRESSED IN THE ACTIVITY

Creative
Critical thinking
Curiosity
Decision-making
Leadership

DURATION

40 minutes

MATERIALS NEEDED

- A "How to Come Up with a Good Business Idea" template. Download at: [link]
- A pen or pencil
- A laptop or tablet

INSTRUCTIONS

This activity will be delivered with the help of PowerPoint presentation. After the PowerPoint Presentation, you will have time to reflect on yourself, your creativity, and critical thinking.

The following are some tips needed to foster good business ideas:

- Turn the functionality of a product on its head: a beer was always an alcoholic beverage until someone thought of taking the alcohol out of it.
- Sell products that others have created: AVON saleswomen, for example.
- Take inspiration from the tradition to provide a solution to the problem.
- Offer added value to what already exists.
  Change some attributes of a product, e.g., electric scooter.
- Move the place of purchase: Reed Hastings and Marc Randolph came up with the idea of renting DVDs by post. To test the concept, by mailing themselves a DVD. The DVD arrived intact, and the idea for Netflix was born. Later on, they personalised movie recommendation websites, using members' ratings to predict future choices. In 2007 streaming is introduced, allowing members to instantly watch series and films
- Improve usability: information is found earlier.
- Change the order of use. Williams Fiam: created a product for before shaving instead of after.
- Adapt ideas to other sectors: clothing or furniture outlets.

You will be given a "How to Come Up with A Good Business Idea" template, in which you will reflect on the given questions and fill in the empty spaces. This will help you to connect your strengths and abilities to a concrete idea and to elaborate it. This template will helo you in the future to rethink your potential idea and improve yourself.

HOMEWORK: *PITCH EXERCISE*

DURATION
15 minutes

MATERIALS NEEDED
Class materials, pen, paper to take notes

INSTRUCTIONS

• Go through the class materials and recap everything you have learned about the skills and strengths needed for being an entrepreneur, advantages, and how to come up with a good and inventive business idea.

• Now it is time to put the theoretical knowledge into practice: Apply everything you have learned about skills, strengths, and advantages of entrepreneurship to your personal situation: What skills do you personally have that make you a good entrepreneur? What are your strengths to launch your own business? What advantages does entrepreneurship hold for your personal life, how can you improve your labour situation through starting a new business? Take notes!

• After that, come up with a business idea that you are passionate about; it does not have to be very elaborated, a short idea is enough. Keep in mind that the business idea should be as new, creative, and inventive as possible.

• Now, try to hold a pitch talk that lasts around 2-3 minutes where you present yourself shortly and your business idea, proving that you are the right person to start this new business idea by presenting your skills, strengths and the advantages for you and the labour market.

• You can additionally record yourself for analysing your voice and gesture when giving the short speech.

HOMEWORK:
VIDEOS OF MIGRANT WOMEN ENTREPRENEURS

DURATION

5 - 10 minutes

MATERIALS NEEDED

Links to the 2 YouTube videos:
hiips://www.youtube.com/watch?v=vO0swl8QWWU
hiips://www.youtube.com/watch?v=tzaXuUgw51w

INSTRUCTIONS

• Watch two videos that show some examples of migrant women participating in an Australian programme which helps them with starting their own businesses.

• Reflect on the theoretical knowledge learned in class and try to establish connections with the women presented in the videos.

• Try to see some similarities or differences between women in videos and themselves. Think about how you feel about your confidence and motivation when watching these success stories

Additional Materials and Resources

Definition Entrepreneur
hiips://www.investopedia.com/terms/e/entrepreneur.asp

Women in business: advantages, challenges and opportunities
hiips://www.hult.edu/blog/women-in-business-advantages-challenges-and-opportunities/

Pros and Cons of being a female entrepreneur
hiips://www.mbopartners.com/blog/how-start-small-business/women-entrepreneurs-the-pros-and-cons-of-working-for-yourself/

Immigrants and Entrepreneurship
hiips://wol.iza.org/articles/immigrants-and-entrepreneurship/long

Migrant Female Entrepreneurship
hiips://www.researchgate.net/publication/4793605_Migrant_Female_Entrepreneurship_Driving_Forces_Motivation_and_Performance

Entrepreneurship for Migrants (Video)
hiips://www.youtube.com/watch?v=nqFE_amaDG0

De emigrante a emprendedor (Podcast) [From emigrant to entrepreneur]
hiips://www.migrantesexitosos.com/episode/017-de-emigrante-a-emprendedor-con-guillermo-gilson-periodista-y-autor-

Ventajas y desventajas de emprender [Advantage & disadvantage of entrepreneur]
hiips://economipedia.com/cultura/ventajas-y-desventajas-de-emprender.html

Ventajas e inconvenientes de emprender [Advantage & disadvantage of entrepreneur]
hiips://crearmiempresa.es/ventajas-e-inconvenientes-de-emprender.html

Plan estratégico para una empresa Pyme [Strategic plan for the creation of a Pyme Business]
hiips://milagrosruizbarroeta.com/plan-estrategico-empresa-pyme-que-es-como-se-hace/

Mujeres emprendedoras: Herramientas claves para el éxito [Entrepreneurs women: key tools for suscess]
hiips://milagrosruizbarroeta.com/mujeres-emprendedoras-herramientas/

Revista Entrepreneur
hiips://www.entrepreneur.com/article/268716

34 técnicas para detectar ideas realmente innovadoras [34 techniques to detect really innovative ideas]
hiip://www.emprendedores.es/gestion/tecnicas-detectar-ideas-innovadoras/

The entrepreneur's ultimate guide to market research
hiips://productcoalition.com/the-entrepreneurs-ultimate-guide-to-market-research-6519bf1aab13

5 INFORMATION AND SUPPORT

The following six sections provide information and consultation on issues such as: (1) recruitment processes, (2) validation of degrees, (3) starting your business, and (6) information of organisations supporting migrants and migrant women in Finland, Italy, Spain and the UK.

