

Inclusive Activation

Supporting the social inclusion of people furthest from the labour market

5-6 Nov 2018, Vienna (Austria)

DAY 1 – PARALLEL SESSIONS

#InclusiveActivation

Tools for inclusive activation

EU funding: how to improve the use of funds to support inclusive activation?

Parallel Session 1

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Anja Osojnik

Assistant Director, Centre for Social Work
Central Slovenia – East, Slovenia

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Social Activation

of people furthest from the labour market

mag. Anja Osojnik, representative of Association of Centres for Social Work Slovenia



Development and establishment of a comprehensive model of social activation:

- ▶ European Social Fund – 80% (€7,817,283.49)
- ▶ Slovenian participation – 20% (€1,954,330.06)

Value of €9,771,622.55 divided between:

- cohesion region West Slovenia: €3,341,844.78
- cohesion region East Slovenia: €6,429,777.77



Goals of the new pilot project (2017-2022):

- ▶ A new integrated approach
- ▶ Improved cooperation between social work centres and labour office
- ▶ Development of new IT system.



Target groups:

- ▶ Long-term recipients of social benefits
- ▶ Long-term unemployed with complex social problems
- ▶ Specific groups at high risk of social exclusion (participants of rehabilitation programmes- substance abuse, alcohol abuse, migrant women,..)

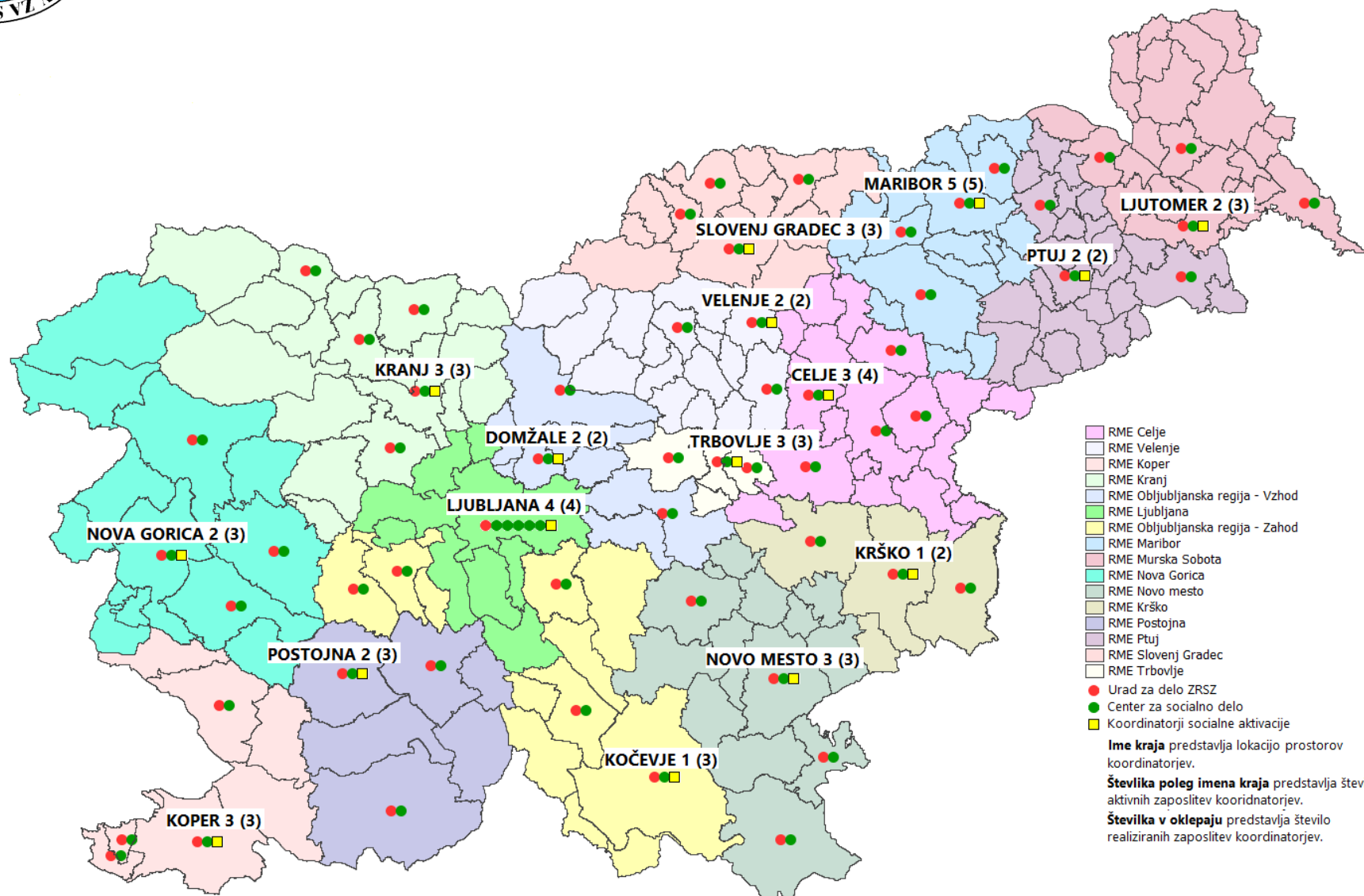


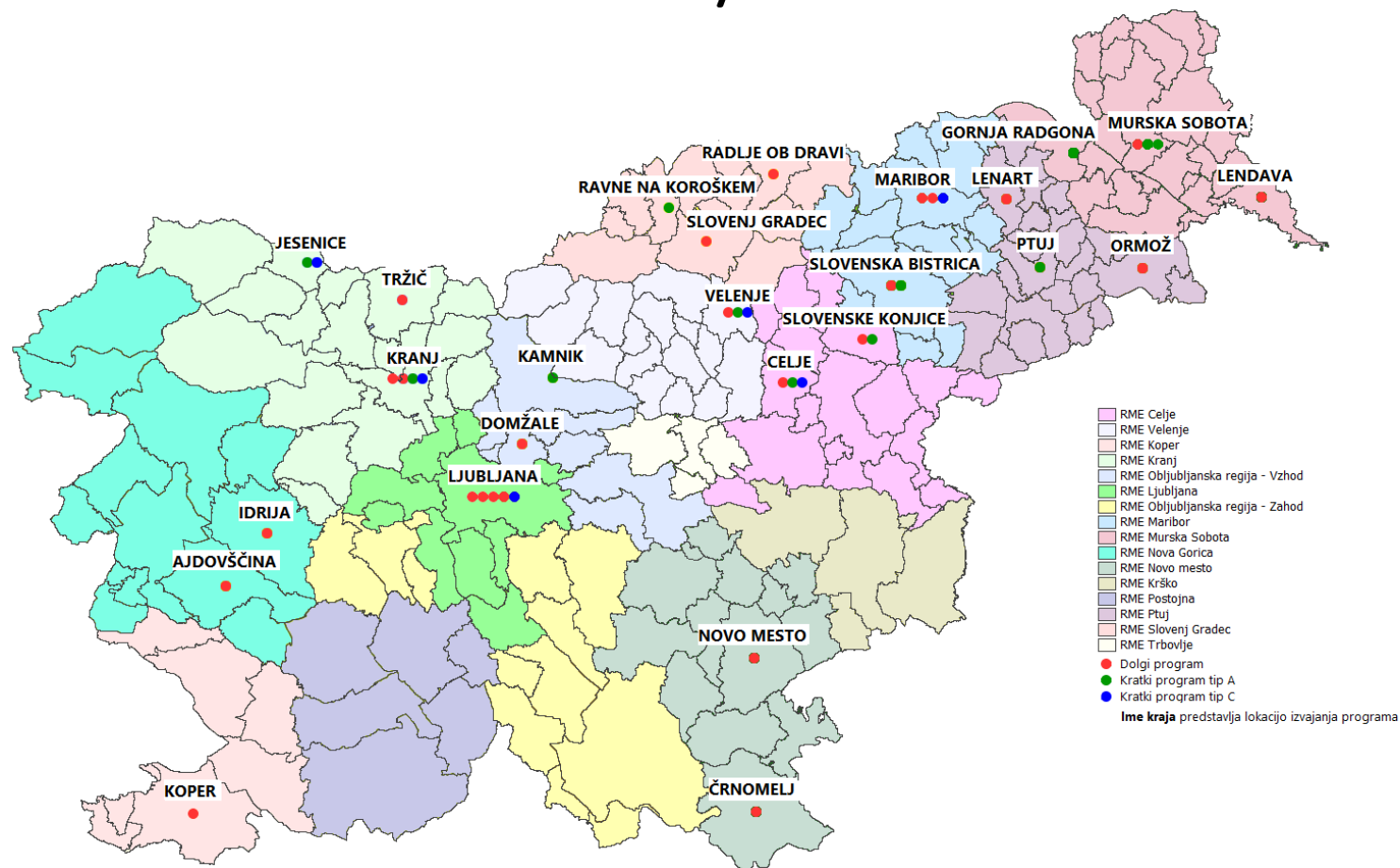
Types of activation programmes provided:

