

Increasing cross-regional synergies by strengthening indigenous entrepreneurship

Luleå, 2011.05.19

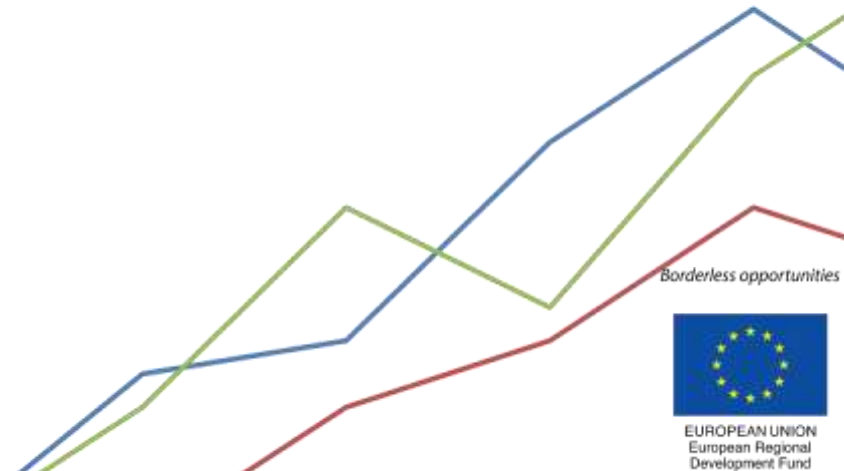
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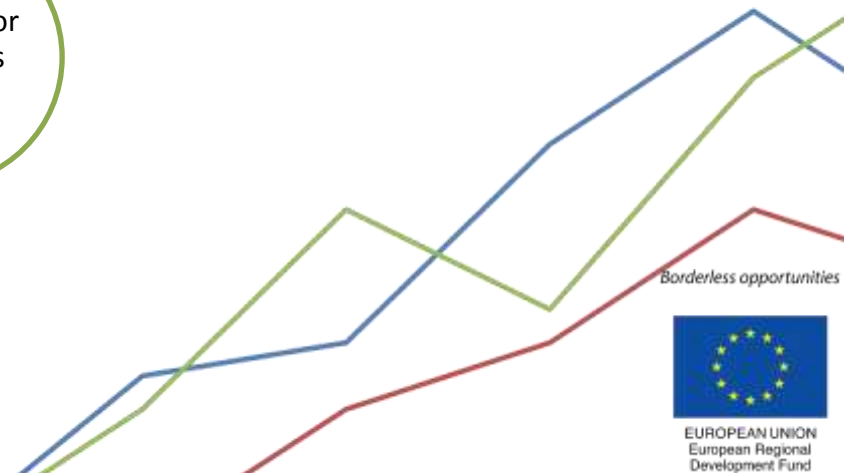
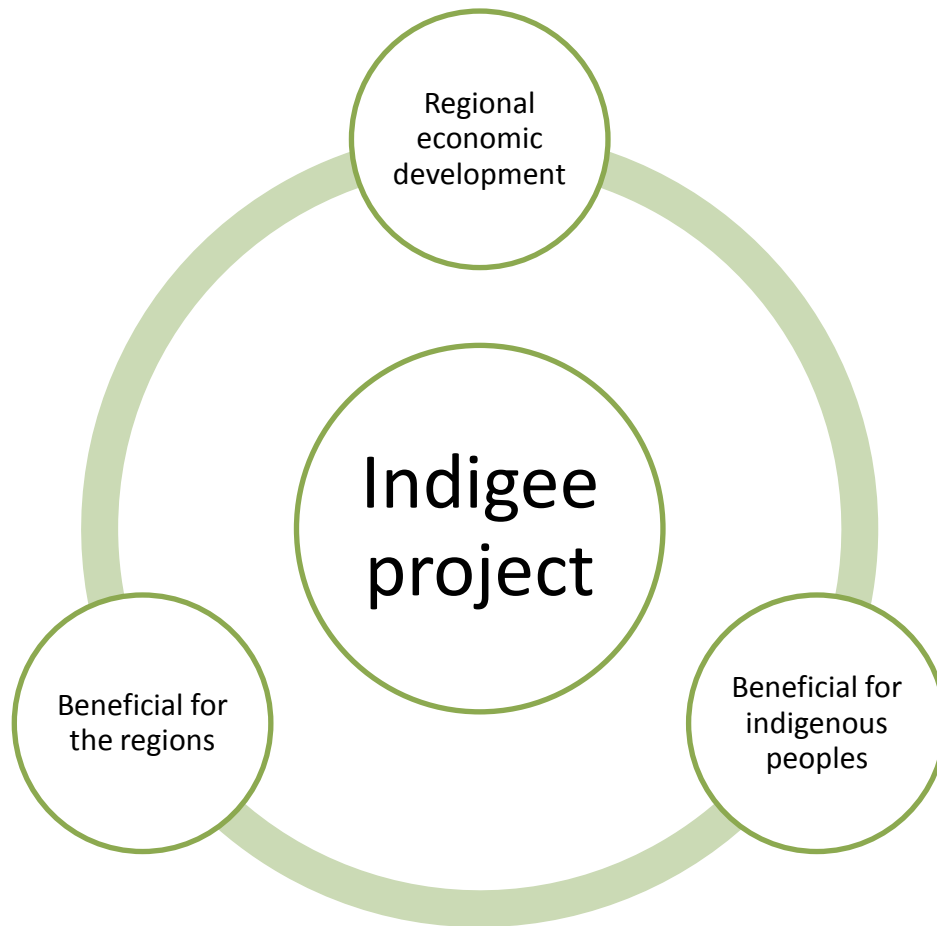
Purpose