Recruitment Processes and Unspoken Conventions

This part provides information on how recruitment processes look like in four countries, what should be considered and what hidden issues happen in the recruitment.

FINLAND

In Finland, the recruitment process varies from company to company. Here are some characteristics and information on recruitment process in Finland that you should know as a foreigner:

- **Discrimination in recruitment**
  A study found that there has been ethnic discrimination in the recruitment process. To address the problem, anonymous recruitment process has been piloted, eliminating candidates' names, gender and age from application documents before recruiters decide who will be invited to the next stage. (hiips://yhdenvertaisuus.fi/documents/5232670/5376058/Discrimination+in+the+Finnish+Labour+Market).

- **Recruitment numbers are increasing, but recruiting is getting harder**
  Companies are increasing recruitment and expected to continue to do so. However, this does not imply an increasing in the quality of the recruits, which makes the recruiting more difficult.

↗ **Motivation and cultural fit are the top priorities in recruitment**
Many elements influence recruitment decisions, but most hiring recruiters look for a potential candidates' job motivation and cultural fit, which encompasses how a person fits with the core values of the company and the collective behaviours of the staff.

↗ **Mobile recruiting is on the rise**
Job searches are increasingly completed on a mobile device. 78% of recruiters predict that in five years most job hunting will be done on mobile devices.

↗ **From traditional recruitment to more modern approaches**
A study found that recruiters no longer see a traditional CV as a necessary part of the hiring process as this does not seem to tell the candidate's personality and cultural fit. They additionally look at the candidates' personal websites, blog, videos, online portfolio, and social media channels, such as LinkedIn and Facebook. (hiips://duunitori.fi/rekrytointi/rekrytointitutkimus/).

Here are useful tips to successfully prepare application documents:

Cover letter

- The recommended length of a cover letter is one page.
- Respond to the needs of the employer.
- Give concrete evidences on written attributes and skills.
- Keep it simple, compact and polite.

CV (Resumé)

- The recommended length of a CV is 1-2 pages.
- Keep it clear, up-to-date and truthful about your education and career.
- Describe your work tasks and areas of responsibility concisely.
- Use common and easily readable fonts.

CV (Resumé)

- Include challenges and goals (the skills I would like to develop, what I would like to learn, on-going or personal projects).
- Include samples, products, experiences and reflections visually.

ITALY

Recruitment processes are like:

- ↗ Sending spontaneous applications
- ↗ Sending applications to job ads through appropriate search channels:
  - LinkedIn
  - Indeed
  - Infojob
  - jobtime
  - jobleads
  - Job interview
  - apl (employment agencies)

What should be significantly considered:

- ↗ Personal needs
- ↗ Relationship between job ambition and free time
- ↗ According to your needs choose the type of work: freelance, full time, part time, fixed-term contract etc.

Hidden issues in recruitment:

- Many interviews are done through universities, masters and institutions that facilitate your entry
- Many interviews are also done through networking and connections
- Some universities are preferred over others
- Experience abroad is seen as a plus
- It is important to be in order with the bureaucracy and have documents and residence permit
- Speaking more than one language (English in particular) is always seen as a plus
- Bias on the geographical origin of the candidate in the recruiter
- Risk of bias on gender, sexual orientation, gender identity
- There may be racial bias
- Tattoos and piercings may be viewed negatively in some more traditional work environments
- Personal choices such as getting married or having children may be viewed negatively
- Some companies and entities may disfavor you if you are a mother - to have some tips on this, please have a look at this book: MAAM

SPAIN

In Spain, the most common applications to find jobs are LinkedIn, Infojob, Indeed and Adecco. Submitting your CV in person as well as through these platforms will give you a first contact with the company.

Personal needs to search for a job at a specific time should be considered (e.g. when studying meanwhile or maternity).

Hidden issues during the recruitment need to be taken into account:

- In Spain, the acquisition of a second language (usually English) is increasingly considered and required.

- Documentation will be revised if the job applicant is a migrant. It is not so common to hire migrant people yet, therefore the consultancies of the companies want to ensure that all documentation is in order.

- Maternity leave is often avoided in many companies, hence questions of having a family in the near future is sometimes still in interviews, although they should not be asked because of ethics. In these cases, you could answer that it is a personal matter that does not affect the working performance.

- Tattoos, piercings and unusual hair colours are often checked, especially in public-facing jobs.

UNITED KINGDOM

Recruitment in the UK is a standardised process for many organisations and there is a great focus on diversity and inclusion with many recognising the benefits. You can look online for different job adverts and apply by sending a CV and cover letter or filling in an application form with questions around your personal details, qualifications and experience. If you are shortlisted you will be possibly asked to complete one or more role-specific task(s) that will assess your suitability to the role. If successful, you will be invited to an interview where you will meet with a few members of the team who will ask you questions about your experience and personality. This, mostly likely, will be the final step of the recruitment process. If successful, the hiring process will begin when the employer will need to check your right to work in the UK and possibly collect references and/or a DBS (Disclosure and Barring Service) check. If unsuccessful, make sure you ask for feedback so you can get tips on what to improve next time - employers are expected to provide some feedback at this stage.

