

Early Warning Europe

How does it work in Poland?

EARLY WARNING EUROPE

**Early Warning Europe provides free,
impartial and confidential counselling to
companies in distress**

EWE – Polish partners

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Our partners:

- **Polish Agency for Enterprise Development (PARP)** – governmental agency supporting SME's, located in Warsaw
- **Family Businesses Foundation (FFR)** – foundation supporting family companies, located in Poznań



Projekt współfinansowany
z programu
Unii Europejskiej COSME

Responsibilities of PARP partner 8

- Providing diagnosis for SMEs (Consultants),
- Running project website,
- Cooperation with restructuring advisors
- Recruitment and information
- Storage of the companies' data

PARP – EW team



Project
coordinator



Network of Consultants



Restructuring
advisors network



Data collection



Hotline,
Consultancy

FFR

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Responsibilities of FFR partner 7

Recruitment and training
of volunteer – mentors
Supporting the consultants in
matching process
PR and new media promotion of
project

FFR – EWE team



Project coordinator



Mentor development



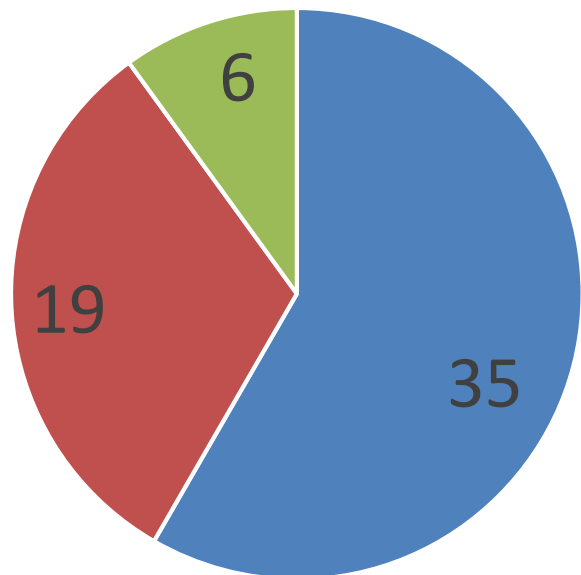
New media



Accountant

Status of the project – 196 companies

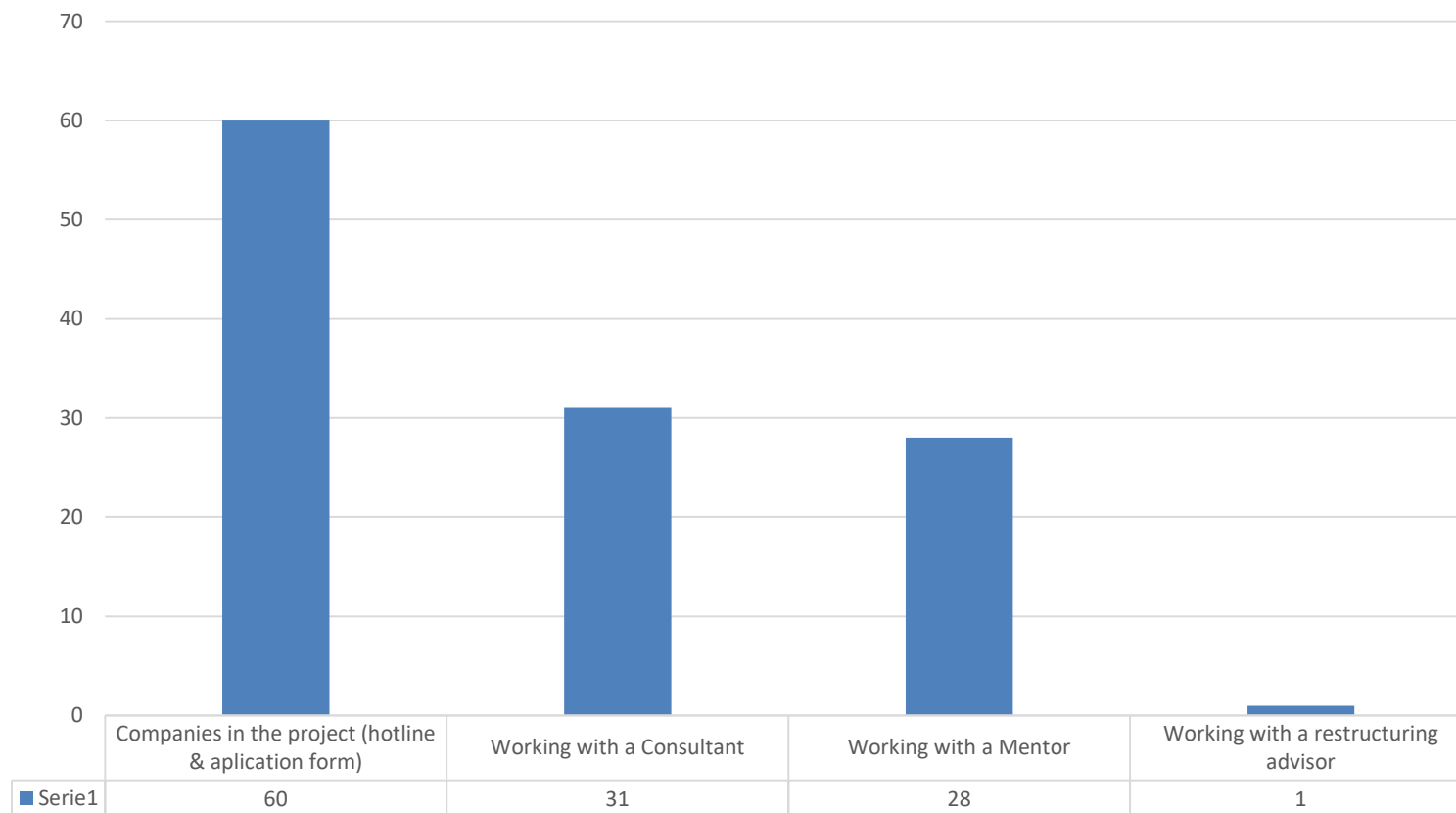
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■ Micro ■ Small ■ Medium

Status of the project

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Regional dimension of the companies

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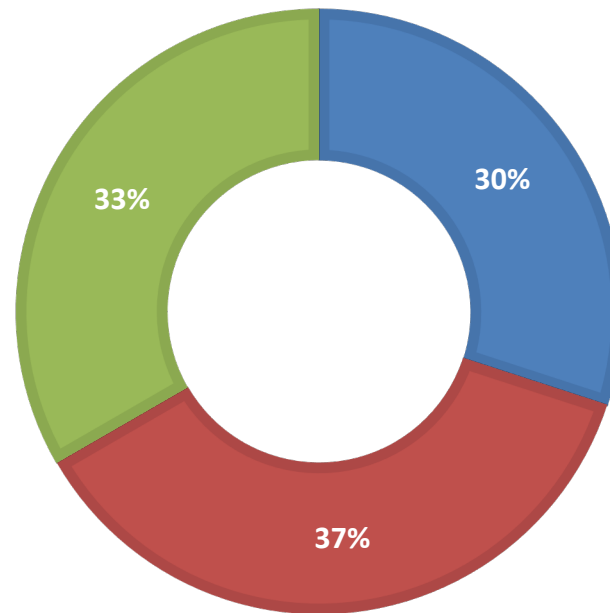