Indigee – Indigenous Entrepreneurship project

- Strengthen indigenous entrepreneurs in the Barents region to develop their businesses and business ideas
- offers indigenous entrepreneurs business counselling



Main idea



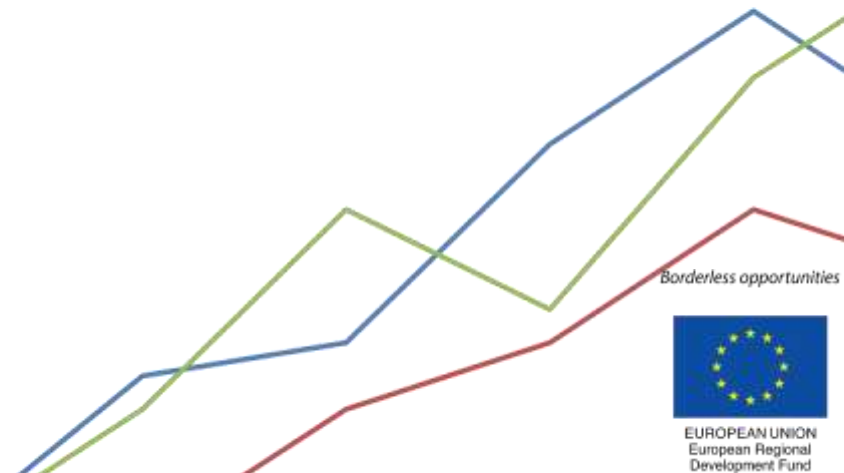
Cross-regional synergies

- Cross-border cooperation natural in Indigenous community
 - media, languages, education, culture, handicraft, sports, youth, etc.
- Cooperation on business development relatively new
- Indigenous entrepreneurs may not always fit into national business development programmes
- A “critical mass” of entrepreneurs



Project start

- Initiated in 2008 by the BEAC Working Group of Indigenous Peoples and the Norwegian Barents Secretariat
- Pre-project started in 2009
- Main project started in June 2010



