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# Hello Europe Impact Evaluation

2020 REPORT

HELLO  
EUROPE

an initiative by:





## ACKNOWLEDGEMENTS

The Hello Europe impact evaluation report is an internal initiative of Ashoka. The successful completion of this report is the result of the collaboration of many people who agreed to give their time and share their insights through interviews and materials.

We are very grateful to all our partners, Hellopreneurs and Ashoka Fellows that have made themselves available for interviews during the carrying out of this study: Segun Akeju (Sam Cuts Barber Salon), Mara Alacqua (Bee My Job), Roman Borenko (Digital Inclusion Poland), Alessia Dini (PwC), Javier Galofre (Oliver Wyman), David Lubell (Welcoming International), the International Organization for Migration, Mamadou Lamine Ndiye (MamaVenture), Arianne Martin, Hugo Menino Aguiar (SPEAK), Erik Feldt (Nordea), Aggelina Mila (Social Hackers Academy), Annavittoria Sarli (Fondazione ISMU), Viviana Urani (UpSocial).

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**Photo Credits:** Camille Delbos (EU Migration Policy Summit), HUMUS (Hello Festival - "La migrazione che fa innovazione")

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Due to the occurrence of the coronavirus outbreak in Europe, over the months during which the analysis was conducted, it was not possible to fully evaluate the impact of the program at the policy level. A few outcomes that relate to this dimension emerged from this study anyway, but the analysis of Hello Europe's impact on this dimension is postponed until data collection is accessible. Since the date is unknown, the authors decided to release the results that have emerged from the portion of analysis conducted. Therefore, this document represents an Interim Report, to be updated as soon as collective gatherings are allowed again.

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## ABOUT ASHOKA

Ashoka is an international NGO founded in 1981 to identify and support the most innovative ideas for social change around the world. It coined the term 'social entrepreneur' and selects the Ashoka Fellows, unique leaders who design and drive these ideas forward, turning them from notions to organizations to global movements. Over almost four decades, Ashoka has elected nearly 4,000 Ashoka Fellows in over 90 countries. As it sources and selects brilliant social entrepreneurs in every sector, themes in their work begin to emerge, and as a global organization Ashoka is uniquely placed to identify those trends that can transform society at a systemic level.



# PARTNERSHIPS

The challenges underlying massive migratory movements cannot be solved by a single organization, nor can a single sector on its own provide the needed solutions. This makes it imperative to operate from a multi-sectorial approach, with partners who listen, learn and work closely with one another.

Each contributes specific skills and resources: funding, consulting, expert advice, networks, space, and brilliant thinking. The result is an ecosystem that enables scaling the best solutions for migration throughout Europe.

## CO-FOUNDING PARTNERS:



## WITH INITIAL SUPPORT FROM:



## HELLO EUROPE PARTNERS:



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# FOREWORD

The language we use when we talk about refugees and migration is so often tragic. Newspapers publish heartbreaking pictures, we read statistics which boggle the mind in their numbers, learn stories which appal in their tales of suffering. At the same time running through the difficult realities are threads of potential, of optimism and resilience, of an endless capacity for hope. It is here that Ashoka strives to work.

For thirty years, Ashoka has identified and supported the world's best social entrepreneurs - leaders with innovative new ideas which can transform broken systems for the better, in fields from health to human rights, education to civic engagement, economic development to environment. Hello Europe emerged in 2016 to identify the most powerful and proven solutions to challenges surrounding migration, integration and refugee movements, and help them expand to new countries and improve more lives. A European, cross-border network of solutions began to emerge, and we began to identify a new paradigm around migration and integration that guides the work of the most successful organizations. Since then, we have launched accelerators in 14 countries across Europe and built a web of connections between stakeholders in multiple sectors, including policy, across the continent and globally.

In this process, we have learned a lot. One of the key insights is the centrality of changemaking as a framework to design solutions. We know that people from a migrant background are changemakers eager to contribute to their new communities. When this reality is acknowledged and integrated into initiatives' design, the effectiveness and power of transformation increases exponentially. Furthermore, successful solutions also empower host communities as changemakers, releasing them to intentionally welcome and work with newcomers for collaborative solutions. This is why our vision is **to transform migration from a divisive issue to a system of changemakers and solutions**. As we galvanize the power of changemaking in migration, we can only imagine the new and powerful collaborative solutions that emerge, not only creating powerful impact for migration related issues, but for many other sectors as well.

Looking forward, Hello Europe's role is shifting from merely scaling solutions to becoming **the collective voice of impact-driven, empowering citizen sector solutions around migration**. Together, we will have three major goals: to continue to scale the best solutions, to bridge the gap between policy and social innovation, and to change the narrative around migrants from one of powerlessness to being perceived and treated as the powerful changemakers they are. We hope you will join us as we build this new reality together.




*Kenny Clewett*  
HELLO EUROPE EXECUTIVE DIRECTOR



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# EXECUTIVE SUMMARY

This report provides an evaluation of the impact of Hello Europe, an initiative of Ashoka launched in 2016 to identify and accelerate the most innovative solutions to challenges surrounding migration, match them with partners and integrate them in policy, in order to turn migration from a divisive issue to a system of solutions and changemakers. Since its creation, the program has been implemented in 14 countries.

The study was designed to evaluate the overall impact of 11 editions of the program. By adopting a mixed-methods approach, based on surveys and semi-structured interviews, the study measured outputs and outcomes of the program on three main levels: **direct service to Hellopreneurs** (i.e. the social entrepreneurs selected to participate in the program), achieved by delivering support for their scaling or replicating strategies; **systems change**, achieved by connecting Hellopreneurs with policymakers; and **frame change**, realized by empowering migrant leaders and activating host communities.

The Hello Europe model comprises different modules, which in turn are adapted to the specific country context. All editions of the program included the sourcing and selection of innovative social entrepreneurs to answer the needs of the local ecosystem working around migration. Hellopreneurs were sourced among the international network of 3000+ Ashoka Fellows (the world's leading social entrepreneurs selected by Ashoka) and among local entrepreneurs identified through open calls or nominated by other organizations operating in the field. Some editions entailed preliminary work with key stakeholders of the local ecosystem to understand its main features. Hellopreneurs were offered a variety of opportunities to develop the strategies to expand their impact, and to meet with partners that could support their scaling or replicating strategies. Such opportunities included: public events, workshops on the side of these events, and dedicated accelerator programs. Some countries additionally implemented an innovation fund to provide a grant for all or part of the Hellopreneurs selected by the program. Over time, the Hello Europe model was refined in order to make it more inclusive and ensure the empowerment of people on the move by increasing the percentage of Hellopreneurs with migrant background and spreading the stories of migrant leaders.

## Key Findings

The study found that the program generated positive outcomes for all the three levels of activity<sup>1</sup>. Key findings on direct service and frame-change level are the following:

- Local and international social entrepreneurs were provided with **new partnerships or opportunities for collaboration**, thanks to the matching with key stakeholders in the local ecosystems;
- Local and international social entrepreneurs are **collaborating** with each other;
- Local and international social entrepreneurs **scaled or replicated their solutions**, thanks to the knowledge and guidance provided by Hello Europe through the accelerators and the matching with local partners;
- Local entrepreneurs started to perceive themselves as **changemakers**;
- Local entrepreneurs began to see their work at a **systems-change level**;
- Hello Europe created a robust **communication channel between social entrepreneurs and policymakers**;
- Hello Europe is **strengthening the role of migrants as changemakers, by empowering migrant leaders and spreading their stories**.