Companies from the whole Poland can participate in the project

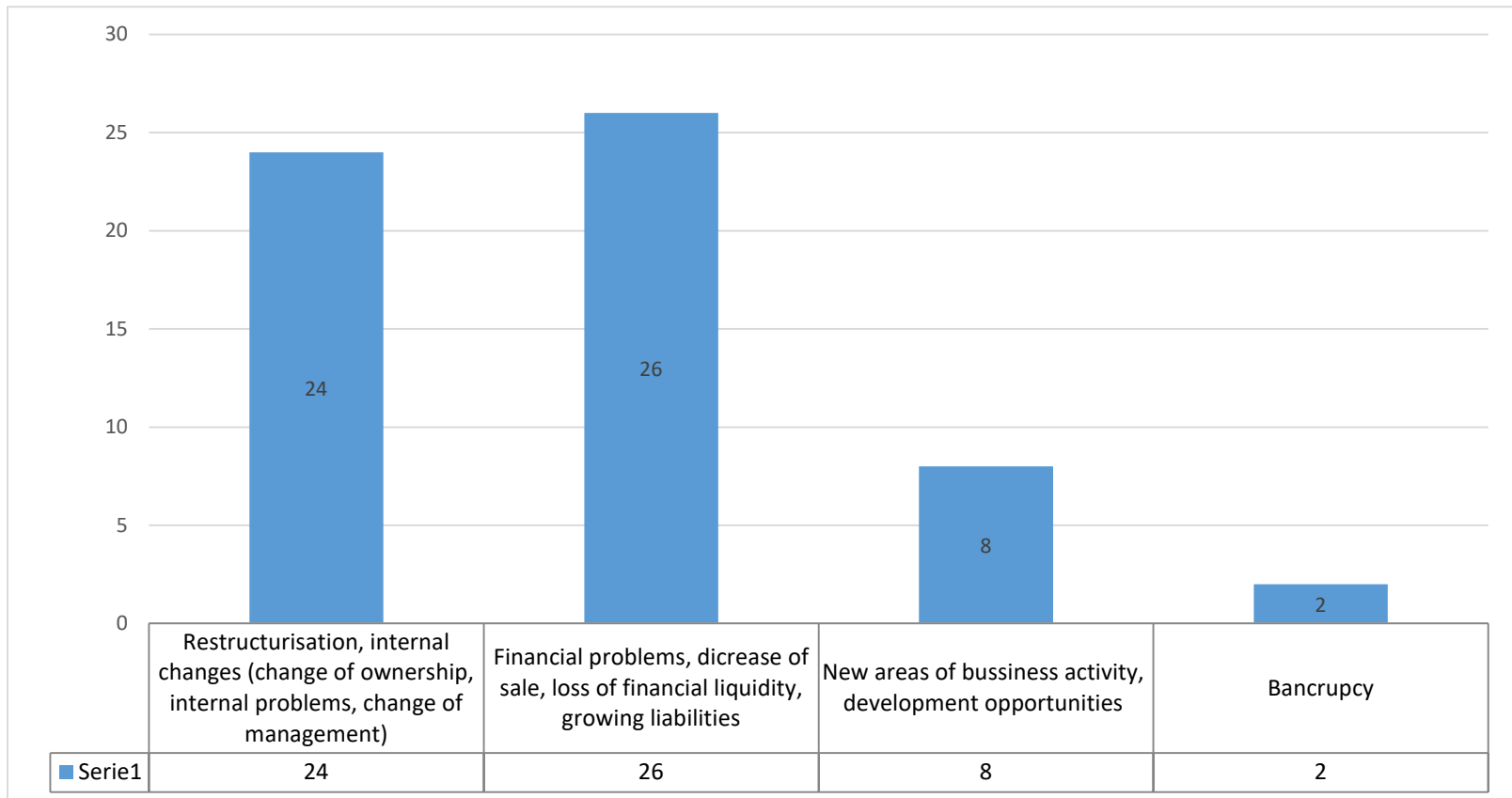
Sectors of the companies in EW Poland

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■ production ■ retail ■ services