Project owners

- Saami Association of Sweden (SSR)
- Saami Association of Norway (NSR)
- Saami Association of Finland (SSG)
- International Barents Secretariat (IBS)



SSG



Goals

- 30 enterprises to develop positively
- Establish 10 new enterprises
- Establish 10 cross-border cooperation projects
- Establish a network for indigenous entrepreneurs



Achieve concrete development for the participants



Personal development plan



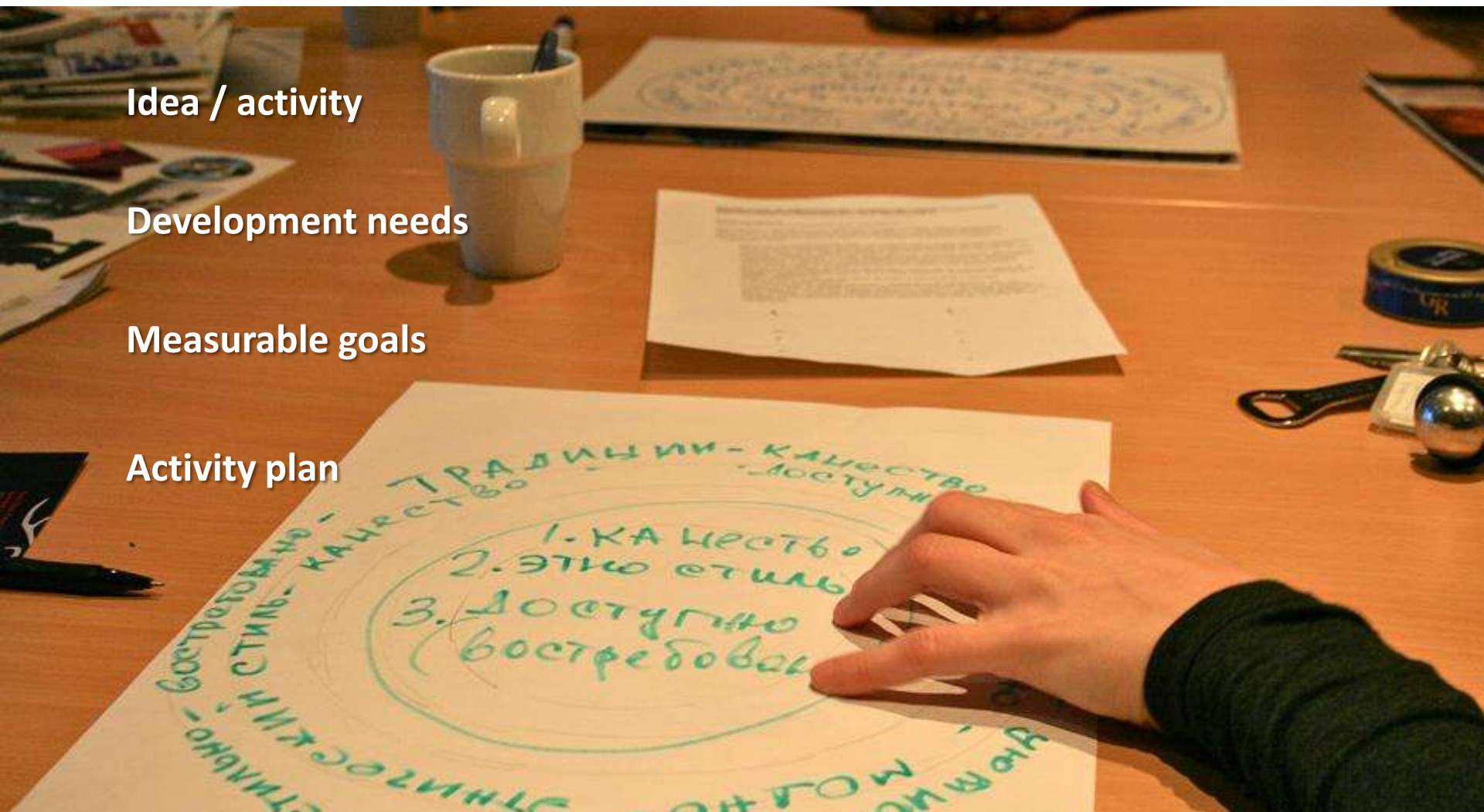
Personal development plan

Idea / activity

Development needs

Measurable goals

Activity plan



Recruitment

In the Nordic countries:

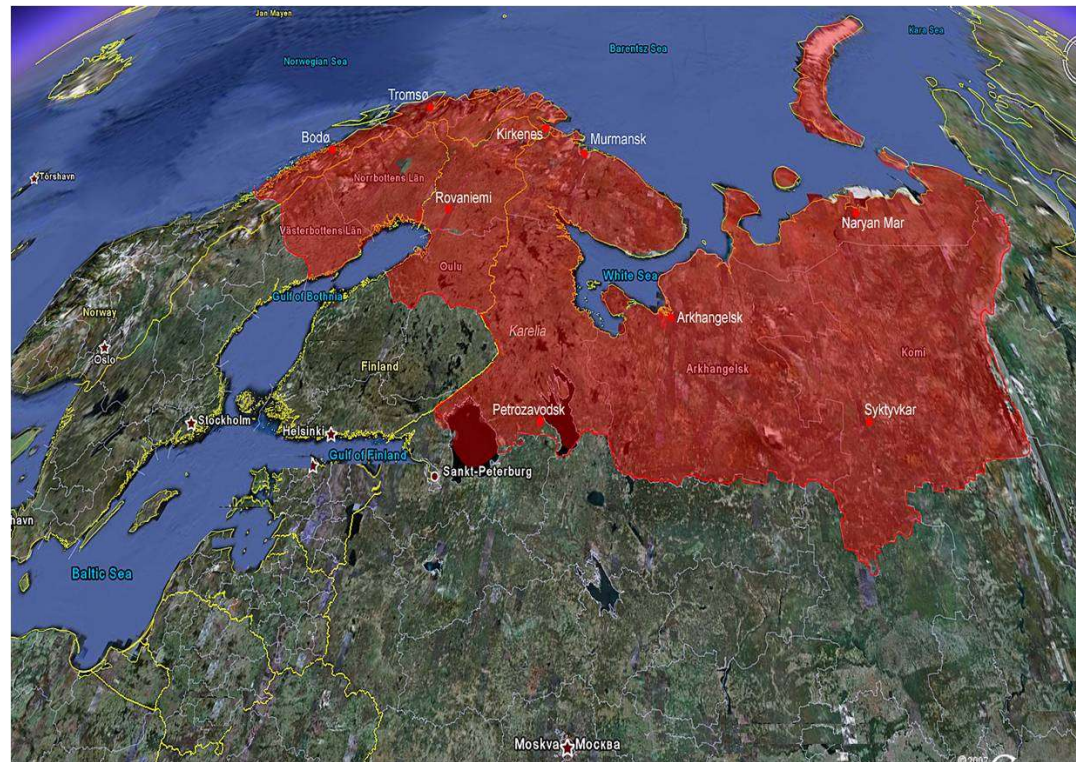
- Via Saami and regional media, social media, Saami organizations, head hunting

In Russia:






- Via indigenous organizations

Recruitment has been done in two sessions – prior to the first conference and in the period between the first and second conference.

We have 73 participants tied to the project.