## Conclusion

Hello Europe was effective in supporting effective citizen-led solutions that tackle challenges around migration, integration and refugee movements, in the effort of scaling their impact. The analysis led to identify outcomes on the three levels of impact and few recommendations for future editions.

<sup>1</sup> Although the analysis of the system change level was suspended, due to the impossibility to collect data on the policy work over the months of February 2020 and following, due to cancellations of collective gatherings following the coronavirus outbreak over Europe.

# HELLO EUROPE IN FIGURES



**14** COUNTRIES OF IMPLEMENTATION  
**440+** SOLUTIONS MAPPED



**4200+** PARTICIPANTS



**380+** HELLO EUROPE ALUMNI PART OF THE ONLINE COMMUNITY



**90+**

SOLUTIONS SELECTED TO TAKE PART IN HELLO EUROPE



**29**

PUBLIC EVENTS ORGANISED

**70+**

LOCAL AND INTERNATIONAL SOLUTIONS PRESENTED



**11**

ACCELERATORS RUN

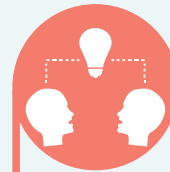
**8**

ACCELERATION SUPPORT PROGRAMS RUN SINCE 2016



**76**

SOLUTIONS ACCELERATED



**130+**

MENTORS SHARING THEIR EXPERTISE



**80**

PROGRAM PARTNERS





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# INTRODUCTION

Migration is one of the most important issues Europe has faced and will continue to face in the future. Unprecedented population movements showcased that it is not enough to rely on the traditional support for people on the move. Migration is a phenomenon that is inherently cross-border, and therefore so are the solutions that it requires. This involves breaking traditional siloes that separate policy, business and the citizen sector, and also creating effective ways for innovative and effective solutions to scale to other countries. We are faced with an important decision, the consequences of not getting this right could be enforced isolation, a lost education, and a half-hearted integration for millions.

Hello Europe is an initiative of Ashoka, fruit of a co-creation process in 2016 with key partners such as Zalando, the Robert Bosch Foundation, and the Schöpflin Foundation. Its original aims were to identify and accelerate the most powerful and proven solutions to challenges surrounding migration, integration and refugee movements, connect them with new partners to implement across Europe and bring together these solutions to provide insights for EU and national policy. Ultimately, Hello Europe's ambition is to turn migration from a divisive issue to a system of solutions and changemakers.

By leveraging the expertise of Ashoka in the field of social innovation, Hello Europe seeks to increase the impact of innovative solutions that already exist in the field of migration, and help them scale to more effectively tackle the challenges underlying migration.

## The Framework of Change

As a result of the initial work to map, analyze and source solutions that innovate in migration, integration and refugee movements from around the world, Hello Europe identified key trends that appear in the most successful solutions. What it has observed is the emergence of a new framework: keys to successfully designing solutions to systemic issues that underlie welcoming, care and integration of people on the move. These can be structured around three major categories:

### 1. Creating Changemakers -

People on the move are no longer perceived as passive subjects of pity, but rather as resourceful changemakers, eager to contribute to their communities. It is also very important for host communities to be empowered as changemakers, with skills and tools to welcome newcomers intentionally.

### 2. Empathy as the Foundation -

The initiatives observed intentionally provide ways for cognitive empathy to be fostered in both host communities as well as for people on the move.

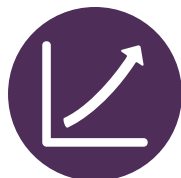
### 3. Collaboration Across Sectors -

The challenges that emerge from massive movements of people across borders cannot be solved by one actor or the status quo. It is essential to build new spaces for collaborative thinking across sectors.

By sharing models and connecting innovators doing and supporting this kind of work in Europe and around the globe, Hello Europe's aims to become the collective voice of innovative, empowering citizen led solutions in these fields.

## Three Major Challenges in the Field of Migration

In order to reach the goal of changing migration from divisive to a system of solutions and changemakers, Hello Europe is contributing to solve three major challenges:



### THE SCALING CHALLENGE

There is a need to identify and expand the reach of impact driven solutions. For this, Hello Europe identifies the most impactful initiatives around migration, engages them through accelerator programs to design their scaling or replicating strategies and connects them to key stakeholders that can support their effort. Also, these solutions and partners connect as a community to grow in scope and impact.



### THE POLICY CHALLENGE

There is a significant gap between social innovators and the public and policy sector, which is a missed opportunity to provide integral solutions. To build a bridge between citizen innovation and policy, Hello Europe has created a policy unit to establish permanent exchange tools and spaces to bring together social entrepreneurs and policymakers.



### THE NARRATIVE CHALLENGE

The most popular narratives around migration are dangerously incomplete, portraying migrants as passive subjects that need help. In order to change the narrative around migration to portray them as the changemakers they are, Hello Europe ensures that migrants are at the center of the conversations, by empowering migrant leaders and enabling them to tell their stories..



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# STUDY DESIGN

This study evaluates outputs and outcomes of Hello Europe on three different levels:

1. **Direct Service** provided to social entrepreneurs in order to support them in scaling or replicating their initiatives, i.e. to tackle the scaling challenge. This level includes the outputs and outcomes provided by engaging the local ecosystems, selecting social entrepreneurs, matching them with partners, accelerating the solutions and developing a Hello Europe Community of people working around the same issue;
2. **Systems Change**, i.e. the impact at the policy level. It focuses on the outputs and outcomes produced in terms of connecting social entrepreneurs and the European policy community in Brussels;
3. **Frame Change**, i.e. the impact on the narrative around migration. It looks at outputs and outcomes produced on how migration is understood and how migrants are perceived.

The study used a “mixed-methods” approach, deploying both quantitative data from surveys, and qualitative data from interviews with key stakeholders of the program.

## Data Collection

The study relied on quantitative data from surveys carried out during different editions of the program, between 2016 and March 2020; and on qualitative data from interviews carried out by the authors between February and April 2020.

### I. Surveys

Surveys were conducted to evaluate accelerators and events and collect feedback from participants. Surveys to evaluate the accelerators were given to social entrepreneurs selected by the program and mentors at the end of the program. Surveys on the events were given to participants, often both before and after the event in order to confront the results. Overall, 128 respondents took part in surveys conducted in Germany, Greece, Italy, Spain and the Nordics on the accelerator programs and events.

### II. Semi-Structured Interviews

Fourteen people were selected among the program’s stakeholders - including local entrepreneurs selected by the program, Ashoka Fellows and partners - for qualitative semi-structured interviews. Respondents took part in one of the editions either in Germany, Greece, Italy, Nordics, Poland, Portugal or Spain. The group of respondents was selected in order to understand motivations and perspectives of key stakeholders on the most illustrative editions of Hello Europe.

