



**Category of Good Practice:** Advocacy at national level

**Good Practice's title**

Advocacy on behalf of Nantik Lum's Spanish target groups (entrepreneurs & Spanish MFIs/organizations that support entrepreneurship) to promote and support the Spanish inclusive entrepreneurship ecosystem.

**Main objective**

Nantik Lum advocates, through one of its technological projects: the "Microfinance and Entrepreneurship Platform – PEM" ([www.emprendimientoymicrofinanzas.com](http://www.emprendimientoymicrofinanzas.com)), the support of an inclusive ecosystem for entrepreneurship in Spain through:

1) The boost of **networking** amongst the different microfinance agents in Spain (public and private); 2) The dissemination of **innovative initiatives** on microfinance and entrepreneurship; and 3) The promotion of **self-employment and microenterprises** as a tool for social and financial inclusion.

**Key words:**

Social inclusion, Financial inclusion, Self-employment, Microenterprises, Entrepreneurship ecosystem, Innovation.

**Type of organization:** Foundation

**Country:** Spain

**Year of inception of the good practice:** 2011

**Services and products provided:**

**Portfolio (€):** n/a

**Avg. loan size (€):** n/a

**Number of clients:**

- **Entrepreneurs:** 89.529 website users since PEM's launching (average of 400 website visits per day)
- **Spanish MFIs & other organizations:** Over 80 institutions and organizations that participate on the website

**Website:**

- **Fundación Nantik Lum:** [www.nantiklum.org](http://www.nantiklum.org)
- **PEM:** [www.emprendimientoymicrofinanzas.com](http://www.emprendimientoymicrofinanzas.com)

**Address:** Apolonio Morales, 6. 28036. Madrid. Spain

### **Institutional profile**

Nantik Lum works since 2003 with the most disadvantaged people through the promotion of productive micro-initiatives using microfinance as a tool for financial inclusion, entrepreneurship and sustainable development.

Nantik Lum researches and disseminates the knowledge on microfinance in order to maximise its impact and outreach.

### **Mission of the organization**

Nantik Lum's mission is to create employment opportunities for people with few economic resources through microfinance and inclusive entrepreneurship.

### **Governance structure**

See Annex 1

## **Good Practice**

### **Introduction**

Nantik Lum advocates for its Spanish target groups through the consolidation of its platform "PEM" as the reference *e-inclusion* resource of the Spanish entrepreneurship ecosystem. PEM's methodology consists of connecting potential entrepreneurs who are excluded from the formal banking system with the organizations that can provide them business development services and access to finance. It also hosts networking among the public and private organizations that participate on the project through its off-line activities. The PEM project, developed by Fundación Nantik Lum with the sponsorship of Fundación ICO, was launched in Madrid in November 2011.

### **Target group and accessibility**

PEM's beneficiaries are those entrepreneurs who have been traditionally excluded from the financial and banking system in Spain, particularly vulnerable people such as women, immigrants or individuals with a low social network but highly motivated for starting-up their own businesses. However, today's critical economic situation is pushing many individuals to consider entrepreneurship as a necessity for overcoming the crisis effects. This is why the PEM's beneficiaries profile is expanding to other segments of the Spanish population. Now, the Spanish educated youth unable to find a job or the aged individuals who have lost their employment are contemplating entrepreneurship as a solution.

### **Innovativeness**

PEM is an innovative *e-inclusion* online resource since it concentrates in a specific technological platform all the tools that an entrepreneur needs to develop its business project. Entrepreneurs can access – with one click – to all the resources and information available on the Spanish microfinance and entrepreneurial sector.

### Relevance given the context

Due to the economic and financial crisis, many individuals are considering self-employment and entrepreneurship as the only solution. In the context of “entrepreneurship boom” that we are living today, it is very difficult and confusing for the entrepreneurs to access to the broad range of services and programmes provided by public and private entities. This is why a platform like PEM becomes relevant.