- ▶ **Long programme** (11 months) – personal empowerment, improvement of functional knowledge, improvement of job skills:
 - connections with local employers
 - communication and cooperation between stakeholders
 - clearly defined exit options
- ▶ **Short programme** (3 months) - focus on social integration, personal empowerment, motivation for change (less focus on improvement of job skills)
- ▶ **Hybrid programme** (6 months) – added later to place programmes in regions, where there weren't enough programs



Number of coordinators for social activation







Number of programme users in different phases of inclusion by type of programme until 11. 5. 2018

Till 11/5/2018	N° of people invited to the presentation of the programme	N° of signed contracts	N° of participants on 11/5/2018
Long programme	2137	551	349
Short programme A	682	193	127
Short programme C	304	129	101
Total	3123 (100%)	873 (30%)	577 (18,5%)



Challenges for the future:

- ▶ design of quality programmes
- ▶ even and sufficient distribution of programmes across the country
- ▶ balance of empowerment and conditions
- ▶ sustainability of the project

Matthias Schulze-Böing

Jobcentre Director, City of Offenbach, Germany

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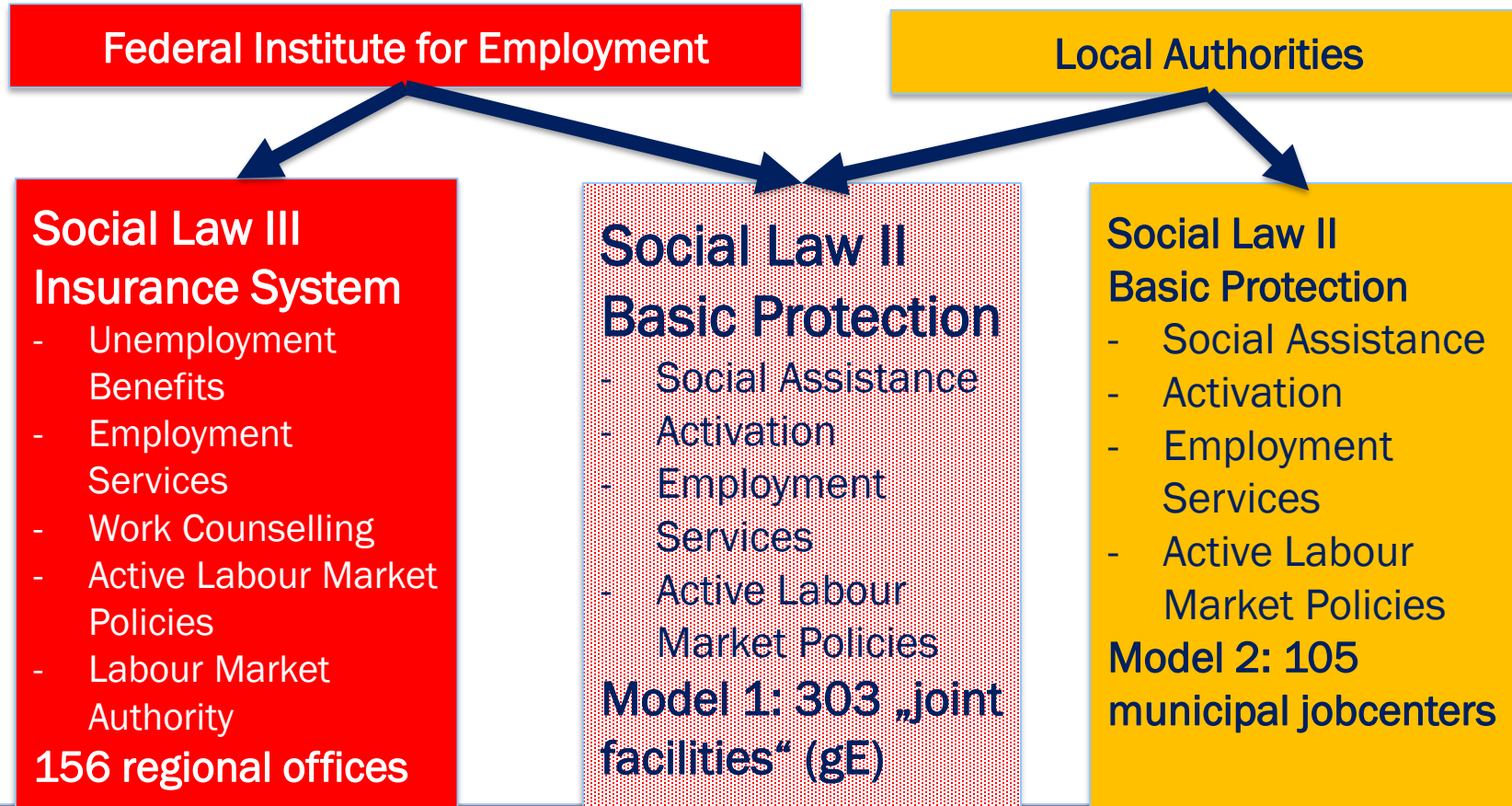
Tools and Practices – Integration of the Long-Term-Unemployed

