

# The “DELI” project in Bucharest

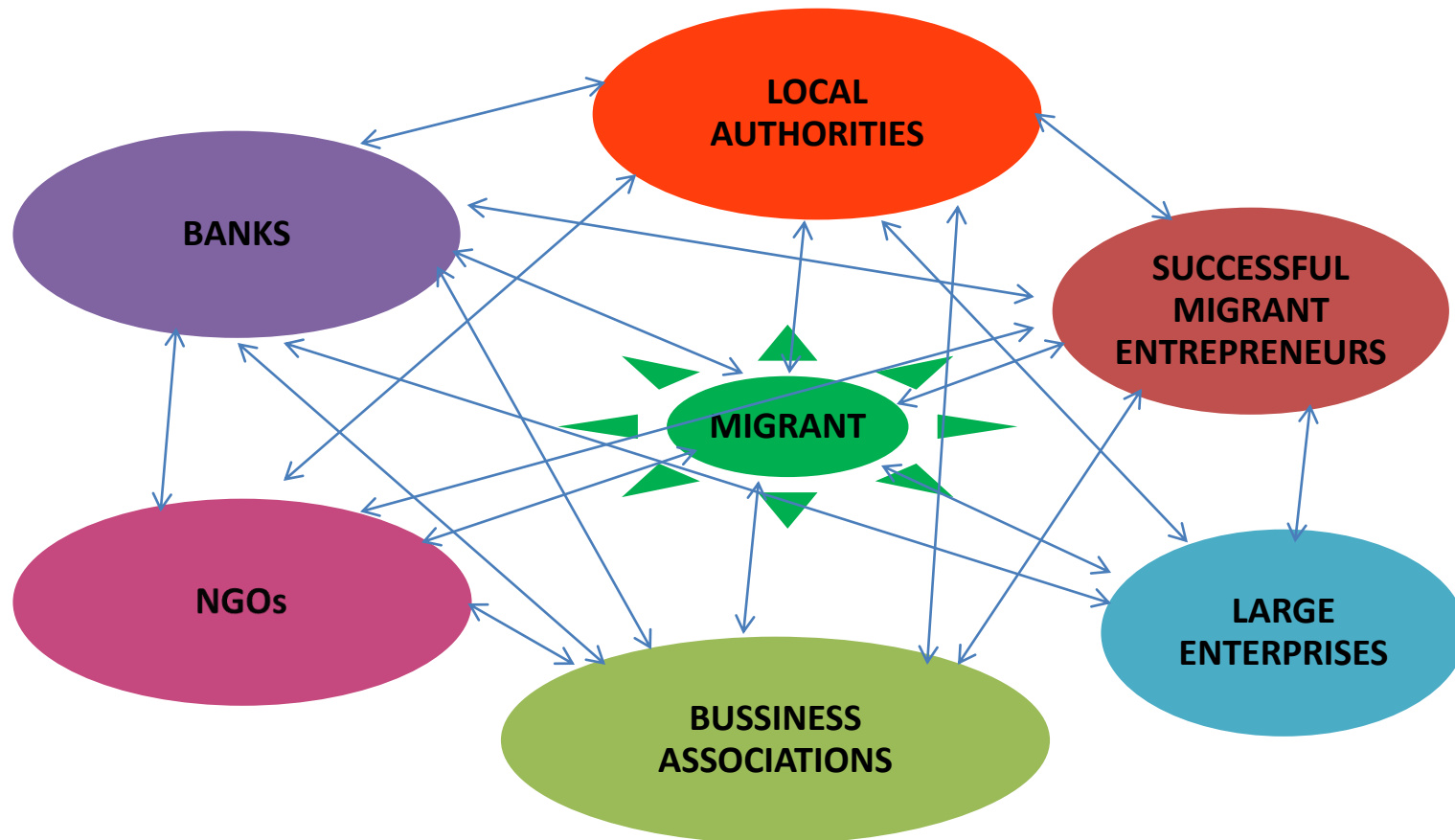
## SUSTENABILITY OF IMMIGRANTS INTEGRATION PROJECTS

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# THE BUCHAREST DELI PLATFORM



# WORKSHOP 1 NGOs AND MIGRANT BUSINESS ASSOCIATIONS

## CONCLUSIONS:

There is a strong request for practical, pragmatic objectives to address the needs of the migrants.

The information related to migrant associations is fragmented and difficult to collect;

The associations are providing usually basic integration information and support;

Not all the migrants have constituted associations, or business oriented migrant associations.

