

TRANSNATIONAL COOPERATION (TNC) PROJECT FICHE

Name of institution:	Living Stone Dialoog vzw (promotor).....
Type of institution (tick one right answer):	<input type="checkbox"/> Administration <input type="checkbox"/> Private <input type="checkbox"/> Consultancy <input type="checkbox"/> NGO <input checked="" type="checkbox"/> <u>Education and training organisation</u> <input type="checkbox"/> Employment agency or service <input type="checkbox"/> University, research institution <input type="checkbox"/> Social economy institution <input type="checkbox"/> Others (please specify what)
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Member State:	Belgium
Region (NUTS 2 or 3)¹:
Stage of implementation: (tick the right answer):	<input checked="" type="checkbox"/> Project Idea (projects in preparation phase without grant awarded) <input type="checkbox"/> Project under implementation
Title of the Project:	Café Herman* The business case is a <i>restaurant-café-tourism-culture</i> combination in a <u>cooperative with soft franchising under a common European brand name</u> . Franchisers are local government related bodies; franchisees are immigrants from multiple cultural roots. (*inspired by Herman Van Rompuy, EC Chairman)
Approximate budget of the project:	250,000 EUR.....
Budget of transnational activities:	20 %.....
Duration of the project – starting date (in months):	From 1 December 2012.....to...30 November 2014
Duration of the transnational activities within the project – starting date (in months):	From 1 March .to 30 November 2014.....
Thematic scope² of the project (tick the right answer – maximum 2):	<input type="checkbox"/> Workers and new skills <input checked="" type="checkbox"/> <u>Businesses undergoing change</u> <input type="checkbox"/> Access to employment and social inclusion <input type="checkbox"/> Education and training <input type="checkbox"/> Women and jobs <input type="checkbox"/> Fighting discrimination <input type="checkbox"/> Working in partnership <input checked="" type="checkbox"/> <u>Better public services</u>

¹ See list of regions on http://epp.eurostat.ec.europa.eu/portal/page/portal/nuts_nomenclature/introduction

² Source : ESF web page on <http://ec.europa.eu/esf/home.jsp?langId=en>

<p>Target group (final beneficiaries, not stakeholders) for transnational cooperation (tick the right answer):</p>	<input type="checkbox"/> <u>Unemployed</u> <ul style="list-style-type: none"> ○ Long term unemployed <input type="checkbox"/> <u>Persons not actively at work</u> <ul style="list-style-type: none"> ○ Including those who are learning in school or university <input type="checkbox"/> <u>Employed</u> <ul style="list-style-type: none"> ○ Farmers ○ <u>Self employed</u> ○ <u>Employed in micro enterprises (less than 10 employees)</u> ○ <u>Employed in small enterprises (between 10 and 50 employees)</u> ○ Employed in SMEs (between 50 and 250 employees) ○ Employed in big enterprises (over 250 employees) ○ <u>Employed in public administration (public entities including Public Employment services)</u> ○ Employed in NGOs ○ In particularly disadvantaging conditions <input type="checkbox"/> NGOs (Associations, Foundations)	<input type="checkbox"/> <u>Other persons:</u> <ul style="list-style-type: none"> ○ <u>Ethnic or national minorities</u> ○ <u>Immigrants</u> ○ Persons from deprived rural areas ○ <u>Persons from deprived urban neighbourhoods</u> ○ Children ○ Women ○ Young people (under 25 years old) ○ Older persons (over 50 years old) ○ Persons with mental or physical disabilities ○ Enterprises³ covered by support ○ Social enterprises ○ <u>Micro enterprises (less than 10 employees)</u> ○ Small enterprises (between 10 and 50 employees) ○ SMEs (between 50 and 250 employees) ○ Big enterprises (over 250 employees) ○ <u>Administration (public entities including Public Employment services, education and training institutions)</u>
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Brief description of the Transnational cooperation:

Café Herman* (working title) aims to establish an innovative, learning oriented European brand of multicultural meeting places under the umbrella of a cooperative with soft franchising (legal structure). Working partners/franchisees are immigrants from multiple cultural roots, the franchiser is a local government related body. Café Herman components are drawn from the talents and strengths of the working partners/franchisees: food & drinks, cultural activities, courses (language, cooking, ecological techniques from homeland, ..), community tourism (involving the ethnic community of the franchisees in the project, e.g. B&B, handicrafts,..). Those activities are gender friendly.

1. Problems to be solved (justification of the need of the transnational cooperation)

Lots of immigrants want a second chance in their new homeland and want to become their own boss whatever their status or reasons for emigration. A restaurant/café is among the first choices to start a business. Success of the immigrant entrepreneurs opens perspectives for a better future for their family, and to be considered a respected citizen in the new homeland. The success ratio however needs to be improved. Problems to be tackled include:

- The perception of immigrant meeting places, immigrant entrepreneurs
- Obstacles to self realisation of immigrant entrepreneurs (male, female)
- The adaptive capacity of both service providers and their multi-ethnic counterparts.

2. Objectives to be achieved

2.1. A competitive business case based on value innovation:

- 2.1.1. Creation of a new, uncontested market place
- 2.1.2. Create and capture new demand
- 2.1.3. Align the whole concept in terms of differentiation, low cost and higher profit.

2.2. A 'learning by doing and sharing' path we walk together in different European countries

2.3. Bottom-up transformation of the EU and/or local instrumentarium for start-ups by immigrants (allowing and stimulating divergent thinking)

3. Main transnational activities (as provisionally planned, to be confirmed with partners)

Contribution to a roadmap:

- 3.1. Feasibility phase (analysis of local conditionality's, procedures ..)
- 3.2. Planning phase (franchise concept, incl. training for the necessary knowledge, skills)
- 3.3. Implementation phase: testing and implementation in Belgium – mirroring scenario by transnational partners
- 3.4. 'Learn, Do, Share' - sustainability phase: ongoing Herman Café reflection and exchange

³ See definition by size on Europa : http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm

4. Planned outputs, deliverables, results of TNC; expected outcomes (effects)

Regarding the business case ‘Restaurant – Café – Culture & Community Tourism ‘Cooperative in soft franchising’ :

- 4.1. An evidence based check of the Belgian feasibility study, and country specific recommendations, adaptations
- 4.2. An evidence based check of the Belgian manual on the establishment of a cooperative in soft franchise, in 2 versions (for franchiser, for franchisee), and country specific adaptations
- 4.3. Ideas for the transformation of services to immigrant entrepreneurs: lessons learned from reflection on experience

Disclaimer: by sending the completed Project fiche, you agree for publication on the National Supporting Institution web site and dissemination to potential transnational partners for the purpose of effective implementation of transnational cooperation projects.