> ***It is widely accepted that the difficult part is to get your foot in the door and get shortlisted by potential employers, which means that the CV, cover letter and application questions are a very important part of the process, and you would need to devote enough time to "market" yourself as a professional.***

You need to ensure that your CV and cover letter/application look professional, so editing is important to avoid spelling mistakes and present the information in a clear format. Importantly, in the UK what most recruiters are looking for other than the basics, is for **tailored applications to their organisation**. To do that you can have a general CV and cover letter with all your experience and achievements and then use that as a pool from which you can create a new CV and cover letter for each job application by addressing each **job requirement** with examples of past experience. Also, looking at the **values and culture** of the organisation you are applying to is vital and you can tailor your application to show how these match your own.

Your cover letter or application questions are there to strengthen your application and you should explain **why you can do the job by providing evidence of past successes and achievements**. In your cover letter, you can also address any gaps in your work history - just be honest but do not get lost in details.

There are many resources available online for tips on a good CV and cover letter, but it is important to have a look at the high-quality ones.

- **Prospects**: hiips://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters.
- **Reed**: hiips://www.reed.co.uk/career-advice/how-to-write-a-cover-letter/.
- **National Career Service**: hiips://nationalcareers.service.gov.uk.

Although it is not your job to keep employers in check, being aware of your rights may be useful. Employers have a legal responsibility not to discriminate against candidates in the recruitment process and here are what you should expect from them:

- To advertise jobs without **discrimination** on age, gender, disability, etc.
- Not to ask any questions about your **marital status**, whether you have or planning to have **children** or whether you have any **disability** (unless it is a clearly stated requirement for the job that cannot be met with reasonable adjustments or they are using positive action to recruit a person with disability);
- To adapt their recruitment process if you require reasonable adjustments;
- Offer you employment regardless of any spent convictions or your membership to trade unions.

Source: hiips://www.gov.uk/employer-preventing-discrimination/recruitment.

Recognition of Foreign Degrees in Host Countries

This part assists you with the recognition process of degrees in four countries, who carries out the process, which organisations should be in contact with, what materials you should prepare, what degrees are unable to be validated in the host countries and what necessary considerations should be taken.

FINLAND

If you have completed a degree in another country, you may need a decision of recognition of the degree to be able to work or study in Finland. Responsibility for recognition of qualifications rests with the Finnish National Agency for Education EDUFI, a field-specific authority, an employer, a higher education institution or some other educational institution.

- The **Finnish National Agency for Education** decides on the eligibility conferred by foreign qualifications for posts in Finland for which a higher education degree or a certain education is required.
- **Field-specific authorities** grant the right to practice a profession or use a professional title.
- **Private sector employers** generally assess the competence conferred by a foreign qualification themselves when deciding on employee recruitment.
- **Higher education institutions and other educational institutions** decide on the eligibility that foreign qualifications give for further studies in Finland and on recognition of studies completed abroad towards a qualification to be completed in Finland.

Steps towards getting your foreign qualifications recognised and validated:

1

Get yourself familiar with the recognition process by reading the instruction and relevant information carefully.

- Official instruction provided by the Finnish National Agency for Education: hiips://www.oph.fi/en/services/recognition-and-international-comparability-qualifications/recognition-foreign.
- Summarised instruction provided by the InfoFinland: hiips://www.infofinland.fi/en/living-in-finland/education/foreign-degrees-in-finland.
- Brochure on the recognition of a degree in English: hiips://www.oph.fi/sites/default/files/documents/esite-tutkintojen-tunnustamisesta-englanniksi.pdf.

2

Find out whether you need to have a decision on recognition of the qualification and how to proceed.

- Flowchart on the recognition of qualification in English: hiips://www.oph.fi/sites/default/files/documents/flow-chart-on-recognition-of-qualifications-in-english.pdf
- The service guide assisting step-by-step to understand the process: hiips://www.oph.fi/en/services/recognition-and-international-comparability-qualifications/service-guide-recognition.

3

Make sure the information you fill in the service guide is correct. If you are not certain about which option applies to your case, select different alternatives and read each to find your correct application procedure. In addition, you can ask for further support and instruction via website hiips://www.oph.fi/en or telephone +358 29 533 1000.

ITALY

The qualifications obtained in a foreign country do not have legal value in Italy. If an Italian citizen, or a foreigner, who has studied abroad intends to use his/her qualification in Italy to continue his/her studies in our country or to participate in a public competition or to exercise a specific profession, he/she must provide for the attribution of legal value to his/her qualification through the equivalence or recognition procedure.

Learn how to consult the CIMEA site (Centro di Informazione sulla Mobilità e le Equivalenze Accademiche, the Italian ENIC-NARIC center).

IN THE CASE OF VALIDATION OF THE TITLE TO CONTINUE STUDIES

> The decision of the recognition of cycles and periods of study carried out abroad and of foreign degrees, is attributed to the Universities and Institutes of University Education, which exercise it within the scope of their autonomy and in accordance with their respective regulations, without prejudice to bilateral agreements on the subject.
>
> Therefore, these procedures are carried out directly by higher education institutions (universities or AFAM).