There is no statistical evidence related to the migrant-owned SMEs;

There is a need for more specialized personnel in key departments of local authorities that are directly interacting with migrants

## RECOMMANDATIONS:

ONE SINGLE INFORMATION POINT

ONE ORGANIZATION OF THE CIVIL SOCIETY EMPOWERED TO REPRESENT THE MIGRANTS IRRESPECTIVE OF THEIR NATIONALITY.

## WORKSHOP 2 BANKS

### CONCLUSIONS:

The banks are not aware or educated about the potential that migrants entrepreneurs have.

The official position of RBA (Romanian Banks Association) is that there is no discrimination in relation with migrants.

The risk policy of each bank is internally established and can vary from bank to bank or in the case of foreign capital banks, from branch to branch;

From the bank perspective the most difficult things to address are: the lack of information related to repayment history of the migrant, lack of warranties and the difficulty to follow-up the migrant;

### RECOMMENDATIONS:

BASIC FINANCIAL EDUCATION ADAPTED TO MIGRANT NEEDS

MIGRANTS COUNSELLING FOR BUSINESS IN ROMANIAN MARKET

BANKS TO BE EDUCATED ABOUT THE OPPORTUNITIES OF HAVING MIGRANTS AND MIGRANTS SMEs AS CLIENTS

TAILORED BANKING PRODUCTS ADAPTED TO MIGRANTS' PROFILE.

BUSINESS ANGELS AND NON-BANKING FINANCIAL INSTITUTIONS

## WORKSHOP 3 LARGE PRIVATE ENTERPRISES

### CONCLUSIONS:

The large private enterprises (LPE) present in Bucharest have either policies related to gender diversity or general antidiscrimination policies , or do not have any diversity policy at all.

There is a huge need of training related to diversity importance and benefits, and how to create and implement diversity management programs. Implicitly there are very few specialists in the diversity area in the local market .

Large private enterprises requested special speed-up procedure and dedicated person or association to help them with the bureaucracy related to legal immigration and changes of policies.

### RECOMMANDATIONS:

- TO ESTABLISH REGULAR COMMUNICATION BETWEEN AUTHORITY , LPE AND ASSOCIATIONS TO HELP THE MIGRANT TO INTEGRATE FASTER AND TO FIND RELIABLE JOBS.
- UNIQUE INFORMATION POINT TO PROVIDE ALSO COUNSELLING TO MIGRANTS WILLING TO OPEN A BUSINESS (AT A FREE AFORDOBALE COST)

# WORKSHOP 4 SUCCESSFUL MIGRANT ENTREPRENEURS

## CONCLUSIONS:

From the experience of successful migrant entrepreneurs the barriers to start a business for a migrant are :

- the bureaucracy, the not centralized information and not available in languages of interest; a lot of legislation, authorizations and certificates to be obtained and of course the related sanctions for not complying;
- The various level of education- not all migrants can be entrepreneurs or are adapted to Romanian bureaucratic and controlled environment.

## RECOMMANDATIONS:

- TO CREATE A STRUCTURE WITHIN AUTHORITY TRAINED AND SPECIALISED IN DEALING WITH MIGRANT ENTREPRENEURS.
- TO CREATE A UNIQUE INFORMATION POINT
- TO CREATE A STRONG NEGOTIATION PARTNER -AN ASSOCIATION ABLE TO REPRESENT, UNIFY, AND VOICE THE INTEREST OF ALL MIGRANTS IRRESPECTIVE OF THEIR NATIONALITY OR HAVING OR NOT AN ASSOCIATION.

## WORKSHOP 5 THE MUNICIPALITY

### CONCLUSIONS:

- The institutional coordination can be realized through protocols and partnerships with various specific authorities (namely Ministries of Health, Labor, Internal Affairs and Police etc) involved in the migration chain.
- An incipient internal platform for migrants integration is already constituted through specific departments dedicated to health , education and social care. As the procedure for registering a new company is not addressed directly to the City Hall, at present, the business part is not covered by the Municipality nor in the foreseeable future but can be subject of further partnership (no authorization is released by City Hall)
- There is availability for creating a unique information point – either as a Department or Service within the Bucharest City Hall with specialized personnel.
- For the integration of migrants in the community, the Municipality proposed as measure a free Romanian Language training for three months to all migrants who register for this training.
- An internal structure dedicated to migrants has to be wisely defined not to raise positive discrimination comments – to share information with civil society and specific reputable NGOs given the limited abilities of the local authority

# WORKSHOP 5 THE MUNICIPALITY

## RECOMMANDATIONS:

- TO REALIZE A CENSUS OF MIGRANTS PRESENT IN BUCHAREST THROUGH A FUTURE PROJECT
- TO CREATE A DEDICATED QUESTIONNAIRE IN RELATION WITH BUCHAREST MIGRANT ENTREPRENUERS TO UNDERSTAND THEIR SPECIFIC NEEDS
- AN IMIGRANTS INTEGRATION STRATEGY BASED ON 4 PYLONS : EDUCATION, HEALTH, SOCIAL CARE AND BUSINESS, TO BE DRAFTED FOR APPROVAL AND IMPLEMENTATION.