ESN Seminar, Vienna, 5-6 November 2018

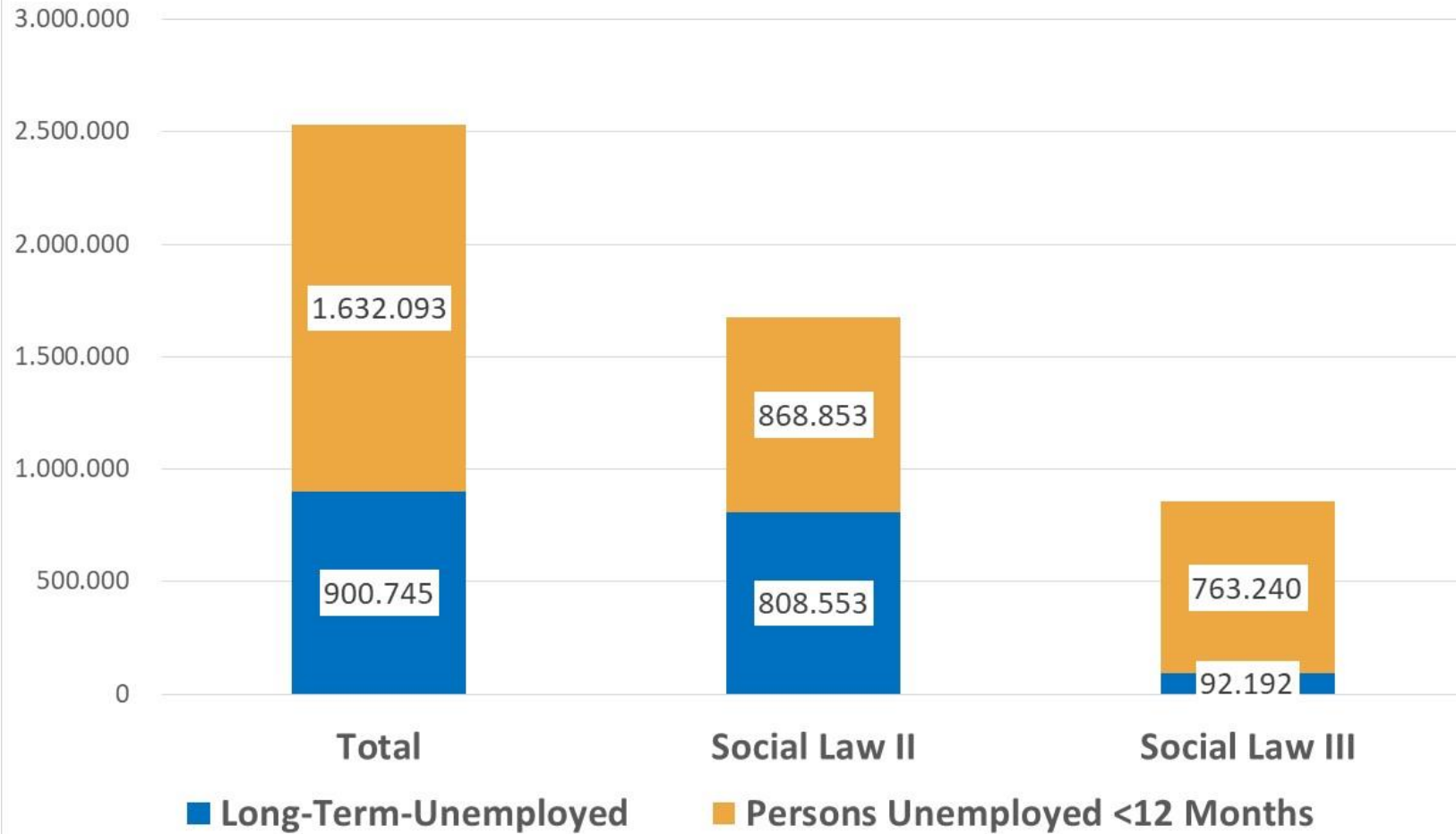
Matthias Schulze-Böing



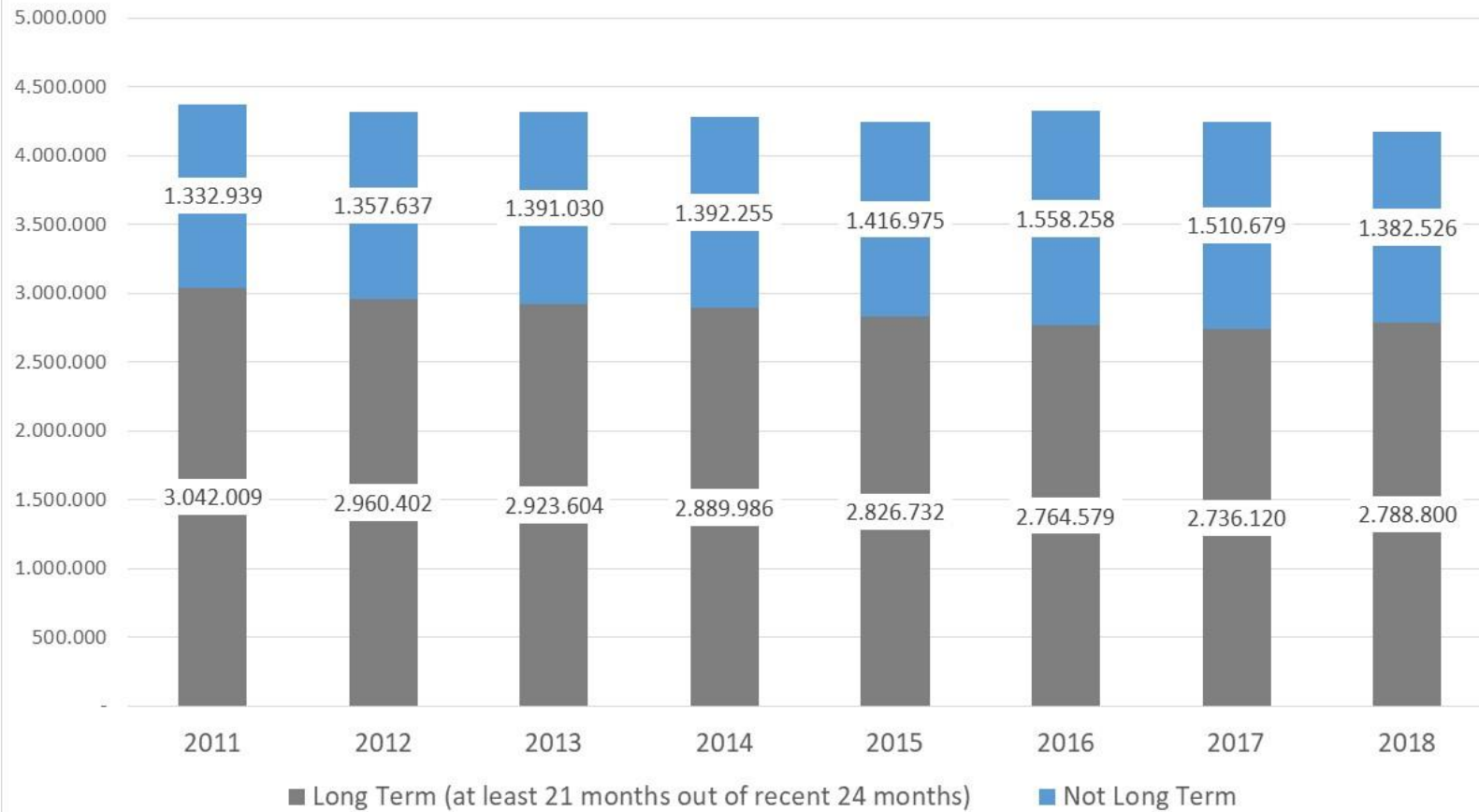
Labour Market Policies in Germany – Institutional Layout