TO VALIDATE A QUALIFICATION TAKEN ABROAD

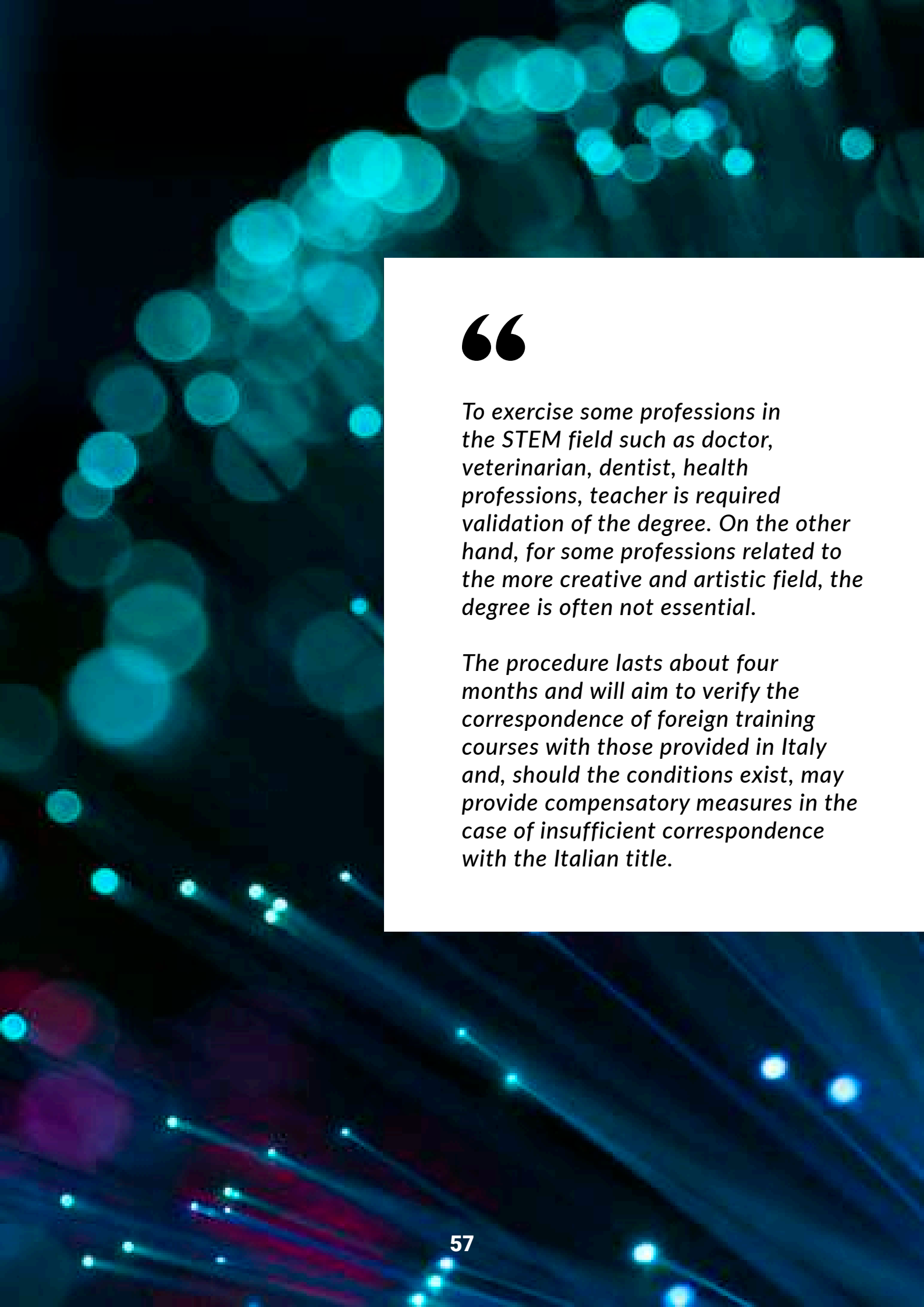
The evaluation of a foreign qualification for this purpose can produce different results:

1. Direct recognition

The issuing of the corresponding Italian qualification without the requirement to take further exams or submit final papers

2. Abbreviation of the course

The request to take additional exams/ obtain additional credits and/or submit final papers to fill the part of the curriculum of studies not covered by the foreign title, in order to issue the corresponding Italian title.



To exercise some professions in the STEM field such as doctor, veterinarian, dentist, health professions, teacher is required validation of the degree. On the other hand, for some professions related to the more creative and artistic field, the degree is often not essential.

The procedure lasts about four months and will aim to verify the correspondence of foreign training courses with those provided in Italy and, should the conditions exist, may provide compensatory measures in the case of insufficient correspondence with the Italian title.

The **documentation required** is as follows:

1. Application for equivalence to the Territorial School Office.

2. Diploma issued by the foreign school, accompanied by: a) translation into Italian, conforming to the original text and certified by the diplomatic-consular authority or by a sworn translator; b) legalization; c) declaration of the competent Italian diplomatic-consular authority, relating to the legal nature of the school, the order and level of studies to which the qualification refers according to the regulations in force in the country in which it was obtained (specifying whether it is a final qualification), declaration of the value of the diploma for the purposes of the continuation of studies or professional.

3. Certificate of European citizenship.

4. Curriculum of the studies followed by the interested party, distinguished by school years, possibly with an indication of the subjects for each of the classes attended with positive results. This curriculum, drawn up and signed by the interested party, will also indicate the favorable outcome of final exams taken or any work experience. It is also requested the program of the subjects of the course itself, issued by the school of origin abroad, accompanied by its official translation into Italian. If the foreign school authorities do not issue such a certificate, the competent Italian diplomatic-consular Representation may deduce the program in question from local official publications.

5. Any other title or document that the interested party deems useful to prove the data reported in the curriculum, must be accompanied by the relative official translation in Italian.

6. Any documents deemed suitable to prove knowledge of the Italian language.

7. Declaration of the competent Italian diplomatic-consular representation, relative to the scholastic evaluation criteria in force in the foreign country of origin, indicating the minimum score for promotion and the maximum score.

8. List in duplicate of the documents and qualifications submitted.

SPAIN

To get an overseas qualification recognised in Spain means that Spanish and migrants have the same professional values.