The participants

Total:	73		(40 women, 56 %)
Sweden	24		(15 women)
Norway	20		(10 women)
Finland	6		(4 women)
Russia	23		(11 women)

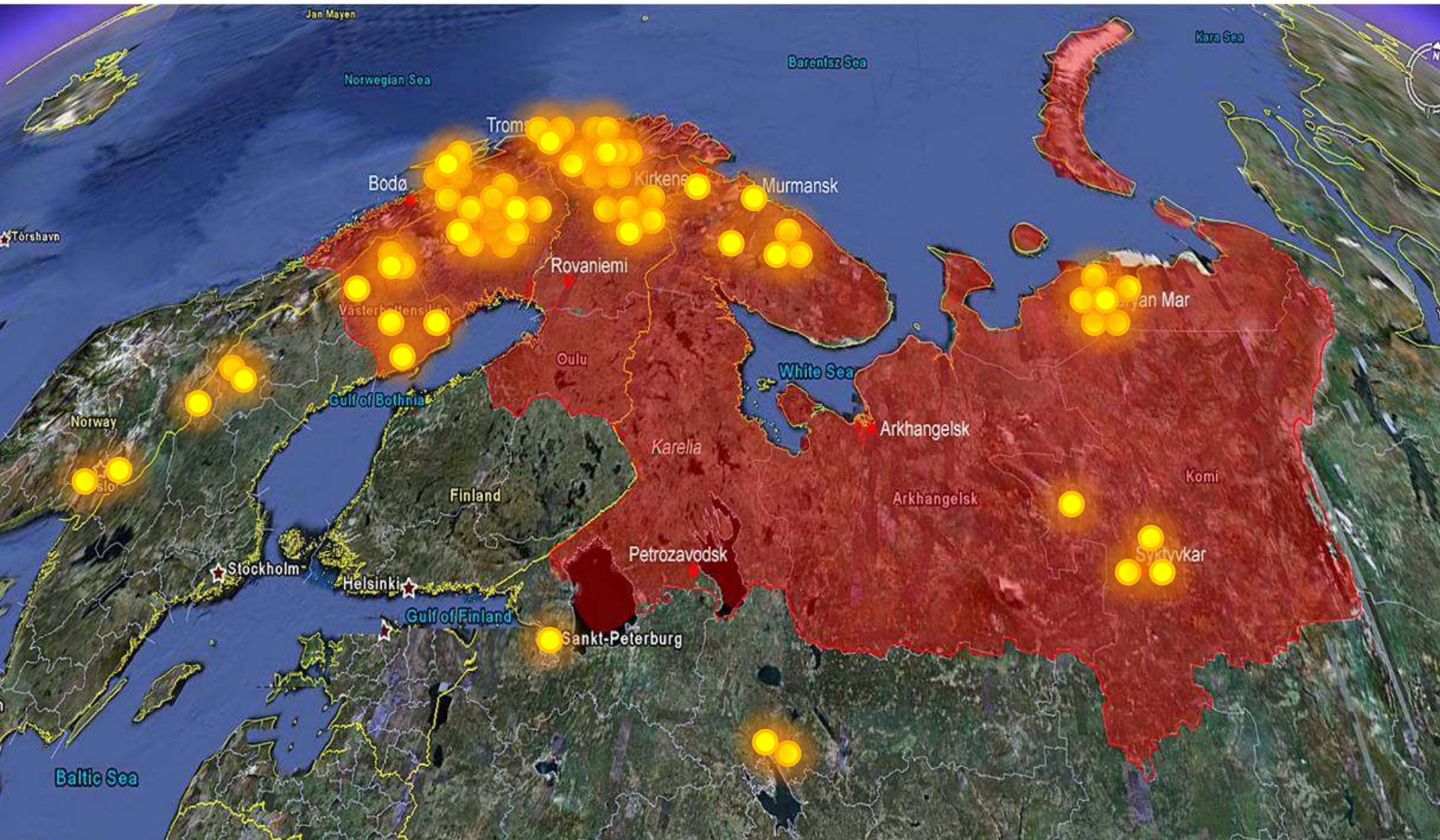
6 Nenets, 3 Veps, 6 Saami, 8 Komi

Age

The youngest is 18 years old, average is 29, the oldest is 47 years old

		
-18-24	27 %	
- 25-29	37 %	
- 30-34	22 %	
- 35+	14 %	

The participants



The participants

Represented branches:

- Handicraft and design	24 participants	including soft, hard, silver
- Tourism	17 participants	tourism, often in combination
- Reindeer herding	10 participants	often in combination with other
- Music	6 participants	Rap, folk, pop, rock, yoik



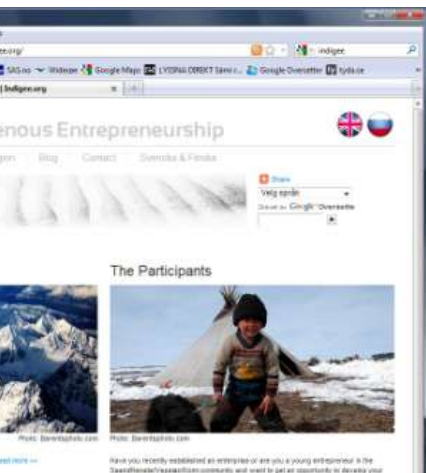
Eva Bromée, Niklas Blindh



The participants

...and also...

- Hunting and fishing
- Project management / lectures
- Web design, IT businesses
- Publishing/translations



Eva Bromée, Niklas Blindh



barentsphoto.com

The participants

...and some interesting examples:

- Cultural cafe to be established in Lycksele
- Spa in Kautokeino
- Dancer/choreographer in Oslo/Kautokeino
- Film maker in Tysfjord
- Rap artist in Lovozero
- Conference booking agency, Umeå