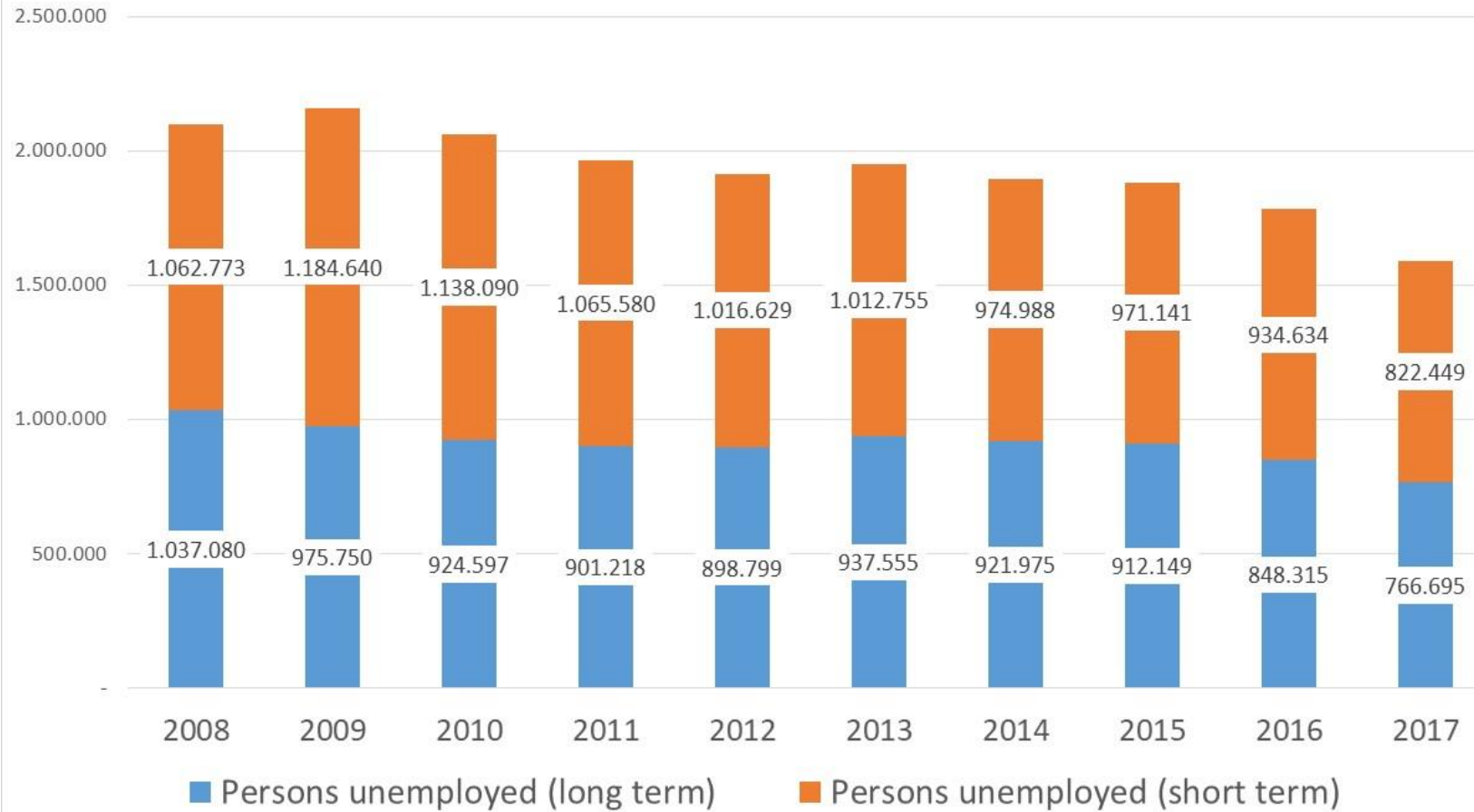
Unemployment Germany 2017



Receivers of Basic Allowance for Jobseekers (Social Law II, SGB II/ALG II), Germany

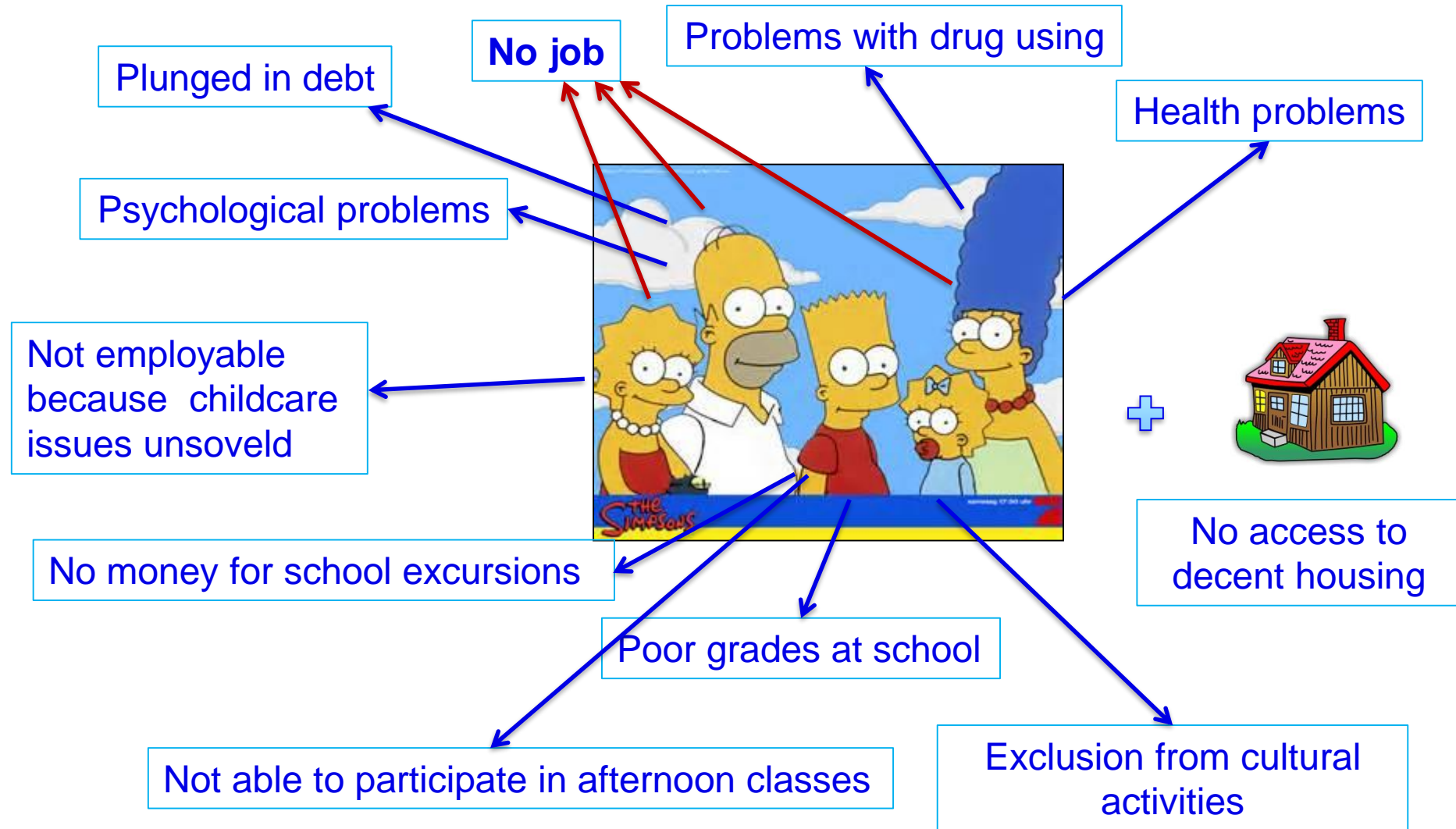


Persons Unemployed Receiving Basic Allowance (SGB II/ALG II), Germany



The Service Approach of Jobcenters SGB II

- Linking “passive” and “active” benefits and services
- A balance of rights and obligations (benefits are conditional)
- Integration of employment services and social services
- Case management as methodology of reference
- Integration strategies integrated and holistic