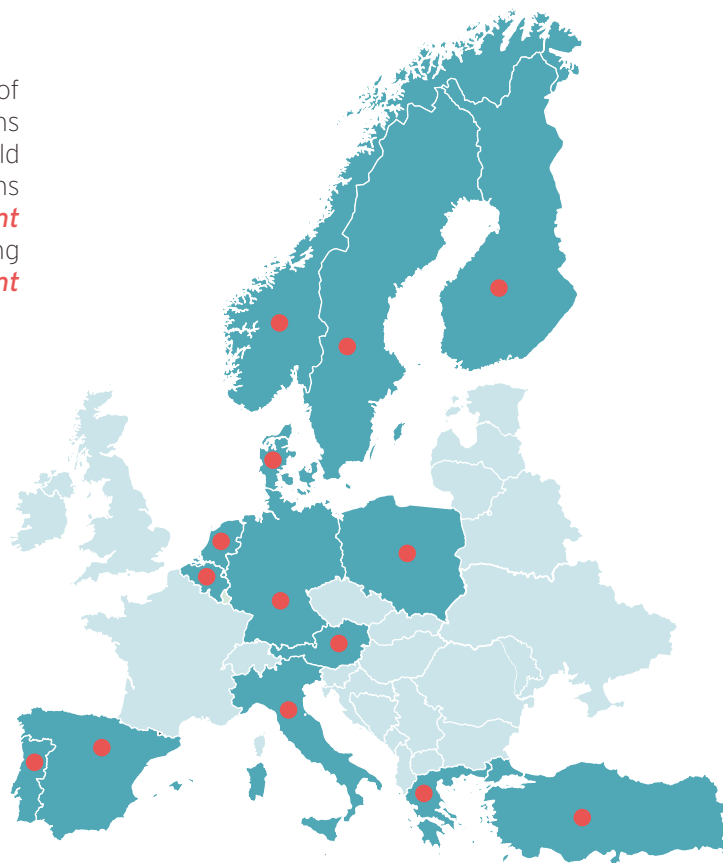
## Limitations of the Study

Data from the surveys were collected independently by the staff working on separate editions of the program - and before this study was set up. The present study, hence, had to rely on partial and heterogeneous datasets. This limitation was overcome, when possible, with insights from qualitative interviews.

# THE HELLO EUROPE MODEL

Hello Europe launched in 2016 with the aim of providing mechanisms to scale citizen-sector solutions to issues underlying migration from around the world to European countries, and to connect these solutions with policy decision-makers. Since then, **11 different editions** of Hello Europe were realized, engaging the ecosystem working on migration in **14 different countries** across Europe.

- AUSTRIA
- BELGIUM
- GERMANY
- GREECE
- ITALY
- NORDICS (DENMARK, FINLAND, NORWAY, SWEDEN)
- POLAND
- PORTUGAL
- SPAIN
- THE NETHERLANDS
- TURKEY



## How Hello Europe Works

Hello Europe identifies the most powerful ideas to help refugees and migrants improve their lives in their new countries, and marshals the power of the Ashoka Global network, and of Ashoka's partners, to accelerate these ideas, implement them across Europe, and include these insights in EU and national policy. Social entrepreneurs promoting the solutions selected by the program are called **Hellopreneurs**.

European countries differ in terms of the type and quantity of the migration flows they receive and are facing different challenges according to that. Some European countries, for example, are countries of destination (e.g. Germany or Sweden), others are countries of transit, where people pass on their journey to the country of destination, while others are both countries of transit and destination (e.g. Austria, Italy and Greece). Because of the complexity of the

migration issue, and the variety of needs that emerge in each country context, the Hello Europe model was designed to adapt to distinct ecosystems.

The program has been successfully implemented in profoundly different contexts. Greece, for example, has traditionally been one of the most important countries in Europe in regards to migration and has become both a transit country and a medium/long-term destination for mobile populations, which necessitates the implementation of concerted actions to effectively integrate them into society. Italy is among the first countries of arrival for migrants and one of the main destinations of the Central Mediterranean Route, and over the last years has increasingly experienced a climate of intolerance against immigrants. Spain is one of the principal countries of destination for economic migration from Africa and Latin America and, in the context of economic recession, has seen new challenges emerging in relation to integration of migrants.

In all these countries, Hello Europe was implemented in different forms and with various purposes. For some editions, the core need was identified in the replication of effective solutions into the hosting countries; in others, priority was assigned to promoting and supporting local social entrepreneurship, or local migrant social entrepreneurs.

The Hello Europe model has proved capable of fitting these different necessities. Continuing in this spirit of adaptability, Hello Europe is expected to replicate also in Latin America and North America countries as well as Africa during 2020/21.

## Program Structure

Hello Europe comprises multiple modules, which can take place fully or in part in different contexts of implementation:

- Every country engaged in a **selection process** to identify international or local solutions relevant to the local context.
- Some editions required a preliminary phase of work to **understand** the needs and capabilities of **the local ecosystem**.
- Most of the countries hosted a public event to **showcase the Hellopreneurs' initiatives and match them with partners**.
- Many editions also ran an **acceleration support program** (prior or after the event) to design and support the scaling strategies of the selected solutions.
- Some countries co-created an **Innovation Fund** to provide economic support for scaling directly to the solutions.

### 1. CO-DESIGNING

In some countries of implementation, the Hello Europe team ran workshops with key local stakeholders working in the field of migration, to understand the needs of the local ecosystem and how the program could best contribute.

### 2. SEARCHING, SOURCING, ANALYZING

In any given country, the Hello Europe team identified key solutions through the local ecosystem and our global network of Ashoka Fellows. They look for ideas that are proven, impact driven and have the potential to scale successfully into the country context. They then assess and prepare the solution leaders for scaling through workshops, consulting and other support.

### 3. PRESENTING AND MATCHING

Hello Europe creates a space for inspiration and connection where solutions can be presented to a large group of stakeholders (including local and international decision-makers, social entrepreneurs, leaders in business, media, and government), and form connections and new networks that enable scaling and the emergence of new solutions.

### 4. ACCELERATING, SCALING

Hello Europe provides tailored support to solutions that choose to scale. This includes workshops, pro-bono consulting through corporate partners, access to new networks and, in some editions, financial start-up support from an Innovation Fund.

# CO-DESIGN WITH THE ECOSYSTEM

In some editions of the program, workshops with key stakeholders of the local ecosystem working on migration were run to understand the local needs. Participants were local NGOs, migrants, local entrepreneurs, Ashoka Fellows<sup>2</sup>, institutions, etc.

- Hello Greece was prepared by a field visit from Hello Europe staff, a founding partner organization representative and 4 Ashoka Fellows and Hellowpreneurs, in October 2018. The aim of their visit was to collect an initial understanding of the Greek ecosystem and explore possibilities of launching Hello Europe in Greece. The visit included two ecosystem exploration workshops, one in Thessaloniki and one in Athens. An ecosystem workshop was then run in July 2019, prior to the selection of the Hellowpreneurs, to understand where and how Hello Europe could contribute the most. The ecosystem workshops gathered 75 participants in total, including NGOs, associations, organization from the public sector and migrants themselves.
- Hello Italy engaged key stakeholders of the ecosystem in the process of mapping innovative solutions around migrations and in selecting the solutions to take part in the program. 10 organizations represented the starting point for a snowball analysis to map out the initiatives in the field and four of these were involved in evaluating the solutions.
- Hello Spain organized an event with over 23 stakeholders, to analyze and map out the life trajectories of migrants in Spain, and identified the main obstacles make the full integration of newcomers difficult. Crucial to the objective was to have the voice of the migrants and refugees themselves, that were highly represented among the participants.



<sup>2</sup> Ashoka Fellows are the world's leading social entrepreneurs selected by Ashoka after a rigorous selection process. Find out more at: [www.ashoka.org/ashoka-fellows](http://www.ashoka.org/ashoka-fellows)

A short video summary of the workshop can be found here: <https://www.youtube.com/watch?v=jVGexB5RFuA>





# SELECTING OUTSTANDING SOLUTIONS

## Searching, Sourcing and Analyzing

In any given country, the Hello Europe team identifies key solutions through the global network of Ashoka Fellows and sourcing local social innovators. They look for ideas that are proven, impact driven and have the potential to scale successfully in the country context.