Photo: Stephen Hutton

Elle Sofe, from the performance Beatnaga ii galggá gulgii geahččat



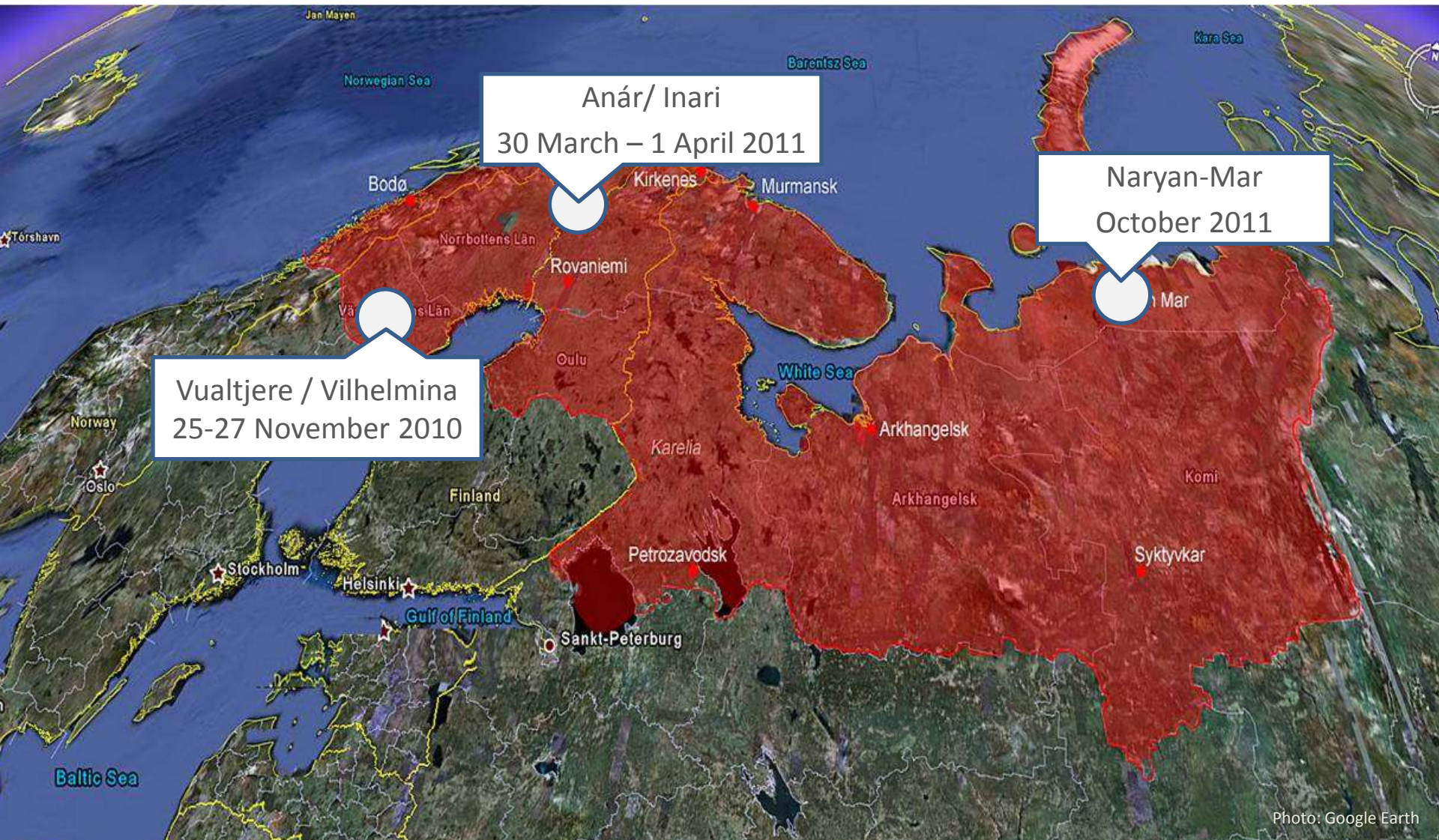
Bocamic conferences and meetings

Borderless opportunities



EUROPEAN UNION
European Regional
Development Fund

Conferences



The Vualtjere conference

November 25th -27th, 2010

Day 1 – motivation and good examples

- Renlycka
- Slowfood Sápmi
- family-based Saami tourism in Finland (via skype)
- Brands and business identity (mood boards)



The Vualtjere conference

November 25th -27th, 2010

Day 2 – knowledge and counselling

- Seven consultants: one-on-one counselling sessions with participants
- Workshop: News paper Blackout
- Workshop: Core values in your business
- VisitSápmi



The Vualtjere conference

November 25th -27th, 2010

Day 3 – create a personal development plan

- Good example: Imagement
- Workshop: Create your sentence
- Networking, brainstorming



Between conferences

- Counselling and support – business advisers in each country
- Work according to development plan, assignments
- Preparations for next conference

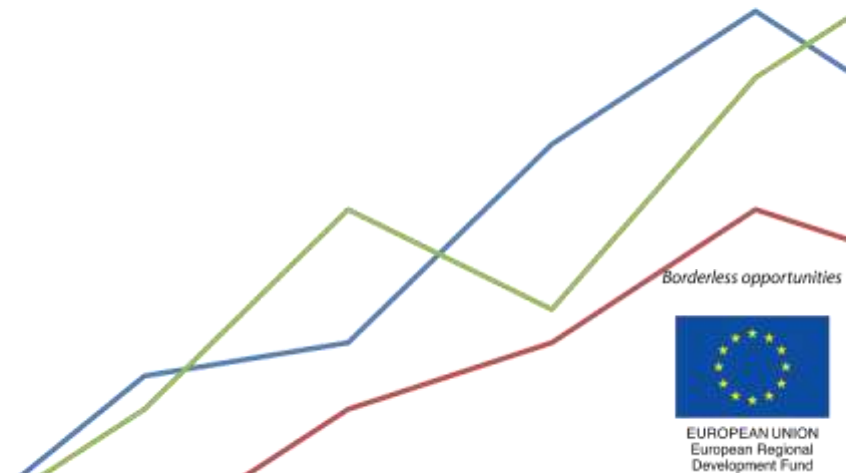


The Anár conference

March 30th –April 1st, 2011

Day 1 – differences and similarities

- Branch-specific workshops
- Differences and similarities workshop
- Customer Journey workshops



