

## ***Direct and indirect work with marginalised groups***

Kanaal 127 cvba. The section in our organisation that deals directly with marginalised groups is called "Gusto".

Kanaal 127 promotes sustainable entrepreneurship and seeks in various ways to engage the disadvantaged groups on the labour market. Therefore, we set up new (subsidized) companies which provide work for the disadvantaged groups; we prospect companies and promote subsidies for the employment of the disadvantaged groups; we guide people who are jobless in setting up their own company, thus becoming independent entrepreneurs, which is in fact what "Gusto" does.

### **Who identifies the 'marginalised groups'?**

In our DIRECT work with marginalised groups, through "Gusto", these groups are for one part defined by the government, which also provides us with subsidies for this. The marginalised group concerned here are foreigners. Next to this, the direct work of Gusto also aims at any unemployed person (young, old), disabled person or mothers who are single or divorced.

### **Do you have any issues with how these groups are defined?**

Since Gusto was able to expand the groups they work with to their likings and thus to the groups our general organisation (Kanaal127) focuses on, we don't have any problems with how these groups are defined.

### **Is funding for your work linked to reaching some or all of these marginalised groups?**

Specifically for working with foreigners, Gusto receives subsidies.

### **Describe (simply) the different marginalised groups your organisation works with:**

Unemployed people (older people, young people just from school, ...)

Disabled people

People living off welfare

Foreigners with or without a job

People who are single or divorced

### **State what DIRECT activities your organisation undertakes with each marginalised group**

We guide each of these groups in setting up their own business (writing a business plan, marketing plan, financial plan, seeking the appropriate funds, ...) and we provide room for experimenting in the real-life market, where they can keep for a certain period of time their unemployment fee whilst they are conducting their business activities.

### **Explain what works successfully about this activity**

Correctly defining the market and it's needs but also the financial funds necessary to set up their own business.

### **Say what evidence there is of this success**

After a period of time, these persons are able to develop succesful their business activities.

### **Does this activity promote intercultural dialogue? If so how?**

ICD dialogue is stimulated in various ways. Individually, between the coach and the wannabe-entrepreneur. In groups, through workshops where the wannabe-entrepreneurs can exchange their knowledge and experiences. And thirdly, betwee the candidate and society, where the candidate has to fulfill certain tasks and in this gets into contact with people from other cultures.

### **What evidence do you have of ICD success if any?**

The formula Gusto works with is really a success story. The greatest evidence for this is the growing amount of people applying and the succes these people have once they start up their own business.

### **Do you undertake any activities which may have an INDIRECT benefit to marginalised groups?**

Kanaal 127 as an organisation engages in a lot of activities which promote indirectly the employment of marginalised groups. We set up new (insert)companies/projects with various partners which provide jobs for the disadvantaged groups and promote the recruitment of the disadvantaged groups within the regular economy by promoting the available subsidies, mainly the "insert subsidy".

Gusto also does research to better know the needs of the groups they work it but also to be able to formulate an advice to the government.

### **If so, do you collect evidence of this INDIRECT work?**

When a company decides to recruit a number of people from the disadvantaged groups, it's recognised by the authorities as an "insert company". The amount of companies which profit from these subsidies and the amount of people employed by these subsidies thus can be measured.

**Do you have any examples of work (DIRECT or INDIRECT) with marginalised groups that may help to illustrate your work and any points about this work that you think are important to share?**

For example Gusto: a female person of african origing seeks to set up a business as a local hairdresser. To achieve this, she's guided step by step.

For example "insert" company through Kanaal127, own project: a boat is renovated which will function as a boat and breakfast and which will provide x jobs to people from the disadvantaged groups.

For example "insert" company through Kanaal 127, existing company from the regular economy: a nearby worldwide player in logistics will recruit over a periode of 4 years 40 persons from the disadvantaged groups to perform (easy) tasks that can be done by these people.

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