**440+**  
SOLUTIONS MAPPED  
DURING AN INITIAL  
SCRUTINY

**90+**  
SOLUTIONS SELECTED  
TO TAKE PART IN  
HELLO EUROPE

Hello Europe selects both Ashoka Fellows and local social innovators as **Helopreneurs**. On the one hand, the Hello Europe team sources social entrepreneurs working on migration from the global network of 3300 Ashoka Fellows. On the other, they source the most impactful local social innovators, either through direct identification or a crowdsourcing campaign. Hello Europe then assesses and prepares the solution leaders **for scaling** and supports them in finding the local contacts that they need.

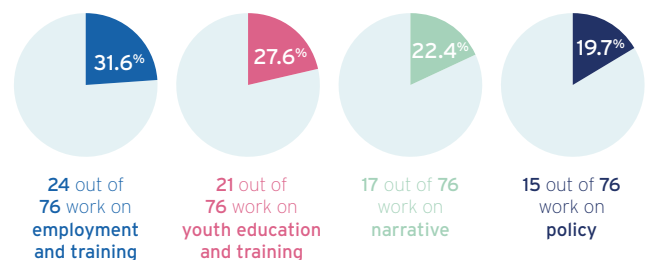
*“It’s hard for someone like us coming from another part of the world, not just another country... it’s hard to come to Europe and break through. Ashoka and Hello Europe have been very helpful, along with the events for us to understand that we are part of the ecosystem.”*



**David Lubell**  
FOUNDER OF WELCOMING  
INTERNATIONAL, ASHOKA  
FELLOW AND HELLOPRENEUR

## Sectors of Activity

Helopreneurs address multiple problems and work with different strategies and approaches. Their fields of intervention can be grouped in the following areas:



Other areas of work include: health and wellbeing, transition countries, financial capacity and start-ups, sports, legal support, food culture, mediation, negotiation and reintegration, preventing violence and radicalization.

Hello Europe aims to create bridges between Helopreneurs working in these different areas and policymakers, to translate what entrepreneurs do in the field of migration into **policy change**.



## THE SELECTION PROCESS

Hello Europe selected local entrepreneurs and Ashoka Fellows from around the world to take part in the program, either to join an acceleration support program or to showcase their solutions in a public event, or both. The process to select Hellopreneurs varied in each country of implementation, according to the needs of the local context. A few examples are provided below:

- **Hello Germany** set up to identify solutions that could scale or replicate in Germany. A total of approximately **150 Ashoka Fellows' solutions and 20 local entrepreneurs' initiatives were scrutinized** and 10 were selected to take part in the Hello Festival and the program.
- **Hello Italy**, on the other hand, aimed to identify both local and international solutions that could contribute to overturn the paradigms around migration. During an initial phase, about **100 local initiatives were mapped**; 15 solutions were then selected out of them by a panel of local stakeholders to participate in the Hello Festival, as well as 3 Ashoka Fellows from other countries; finally, 8 solutions were selected by the same panel to join the acceleration support program.
- **Hello Poland**, instead, **launched an open call** to select migrants' social enterprises located in Poland for receiving mentoring and financial support. Over 50 applications were received and 10 solutions were selected for the acceleration support program.

Overall, the selection process was individually designed in each country to identify the citizen led solutions that could benefit the local ecosystem by **scaling their impact**.

In some cases, the selection process in itself produced value for the local entrepreneurs being selected, as an opportunity for evaluation of their initiatives and for receiving feedback on them. Roman Borenko, a Hellopreneur who took part in the Hello Poland edition, reported that the selection process was a particularly relevant step.

*“The selection process was very concrete and well-structured. Being selected for the program was very important: receiving feedback on my initiative was extremely valuable for my work, as much as getting access to new opportunities afterwards.”*

*- Roman Borenko*

FOUNDER OF DIGITAL INCLUSION POLAND AND HELLOPRENEUR

## Diversity of the Cohort

The first editions of Hello Europe brought to surface a multitude of impactful solutions working in the fields of migration and integration. After consideration, though, Ashoka noticed that the majority of the people in the room, that were sharing their ideas and approaches on how to tackle challenges around migration, were mainly white Europeans. Despite the success of these editions, Hello Europe was not fully leveraging its potential for inclusivity and empowerment of migrant leaders in order to help **change the narrative** and increase effectivity with solutions from within communities. The Hello Europe team therefore committed to make the program more inclusive towards different backgrounds.

The editions that launched in 2018 sought to increase the number of people with a migrant background engaged by the program. Hello Italy and Hello Spain succeeded in this effort. Hello Spain engaged migrant leaders in the planning, creation and execution of the program. About 33% of the people involved in these activities were migrants themselves or had a migrant background. In the Hello Italy edition, **50% of the Hellopreneurs** selected for the program **had a migrant background**, which brought more diversity among the participants. At the final event of the program, that took place in September 2019, two out of three Hellopreneurs awarded with grants had a migrant background.

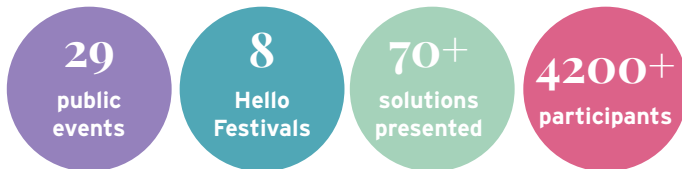
A further degree of inclusivity was finally achieved with **Hello Poland**, in 2020. The Polish edition specifically set up to select local social entrepreneurs with a migrant background. Following an open call that reached out to over 50 migrant social entrepreneurs, 10 solutions were selected for the accelerator program. In this edition, hence, **all the Hellopreneurs selected had a migrant background**.

# HELLO EUROPE COMMUNITY

Hello Europe works to bring people together to work for the same objective. The Hello Europe team has developed a Hello Europe Community, one that comprises the most innovative social entrepreneurs and the key stakeholders in the field of migration, working to expand the impact of proven citizen-led solutions.

## Presenting and Matching with Partners

In order to **help the Hellopreneurs' solutions to scale**, Hello Europe creates a space for inspiration and connection where solutions can be presented to a large group of stakeholders (including local and international decision-makers, social entrepreneurs, leaders in business, media, and government), and form connections and new networks that enable scaling and the emergence of new solutions.



Throughout its multiple editions, Hello Europe engaged a total of 80 partners. A wide range of stakeholders were involved in the program as partners or participants: NGOs, foundations, business companies, institutions, migrants, religious communities, media, public authorities, academic researchers, etc.

Each country of implementation organized one or more public events to gather social entrepreneurs and stakeholders in the field of migration. The purpose of these public events is twofold: to showcase publicly the initiatives sourced by the program; and to create a networking opportunity to match Hellopreneurs' solutions with potential partners that could support their replication or scaling strategies.

Most of the editions entailed the organization of a **Hello Festival**, prior to, during, or after the acceleration support program, or as their core initiative (i.e. in those countries where Hello Europe did not run a full acceleration support program). This represented an opportunity to showcase a range of solutions potentially ready to replicate in the

country hosting the festival and, for Hellopreneurs, to present their initiatives both to a large audience and to a group of specialized stakeholders working in the field of migration. In total, 8 Hello Festivals were organized. In some countries, alongside the event, a workshop was run for Hellopreneurs - sometimes involving partners and participants - to work on their replication strategies.