### Adaptability to other contexts

Since PEM is a technological platform, it is easily transferable to other contexts and countries. For doing so, Nantik Lum advises to consider the following aspects:

- The **need of centralizing this initiative around an institution which is a leader** on the entrepreneurial and microfinance sector of the country. That is, an institution who, on the one hand, has previously identified the entrepreneurs’ necessities and, on the other hand, has established a strong collaborative network with other institutions of the same domain.
- The promoter institution must **guarantee transparency** and independence on the project. I.e., not to have conflict of interest with the rest of the microfinance institutions.
- **Foster commitment between public and private institutions** to participate on this initiative. For doing so, we recommend promoting network activities among the participants.
- Conduct a previous market research to identify the main needs of the microfinance institutions and entrepreneurs in order to **define the appropriate contents of the platform**. We recommend distributing an online survey and/or organizing focus groups.
- Design an **offline dissemination campaign** through the country’s entrepreneurial sector with the collaboration of the private and public sector to expand outreach.
- Also important is the necessity to **clearly identify the platform’s target group**: It is essential not to interact with other initiatives who are attending “high-tech” or non-target entrepreneurs.
- Design a **social media campaign** to ensure top positions on the internet search engines. And have a strong presence on the social networks bearing in mind that entrepreneurs tend to be very active users.
- **Capitalize interactive technology** to develop a user friendly platform. Foresee the need to do periodical technological updates in order to keep on the loop.

### Efficiency

For the moment the project has received funding from Fundación ICO, the Spanish public Institute of Credit and all the services that PEM offers are free. However, Fundación Nantik Lum is developing a business model for it to be sustainable in the near future.

### Outcomes

Since the beginning, PEM’s achievements can be determined by:

- The creation of a network of **more than 80 entities** from the public and the private sector which are very committed to promote entrepreneurship and financial inclusion in Spain. PEM has organised off-line strategic regional discussion meetings to bring

institutions together and create a propitious meeting point to analyze developments in the sector and to boost networking.

- PEM has served **89.529 users** through its website (around 400 visits per day) facilitating all the resources and information that these entrepreneurs need. PEM has also organized off-line official presentations in the most relevant Spanish capital cities.
- PEM has collaborated with other entities of the microfinance and entrepreneurial sector in several projects. (See Annex 2 for further details)

### **Sustainability**

As previously mentioned, Fundació Nantik Lum is working on the business model for this particular project.

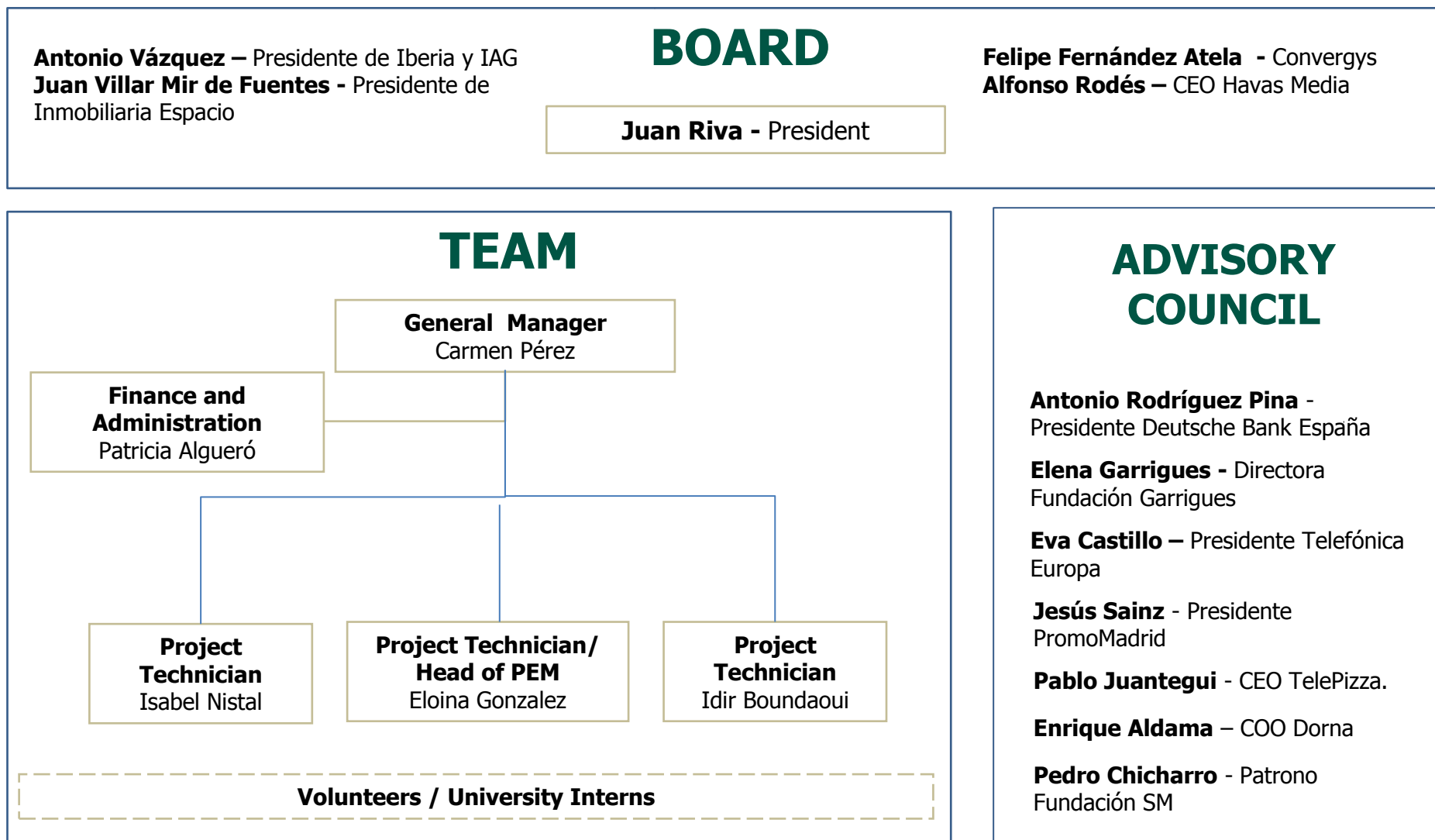
#### **In practice:** Specific description of a success story

