

ENTER  FOR ALL

Webinar 6 - Collaborate and network

July 27, 2023



Co-funded by
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2021-1-EL01-KA210-VET-000030217



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Collaborate and network

In Webinar 6, you will be presented with the advantages of collaborating and networking as a way to boost the business.

*The module also includes a hands-on activity that will encourage all participants to prepare a **PITCH** in order to develop their networking skills.*



Learning outcomes



Understand what **networks and collaborations** are;



Be able to **identify the advantages** of networking and collaborating;



Be able to identify and choose the **best networking strategies** for your business;



Improve your **networking skills** and adapt them to the needs and characteristics of your business;



Have the confidence to start **your networking strategy**.



CONTENTS

I. What is networking?

II. How to build my network?

III. Collaborations

IV. Activity

Questions & Answers



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Points to take into account



1. In recent years, entrepreneurship has grown a lot in the country;



2. Opening of new businesses, including those created by foreign citizens;



3. The Government has launched support for new ventures;



4. The registration of new companies increased by 36% (2021, Eurostat);



5. Half of the new companies were registered in the cities of Lisbon (36.5%) and Porto (20.2%);

Points to take into account



6. The sectors in which the new ventures were opened are, in this order:

- Real estate activities,
- Direct sale trade to the customer,
- Information and communication,
- Finance;
- Retail trade;



7. Between 2007 and 2016, 347,272 companies and other organizations were formed, representing an annual average of about 35,000.

The Portuguese Reality



Medium enterprise

- An undertaking employing fewer than 250 people whose annual turnover does not exceed EUR 50 million or an annual balance sheet total does not exceed EUR 43 million, and which is not classified as a small enterprise and/or micro-enterprise.



Small enterprise

- Company which employs less than 50 people and whose annual turnover or annual balance sheet total does not exceed EUR 10 million, and which is not classified as a micro-enterprise.



Microenterprise

- Company which employs less than 10 people and whose annual turnover or annual balance sheet total does not exceed EUR 2 million.



ACTIVITY

Sharing opinions

I. What is networking?

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Definition

Working in a network goes mainly through the art of communicating, because it is essential to circulate information about expectations and difficulties, to participate actively and/or to take initiatives.



Sharing knowledge;



Making the result of the work available to others;



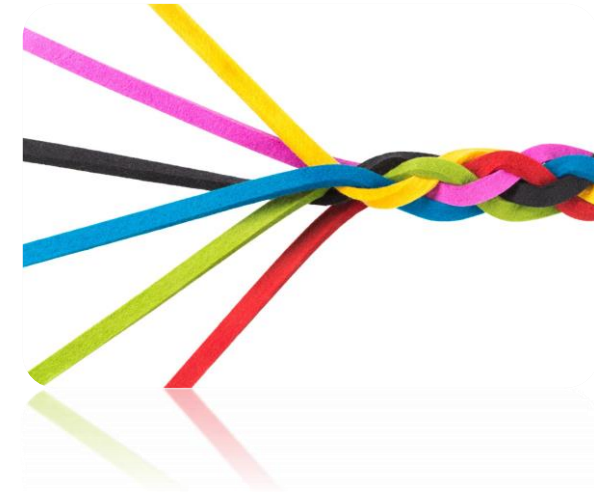
Know how to take advantage of the work of others.



Business Networking

Business networking is a term used to describe the practice of building **business relationships and expanding the network** of contacts to help a company grow and thrive.

Original content: <https://blog.woba.com.br/networking-empresarial/>



Find New Customers;



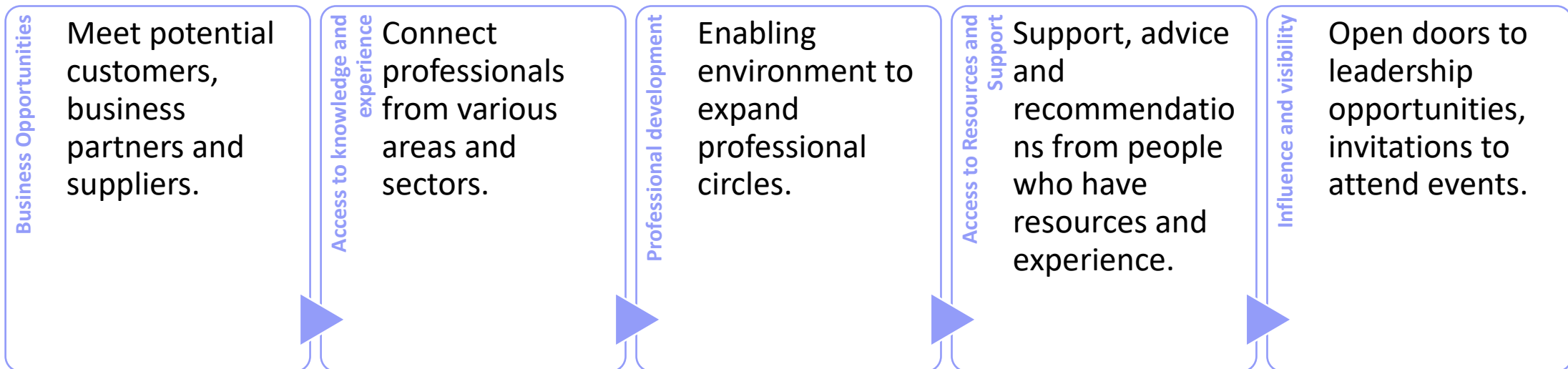
Develop Relationships;



