

## ABOUT EMEN

**East Midlands Economic Network** was founded in Leicester in 2002 to help people from all backgrounds play a full role in society. The organisation is unique in that it works with ALL communities to develop projects that allow them to help themselves.

EMEN develops intercultural understanding between communities when working towards economic independence, allowing them to create community cohesion through wealth creation.

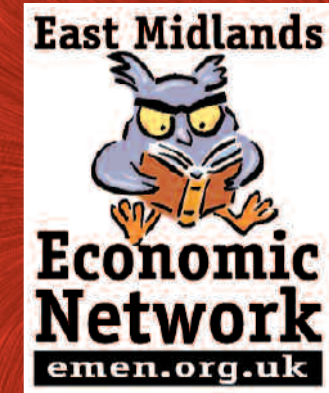
Levels of disadvantage between communities have important implications for social cohesion. Nearly 60 per cent of the most disadvantaged communities live in the most deprived 20 per cent of local authority wards.

EMEN has therefore undertaken a number of initiatives in recent years to break down the barriers faced by people from disadvantaged communities in the region. These include:

- The Preserving Asian Heritage project that is recording and archiving to DVD stories from the Ugandan Asian community exiled by Idi Amin in the 1970s
- Managing SICUL's community cohesion project bringing white, working class communities together with Hindu Asians and Muslim Asians to learn about each others' cultures, and develop intercultural events for the wider communities.



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**Helping communities  
to help themselves**



# EAST MIDLANDS ECONOMIC NETWORK

## **Social Enterprise**

The idea behind social enterprise is simple. Whereas for some businesses, owner profits and shareholder value are the top priorities, for social enterprises, long-term benefits to employees, consumers and the local community are the major consideration. As well as their social aims, they are distinguished by their participatory ownership and management structure, and by the way they reinvest profits in the business or the community.

## **The Future**

With the growing economies and manufacturing might of China and South Asia, EMEN is developing international relationships by encouraging local communities to look at the opportunities available by creating partnerships with business communities in their countries of origin to create sustainable communities.

Working in partnership EMEN is looking to extend its influence well beyond the East Midlands. By campaigning nationally while demonstrating the success of our initiatives at grassroots level, we are able to pass on the lessons learned in this region and encourage government to roll out similar schemes across the country. Only then will we be on the way to achieving true equality.



Leicester  
City Council  
Museums  
Service



## **SOME EXAMPLES OF OUR WORK WITH PARTNERS**

EMEN has worked with media company *Contact Cultures* to enable it to penetrate new markets; specifically BME businesses and voluntary sector organisations. David Moulding of Contact Cultures said: "Without the help of EMEN we would have had great difficulty getting into these new markets, which now form almost 50 per cent of our current business."



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EMEN is contract-managing a Leicester Four Wards Intercultural Project for the *Society for Intercultural Understanding Leicester*, funded by the city council as part of its Community Cohesion objectives.

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EMEN assisted *Braunstone Garden Care* in developing a proposal to set up a Braunstone Community Enterprise. That helped secure £315,000 of New Deal for Communities funding to establish the community enterprise.



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EMEN, in partnership with *Leicester Asian Youth Association*, developed a Heritage project called Young Historians, which trains young people in aspects of their culture.

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EMEN helped *Derby Minority Enterprises* to secure Single Regeneration Budget/Equal funding to provide support to black and minority businesses and start-ups in Derby.



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EMEN has worked with *Leicester African Caribbean Business Association* to help them secure funding for Business Support work in Humberstone.

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EMEN has been working with Leicester's *Sikh Museum of History and Culture* to develop a long-term strategic plan for the museum.



Society for Intercultural  
Understanding Leicester

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EMEN has project-managed *Preserving Asian Heritage*, an oral history project which has produced an educational DVD documenting the Asian diaspora from Uganda to the UK.



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EMEN and *EM Media* in partnership organised a Media Morning with black and minority enterprise organisations in Leicester during July 2005.

**FOR MORE INFORMATION VISIT [WWW.EMEN.ORG.UK](http://WWW.EMEN.ORG.UK)**