There are many success stories which can be viewed on the website

(Visit : [“Difunde tu negocio”](#))

An example would be the case of Begoña Aceña and M<sup>a</sup>José Acuña, two friends who decided to start up a florist's in Barcelona. At the beginning they were completely alone and have little education. Thanks to PEM, they contacted Fundació Trinijova who helped them to develop a business model and to access a microcredit from a private Catalanian Microfinance Institution, Acció Solidaria Contra L'Atur (ASCA). Now, Begoña and M<sup>a</sup>José are already working on their florist's and PEM is disseminating its success story through the website and all of its social networks in order to increase the visibility of their project.

## Annex 1: Governance structure



## Annex 2: Collaboration with other microfinance institutions

The impact on the PEM's target group can be identified through its several collaborations with other entities of the microfinance and entrepreneurial sector.

### 1. Target group: Most vulnerable sectors in Spain

Through the “Juntos por el empleo” project, *Fundación Accenture* in collaboration with *Fundación Compromiso y Transparencia* and *Fundación Sociedad y Empresa Responsable* are promoting a collective strategy between different actors to make a qualitative leap in the employment or entrepreneurship of the most vulnerable sectors of society. More than 15 actors from the public sector, 37 from the private sector and 34 from social organizations are participating in this initiative.

### 2. Target group: Women

The CEAE project is organized around five social entities that work directly with women: *Fundación Mujeres*, *FMP*, *FEMENP*, *Esfera*, *FIDEM*. The PEM is collaborating in this project's working group in order to elaborate a document of recommendations and good practices regarding the difficulties that women encounter through the different stages of access to microcredits.

### 3. Target group: Youth

Youth Business International in collaboration with two non-profit Spanish foundations, *Fundación Tomillo* (Madrid) and *Fundació Privada per la Promoció de l'Autoocupació de Catalunya* (CP'AC – Catalonia) and other organizations, has established Youth Business Spain – a national programme to create employment through youth entrepreneurship. Youth Business Spain will combine the globally recognised methodology of YBI with local expertise and services, to provide an integrated support offering for under-served young entrepreneurs (aged 18-35) in Spain. PEM has been invited to participate in the Advisory Board.

### 4. Target group: Microfinance Institutions

The Foro de MicroFinanzas (*Fundación Nantik Lum*, *Universidad Pontificia Comillas*, *Universidad Autónoma de Madrid* and *África Directo*) is promoting the creation of the “*Asociación Española de Microfinanzas*”, a network of the Spanish microfinance institutions. Its goals are to centralize information and resources; to promote networking activities; and to coordinate lobbying actions.