Generate Business

Benefits of Business Networking

Business networking brings a number of **benefits to professionals and companies**. Here are some of the key benefits of business networking:



I. What is networking?

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Example of Rural Tourism

Multi-stakeholder partnerships between the private, public and non-profit sectors are the basis of local and rural tourism development strategies (Viira et al., 2019).

Geographical context

Socio-political context of planning

Critical analysis of collaborative planning



Leadership of networks managed by organizations



Participant-managed networks



Local tourist organisation (LTO) managed by the industrial network



Integration of locals into tourism governance



Formal and Informal Networks

I. What is networking?

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Co-production

There are several concepts concerning the elements of co-production:
(Social Care Institute for Excellence, 2020)



Participation

- Process of consulting in order to understand the process more fully.



Co-Design

- Idealize services/products/projects



Co-Creation

- Specific and transformative instrument for the functioning of organizations.



Co-production

- Equal partnership and collaboration between service providers and customers.



DEBATE

Work alone and not depend on anyone

VS

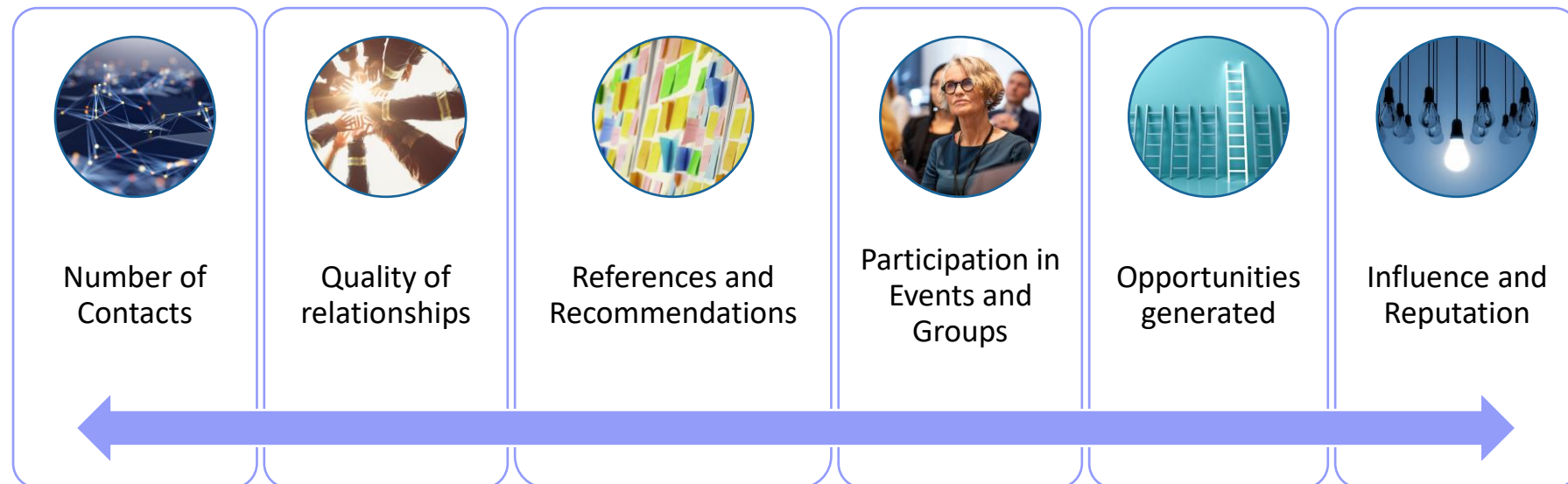
Work in a Network and become dependent on others

II. How to build my network?

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Measure networking capacity

Measuring the capacity of **business networking can be challenging**, as it involves subjective and qualitative aspects. However, there are a few ways to evaluate and track the development of this skill.



II. Como construir a minha rede?

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Tips for building a network



Define your goals



Attend relevant events



Be proactive



Cultivate authentic relationships



Be prepared



Listen actively



Offer help



Use social media



Keep in touch regularly



Be patient and persistent

Definition and Types

Business collaborations refer to strategic **partnerships established between companies with the goal of achieving mutual benefits**, such as sharing resources, knowledge, expertise, or access to new markets. These collaborations can take different forms, such as:



Importance of Collaborations

Enterprise collaborations are a way **to expand the capabilities and resources of the companies involved**, allowing them to seize opportunities that would not be possible individually.