TYPES

Homologation is only needed by all non-European citizens. There are two types:

- The first one that allows you to have an equivalence of academic level (bachelor's or master) but it is not a specific academic major.
- The second homologation recognises the equivalence of a university degree in Spain. It would take around 2 years but this is the best option if you have a specific background and you would like to be hired on a similar job.

Professional recognition: It is from a country of the European Union. This is a quite similar process than the homologation but it is free.

WHERE TO APPLY

- In the Spanish Ministry of Education, Culture and Sport : is online, there are links to the downloadable forms it depends on the type of homologation you will be applying for.
- In the Spanish Embassy or Consulate in your home country.
- Any Spanish government office that works with a public registry office.

HOW TO APPLY

- Passport or official ID
- Degree certificate from your home country.
- Proof of payment of homologations fee, if applicable.
- Proof of competence in the Spanish language (sometimes requested).

UNITED KINGDOM

Professions in the UK are categorised into regulated and unregulated. For unregulated professions there is no need to obtain a particular qualification or to validate any existing ones from another country. Things change when it comes to regulated professions (see sources below), for which, if you wish to practice them you will need to have specific qualifications or, if possible, validate your existing ones from overseas.

UK ENIC

UK ENIC has a service that provides a general purpose statement of qualification comparability for a fee (hiips://enic.org.uk/Qualifications/SOC/Default.aspx). However, a more specific way to go about it would be to check the gov.uk's list of regulated professions and their regulatory bodies. Then, you can search online for the regulatory body where you can find specific information about your profession and how to validate your qualifications or register with the regulator. You can make enquiries and they will be able to guide you through the process for your profession. You should be prepared to get certified translations in English of any relevant documents, so finding a translator will be on your to-do list. If the translation needs official stamps, your first port of call should be the original country's embassy website for the UK.

FOR EU MIGRANTS

For EU migrants, since January 2021 there is a complex transition phase due to Brexit and validation of qualifications can be more complicated for some professions. Also, keep in mind that there is a chance you may need to pay a fee for any applications for registering with regulators and any exams you may need to undertake.

REGULATED PROFESSIONALS/PROFESIONAL ACTIVITIES
• Education • Legal • Healthcare & Managerial roles in social care • Accountancy-related professions • Transport-related professions • Security-related professions • Health & Safety-related professions

Sources:

1. UK Centre for Professional Qualifications
hiips://cpq.ecctis.com/individuals/inbound/

2. Guidance, UK regulated professions and their regulators
hiips://www.gov.uk/government/publications/professions-regulated-by-law-in-the-uk-and-their-regulators/uk-regulated-professions-and-their-regulators

3. Euraxess UK
hiips://www.euraxess.org.uk/united-kingdom/essential-information/recognition-qualifications

Starting Your Business

Entrepreneurship is an appealing way to sell your skills in the host countries. This section gives you basic steps to start a business; what materials should be prepared: which organisations should be contacted; and what should be considered when establishing a company.

FINLAND

You can start a company in Finland regardless of your nationality. It is important that you have a right of residence in Finland, the necessary professional skills and sufficient Finnish language skills. Establishing a business always starts with a needed and sellable business idea. Consider carefully whether your business idea is a good one and whether you have sufficient competencies. If you already have a business idea and are well-prepared for the entrepreneurship journey, the following steps will give you a basic guideline.

MAKE A BUSINESS PLAN

In a business plan, you analyse the strengths and weaknesses of your skills and the product(s) and service(s) you would like to sell. You should start by answering the following questions:

- What kind of problems have you identified?
- What is your solution to the problem?
- Is there a demand?
- Who are your potential customers?
- What is the added value you are offering?
- What is the size of your markets?
- How are customer needs fulfilled by your competitors?

A business plan should include the information of the operation plan, how, where and on what kind of premises your company will operate; what kind of production equipment and employees you will need; how you will handle finance and accounting; and what are the greatest risks to your business. The Business Planner Wizard will help you plan your business ahead (hiips://www.suomi.fi/company/business-planner-wizard).

Read more about establishing a company at:

- hiips://www.suomi.fi/company/starting-a-business/planning-business-activities.
- hiips://www.yrittajat.fi/en/news/how-to-start-a-business-in-finland/.

SEEK BUSINESS ADVICE

Planning independently is challenging, especially when you do not have previous experience. In Finland, free business advice is available for everyone.

- **Finnish Enterprise Agency (Uusyrityskeskus)**: hiips://uusyrityskeskus.fi/in-english/.
- **Enterprise Finland**: hiips://www.suomi.fi/instructions-and-support/support-and-assistance/information-on-enterprise-finland-telephone-service.
- **Centres for Economic Development, Transport and the Environment (ELY centres)** (Elinkeino-, liikenne- ja ympäristökeskus, ELY-keskus): hiips://www.ely-keskus.fi/en/web/ely-en/business-and-industry.
- **Business Finland**: hiips://www.businessfinland.fi/en/for-finnish-customers/home.

In addition, you can contact your nearest business advice services for assistance in developing your business idea, doing market research, calculating profitability and surveying financing. You can also get advice on whether or not you are ready to start a company.

FINANCE

Financing a company must be carefully planned before your company begins operations. You must have a business plan ready before applying for financing.

- **Loan from a bank**: Check your bank's different loan packages and the preconditions to apply for a business loan.
- **Finnvera**: hiips://www.finnvera.fi/eng.
- **Centres for Economic Development, Transport and the Environment (ELY centres)** (Elinkeino-, liikenne- ja ympäristökeskus, ELY-keskus):

hiips://www.ely-keskus.fi/en/web/ely-en/business-and-industry.

• **Business Finland**: hiips://www.businessfinland.fi/en/for-finnish-customers/services/funding.