The Anár conference

March 30th –April 1st, 2011

Day 2 – the customer

- Workshop: Customer journey
- Business economy
- The right price
- Friendigee – counselling eachother



Borderless opportunities



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Development Fund

The Anár conference

March 30th –April 1st, 2011

Day 3 – business counselling

- Group workshop: business counselling



After Anár

Continued counselling

External consultants

Concrete measures for improvement

Social tools to encourage support from your peers



Naryan-Mar conference

October, 2011

Preliminary themes:

- Selling and marketing
- How to package the product (extra services)
- Where do you earn money
- Find your unique selling point
- Business financing

Personal consultations

Inspiration



Results so far...

Feedback from the participants after the Anár conference:

- 70% of the participants have learned something useful for their business
- 62% of the participants think they will achieve all goals of their development plans
- 56% have achieved concrete development results thanks to the Indigee project



Project end

December 2011

Goals:

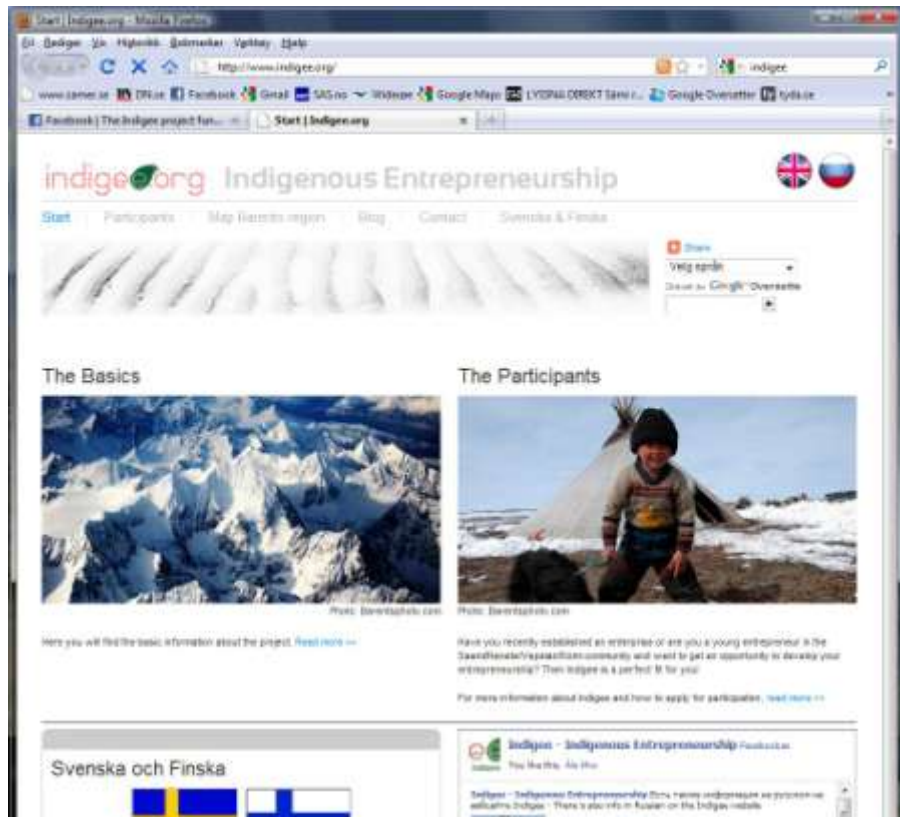
- Concrete development
- Increased cross-border cooperation
- Strengthened indigenous peoples



Photo: Pernilla Rimpi

Find out more about Indigee on...

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indigenous entrepreneurship



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