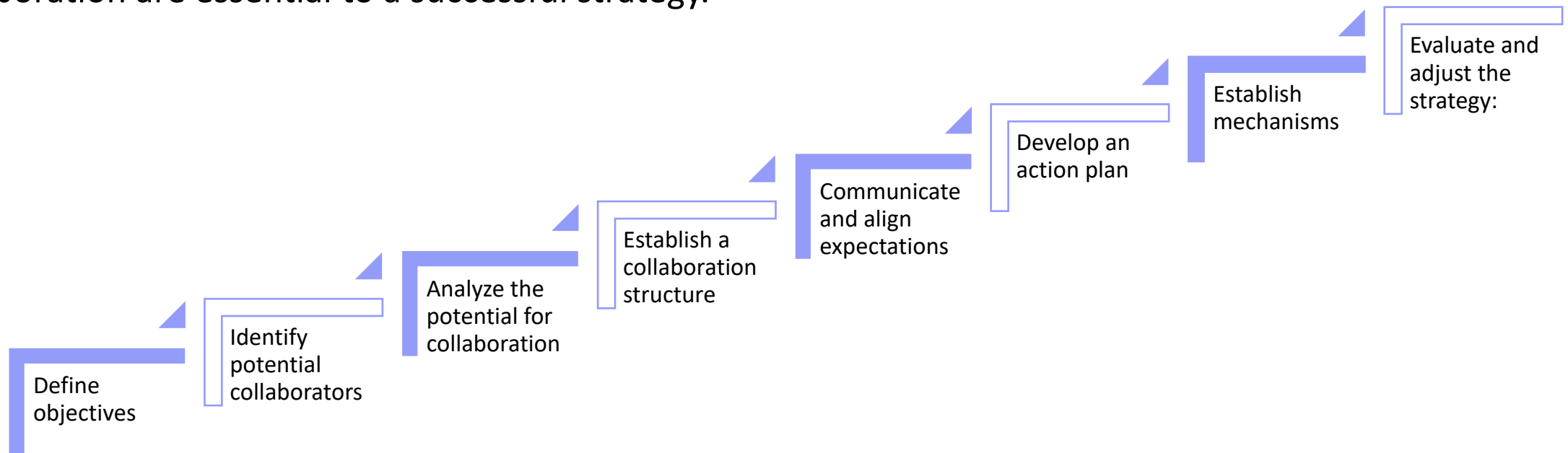
By joining forces, companies can:

- Achieve economies of scale;
- Reduce risks;
- Share costs;
- Accelerate innovation;
- Improve your competitive position in the market.



How to define a collaboration strategy

Each collaboration strategy **is unique and must be tailored to the specific circumstances and needs** of your company. Flexibility, effective communication, and a mutual commitment to successful collaboration are essential to a successful strategy.





ACTIVITY 1

Partnership Value Chain

Cadeia de Valor de parcerias

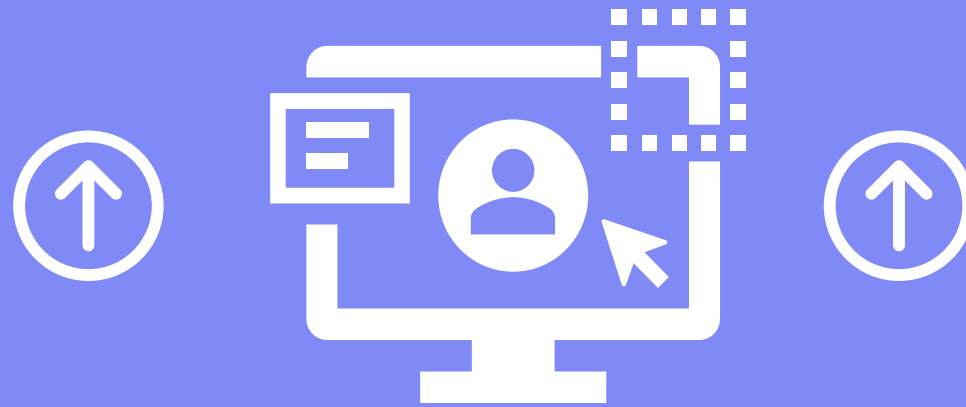
Identificar oportunidades de colaboração

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Exercício:

Encontrar pelo menos 3 oportunidades de colaboração para a cadeia de valor e por cada uma detalhar, quem pode ser o parceiro, como é que a parceria pode funcionar e porquê esta parceria vai beneficiar as duas partes.

<p>Marketing e Vendas</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 	<p>Gestão de Recursos Humanos</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 	<p>Gestão das tecnologias de informação</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 	<p>Gestão Financeira</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 
<p>Responsabilidade Social e Sustentabilidade</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 	<p>Gestão Estratégica</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 	<p>Operações e Produção</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 	<p>Atendimento ao cliente</p> <p>Quem:</p> <p>Como:</p> <p>Porquê:</p> 



ACTIVITY 2

PITCH

PITCH

- Prepare a PITCH / "elevator speech" about your activity;
- The speech should not exceed 2 minutes;





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Representative of **AEMIREP** (Business Association of Migrants and Refugees of Portugal)

[WHO WE ARE\(aemirep.pt\)](http://aemirep.pt)



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Business Development Training and Support for
Non - Native Small Business Owners



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