*“We really liked how the event was organized, it was very dynamic. There was a knowledge fair, and there were pitches. As a member of the jury, we found this very important because it allowed us to evaluate certain aspects of the solutions that were showcasing, that are not visible on paper otherwise.”*



Beside the Hello Festival, some countries organized other public events, either to showcase Hellopreneurs' solutions to different audiences or to engage a wider range of stakeholders through multiple gatherings. In total, 19 additional public events were organized.

In Greece and Poland, where the program was still ongoing during the coronavirus outbreak, Hello Europe was forced to cancel or postpone all their offline public gatherings. Actions undertaken to replace the public events are part of the Hello Europe response to the coronavirus outbreak (see Focus - Hello Europe's Response to the Coronavirus Outbreak).

## HELLO EUROPE'S RESPONSE TO THE CORONAVIRUS OUTBREAK

When the Coronavirus pandemic spread throughout Europe over February/March 2020, some Hello Europe editions were still ongoing - namely, Hello Greece and Hello Poland. Given the restrictions on public gatherings, these countries were forced to postpone the Hello Festival that they were planning to have over spring 2020 and to re-organize the delivery of the accelerators. Both Hello Greece and Hello Poland moved the mentoring sessions online, with mentors and participants meeting virtually for several sessions. In the Hello Poland edition, for example, 50 individual sessions plus 5 workshops will eventually be delivered online for this reason.

At the European level, the Hello Europe Community was further engaged, during the outbreak of the Coronavirus, through a series of online meetings to foster the sharing of responses to the crisis.

## Connecting with Policy Makers

In view of stimulating **change at the policy level**, Hello Europe aims to establish a permanent discussion and exchange platform, to regularly bring together different stakeholders working in the field of migration and integration, in line with EU's aim to achieve a more inclusive society.

In June 2018, Hello Europe organized a public event in Brussels to showcase 20 key Hellopreneurs' solutions, enable collaborate thinking and co-create policy

recommendations. The **EU Migration Policy Summit** ([see the Summit Report](#)) gathered over 200 participants from 20+ countries and from distinct sectors: policy makers and experts, social entrepreneurs, third sector organizations at both national and EU levels, as well as foundation and business leaders.



The event comprised panels and 9 workshops to produce concrete policy guidelines for the EU institutions. Topics included: housing, health and education, recognition of skills and employment, multi-sector governance, scaling and others. Hellopreneurs' initiatives were presented to the audience and policy experts and other stakeholders were engaged in thinking about how these solutions could speak to and benefit EU Policy.

In 2019, a **Hello Europe's Policy Unit** started operating in Brussels, with the mission to bring together Hellopreneurs with EU decision-makers and translate their innovations into policy. The Hello Europe team introduced the program and Hellopreneurs' most innovative ideas to MEPs from the main political groups in the European Parliament. As a result, an informal group comprised of 30 MEPs has been established in order to ensure continued conversation, interaction and collaboration.

In November 2019, [Lost in Media](#), Hello Europe's first public event in the European Parliament, co-organized with the European Cultural Foundation, took place, gathering over 30 participants from the EU institutions, permanent representations, journalist and civil society organizations to discuss and Hellopreneurs to address the way refugees and migrants are portrayed in the media and the public sphere. The meeting produced a list of recommendations to EU policy-makers which constitute the basis of a soon to be submitted pilot project (a tool to initiate innovative policies and fund them in advance of a legal basis being set) to increase media representation and inclusion for refugees and migrants.



To help the Hellopreneurs and changemakers navigate the complexities of policymaking and guide them in translating their solutions into policy-oriented advocacy, Hello Europe has developed policy and advocacy resources including webinars and support to build successful policy recommendations. An example of this is the policy series collectively written on COVID-19's impact on migrants and refugees, published in May 2020. The series contains a number of practical and implementable policy recommendations that were presented to an exclusive group of high-ranking policymakers from the European Commission, Committee of the Regions, European Economic and Social Committee, European Council and some Commissioner's cabinet members.

Hello Europe has also started a series of online thematic salons aimed at co-creating policy change in different areas of migration and integration policies. In May 2020, a Policy Salon was held on mass accommodation and the rethinking of reception centres, attended by participants coming from different EU institutions, think tanks, foundations, NGOs and refugee rights' activists.

## Telling Migrant Changemaker Stories

One of the strategies that Hello Europe carries out in order to **change the narrative** around migration is to intentionally involve and empower change leaders with migrant perspective (i.e. first, second or third generation migrants) throughout the program. This is done, concretely, by increasing the quantity of changemakers with a migrant perspective taking part in the program (see [Diversity of the cohort, p.17](#)) and by sharing their positive and successful stories.

Telling stories about and with changemakers with a migrant perspective involves enabling social entrepreneurs from a migrant background to present their ideas and stories in public events. In Hello Italy's final event, 2 out of the 3 solutions awarded were presented by a migrant entrepreneur. In Spain's event, 5 social innovators from a migrant perspective were part of the presentations. In Poland, the Hello Festival (postponed due to the coronavirus outbreak) would have hosted 10 migrant entrepreneurs presenting their initiatives.



## DEVELOPING A STABLE HELLO EUROPE COMMUNITY ONLINE

Since March 2019, quarterly newsletters are being sent to the virtual community of 380+ Hello Europe Community members - including social entrepreneurs and key stakeholders in the field of migration - to share news and updates and also, importantly, promote stories of changemakers from a migrant background (see [Changemakers for Migration](#) section on the Hello Europe website for more). Since its launch, the "Hello Europe Quarterly" newsletter has seen 4 editions and registered up to 1535 views for a single edition. Since December 2019, Hello Europe also began to host webinars for its community, delving into specific issues such as advocacy and lobbying, and changing narratives on migration, and more recently, on needs and responses to the COVID-19 Pandemic. By March 2020, a total of 50+ Hello Europe Alumni participated in these webinars.

# ACCELERATION SUPPORT PROGRAM

Hello Europe provides tailored support to Hellopreneurs, to help them design their scaling or replication strategies. This includes workshops, pro-bono consulting through corporate partners, access to new networks and financial start-up support from an Innovation Fund.



**8**  
acceleration  
support programs  
run since 2016



**76**  
solutions  
accelerated



**130+**  
mentors  
sharing their  
expertise

Since its launch in 2016, Hello Europe has run 8 acceleration support programs, which have involved 76 solutions. Overall, over 100 mentors were involved in the acceleration support program. Topics covered by the program included: systems change, impact measurement, fundraising, business model, and others.

## THE INNOVATION FUND

### *What is the Innovation Fund?*

Some editions of the program entailed the design and implementation of an 'Innovation Fund', to support the scaling strategies of all or part of the organizations selected.

### *Implementation*

An Innovation Fund was implemented in Austria, Germany, Italy, Nordics and Spain. In these countries, €465.000 were raised in total for the Innovation Funds. 16 Hellopreneurs were assigned grants from the Innovation Fund to support their scaling strategies. In Germany, the grants were (assigned) to all the organizations selected for the program (10 Hellopreneurs). In Italy, grants were assigned to 3 Hellopreneurs out of 8 that took part in the accelerator program. In Spain, different amounts were allocated to solutions with specific plans, and additional funds were transferred directly from partners to solutions, facilitated by the Hello Spain team. The amounts granted ranged from €3,000 to €90,000.