# ROUND TABLE CONCLUSIONS

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# SUSTENABILITY - DIVERSITY (IMMIGRANTS INTEGRATION PROJECT)

## KEY FEATURES OF THE PUBLIC AUTHORITY SUSTENABILITY

1. Diversity development strategy (Local migrants integration strategy) /Strategy objectives/Diversity Implementation Plan/Actions
2. Committed leadership (City Council, Mayor, etc)
3. Integrated approach ( cross- departmental approach : policy –making, international relations, economic, authorization etc)
4. Diversity embedded in service delivery (procurement, info point)
5. Supportive people (build capabilities through training, dedicated diversity group),
6. Continuous engagement with immigrants community (active communication of the policies, networking, statistical data collection (census, statistics, questionnaires )
7. Measures of performance (for reporting – no duplication of the effort, focused of efficiency , part of the culture of the city
8. Visible success (ex: on websites, , ensuring visibility from immigrant /citizen perspectives )

## **BUCHAREST- IMMIGRANTS INTEGRATION PROJECT SUSTENABILITY – KEY FEATURES (I)**

1. Immigrants integration strategy to be adopted at the local level by the General City Council; Protocols and partnerships can be signed with various specific authorities (namely Ministries of Health, Labour, Internal Affairs and Police, Trade Register, etc) involved in the migration.
2. Committed leadership (including City Council members and the Mayor)- the continuity depends heavily on the elections from February 2016
3. Cross –departmental approach: The 5<sup>th</sup> workshop involved Public Procurement Department, Special Commission for International relations, Public Information Center and Public Policies Department. An incipient platform is in place for health, education and social, for the business part – the procedure for registering a new company does not include any authorization released by City Hall.
4. Diversity embedded in service delivery - diversity clauses to be included in public acquisitions agreements,

## **BUCHAREST- IMMIGRANTS INTEGRATION PROJECT SUSTENABILITY – KEY FEATURES (II)**

5.Supportive people – the most difficult to ensure due to actual situation of the Bucharest public servant. Special structure dedicated to immigrants integration (or diversity) and diversity trained personnel are key .

6.Continuous engagement with immigrants community:

Workshops, one to one meetings and targeted networking are highly efficient for the active communication of the policies and identification of the immigrants needs.

Data collection – a census is need it, the inclusion of the City Hall in the business authorization flow (simple notification), customized questionnaires to be drafted.

Free Romanian language training will be available in the future;

\*\* the importance of networking with potential employers of immigrants

7.Measures of performance : a lot of work has to be done

8.Visible success : interviews and articles were released as part of communication strategy, still no dedicated page for DELI web-site

From the migrant point of view – we have to ensure that information reaches all the migrants not only the ones contacted during the project

## CHALLENGES FOR THE CITY AND DELI STAKEHOLDERS

1. POLITICAL CONTEXT – (DISCONTINUITY AND LOSS OF KNOWLEDGE)
2. BUREAUCRACY – (TIME FRAME AND RESOURCES )
3. LACK OF SKILLED PERSONEL - (QUALITY AND TIME FRAME)
4. FRAGMENTED INFORMATION
5. INCIPIENT DIVERSITY KNOWLEDGE
6. REPUTATIONAL BIAS
7. NO MIGRANTS COALITION -THE POWER OF NEGOTIATION IS FRAGMENTED

### SOLUTION

*A PARTNERSHIP BETWEEN THE CITY AND THE HIGHLY REPUTABLE ASSOCIATION THAT WILL UNIFY AND REPRESENT THE MIGRANT NEEDS IRRESPECTIVE OF THEIR NATIONALITY, IN ORDER TO BALANCE THE NEGOTIATION PROCESS WITH THE AUTHORITIES, SUCH ASSOCIATION WILL HAVE THE MOST INTEREST IN THE CONTINUATION OF THE MIGRANT INTEGRATION STRATEGY.*

## POTENTIAL FUTURE PROJECTS

1. Diversity training for all the stakeholders involved in the immigrants integration chain (the City, NGO 's and business associations, migrants , banks, companies etc)
2. Women entrepreneurs with migrant background
3. Immigrants census
4. Specific business consultancy for migrants to ease the transition to the specificity of the Romanian market
5. Definition and implementation of performance measurements dedicated to diversity management and sustainability within the City.

# DELI BUCHAREST TEAM CONTACT

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