



Centro Interculturale
MONDINSIEME
Intercultural Centre



InterculturalHUB

Call for intercultural ideas

Powered by



Reggio Emilia

**Incubazione, accelerazione,
supporto e accompagnamento
di nuove iniziative imprenditoriali
che valorizzino le opportunità
derivanti da una società
interculturale**

In collaborazione con:





InterculturalHUB

1 – CALL FOR IDEAS PRESENTATION

The "InterculturalHub" project is an initiative promoted by **Mondinsieme Foundation** and **Impact Hub Reggio Emilia** for the support and the funding of business/entrepreneurial intercultural ideas. The initiative foresees the incubation, the acceleration and the support to new business/entrepreneurial initiatives able to take the opportunities arising from an intercultural society. The ideas, selected through the Call, will access a training path led by Impact Hub and other partners involved in the project.

Mondinsieme Foundation of Reggio Emilia Municipality is an innovative centre, at the forefront on issues related to cultural diversity, intercultural education, urban governance, interfaith dialogue, the diversity advantage and its management. Mondinsieme operates within a local solid network with global connections.

Impact Hub Reggio Emilia is an innovative lab; an entrepreneurship place; a community centre for social enterprises: it seeks to create a unique ecosystem of inspirations, resources and collaboration opportunities to enhance the positive impact of work and education.

IH Reggio Emilia is also a coworking space where to connect for developing ideas or projects with the contribution of skills and support from the hubbers, or where to rent a workstation in an open, shared and collaborative environment. A space for working together to the development of sustainable projects and solutions, responding to local needs while keeping together the economy with the society by the use of participatory methodologies and the constant contamination among different sectors. It is, above all, a global network of spaces and people, an international association of realities and places where entrepreneurs and creative and professional people can access resources, be inspired by the work of others, develop innovative ideas and enhance useful relationships, identifying new market opportunities and leaving a positive sign for all stakeholders. The worldwide network promotes annual meetings to exchange best practices and to share ideas and proposals, coming from all over the world: our members are entrepreneurs, social investors, freelancers, startupper, creators, artists, consultants, innovators and young professionals.

2 - OBJECTIVES

This Call aims to collect and select business ideas and / or entrepreneurial initiatives already started, with distinctly intercultural characteristics, to offer support to the initial development stage or to strengthen their business model, their structure, eventual internal or external dynamics that should be decisive for their entrepreneurial future, with a greater attention to their expected social impact. It will be possible to present both ideas not yet implemented and entrepreneurial initiatives already started, by individuals as well as by an already existing team (even informal).

During the selection of the project ideas to support and accompany, the jury will privilege not only the most innovative ideas, but also the proposals that will demonstrate greater adaptability and openness in terms of construction of the team.

Therefore, it is expected a great availability and flexibility by the selected people to accept possible external contributions and possible collaborations with other participants who propose similar (or complementary) business ideas and / or skills holders for the supported project development.

3 – CALL STRUCTURE

3.1 Application and Selection

From the publication of this Call for Ideas, on **May 18**, a period of 6 weeks will start for the presentation of the ideas (rules and deadlines for the presentation of the application forms are outlined below). During these 6 weeks, there will be an information event / workshop on the theme, aimed at guiding and helping the participants in the presentation of their ideas.

After the deadline for the applications submission (**30 June**), the jury will select the best ideas and communicate the results of the selection by **July 23**.

The precise dates and the number of accepted ideas will be communicated the same day on Impact Hub Reggio Emilia's website and will be related to the type of projects submitted to the jury.

3.2 Phase of training and improvement of the proposals

All the selected people will be called in the start of September for a few preliminary steps of support and consolidation of the project teams.

The selected teams will have access to a 3-month training program (approximately from September to December 2018) organized by Impact Hub Reggio Emilia.

The themes and the accompanying process will be defined according to the needs of the selected teams.

At the end of this phase, the best team, or more than one team if the resources allow it (as defined in paragraph 5.3) will be selected, taking into account the project idea, the participation in the training and the project development during the training period.

The communication of the winning Team (s) will take place on **18th December**.

3.3. Winner Selection and Accompaniment Phase

The winning team (s), selected at the end of the training and the consolidation phase of the project idea, will have access to a three-month accompanying and tutoring program (indicatively from January to March 2019) organized by Impact Hub Reggio Emilia.