Example 1 Germany

ESF-Programme for the Integration of Long-Term-Unemployed under SGB II

Target Group:

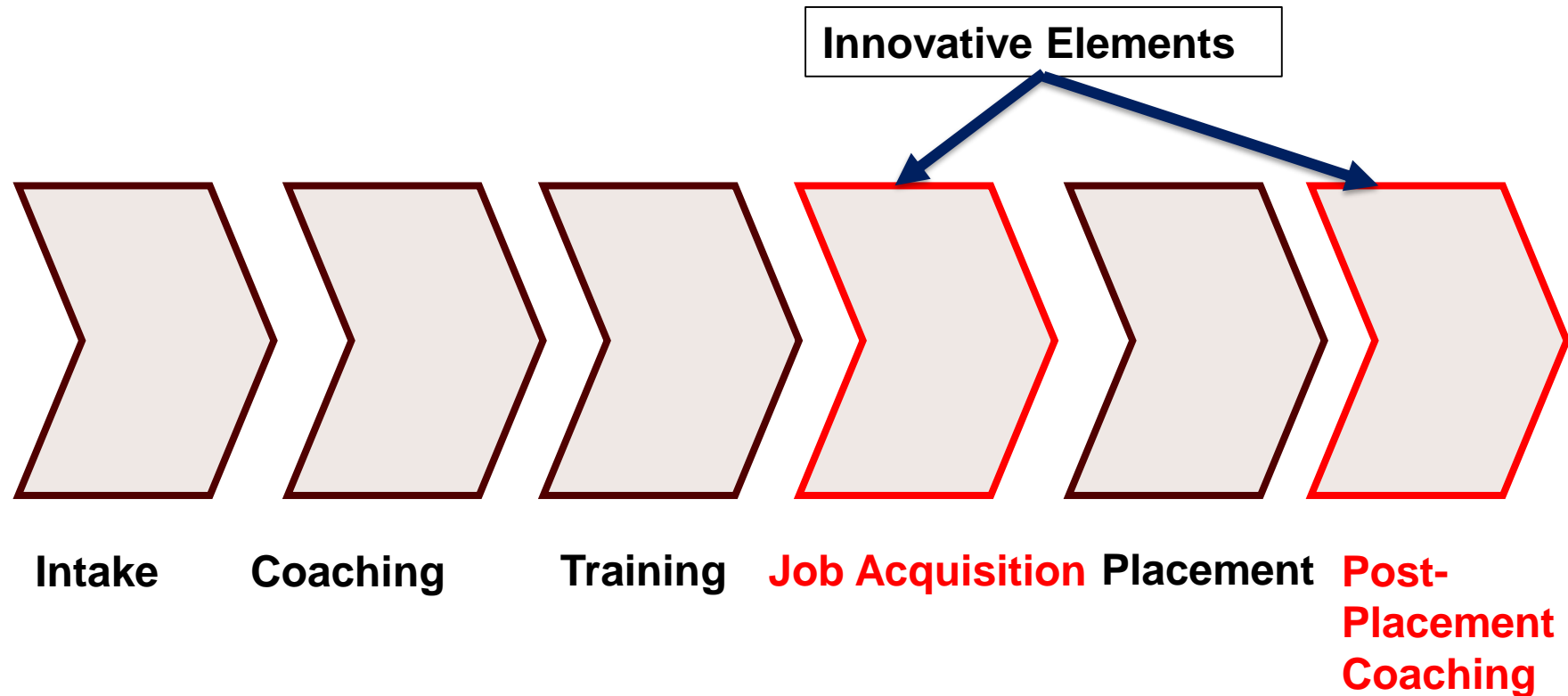
- Clients of Jobcenters out of work for 2 years or more
- Age 35 plus
- No certified formal vocational education compatible with current demand-side requirements
- Track of failed efforts for integration into employment
- Multi-problem case

Example Germany, ESF-Programme...

Provision:

- Wage subsidies: 75% (6 months) – 50% (9 months) – 25% (3 months) – follow-up employment of at least 6 months compulsory
- Coaching, holistic, addressing also individual obstacles towards work integration
- Tailor made support package (incl. mobility costs etc.)
- Skills training
- Assisted job-search
- Post-placement coaching

Integration of Long-Term-Unemployed



Example 1 Germany, ESF-Programme...

Results (Jobcenter Offenbach):

- Clients intake: 564
- Placements: 136
 - 67 fem. / 69 male
 - 89 with migrant background
- Wage subsidy scheme applied: 71
- Placement without subsidies: 65
- Main sectors of placement:
 - Services
 - Technical services

Lessons learnt (so far)

- Cooperation with employers is a key success factor for any integration strategy
- Assisted placement and tailor-made job-hunting is a way to give those furthest from the labour market access to job opportunities
- On-the-job-coaching works and can make work integration more sustainable
- ESF-funding can provide the means for innovative measures to support those furthest from the labour market
- But – too much regulation and red tape may discourage employers and create a risk of failure

City of Offenbach am Main

www.offenbach.de

MainArbeit. Kommunales Jobcenter Offenbach

www.mainarbeit-offenbach.de

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Konstantinos Papachristopoulos

Member of Management Team of ESTI@ project, City of Athens, Greece

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ESTI@ project: Lessons learnt, methodological and practical issues

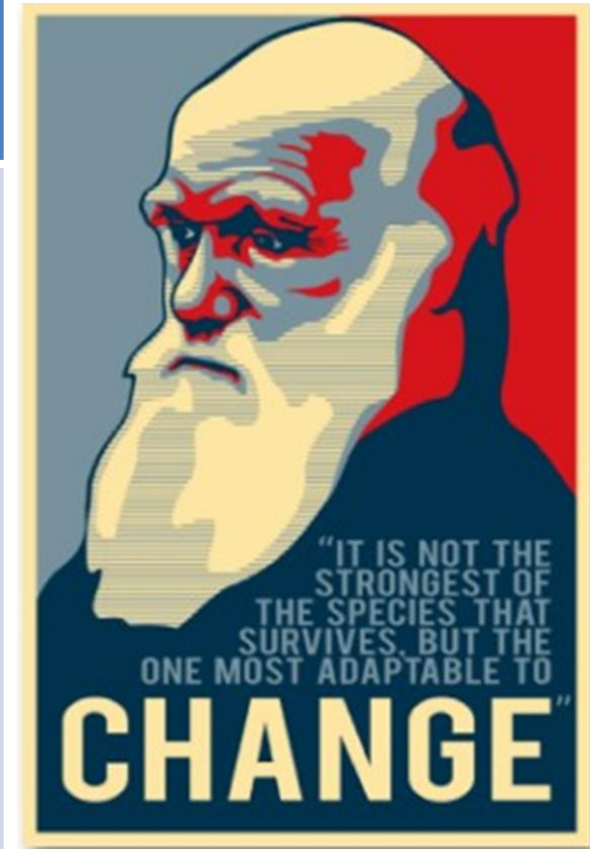
Konstantinos Papachristopoulos (Ph.d, CPyschol)

Member of Management Team of ESTI@ project, City of Athens, Greece
ESTI@ Project – Employment enhancement and social service integration

Systemic change – Social experimentation

ESTI@

The project, funded by the EaSI fund, aims to **assist beneficiaries to achieve re-integration / re-inclusion into society through social innovation and integrated social services**. The project offers a comprehensive and integrated package of services (eg. career counselling, legal advice, psychological support, entrepreneurial counselling) designed to cover the needs of beneficiaries.

