

# MoEm Kicks Off In Dortmund

With the kick off in Dortmund at the 28<sup>th</sup> of October, the Leonardo Da Vinci Partnership Project “Increase Motivation – Improve Employability (MoEm)” has officially started. Six partners from all over Europe will work out methods to promote entrepreneurship and intercultural skills, especially within the target group of unemployed people and school drop-outs, which will be published as a practical guide with efficient training material. These six partners will work together in the next two years by sharing experiences and knowledge.

**By: Matthijs Matser**

The project will be coordinated by the German organization Chancengleich In Europa (Equal Opportunities In Europe) and hosted the kick off in Dortmund. In two days, the partners visited organizations, projects and businesses within the city. Each with it’s own view and methods of increasing motivation and employment and stimulate entrepreneurship within different target groups: school drop-outs, unemployed people, beginning entrepreneurs and immigrants.

## Youth

At the first day of the kick off, the partners visited GrünBau. This organization was founded in 1990 as a project for unemployed people to work in greening and landscaping. Four years later the organization was expanded with a successful youth care program. The target group of this program are teenagers who have lost their motivation to attend school or who have already dropped out of school. GrünBau will help them by offering them a program, where the high pressure of performing at school will be taken away and where they will regain their motivation step-by-step. The main focus of this project lays on what somebody can do, instead of what he or she can’t do. This will help them to increase their motivation and self esteem, so they can go back to school and finish it with a certificate.



Another project of GrünBau is the teaching restaurant Kohldampf. The partners had a lunch at this small establishment, where they provide meals for fair prices. This restaurant also offers traineeships for the participants of the programs of GrünBau, where they work, cook and learn under the supervision of the chef.

## Entrepreneurs

After the visit of Grünbau, the partners went to *.garage*, an organization that provides room and knowledge for beginning entrepreneurs. *.garage* is an so-called ‘incubator’, where people can go to when they have a good plan for starting a new business. When the plan has a chance of success,

.garage will guide them and help them through the first phase of entrepreneurship, together with other new entrepreneurs. They will get an temporary office and will have to make their own business plan and marketing investigation.



At the end of the day, Águst Pétursson gave a lecture about motivating young unemployed by offering them a successful four week entrepreneurship simulation in Akranes, Iceland, where the participants learn to set up their own business by working together and use their own specific talents and skills.

### Immigrants

The last visit before the partners started to set up the next steps in the project was at the Verbund sozial-kultureller Migrantenselbstorganisationen in Dortmund (VMDO). The VMDO is an umbrella group of thirty-two different immigrant organizations within the city of Dortmund, which each it's own cultural and ethnic background. VMDO aims for the professionalization of these organizations, provides information for migrants on a social-cultural level and plays an active role in the development of an intercultural society. Also, the VMDO, works together with schools, youth centres, unions, charity foundations and local institutions to improve the chances of migrants in Dortmund.

### Decisions

After the presentation at VMDO, the participating partners proceeded by discussing the next steps of the MoEm project. By visiting the different organizations and projects in the city, the partners have seen some good examples of how chances can be improved by offering people particular programs. This is where the partnership will continue and work together to create a unique en revolutionary method which can be used in multiple European countries to reduce unemployment. The next meeting will be held in The Netherlands in April 2012.

Participating partners		
 <p><b>Chancengleich in Europa (Germany)</b> Presents methods and materials to promote intercultural competences.</p>	 <p><b>Quarter Mediation (The Netherlands)</b> Delivers good practice and innovative, creative training methods</p>	 <p><b>Símenntunarmíðstöðin (Iceland)</b> Presents experience, methods and material in Entrepreneurship Education.</p>
 <p><b>ASIS (Italy)</b> Presents material and methods used in social enterprises.</p>	 <p><b>Rey Ardid (Spain)</b> Provides good practices in Work-Integration-Social Enterprises.</p>	 <p><b>PRYWATNE CENTRUM Kształcenia Kadr PCKK (Poland)</b> Delivers good practice of holistic support for participants in disadvantaged areas.</p>