The themes and the accompanying process will be defined according to the needs of the selected teams.

The selected teams will also receive a monetary award, better specified in point 5.3

4 - SELECTION OF PROJECT IDEAS

4.1 Evaluation Criteria of design ideas

According to the specific project objective and its translation into the present Call, the interculturality of the project is essential for the positive selection of the entrepreneurial project. It is defined in a dynamic and inclusive way: *team composition, skills of all involved people, business object, involved geographic areas, international collaborations, involvement of people with a migrant background, social impact on the territory and based on various population groups, etc...*

We report below the criteria for the proposed ideas evaluation by the jury, composed of representatives of the involved centres.

(Each criterion shows the relative maximum score achievable: the maximum total score is 100 points).

- 1) Geocultural diversity of the project team (max 20 points)
- 2) Intercultural perspective of the project idea (max 15 points)
- 3) Specific skills and diversification of the team (max 15 points)
- 4) Quality, originality and innovation of the business idea (max 10 points)
- 5) Sustainability and scalability of the project (max 25 points)
- 6) Relations with the territory and expected social impact (max 15 points)

The expressions of interest written by other local companies and / or associations constitutes a criterion of further reward.

5 - WHAT IT IS OFFERED

5.1 Training

The teams selected at the end of the application process will access the first path of definition and consolidation of the work teams, possibly by matching the skills brought by people of different origins and, if necessary, inserting these skills in the project teams.

At the end of this consolidation process, the selected project ideas will participate in a three-month entrepreneurial training course, which includes some modules that can be activated according to the characteristics of the participants. They include:

- Business Model Canvas
- Market Analysis
- Business Planning
- Agile/Lean Approach
- Scrum/Kanban
- Web Marketing
- Relations with investors
- Intellectual property
- Proprietà intellettuale
- Big Data

5.2 Accompaniment

At the end of the training and consolidation process of the project ideas, we will proceed to the selection of the winning teams that will participate in the accompanying process. It will be defined on the characteristics of the same teams. It will start from a pre-incubation or incubation phase until the definition of the acceleration process or business consolidation or networks' consolidation among enterprises.

Specifically, we will resume and support the application of some modules activated in the aforementioned training, for the implementation and the definition of the business project.

Based on the number and characteristics of the selected teams and their components, as well as specific accompanying needs, the selected ideas will have the possibility to use Impact Hub Reggio Emilia' coworking space.

5.3 Monetary award

At the end of the training and consolidation phase of the projects and the teams work, the ideas selected for the second phase will receive a monetary award to be used for the start-up or the consolidation phase of their business project: the maximum total sum allocated will be € 20,000.00 (inclusive of any eventual additional cost and tax), divided according to a further assessment concerning specific individual needs and the business development process.

The terms of the allocation will be agreed through a direct negotiation with the selected teams, in compliance with the regulations concerning the awarding of public fundings.

6 - RULES FOR THE SUBMISSION OF THE APPLICATION FOR PARTICIPATION

The participation in the Call for Ideas is free.

The proposals must be correctly completed according to the instructions in the document to be downloaded on the Impact Hub Reggio Emilia website: www.impacthubre.it/call/interculturalhub/ and sent to: reggioemilia.admin@impacthub.net by **06.00 pm of June 30, 2018**.

For the projects that will pass the preliminary selection, participants must provide any additional documentation if requested, in accordance with the agreed terms of participation.

To the participants, whose projects will pass the preliminary selection, may be asked taking part in a project presentation session and in an interview with the members of the jury.

7 - SINTESI DEGLI ELEMENTI ESSENZIALI DELLA CALL FOR IDEAS

- Presentation of the application: **May 18, 2018 – June 30, 2018**
- Deadline for Presentation of the application: **06.00 pm of June 30, 2018**
- Email address for sending project ideas: reggioemilia.admin@impacthub.net
- Selection of presented projects: **July 23, 2018**
- Workshop to refine proposals and build teams: **Beginning of September 2018**
- Training path for the selected teams: **September 2018 - December 2018**
- Selection of the winning projects: **18 December 2018**
- Accompaniment process for the winning teams: **January 2019 - March 2019**
- Website for downloading the Call, for the request of information and the application: www.impacthubre.it/call/interculturalhub/

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