If you have concerns regarding the potential lack of financing, you can contact Yrittäjän talousapu, Employment and Economic Development Offices (TE Office) or your local business development services. Additionally, the TE Office can offer assistance in the form of a pay subsidy for hiring employees.

• **Yrittäjän talousapu**: hiips://www.ely-keskus.fi/en/web/yrittajan-talousapu/.

• **Employment and Economic Development Offices (TE Office)**: hiips://www.te-palvelut.fi/en/employers/find-an-employee/pay-subsidy.

SELECT YOUR COMPANY FORM

When setting up a company, you need to select the type of company, the name of the company, and the field of activity. When choosing a company type, you need to take into account, the number of founders, capital requirements, responsibilities, financing, taxation, and so on.

Different types of companies in Finland are proprietorship (toiminimi), partnerships (avoinyhtiö), limited partnerships (kommandiittiyhtiö), limited liability companies (osakeyhtiö), and cooperatives (osuuskunta). When choosing a company type, you are strongly encouraged to contact the business advice services.

Learn more about company types at:

• hiips://www.infofinland.fi/en/living-in-finland/work-and-enterprise/starting-a-business/company-forms.

• hiips://www.suomi.fi/company/starting-a-business/forms-of-enterprise.

ITALY

ENTREPRENEURSHIP INFORMATION

To open a company in Italy you must choose

1. Establish the legal form (s.p.a., s.r.l., s.a.s., cooperative etc.)
2. Choose the organisational and operational structure
3. Have a target audience and customers,
4. Based on the size of the company, figure out if there should be employees
5. Cost reporting system that involves the company
6. Invoicing system

Information on the requirements can be found on the website of the Chamber of Commerce: hiips://www.registroimprese.it

Depending on the legal form chosen to open the company, there are different requirements and procedures.

1. opening of the VAT number;
2. registration with the Register of Companies;
3. communicate the acts to the Chamber of Commerce;
4. send the municipality the notice of commencement of activity;
5. in the case of hiring personnel, opening of positions through INPS and INAIL.

BUSINESS INCUBATOR

Start-up incubators are organisations that accelerate the birth of a business. They can be both public and private.

• Public incubators aim to promote the competitiveness of specific sectors or geographical areas.
• Private ones often have an economic purpose because they own a stake in the company.

Incubators offer start-ups a location in which to operate, but they differ from a simple coworking for other facilities, such as strategic consulting in various subjects, from marketing to economic management.

Business incubators also offer support in obtaining incentives for startups, which can range from non-refundable funding to access to calls for awards and recognition. See a list here: hiips://tracxn.com/d/investor-lists/Accelerators-&-Incubators-in-Italy.

CALLS FOR PROPOSALS AND FUNDING

A few examples of calls for proposals that facilitate business creation:

- **Invitalia**: "Fondo Impresa Donna" (Women's Enterprise Fund) is one of the most substantial measures of recent times, with an initial endowment of 40 million euros to which the 400 million euros provided for by the National Recovery and Resilience Plan (PNRR) will be added later.
- **Angels for Women** is an association composed of business angels who want to invest in female start-ups with high growth potential.
- **Talent Garden**: Europe's largest networking and training platform for digital innovation, which today has 17 campuses in 8 countries.
- **Digital Magics**: offers innovative startups all the necessary support to develop successful projects, from conception to IPO, and works alongside Italian companies of excellence with strategic projects and services for digital transformation and Open Innovation.
- **Government agencies (European Union, State, Regions)**: often publish calls for startups that provide grants or subsidies.

BUSINESS CREATION COURSES

They can be free or paid, offered by universities, private entities or the region.

One example is the course offered by the European Social Fund and Regione Lombardia. They provide company vouchers to do training and increase your competitiveness, with total reimbursement of the cost of the courses. The only requirement to access the training courses is to have the operational headquarters in Lombardy.

SPAIN

Boosting a business in Spain as a foreign is even more challenging than for native people due to the extra documentation process they need to face for regularisation of their situation and the language barrier. It is quite crucial to have support on regulation and implication of setting up a business as there are lots of details to have in mind. In Spain, there are specific entities who support migrant women to set up a business (in the point above can be found).

In this helpful guide everything needed to be known for starting a new business as foreign is covered:

- Business culture in Spain
- Who can start a business in Spain?
- Legal structures for business in Span
- How to start it as an expat.
- Foreign companies opening up a branch or subsidiary in Spain
- Starting up a non-profit in Spain
- Setting up an offshore company in Spain
- Administrating your business in Spain
- Business banking in Spain
- Taxation for businesses in Spain
- Business insurances in Spain
- Employing staff when starting a business in Spain
- Useful resources

UNITED KINGDOM

In the UK, most businesses register as a sole trader, limited company or partnership.

SOLE TRADER

You run your own business and are self-employed. You are responsible for the business' finances and you need to pay tax on any profits. To do this, you need to file tax returns every year via Self Assessment at HM Revenue & Customs.

- You can find information about how to come up with a business name on the government's website and here you can ensure you will not use an existing trade mark.

LIMITED COMPANIES

'Limited by shares' (make a profit) or 'limited by guarantee' (not for profit)

- You need to choose a name that is not used by anyone else;
- You have to set a director and if you want you can appoint a company secretary as well;
- You have to decide who the shareholders or guarantors are, and who the 'people with significant control' are going to be;
- The documents you need to prepare are a 'memorandum of association and 'articles of association'. They will outline how your business will be run and they will be agreed upon by everyone involved;
- You must keep records about the company and its finances. You can hire a professional to support you with this;
- You will also need to register your company with a UK address and what is called a SIC code.

