Inclusive Activation
Supporting the social inclusion of people furthest from the labour market

5-6 Nov 2018, Vienna (Austria)

DAY 1 - PARALLEL SESSIONS
Tools for inclusive activation

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

Parallel Session 1

#InclusiveActivation
Anja Osojnik
Assistant Director, Centre for Social Work
Central Slovenia – East, Slovenia
Social Activation

of people furthest from the labour market

mag. Anja Osojnik, representative of Association of Centres for Social Work Slovenia
Social Activation - Pilot project

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
Distribution of long and short programmes
31 May 2018
Number of programme users in different phases of inclusion by type of programme until 11. 5. 2018

<table>
<thead>
<tr>
<th>Till 11/5/2018</th>
<th>Nº of people invited to the presentation of the programme</th>
<th>Nº of signed contracts</th>
<th>Nº of participants on 11/5/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long programme</td>
<td>2137</td>
<td>551</td>
<td>349</td>
</tr>
<tr>
<td>Short programme A</td>
<td>682</td>
<td>193</td>
<td>127</td>
</tr>
<tr>
<td>Short programme C</td>
<td>304</td>
<td>129</td>
<td>101</td>
</tr>
<tr>
<td>Total</td>
<td>3123 (100%)</td>
<td>873 (30%)</td>
<td>577 (18,5%)</td>
</tr>
</tbody>
</table>
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
Inclusive Activation

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

Federal Institute for Employment

Social Law III
- Insurance System
  - Unemployment Benefits
  - Employment Services
  - Work Counselling
  - Active Labour Market Policies
  - Labour Market Authority
  156 regional offices

Social Law II
- Basic Protection
  - Social Assistance
  - Activation
  - Employment Services
  - Active Labour Market Policies
  Model 1: 303 „joint facilities“ (gE)

Local Authorities

Social Law II
- Basic Protection
  - Social Assistance
  - Activation
  - Employment Services
  - Active Labour Market Policies

Model 2: 105 municipal jobcenters
Unemployment Germany 2017

- Total: 1,632,093 (900,745 Long-Term-Unemployed, 761,348 Persons Unemployed <12 Months)
- Social Law II: 868,853 (808,553 Long-Term-Unemployed, 761,348 Persons Unemployed <12 Months)
- Social Law III: 763,240 (92,192 Long-Term-Unemployed, 761,348 Persons Unemployed <12 Months)
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
Problems with drug using

Health problems

No access to decent housing

Exclusion from cultural activities

Poor grades at school

Not able to participate in afternoon classes

No money for school excursions

Not employable because childcare issues unsolved

Plunged in debt

No job
Psychosocial counselling

Debt counselling

Job coaching

Medical rehabilitation

Skills training

Assistance for homeless and tenants in trouble

Tailor made job placement

School excursions

Repetitional lessons

Lunch at school

Child care

Counselling and help for drug addicts

Child care

MainArbeit
Kommunales Jobcenter Offenbach

© Stadt Offenbach am Main, October 2018
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

Intake  Coaching  Training  Job Acquisition  Placement  Post-Placement Coaching

Innovative Elements
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
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
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 (e.g. career counselling, legal advice, psychological support, entrepreneurial counselling) designed to cover the needs of beneficiaries.
ESTI@ - Main methodological approach

MULTIPLE NEEDS

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

MULTIPLE "SOLUTIONS"
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

Establishment of a common methodology of integrated services

30% increase in beneficiaries

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

#InclusiveActivation
Juris Osis

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

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Inês Sequeira

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

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
TRANSFORM UNEMPLOYED PEOPLE INTO JUNIOR DEVELOPERS

- Unemployed People
- Strict Selection Process
- 14-week Coding Bootcamps
- Job Placement
Success Stories

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

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

André only had the 9th grade

He now works in Logicalis, a UK software company

She now works in Altran, a French software company

He is now a developer in the European Parliament
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

Of
16.8k Members

Representing
154 Countries

In
10 Cities
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
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?