OUTCOMES:

# TACKLING THE SCALING CHALLENGE



From the qualitative analyses conducted by interviewing the stakeholders of the program it emerged that the activities carried out by Hello Europe to tackle the scaling challenge have produced 8 main outcomes.

## ***I. Hellopreneurs Established New Partnerships and Collaborations***

Hello Europe provided Hellopreneurs and key stakeholders in local ecosystems with new partnerships and collaboration opportunities. **Over 30 new partnerships for the social entrepreneurs emerged from the program.** Both public events and accelerators provided Hellopreneurs with opportunities to develop new collaborations.

In the Hello Germany edition, 86% of the Hellopreneurs stated that during the accelerator they could make contacts that were very valuable to their projects. 75% of the Hellopreneurs affirmed that the events helped them find stakeholders that could become scaling partners.

Hellopreneurs from the Hello Greece and Hello Italy editions reported that the program provided them with contacts relevant for new partnerships. According to statements by Hellopreneurs and partners, the program allowed stakeholders to learn more about the Hellopreneurs' initiatives, eventually leading to the creation of new partnerships.

*“Connecting with the Accenture consultants through Hello Europe was very important. It opened a new opportunity. Our mentor promoted our project internally and eventually, they said: “We will support you”. And I don’t know if we could have done that without being in touch before. In this case, Hello Europe was the connection.”*



**Aggelina Mila**

REP. OF SOCIAL HACKERS ACADEMY AND HELLOPRENEUR

*“For us, it was important to establish contacts with the Compagnia di San Paolo, who are now financing our project this year. This is an important aspect of the program. We had been in contact before, but [during the Hello Festival] they had the opportunity to learn more about our project.”*



**Mara Alacqua**

FOUNDER OF BEE MY JOB AND HELLOPRENEUR

*“The fact of evaluating the initiatives, with an evaluation grid provided by Ashoka, was important, as it enabled us to discover new initiatives and to look at them through criteria that focused on the potential impact of these projects – criteria such as the leadership and the founder’s ability to scale the impact. By using these criteria, we were asked to better understand organizations at the local level and evaluate new aspects of these initiatives. Important aspects being evaluated were the innovative character and the social impact”.*

Helopreneurs established partnerships and new collaborations not just with partners invited to the program, but also amongst each other. **Overall, over 23 Helopreneurs established collaborations with other Helopreneurs or Ashoka Fellows.** Many more have explored or are currently exploring this opportunity.

Mara Alacqua, founder of Bee My Job, who took part in the Hello Italy edition, reported that thanks to the program she met another Helopreneur - Chris Richmond, founder of Mygrants - who created an application that screens the skills and talents of migrants arriving to Italy through games and quizzes. Bee My Job is an organization that hires migrant workers in the beekeeping sector and, after the program, they used Mygrants to find new workers for their project.

### II. Helopreneurs Scaled or Replicated their Solutions

By matching them with local partners and providing knowledge and guidance through the accelerator, Hello Europe helped many Helopreneurs scale or replicate their solutions. In all the editions of the program, Helopreneurs connected with new potential partners and shared their methodologies and, in many cases, small new pilots were launched. In the most successful accelerators, **around 40% of the solutions scaled beyond the initial pilot**, by either creating a new organization or establishing their solution with a partner for the long term.

David Lubell, founder of Welcoming International, who took part in the Hello Spain and other editions, reported that Hello Europe opened up the opportunity to meet another Helopreneur - Vicente Zapata, founder of Juntos en la misma dirección - who became their scaling partner to Spain.

*“Hello Europe introduced us to ‘Juntos en la misma dirección’ that became our direct partner. The matching was very helpful, as it helped us identify potential partners. The partner was based in Tenerife and we ended up scaling our work there.”*



**David Lubell**

FOUNDER OF WELCOMING INTERNATIONAL,  
ASHOKA FELLOW AND HELLOPRENEUR

### III. Helopreneurs Acquired New Knowledge and Improved their Strategies through the Accelerator Program

The accelerator program was a positive and enriching experience for the Helopreneurs and provided them with new knowledge and the opportunity to improve their strategies.

In the Hello Italy edition, 67% of the Helopreneurs surveyed stated that their knowledge of the topics addressed by the accelerator improved remarkably.

In the Hello Nordics edition, 75% of the Helopreneurs stated that they were very satisfied with the accelerator and 87% of the social entrepreneurs stated that the knowledge and insights gained regarding systems change played an important role for the scaling strategy of their organization.

Abdoulaye Fall, Program Manager of ACAF, who took part in the Hello Nordics editions, reported that the accelerator helped them elaborate their scaling strategy.

*“The accelerator was very helpful. In Hello Nordics, we participated in 3 workshops. At the end of the accelerator I was able to deliver a clear and thought out plan of how to scale to one of the Nordics countries.”*

**Abdoulaye Fall**

PROGRAM MANAGER OF ACAF  
AND HELLOPRENEUR





#### IV. Hellopreneurs Began to See their Work from a Systems Change Perspective

While Ashoka Fellows are familiar with concepts such as “scaling impact” or “systemic change”, Hello Europe represented an opportunity for local entrepreneurs to start to see the potential of their work at a systems change level.

In the Hello Germany edition, 86% of the Hellopreneurs stated that through the accelerator they made reasonable progress in conceiving their organization through a systemic approach. 54% of them affirmed that they clearly made progress in conceiving a systemic approach to scale their solution.

Mamadou Lamine Ndiaye, founder of MamaVenture, who took part in the Hello Italy accelerator, affirmed that he changed his scaling strategy thanks to the new systems change perspective.

*“At the beginning, I wasn’t very open about changing my strategy. But then, thanks to the mentors, I became more flexible. Thanks to the program, I understood the advantage of having a systemic approach.”*

*[...] The vision [of my organization] changed as well, the idea of whom I can engage, of who can help me, has changed. Before, I was thinking only about my customer segment – and not much about who could help. I never thought before of satisfying my clients together with other organizations. I think this is the most interesting part of the program.*

*[...] One of the objectives of MamaVenture is to replicate everywhere. Hello Europe contributed to change our mind about how to scale. Before, we used to invest here and there. With Ashoka, we thought beyond replicating only in Italy.”*



**Mamadou  
Lamine Ndiaye**

FOUNDER OF MAMAVENTURE AND  
HELLOPRENEUR

#### V. Hellopreneurs Felt Valued in their Work

Hello Europe contributed to boost the Hellopreneurs’ confidence in terms of the relevance of the work that they are doing.

In the Hello Germany edition, 51% of the Hellopreneurs reported that they felt valued and encouraged in their work.

For local entrepreneurs working in the field of migration who had never been in touch with Ashoka before, Hello Europe encouraged them to perceive themselves as changemakers. Participants from Hello Italy and Hello Greece reported that the reflecting upon their role in the field of migration was relevant to boost their motivation for their own projects.