Problems of the EW Poland companies



Recruitment to the EW Poland

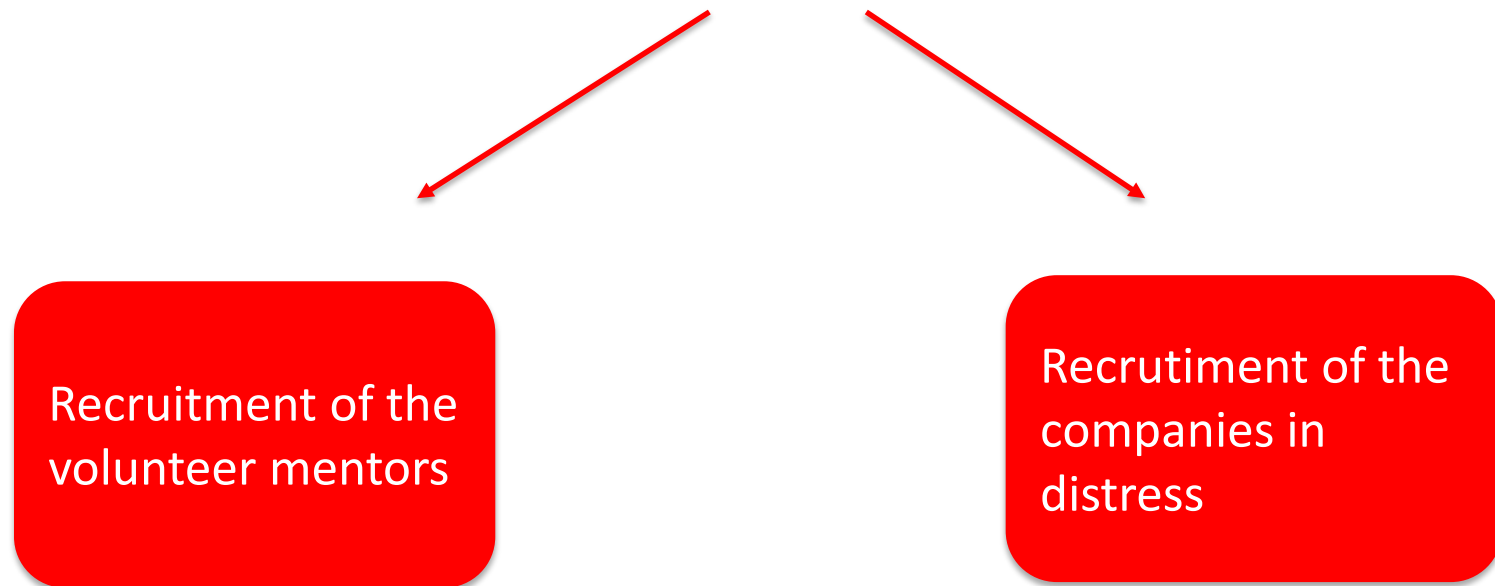
- Project website,
- PARP's social media,
- Newsletter, mailing to PARP's database,
- Articles, PR, press releases,
- Hotline run by PARP,
- Easy and short on-line application form

The screenshot shows a web browser window with the URL 'parp.gov.pl/eglo-ae-3'. The page title is 'Formularz zgłoszeniowy EARLY - WARNING'. Below the title, there is a sub-header 'Proszę wypełnić cały formularz - do rejestracji zgłoszenia wymagane jest uzupełnienie każdego pola.' The form contains several input fields: 'Nazwa firmy:', 'NIP firmy:', 'Data założenia firmy:' (with a calendar icon), 'Imię osoby reprezentującej przedsiębiorstwo:', 'Nazwisko osoby reprezentującej przedsiębiorstwo:', and 'Telefon do kontaktu:'. On the left side, there is a vertical navigation menu with categories: 'INWESTYCJE W INNOWACJE', 'USŁUGI DLA PRZEDSIĘBIORSTW', 'SZKOLENIA I PODNOSZENIE KOMPETENCJI', 'INFRASTRUKTURA', and 'O AGENCJI'. At the bottom of the page, there are logos for 'RÓZWIJAJ BIZNES INTELIGENTNIE' and 'POWER, czyli Intelizacja'.