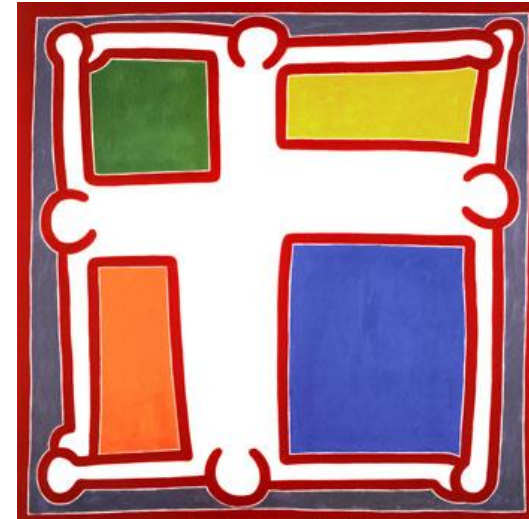


ESTI@- Main methodological approach

MULTIPLE NEEDS



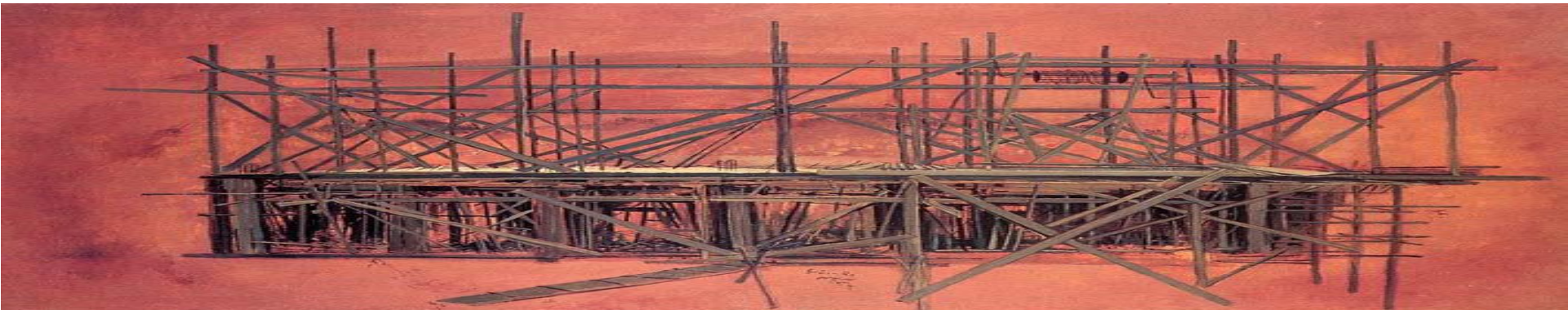
MULTIPLE “SOLUTIONS”



1. Coordinated cooperation/Organisations
2. Case handlers / People
3. ICT /tools

The **case** of ESTIA / C^3

- Case Handler (s)
 - Case Management
 - Co operation
- C^3



Main achievements (so far)

New services
(eg clinical
supervision) &
new teams

30%
increase in
beneficiaries



Establishment of
a common
methodology of
integrated
services

An emerging
culture of
creative
cooperation

Main challenges to be addressed



- New approach...takes time
- Functional communication between different levels of governance
- Different culture between organizations - different scientific approaches
- Team building / culture
- Migrants & Refugees needs
- Social experiment_
Evaluation issues

EU funding – Challenges



- Sustainability of the project after end of financing period ✓
- Internal Municipal procedures ✓
- Administrative burden (s) ✗
- Complex regulations ✗

Thank you
kostas@cocreate.gr



Tools for inclusive activation

Social economy and entrepreneurship:
the way forward?

Parallel Session 2

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Juris Osis

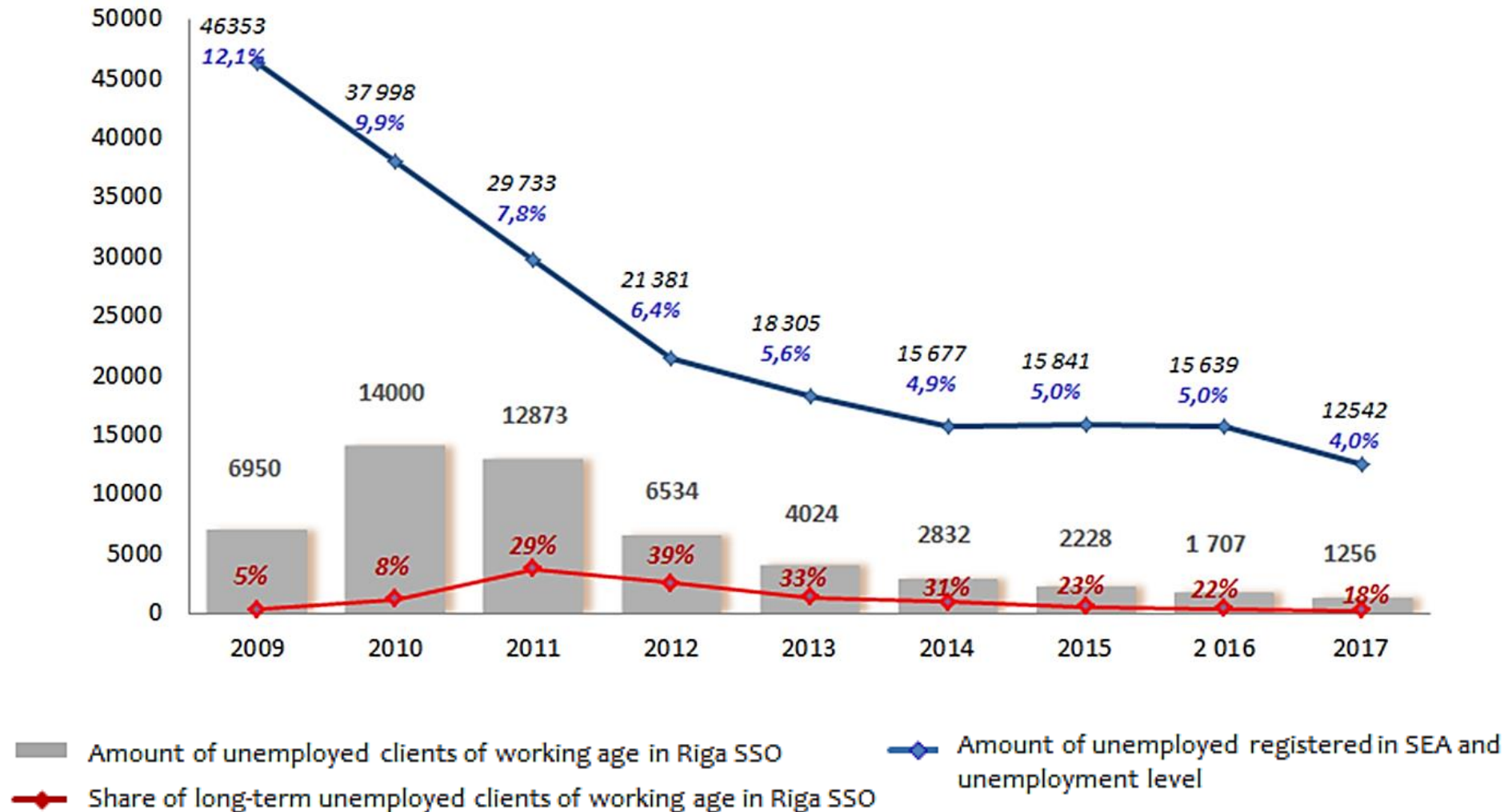
Head of the Employment, Social Work and Practice
Research Division, Welfare Department, City of Riga,
Latvia

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Grant programme
“Promotion of employment of
socially vulnerable groups in Riga”

Juris Osis
Welfare Department of Riga City Council

Unemployment in Riga City Municipality



Change of approach to the work with unemployed

- From work with unemployment problem to work with social problems causing unemployment
- From universal approach to target groups
- «Traditional» services (ALMP) → SEA
- New «channels», e.g. social entrepreneurship

Ecosystem of social entrepreneurship

- National policy
 - Law on social enterprise 2018
- Municipal policy
 - Proposals that are neither social services nor business
 - Work integration, social entrepreneurship ≠ social services
- Reality
 - SE startups, SE Association, education, research

Grant programme

Goal: to stimulate, initiate or develop and implement sustainable development of NGOs or enterprises for the provision of employment opportunities for socially vulnerable target groups.