PARTNERSHIP

You share profits and losses with your partner(s)

- You need to choose a name and a 'nominated partner' who will be managing tax returns and business records;
- You have to also register with HM Revenue & Customs.

Sources: hiips://www.gov.uk/set-up-business.

Organisations Supporting Migrants and Migrants Women

These organisations assist and support migrants and migrant women in different areas of employment and everyday life.

FINLAND

EMPLOYMENT

Finnish Immigration Service (Migri) is the decision-making body for matters in immigration, asylum, refugee status and citizenship and maintains the reception system. Rights to work should be read through prior to starting a job.
Find out more at: hiips://migri.fi/en/home.

Finnish Centre for Pensions provides you with information on pensions and earning-related issues, and other employment matters.
Find out more at: hiips://www.etk.fi/en/.

Finnish Tax Administration provides a useful tool to calculate taxes in different areas of employment (e.g. self-employed individuals or entrepreneurs). Detailed guidance on other taxation matters can also be found on the website.
Find out more at: hiips://www.vero.fi/en/.

Legal Aid Office assists in different matters, including wage claim and employment issues. People pay for the legal aid, but if they are not able to afford the costs, it can be paid for them partly or fully with state funds.
Find out more at: hiip://www.oikeus.fi/oikeusapu/fi/.

TE-palvelut - Employment and Economic Development Office offers services to customers at all stages of their career – when entering the working life, when looking for a change or when being unemployed.
Find out more at: hiip://www.te-palvelut.fi/.

HEALTH, SAFETY AND SECURITY

Finnish Refugee Council (Suomen Pakolaisapu ry) is Finland's largest expert organisation specialising in issues of displacement and migration. The organisation helps and support thousands of people in recovering from conflicts and integrating into their new society.
Find out more at: hiips://pakolaisapu.fi/en/.

ihmiskauppa.fi is a focal website that brings together information about human trafficking and anti-trafficking activities in Finland. If you are or suspect that you are a victim of human trafficking at work or in everyday life, please not hesitate to seek help.
Find out more at: hiips://www.ihmiskauppa.fi/en.

Occupational Safety and Health Administration in Finland provides necessary information on employment relationships, working conditions, occupational safety and health, and other issues, such as the grey market.
Find out more at: hiips://www.tyosuojelu.fi/web/en.

Multicultural Women's Association Finland (MONIKA) is a nationwide, multicultural organization functioning on the social field. It promotes the equality and inclusion of immigrant women in Finland and prevents violence against women. One of the focuses of MONIKA is to help migrant women who have experienced violence or its threat in Crisis Center Monika and Shelter Mona.
Find out more at: hiips://monikanaiset.fi/en/.

Victim Support Finland (RIKU) aims to improve the position of victims of crime, their loved ones and witnesses in criminal cases. On the website, you can also find guidance on specific circumstances that you might encounter at work and in your daily life.
Find out more at: hiips://www.riku.fi/en/.

NETWORKING

International Working Women of Finland Ry brings together women from different backgrounds and experiences. The community provides

training and workshops to develop skills needed in working life, recruitment opportunities, and empowerment activities. The IWWOF has so far operated mostly on a voluntary basis and has already reached over 7000 women via social media.
Find out more at: hiips://iwwof.com/.

Mothers in Business (MiB) is a network of talented women from different backgrounds and professional fields that all share a passion for developing their skills, advancing their career and combining work with family life. The organisation records over 4500 members and hundreds of volunteers throughout Finland.
Find out more at: hiips://www.mothersinbusiness.fi/international.

Moniheli is a Finnish multicultural network which includes over a hundred member organisations. The organisation and its member networks support immigrant, integration and social inclusion and advance equity.
Find out more at: hiips://moniheli.fi/en/.

Startup Refugees is a social innovation founded in 2015. The organisation offers asylum seekers, refugees, and other immigrants support in finding employment, skills development, and starting a business. Startup Refugees has a network of more than 1000 members, including companies, government officials, NGOs, universities, congregations, research institutes, communities, and individuals.
Find out more at: hiips://startuprefugees.com/.

ITALY

EMPLOYMENT

ASGI - Association for Legal Studies on Immigration. Since 1990, the Association has been carrying out training projects in order to increase the professional skills and effectiveness of the daily work of lawyers, legal professionals and those who deal with the rights of foreigners through work and volunteer work.
Find out more at: hiips://www.asgi.it.

Associazione sindacale donne dell'Est provides support in the search for work, advice on orientation to the rights and duties of workers, especially foreigners, and help in the compilation of tax returns, translations.
Find out more at: hiips://donnedellest.org.

HEALTH, SAFETY AND SECURITY

Casa delle donne per non subire violenza onlus provides telephone and personal counselling of Italian and foreign women, support groups.
Find out more at: hiips://www.casadonne.it.

NAGA, thanks to the collaboration of 400 volunteers, offers free health, legal and social assistance to irregular and non-irregular foreign citizens.
Find out more at: hiips://naga.it/.

NETWORKING

MigraBo LGBTI; Desk for second LGBTI generations and for parents. Legal advice for LGBTI applicants for international protection.
Find out more at: hiips://migrabo.it.

Associazione Differenza Donna APS acts on the promotion and protection of health through targeted referrals and access to specific medical care; cultural mediation; literacy and training, starting with the learning of the Italian language; orientation on rights and orientation to work by enhancing the skills and attitudes of each individual.
Find out more at: hiips://www.differenzadonna.org/donne-migranti/.

SPAIN

NGO Open Cultural Centers, based in Barcelona, offer various educational and cultural activities that support refugees and migrants with their integration. They also have some projects, especially for supporting migrant skilled women in tech.
Find out more at: hiips://openculturalcenter.org/projects/.

