

## SUMMARY OF MAIN FINDINGS

### Task 3.2 Analysis of specific demands and needs of migrant women aiming to be entrepreneurs

**Country:** (Southern) Italy

**Partner:** Nova Onlus

**Sample:**

- Total number of interviewees: **9**
- Nr. Of interviewee for each *typology of subject*

Typology of subject	Age	Country of origin	Educational qualification	Business activity
Currently an entrepreneur	28	Nigeria	University degree	Itinerant sale activity
Currently an entrepreneur	45	Albania		Legal consultancy for companies from different countries
Currently an entrepreneur	56	Brazil		Catering/confectionery activities
Currently an entrepreneur	unknown	Cuba		Social enterprise
Aspiring entrepreneur	45	Morocco		Catering/confectionery activities
Aspiring entrepreneur	37	Tunisia		Import-export enterprise
Closed business	50	Guatemala		Handicraft activities
Key actor	unknown	Italy		Social tailoring association
Key actor	unknown	Italy		Social enterprise

*Note: In case of undetected information, you could write "unknown".*

### MOTIVATIONS

These are **motivations** linked to the start-up and management of business activity among the interviewees:

1. Starting entrepreneurial activity as a secondary choice, because of **induced motivation**: dual market, lack of other job prospects
2. Starting an entrepreneurial activity to improve **professional training and skills**
3. Starting an entrepreneurial activity to improve the **economic situation**
4. Starting an entrepreneurial activity because of **family-related motivations**: ensuring a better future for children and family and supporting partners



5. Starting an entrepreneurial activity to have space for **autonomy, growth, and personal freedom**
6. Starting an entrepreneurial activity as a possibility of **social inclusion, redemption, and emancipation**
7. Starting an entrepreneurial activity to guarantee **support** to one's **community of origin** by creating economic opportunities for other people
8. Starting an entrepreneurial activity to make people aware of their own **culture and identity**
9. Starting an entrepreneurial activity following specific **social inclusion projects** promoted by third sector organisations.

## NEEDS

1. Need for personal autonomy
2. General learning needs: improving language skills
3. Specific training needs (business creation and management, marketing and digitisation, etc.)
4. Need for institutional support and recognition
5. Need for economic support
6. Need for clear information
7. Need for protection against risks

## CHALLENGES/OBSTACLES

**Types of criticalities encountered by migrant women entrepreneurs at the start-up and in the management of their business** detected during the interviews:

- At the **start-up of the business activity**: criticalities linked to forms of discrimination and stereotypes/stigmas; criticalities linked to the specific status of migrant woman from a third country; criticalities linked to bureaucratic and administrative issues linked to the necessary documentation for the start-up of business activity; criticalities linked to economic and financial aspects (issues to access credit/loans; relationship with banks, etc.)
- Criticalities linked to the **management of the enterprise**: criticalities linked to forms of discrimination and stereotypes/stigmas; criticalities linked to the specific status of migrant woman from a third country; criticalities linked to bureaucratic and administrative issues linked to the necessary documentation for the start-up of business activity; criticalities linked to economic and financial aspects (issues to access credit/loans, relationships with banks, etc.), sustainability in the market, etc.

<b>Business start-up</b>	<b>Business management</b>
<p>Criticalities at the start-up</p> <ul style="list-style-type: none"> <li>● Economic and financial aspects: Poor accessibility to loans and funds, which may be linked to low accessibility of info</li> <li>● Complex bureaucracy</li> <li>● Limited personal competencies Language, professional, entrepreneurial</li> </ul>	<p>Criticalities linked to the business management</p> <ul style="list-style-type: none"> <li>● <b>Economic and financial aspect</b> (subjective, primarily linked to the local context)</li> <li>● <b>Complex bureaucracy</b></li> <li>● <b>Limited personal competencies</b> Language, professional, entrepreneurial</li> </ul>



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| <ul style="list-style-type: none"> <li>● Lack of trust (support at the start-up)</li> <li>● Gender role (family-work conciliation)<br/>A positive factor to start-up a business</li> </ul> | <ul style="list-style-type: none"> <li>● <b>Lack of trust</b> (product/service distrust)</li> <li>● <b>Gender role</b> (family-work conciliation)<br/>A negative factor for business management</li> </ul> |
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## PROPOSALS

- Enhance personal autonomy for women entrepreneurs, by providing services such as transportation and babysitting
- Linked to the general learning needs, improvement of Italian language courses
- Linked to specific training needs, improvement and activation of specific professional courses, courses on business creation and management, courses on marketing and digitisation
- Linked to the need for institutional support and recognition, creation of links and coordination between institutions and associations of foreign women, creation of specific offices and advisory activities, and facilitation of bureaucratic procedures
- Forms of linguistic and cultural mediation and tutoring or mentoring projects could be envisaged with the involvement of women's associations and professional organizations
- Linked to the need for economic support, facilitation of access to call for tenders, creation of funds for foreign female entrepreneurs, facilitation of access to headquarters, for instance via the valorisation of abandoned public spaces
- Creation of special funds to guarantee against risk in the event of particular contingencies.
- From the SWG1:
  - Enhancement of the limelight of migrants and the creation of mixed associations
  - Creation of a multilingual handbook explaining, step by step, how to start a business
  - Well-structured support service to guide the aspiring entrepreneur in the start-up phase
  - Sectoral language training
  - Creation of a network of women entrepreneurs
  - Organization of an event to listen to the testimonies of women entrepreneurs currently managing a business.

### Other<sup>1</sup> - The importance of associationism

There is a clear link between immigrant women's entrepreneurship and participation. Women entrepreneurs and aspiring entrepreneurs are themselves founders and promoters of women's associations in the cities where they live. The activities developed within associations are often a driving force for starting entrepreneurial projects. First, they bring opportunities to create new social contacts. Second, associations are perceived as places where women have the possibility to tell their stories, exchange ideas, be supported, and support other women in their path of integration into Italian society.

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<sup>1</sup> Other important information you deem relevant to include



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Evidence collected from the interviews confirms the importance of associationism as a tool for activating and strengthening paths of protagonist and visibility of the multiple experiences of foreign women, who consciously become agents of change and cultural and social intermediation in the host country. The need for participation and confrontation is therefore deeply connected with the need for self-affirmation and -representation, applicable also to migrant women's skills and projects.