Developed in cooperation with local stakeholders (NGOs, startups, social service providers).

Funded by Riga City Council.

Objectives

- Creation or improvement of existing jobs, and improvement of the capacity of target group's employees (incl. social support).
- Employment of socially vulnerable groups according to the social and business principles producing goods or delivering services that have a demand in the market.
- Sustainability and environment friendly.

Process

- Two stage (2016) / one stage (2018) competition
- 2-day training (2016)
- Mentorship (2016)
- Monitoring and evaluation

Results

- 2016 - 4 grants 5,000 to 7,000 Euro each
- 2018 – 3 grants 11,000 Euro each
- 2016 – 11 new jobs created (people with disabilities, ex-prisoners, young unemployed mothers), 7 still active
- 2018 – 6 new jobs (people with disabilities, ex-prisoners, refugees)

Future of the programme

- Public private partnership
- SE accelerator
- Specific target groups (new mothers after parental leave, age 50+, people with disabilities, ex-convicts, homeless people, refugees)
- Involvement of service users of Riga's social agency

Thank you!

`juris.osis@riga.lv`

Inês Sequeira

Director of Investment and Social Innovation Unit, Santa Casa da Misericórdia de Lisboa, Portugal

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**CASA DO
IMPACTO**
where we share causes

POWERED BY
SANTA
CASA
Misericórdia de Lisboa



**CASA DO
IMPACTO**

onde partilhamos causas

About

Casa do Impacto

Casa do Impacto is a new project powered by Santa Casa da Misericórdia de Lisboa (SCML) where we will gather at a restored convent in Lisbon City Center all the major social and innovation players/initiatives in Portugal.

Combining experienced startups and projects with early stage entrepreneurs, an incubation space, acceleration programmes, events and a philanthropic fund for early stage social and impact startups.

Casa do Impacto

Mission & Vision

Mission: Promote innovative solutions to solve problems and social needs, according SCML's values for the construction of a solidary and sustainable society. Casa do Impacto aims to contribute to a greater promotion and visibility of the social innovation ecosystem and entrepreneurship in general.

Vision: Become a reference in the fulfillment of the United Nations Sustainable Development Goals - Agenda 2030.

Capacitation

Acceleration Programmes

(PAES e Impact Generator)

Workshops

(SCML, IES & Partners)

Incubation

Startups

(Parceiros Âncora, IES,
Alumni PAES & Open Call)

Co-work

(+35 workspaces)

Investment

Philanthropic Fund

(500K/Year)

Prizes / Contests

(Santa Casa Challenge & Others)

Impact Measurement

Impact Analysis

(Context-driven
impact data analytics)

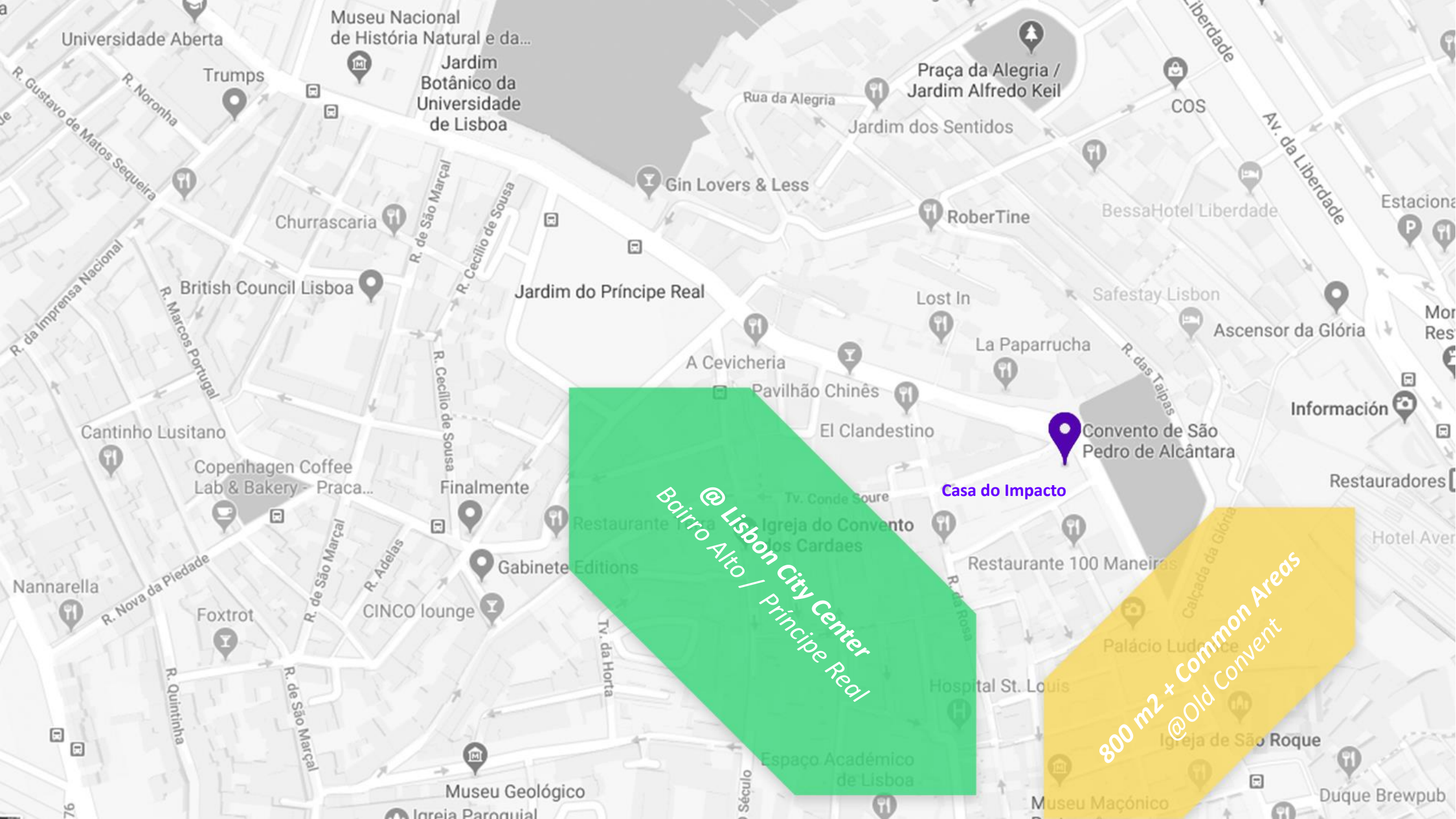
Result Optimization

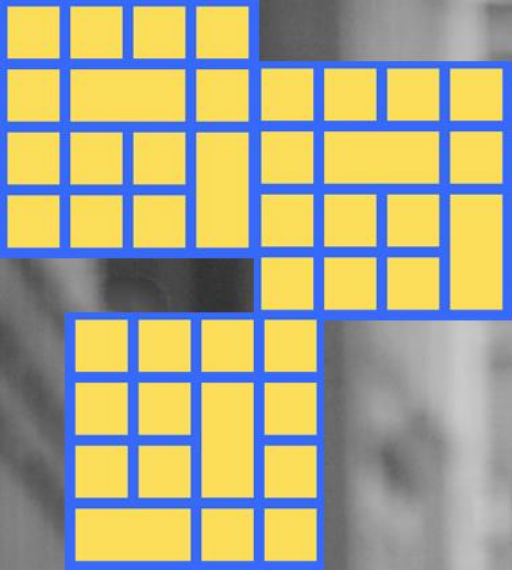
(Transparency and accountability
Through data)