The screenshot shows a web browser window with the URL 'parp.gov.pl/early-warning-europe/aktualnosci-22'. The page title is 'Aktualności - www.parp.gov.pl'. The page features a navigation menu with 'EARLY WARNING', 'AKTUALNOŚCI', 'STREFA WIEDZY', 'O PROJEKIE', and 'KONSULTACJI'. Below the menu, there are sections for 'START-UP', 'DESIGN', 'INTERNACJONALIZACJA', 'INWESTYCJE W INNOWACJE', 'USŁUGI DLA PRZEDSIĘBIORSTW', 'SZKOLENIA I PODNOSZENIE KOMPETENCJI', and 'INFRASTRUKTURA'. The main content area displays two articles: 'Spotkania sieciujące dla mentorów i konsultantów' and 'Early Warning w ramach „Tygodnia przedsiębiorcy”'. On the right side, there is a sidebar with 'przejdź na spotkanie' and 'Publikacje'.

Recruitment activities FFR

- **20** events with EWE presentation for **6153** participants – entrepreneurs



Catching the attention - EW stand on big events



- Teaching the first aid

- Medicine students offering a short first aid training



- Prescription for entrepreneurs used on the Traid Show in Katowice as symbolic referral to thr EWE

- Information materials about the project



Recepta	
Swiadczeniodawca	
Pacjent	
Rp	Odplatnosc
Skierowanie do ginekologa Early Warning	1x--)
HOTLINE: +48 664 346 709	1x--)
* www.ewefp.eu, www.pap.gov.pl/ew, ew@pap.gov.pl	1x--)
Diagnoza problemu	1x--)
* Wykazanie najlepszego rozwiązania	1x--)
Najlepsze lekarze u Ciebie to: Doktor Spokojni, Doktor Dobra i Doktor Wesołota' J. Szafr	
Data wystawienia:	Dane i podpis lekarza
<small>Projekt współfinansowany ze środków COSME – europejskiego programu na rzecz konkurencyjności małych i średnich przedsiębiorstw (MŚP) na lata 2014-2020</small>	



EWE - Promotional materials



- EWE information for entrepreneurs



„Prowadzenie firmy to nie marsz od sukcesu do sukcesu, ale mozolne podnoszenie się po kolejnych porażkach”.



- Rollup used in many events

- Infographic for entrepreneurs



MEDIA

- Media's attention - **74** publications in most important media in Poland (concerning economics, entrepreneurs and bussiness)
- AVE - Equivalent - **302740** PLN
- Impact - **2233733**