Asociación Progestión, based in Madrid and Valladolid, offers employment support for (female) migrants as well as psychological support, especially for migrant women.
Find out more at: hiips://progestion.org/en/.

ORMIGA – Red de Organizaciones de Mujeres Migrantes is a website offering helpful information concerning the situation of migrant women in Spain, maltreatments, job offers, education, health, accommodation etc.
Find out more at: hiip://redormiga.org/.

Asociación Por Ti Mujer seeks to support migrant women offering care programmes with information, psychological, social, educational, legal, employment and shelter services for abused women as well as projects that help women find employment and educational enrichment.
Find out more at: hiips://asociacionportimujer.org/.

SARA Programme and CLARA programme of the Spanish government aim to increase the employability of migrant women, their life quality and give them training.
Find out more at: hiips://www.inmujeres.gob.es/areasTematicas/multiDiscriminacion/mujeresMigrantes/home.htm.

Chamber of Commerce is specialised in offering resources for building a business. They offer training and support for people who would like to become an entrepreneur.
Find out more at: hiips://www.camara.es/en.

UNITED KINGDOM

EMPLOYMENT

The Refugee and Migrant Centre (RMC) is a charity assisting refugees and migrants with all issues around immigration casework, housing, employment, training education, welfare and benefits, etc.
Find out more at: hiips://rmcentre.org.uk/.

FemSTEM provides information and learning resources for women working in STEM on recruitment, retention, and progression.
Find out more at: hiips://femstem.eu/.

HEALTH, SAFETY AND SECURITY

Citizens Advice is an organisation supporting people on benefits, work, debt and money, consumer, family, housing, law and courts, immigration, health.
Find out more at: hiips://www.citizensadvice.org.uk/.

Migrant Help for individuals affected by displacement and exploitation.
Find out more at: hiips://www.migranthelpuk.org/.

Ashiana Sheffield for individuals from BAMER communities affected by abuse and human trafficking.
Find out more at: hiip://www.ashianasheffield.org/.

NETWORKING

Roshni Sheffield for Asian women to advance their welfare and education.
Find out more at: hiips://www.roshnisheffield.co.uk/asian-womens-resource-centre/.

Migrants' Rights Network empowers migrants in the UK around their rights, campaign together and create a network of support.
Find out more at: hiips://migrantsrights.org.uk/.

ANNEXES

PowerPoint Presentations

Download the PowerPoint presentation of **Module 1** at:
[link]

Download the PowerPoint presentation of **Module 2** at:
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Download the PowerPoint presentation of **Module 3** at:
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Download the PowerPoint presentation of **Module 4** at:
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Activity Templates

MODULE 1

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MODULE 2

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ABOUT MENTORASTEAM PROJECT

MentoraSTEAM - Boosting Migrant Women's Employability in the STEAM Sector is a three-year project funded by the Erasmus+ Programme of the European Commission. The project is a collaboration of four partners: Inova Consultancy (United Kingdom), INCOMA (Spain), MEET Digital Culture Center (Italy) and Vaasa University of Applied Sciences (Finland).

It aims to empower and train highly skilled migrant women in STEAM in order to boost their employability. The project also aims to improve policy makers', employment agencies', unions' and organisations' understanding of the beneficiaries' needs and expectations. The MentoraSTEAM project contributes to spotlight the inequalities and challenges that highly skilled migrant women experience when they access the labour market.

Inova Consultancy, United Kingdom

Inova Consultancy Ltd (UK) provides a flexible consultancy service that responds to the needs of organisations and individuals internationally in the area of diversity, equal opportunities and entrepreneurship. Inova has specialist experience in the development and delivery of coaching and mentoring programmes in the UK and on an international level for women in a range of fields, including entrepreneurship, management and STEM.

Inova's employees and associates combine experience and qualifications in organisational development, psychology, mentoring and coaching in addition to bringing in best practices from across Europe to assist organisations and individuals in the field of personal and business development.

Website: www.inovaconsult.com

INCOMA, Spain

INCOMA is a training and research centre based in Seville (Spain) with extensive know-how and experience in the development and coordination of international cooperation projects mainly funded within the framework of EU programmes, especially in the field of education, training and research.

Our activity is especially devoted to the development of social innovation projects, with special focus on training targeting groups at risk or with special difficulties to enter the labour market, namely young people, women and migrants.

Website: hiips://incoma-projects.eu/

MEET Digital Culture Center, Italy

MEET is the Italian organisation that supports digital culture and creative technology. MEET delivers a massive plan of on life – on line and on site – activities that bring people to experience and embrace digital technology as a part of their daily life and a resource for their creativity.

MEET aims to reduce Italian digital cultural divide. Other key factors are exchange, discussion and building of new projects together with several international partners. Designed as a social-oriented institution, MEET collects, promotes and shares creative ideas and innovative projects to reduce the digital cultural divide and guarantee an increasingly more active participation with an approach centred on meeting and inclusion.

Website: hiips://www.meetcenter.it/en/about/

Vaasa University of Applied Sciences, Finland

Vaasa University of Applied Sciences (VAMK) is a non-profit higher education institution that provides education in technology, economics, international business, health care and social services. Western Finland Design Centre MUOVA (later MUOVA) is a design research and development centre of VAMK. MUOVA has developed expertise in user-centeredness, design and product envisioning, service design, creativity and innovation, entrepreneurship, branding, sustainability, applying design and creativity into different sectors, and in digital formats and virtual environments.

Website: hiips://vamk.fi/ | hiip://www.muova.fi/

Menkora
STEAM