*“We felt more relevant. We felt that our work has an important value, which we perhaps do not emphasize often enough. The journey had a motivational impact. Perceiving ourselves as changemakers is important in order to recognize that what you are doing has meaning and relevance.”*

**Mara Alacqua**

FOUNDER OF BEE MY JOB AND  
HELLOPRENEUR



#### VI. Hellopreneurs Were Elected as Ashoka Fellows

Hello Europe was also an opportunity to identify innovative social entrepreneurs in the field of migration that fit the criteria that Ashoka uses to select its Fellows<sup>3</sup>. Hello Europe helped increase the pipeline for candidates to the Ashoka Fellowship in all the countries of implementation, by surfacing local innovative solutions and analyzing their approach. Four local entrepreneurs who were identified as part of the Hello Europe process (respectively in Hello

<sup>3</sup> To learn more about the criteria, see: [www.ashoka.org/program/venture-selecting-our-ashoka-fellows](http://www.ashoka.org/program/venture-selecting-our-ashoka-fellows)



Belgium, Hello Portugal, Hello Spain and Hello Germany) were then elected as Ashoka Fellows:

- **Alberto Alemanno, Founder of The Good Lobby** - The Good Lobby is a civic start-up committed to equalizing political power and influence in Europe and beyond. The project fosters bottom-up civic capacity via cross-societal forms of collaboration, such as through skill-sharing and skill-based workshops.
- **Hugo Menino Aguiar, Founder of SPEAK** - SPEAK promotes the organic emergence of communities where diversity is valued and cultures are shared in a safe space through peer to peer meetings. Through an online platform locals and migrants and refugees meet to share their cultural experiences and develop meaningful bonds.
- **Gonzalo Fanjul, Founder of Fundación PorCausa** - PorCausa combines research with proposals for new narratives and a network of more than 170 journalists in Spain and worldwide. The project aims to change the way in which people are informed about social issues, with a focus on migration.
- **Daniel Kerber, Founder of More Than Shelters** - More Than Shelters involves people on the move to create their own sustainable solutions and dignified spaces for living and working through "integrated humanitarian design." They have been involved in re-designing refugee shelters in countries such as Lebanon, Greece and Germany.

### VII. Becoming Part of the Hello Europe Community Added Value to Hellopreneurs' Work and Partners

By bringing key stakeholders together and by developing a new network of people working on challenges around migration, Hello Europe added value to the work of Hellopreneurs and partners.

Social entrepreneurs that took part in Hello Portugal, Hello Greece and Hello Nordics reported that they gained more visibility and credibility from joining the Hello Europe network.

*"The event added value in terms of visibility to build awareness and was a great opportunity to work with the High Commission for Migration – fundamental for our next steps. If that were the only value we got, it would be worth doing it again. [...] The engagement in Hello Europe changed the credibility of our organization."*



**Hugo Menino Aguiar**

FOUNDER OF SPEAK, ASHOKA FELLOW AND HELLOPRENEUR

*"Being part of Hello Europe and being promoted on their website was important and promising, because of the visibility that we can have within the Ashoka network."*



**Aggelina Mila**

REP. OF SOCIAL HACKERS ACADEMY AND HELLOPRENEUR

*"The value that Hello Europe provides us is not only about systems change or other topics – we already had much of this information [from being an organization founded by an Ashoka Fellow]. It's about being part of an ecosystem of organizations in different countries."*



**Abdoulaye Fall**

PROGRAM MANAGER OF ACAF AND HELLOPRENEUR

Hello Europe partners reported that the program provided a new **opportunity** to work with stakeholders in the field of migration.

*"We believe that Ashoka made an accurate choice of stakeholders. The key institutions involved in the field of migration in the country were involved. At the events we had opportunities to interact and dialogue."*



**International Organization  
for Migration**

PARTNER OF HELLO EUROPE

*“Ashoka is a good leader in this ecosystem. And they have a very great potential and capacity to convene people and raise awareness about a challenge. I think both things are needed.”*



**Viviana Urani**

UPSOCIAL, PARTNER OF HELLO EUROPE

### **V. Hello Europe Activated Mentors and Partners as Changemakers in the Field of Migration**

The accelerator program was a positive experience for the mentors, who provided their expertise to support the Hellopreneurs. It made them change the perception of their role in the field of migration and activated them as a source of contacts for Hellopreneurs.

In the Hello Italy edition, 82% of the mentors would recommend the mentoring experience to their colleagues.

Alessia Dini, Senior Consultant at PwC and a mentor for the Hello Italy edition, reported that Hello Europe changed her perception of her own role in field of migration.

*“I was glad to work with an organization founded by a migrant. It opened a new world for me. [...] The perception of my role has absolutely changed. It was an opportunity to see how my expertise can help in the field of migration. Additionally, I work with the public administration which can often involve work on migration issues. The knowledge acquired through Hello Europe can be useful, both in terms of understanding the migrant’s perspective, as well as the initiatives that exist in the field.”*



**Alessia Dini**

PWC, HELLO EUROPE MENTOR

Participants from the Hello Italy and the Hello Poland editions reported that the relevance of the role played by their mentors went beyond the actual mentoring sessions, but also as they functioned as connectors and providers of new contacts - which in some cases even translated into formal collaborations.

*“Many of the people I’m currently working with in Rome are contacts that I got from the program. My mentor introduced me to these contacts after the program.”*



**Mamadou Lamine Ndiaye**


FOUNDER OF MAMAVENTURE AND HELLOPRENEUR

*“Right now I’m in contact with a business coach and we spoke at length about the challenges for a business such as mine, and how I might be able to tackle them. Most importantly, through this coach I’m going to have a lot more contacts that are specifically in my line of business”.*

**Segun Akeju**

FOUNDER OF SAM CUTS BARBER SALON AND HELLOPRENEUR

Similarly, partners involved in the program reported an increase in awareness of the sector of social innovation among the people engaged. Erik Feldt, from Nordea - a partner of the Hello Nordics edition - reported that Hello Europe created engagement internally to his organization, fostering the understanding of the “changemaking” among the people who were involved.



*“One positive aspect was that it created internal engagement in Nordea for those directly involved in the program... it became clear that this was going to the heart of those involved. Those who were involved normally work on other things and this was a way to increase their knowledge and understanding of the whole changemaking, system change and social innovation dimension.”*

***Erik Feldt***

NORDEA, PARTNER OF HELLO EUROPE

OUTCOMES:

# TACKLING THE POLICY CHALLENGE



Data on the outcomes produced by Hello Europe at the policy-change level were not possible to collect for this study, due to the Coronavirus outbreak overrunning Europe from February 2020 onwards. Events and gatherings planned over Spring 2020 – which would have provided the opportunity to conduct interviews with the main stakeholders in this area – were canceled or postponed. The impact evaluation on the system-change level is therefore suspended until the collection of data returns accessible. Below we have reported on some of the outcomes that emerged during the analysis, regardless of the change in circumstances.

## *I. Hello Europe Is Connecting Social Entrepreneurs and Policymakers*

The EU Migration Policy Summit that took place in Brussels in June 2018 was meant to start a conversation between social entrepreneurs and EU policymakers. According to David Lubell, one of the social entrepreneurs taking part in the event, the summit brought a new awareness of the opportunities at the EU level.

*“The Hello Europe event in Brussels opened my eyes to the ecosystem in Europe and the opportunities involved... events like that, whether in virtual or in person – especially in person – that bring a lot of us together are very important.”*



**David Lubell**

FOUNDER OF WELCOMING INTERNATIONAL, ASHOKA FELLOW AND HELLOPRENEUR

The connections and community that Hello Europe has built so far are allowing to inject social innovation into the policymaking process.

Following one of the Policy Salon organized over May 2020 (see “Connecting with Policy Makers”, p.18 ), Hello Europe got invited to an exclusive meeting with Commissioner Ylva Johansson to discuss the role of migrants in economic recovery from COVID-19, which was followed by an [official statement](#) on the same topic.

