

Adie Microfranchising, France (Inclusive Business Creation: Good Practice Compendium)

This case study presents a new, innovative model of supporting the unemployed in business creation by offering them a turn-key business franchise, along with training, counselling and other supports. It presents the objectives and rationale for this approach and describes how the model works. The case study also discusses the initial results achieved, the challenges faced in setting-up the scheme and the conditions for transferring it to another context.

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