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Inn:Poland

Puls
Biznesu

DZIENNIK
GAZETA PRAWNA

inwestycje:pl

wyborcza.pl

wprost

wGospodarce.pl
informacje | opinie o stanie naszej gospodarki

portalspozywczy.pl

onet.biznes

Strefa Biznesu

pulsHR.pl

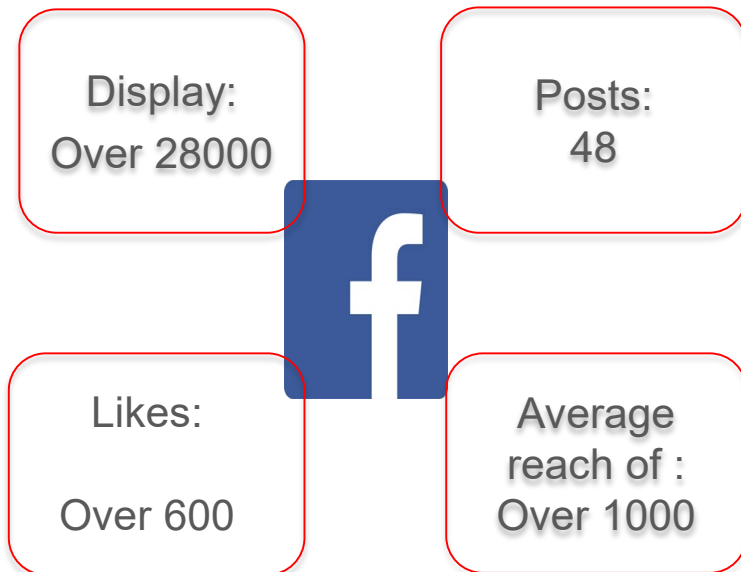
GŁOS
WIELKOPOLSKI

PolskieRadio.pl

BUSINESS
INSIDER
POLSKA

Social media

- To increase the interest of the project we also communicated it in social media such as Facebook, Twitter, LinkedIn* and Youtube.



We recorded and uploaded on YouTube 10 interviews with mentors



* Both Twitter and LinkedIn do not give the tools to measure the reach or display after long time.

Entrepreneur's path in EWE Poland

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Applying to the project
via PARP's website
or hotline, first
selection

Diagnosing the cause
of the problem ,
identifying risk areas,
providing direct advice
or referring the
entrepreneur to
people qualified in
relevant areas
like experts or
insolvency advisors

Mentor shall be a
companion in
overcoming the crisis
and defining necessary
changes, he or she
shall motivate the
entrepreneur for
action

50 MENTORS

7 CONSULTANTS

Consultants in Poland

- 4 people active from May 2017,
- 3 new coming (contracting in progress)
- Psychologists, coaches, trainers, company owners



EW Poland - Consultants

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- A dedicated training academy for Consultants,
- Obligatory participation in the trainings organised by PARP,
- Obligatory participation in the trainings organised by FFR for both Consultants & Mentors,
- Regular networking meetings – project team from PARP, FFR, Consultants & Mentors

Red mine – on line tool for data collection

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- Data collected from the companies & project processes
- Project team, Consultants and Mentors have access to Redmine
- Company data collected in the system: name, address, ID, sector, size, legal status, identified problems, diagnosis, status in the project

Volunteer - mentors

The EWE Mentors team will consist of **75 persons**

Actual status of Mentors:

- 12 certified Mentors
- 26 during the training
- Another 12 waiting for training in March 2018