Players & Partners

Entrepreneurship & Social Innovation in Portugal

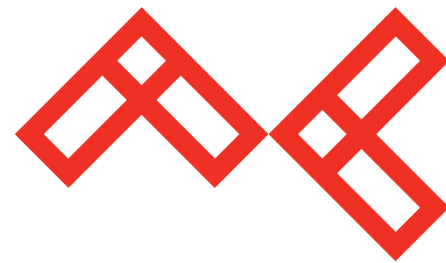






WE CARE

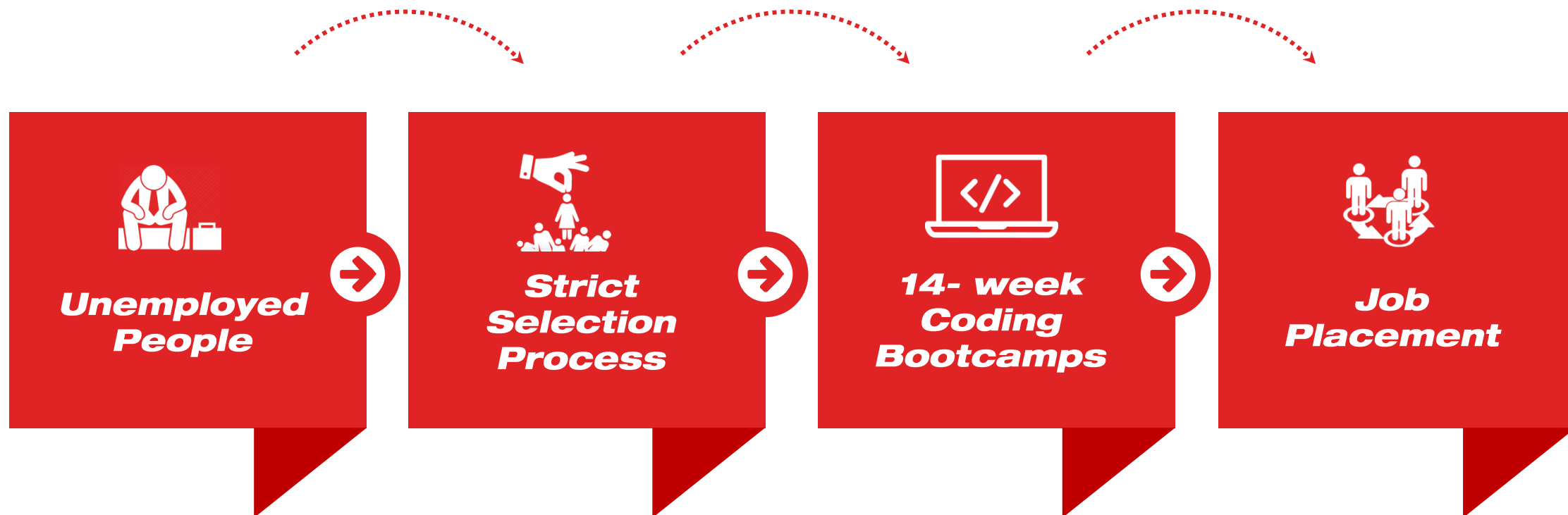




ACADEMIADE**CÓDIGO**

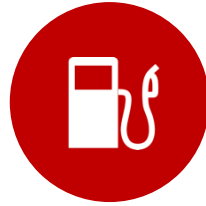


TRANSFORM UNEMPLOYED PEOPLE INTO JUNIOR DEVELOPERS





Success Stories



João only had the 9th grade and was working in a gas station

He now works in Logicalis, a UK software company



Laura was an unemployed single mom with a bachelor's degree in Equine Science

She now works in Altran, a French software company

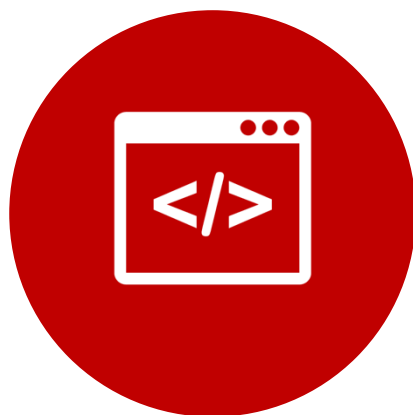


André only had the 9th grade

He is now a developer in the European Parliament



**CASA DO
IMPACTO**
where we share causes



***3 Bootcamps
per Year***



***2 Santa Casa's
beneficiaries per
Bootcamp***



96% Employability Rate





Language and Culture Exchange



LEARN

At SPEAK you can learn languages and cultures.



TEACH

If you want, you can teach your language and culture.

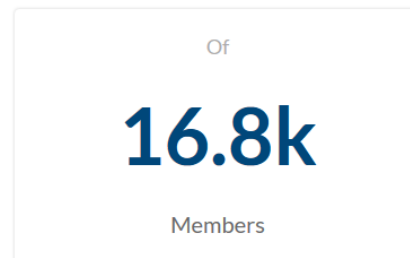


SHARE

You have the opportunity to make new friends and share your world.



A Global Community





**CASA DO
IMPACTO**
where we share causes



***4 SPEAK classes per
Week runned @ Casa do
Impacto***



***6 Santa Casa's
beneficiaries finished
Portuguese and English
Classes***



***2 Santa Casa's
completed the
Portuguese and English
Courses and entered
Code for All bootcamps***



SANTA
CASA
Misericórdia de Lisboa

+



+



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CASA DO
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where we share causes

**CASA DO
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Annemette Kjølby

Service User, City of Aarhus, Denmark

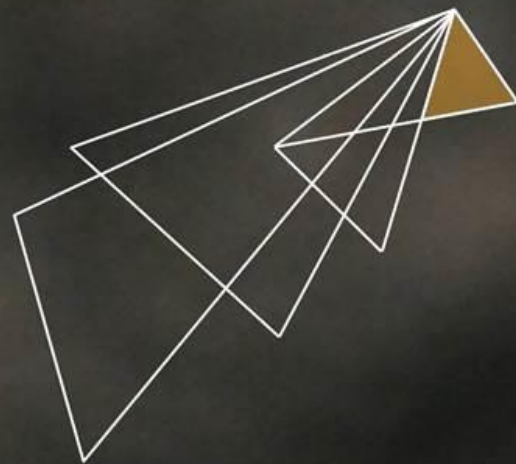
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Long term unemployed take the lead! Project. Denmark.

- Annemette Kjølby 44 years old.
 - Background of a long term unemployed
 - My experience with the project
 - Nordiq Leather Lab & Nordiq house
-



NORDICLEATHER LAB.







Nordiq house Flower and design





Why is this project so successful ?

What are the challenges ?

How could this project be improved ?