Additionally, the article series on responses to Covid-19 published by Hello Europe (see “Hello Europe’s response to the coronavirus outbreak”, p.18) has inspired a part of the report “[European Cities on the Front Line: New and emerging governance models for migrant inclusion](#)” released by the Migration Policy Institute and the International Organization for Migration.

## II. Hello Europe Created Two Communication Channels with the Policy Community in Brussels

In order to facilitate the exchange between Hellopreneurs and policymakers and policy experts in Brussels, the Policy Unit has developed two communication channels comprising over 90 people: one including the MEPs and their staff; the other including EU institutions, think tanks, embassies and NGOs based in Brussels.



### HELLOPRENEURS EXCHANGE WITH THE BRUSSELS POLICY COMMUNITY

*News & updates from our community this Spring!*

By **ASHOKA, HELLO EUROPE**  
MARCH 31<sup>ST</sup>, 2020

MARCH 2020 - ONLINE COMMUNICATION CHANNEL TO CONTINUE THE CONVERSATION BETWEEN HELLOPRENEURS AND POLICYMAKERS.

OUTCOMES:

# TACKLING THE NARRATIVE CHALLENGE



## *I. Hello Europe is Changing People's Understanding of the Field of Migration*

By empowering migrant leaders and presenting a new narrative around migration, Hello Europe has been contributing to increase the audience's awareness around the phenomenon of migration and change how migrants themselves are perceived, overcoming stereotypes that frame them as passive subjects.

In the Hello Spain edition, the number of people acquiring a clear understanding of the challenges around migration increased 10% after the event, compared to before.

In the Hello Italy edition, 49% of the participants of the events stated that they gained more awareness about the challenges around migration.

Hello Europe helped partners discover a new approach to the field of migration and to better frame their own initiatives and strategies to support the sector.

*"I think that Hello Europe's conception of migration is completely different from what I have ever heard before about migration. The whole concept of migration is a steep change... like, a steep change for everyone. And I would say that my mindset has changed in the sense of how I think about migration."*



**Javier Galofre**

OLIVER WYMAN, PARTNER OF HELLO EUROPE

*"For me, getting in touch with Hello Europe was definitely mind-opening. I think that the three areas that Hello Europe is working on are really spot-on. The way that it helped me is that it structured the way I want to work on migration. And also this initiative of getting everyone together and aiming for collaboration... the fact of seeing Fellows collaborating with each other, that changed the way I looked at migration, these organizations doing different things but working for the same objectives – that's also something that I learned."*



**Arianne Martin**

PARTNER OF HELLO EUROPE

## *II. Hello Europe is Strengthening the Role of Migrant Leaders as Key Players in the Field of Migration*

Hello Europe contributed to shift the perception of migrants away from the prominent narratives of migrants as victims or a threat, by empowering social entrepreneurs with a migrant background. Starting from editions launched in 2018, Hello Europe sought to increase the number of Hellopreneurs with a migrant background selected by the program, with the aim of empowering migrant leaders who could play a role as changemakers for other people on the move. Hello Italy and Hello Poland, two editions



that succeeded in increasing the diversity of their Hellopreneurs' cohort, show that both Hellopreneurs and partners valued the program because of the emphasis on the key role that migrant leaders can play in the field of migration.

Segun Akeju, a Hellopreneur who took part in the Hello Poland edition and a migrant himself, reported that the emphasis given to the help that his initiative could provide to the migrant community was a driver for his own application to participate in the program.

*“One of the reasons I got into the program was when I saw that it focused on how my initiative was going to be beneficial, especially for the migrant community. And from my mode of operation, I have noticed that I have been quite helpful in that aspect: because I get to meet a lot of foreigners every day, and I came to realize that my workplace, from being a place where people come for a haircut, had become a hub of information where someone from Zimbabwe could meet someone from Belarus and they can solve each other’s problem by sharing information”.*

**Segun Akeju**

FOUNDER OF SAM CUTS BARBER SALON AND  
HELLOPRENEUR

Anna Vittoria Sarli, a researcher at Fondazione ISMU, a partner of Hello Italy, attended a final event where 2 out of 3 Hellopreneurs being awarded with additional financial support were migrants. She reported that the shift of narrative that was proposed during the event and the recognition of migrant social entrepreneurs were powerful in communications terms.

*“I really liked the fact that the event overcame the dichotomy us-them. Rather than speaking about migration, we were talking about cosmopolitanism, about the nomadism of everybody in the room. [...] Beyond the projects themselves, the fact that one of the projects awarded was promoted by a migrant person with many good credentials gives a different impression from that of “the poor migrant.” Awarding such a person has a huge communication relevance”.*

**Anna Vittoria Sarli**

FONDAZIONE ISMU, HELLO EUROPE  
PARTNER

### III. Hello Europe is Spreading the New Narrative

Hello Europe spread a new, empowering narrative around migration that promotes migrants as agents of change by receiving media coverage of the public events organized during the different editions of the program.

In the Hello Spain edition, 13 local and national media covered the public events;

In the Italian edition, 14 media and 9 additional blog posts covered the public events;

At the European level, the initiative “Changemakers for Migration” spread the stories of 5 migrant changemakers: migrants that have made a meaningful contribution to migrants’ lives in an entrepreneurial, networking or personal capacity.

Mamadou Lamine Ndiaye, who took part in the Hello Italy edition, stated that the media coverage was relevant to his work.

*“The relationship with the media, even before the event, was very helpful to spread our message and enlarge our audience.”*

**Mamadou  
Lamine  
Ndiaye**

FOUNDER OF  
MAMAVENTURE AND  
HELLOPRENEUR





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# CONCLUSION

The results from the impact evaluation of Hello Europe underpin the efficacy of a program to support effective citizen-led solutions to challenges underlying migration, integration and refugee movements. Results from the analyses show that the Hello Europe model was effective in providing support to Hellopreneurs to expand their impact, in connecting them with policymakers and in promoting a new narrative around migration.

The program benefited selected local and international social entrepreneurs by helping them scale or replicate their solutions, offering new partnership and collaboration opportunities, increasing their knowledge on topics relevant to the development of their scaling strategies and helping them to perceive themselves as changemakers and understand their work at a system-change level.

The impact at the policy level was not possible to fully evaluate, due to the coronavirus outbreak in Europe over the months during which the analysis was conducted. However, it emerged from the analysis that the program successfully implemented two new communication channels between social entrepreneurs and policymakers.

The program also produced results at the frame-change level, by increasingly changing the way migrants are perceived, empowering migrant leaders and spreading a new narrative around migration.

Additional findings highlighted the importance of making the program more inclusive towards migrant social entrepreneurs to empower migrants themselves; and the relevance of gathering the key stakeholders in the local ecosystem to stimulate the development of new opportunities of collaborations.

## Recommendations

The analysis also pointed out to a few recommendations for future editions:

- Engage academic researchers as partners in the source and selection process, to better understand and make the results more accessible to other actors;
- Make sure to support the engagement of Hellopreneurs and stakeholders after the event or at the end of the accelerator program, to ensure the consolidation of new collaborations. Editions providing engagement over a longer period of time were found to contribute more significantly to the replication/scaling of the solutions selected;
- Make sure that the duration of acceleration support program is long, to increase the period of engagement of the Hellopreneurs, and to enable more extensive learning throughout the program. The availability of additional time for the support program was referred by several Hellopreneurs as a positive factor to further enhance their learning.





# HELLO EUROPE

an initiative by:



ASHOKA