A SUCCESSFULL Project for ethnic & female starting entrepreneurs

Colourful Entrepreneurship

GOAL:
Stimulation of successful entrepreneurship

Duration: May 2007 until May 2009

Approach: practical, aimed at individual needs
Criteria to participate:
• Ethnic origin or female
• Starting in Zaanstad
• At least 18 yrs old
• No welfare benefits

Contents of the support:

**Colourful Entrepreneurship**

• Individual counselling for at least 1 year
• Collective meetings
• Publicity
• Website
• **Personal Budget 2500 euro**
CE 2002/2004:
27 participants, 18 companies, now active: 16

CE 2005/2006:
31 participants, 25 companies, now active: 24

Results in previous projects...

CE 2005/2006:
17 participants, 13 companies, all active

CE 2002/2004:
17 participants, 11 companies, all active

Ethnic groups in previous projects...
Goals 2007/2009...

**Success rate: 75%**
- 45 participants, including 30 *ethnic starting entrepreneurs*
- 34 new businesses

**Reaching our entrepreneurs...**

*Multi channel marketing!*
- Waiting list
- *Brochures and info*
- Growing *network*
- Regional *press and radio*

53 applications, incl. 33 *ethnic minorities*
27 participants, incl. 15 *ethnic minorities*
11 applicants in selection, incl. 9 *ethnic minorities*

*Present participation status...*
Colourful Entrepreneurship

- **12 best practices** in EC study
- **1001 good examples** of intercultural cooperation in NL
- **40 best practices** in the NL to improve employment in large cities.

CE is among the ... 

...Thank you very much!

**Zaanstad:** Initiative, policy & financing

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