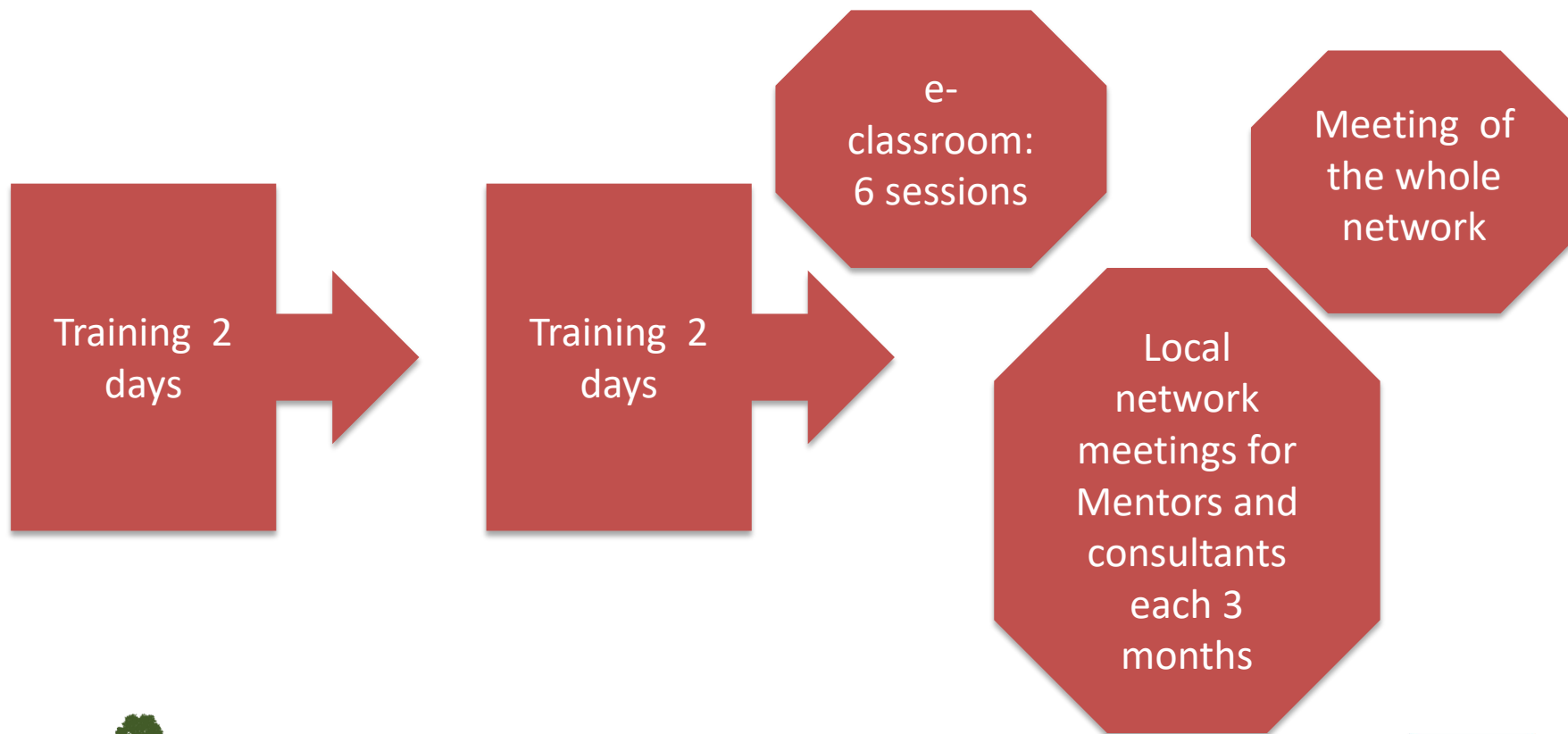
Mentor's profiles:

- Entrepreneurs: 18
- Financial experts: 6
- Coaches and business consultants: 5
- Mediators: 1
- Lawyers : 8



Our approach in education of the Volunteers Mentor's

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The Mentors' training and networking processes

Training goals:

- To familiarise them with the entrepreneurs support process in the EW project
- To know the roles, tasks and tools at a Mentor's disposal
- To accept the code of ethics of the Early Warning
- To explain the mentoring in line with the GROW methodology (coaching approach)
- To develop the communication adjustment skills depending on the partner in the communication process according to the DiscClassic
- To know how to contract and set targets with Mentee



The Mentors' training and networking processes

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Second part goals:

- Practicing the communication skills
- Knowledge with the Andy Hudson's dealing with loss and grief work model
- Differences between the first and the second level of change
- The behaviours of people dealing with grief
- Supportive and denying behaviours of the companies owners in distress
- Situational intervention
- Team building activities
- Building the network and relations with consultant



Network meetings

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- 2 organized in September 2017 next on December (each 3 months)
- Participants: Mentors, consultants, EWE team
- Duration - 4 hours
- Locations - 2
- Subjects: Status of EWE project, supervision for mentors conducted by psychologists (consultants - psychologists),
- Case studies, presentations done by Mentor experts
- Presenting the passions of Volunteers
- Newsletter for EWE community - monthly



Involving the Mentors countries and using their support

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- Inviting the Mentor's (Attila von Unruh, Paul Vermoere, John Haimin Wung - Sung) to the training for volunteers on the question and answer panel session
- Presenting their approach, experience and proves for effectiveness of EW abroad
- Consulting the training program for mentors
- Recording the films and interview for the EWE PR

