

Mobile coffee houses

<u>Organisation(s):</u>	Azerbaijan Public Employment Agency (APEA) under the Ministry of Labour and Social Protection of Population of the Republic of Azerbaijan	
<u>Country:</u>	The Republic of Azerbaijan	
<u>Contact:</u>	policy@esn-eu.org	
<u>Theme:</u> Choose at least one option	<input type="checkbox"/> Ageing & Care <input type="checkbox"/> Asylum & Migration <input checked="" type="checkbox"/> Young People <input type="checkbox"/> Support for Children & Families <input type="checkbox"/> Community Care <input type="checkbox"/> Integrated Care & Support <input type="checkbox"/> Co-Production <input type="checkbox"/> Disability <input type="checkbox"/> Housing & Homelessness <input type="checkbox"/> Artificial Intelligence <input type="checkbox"/> Digitalisation <input type="checkbox"/> Quality Care	<input checked="" type="checkbox"/> Labour Market Inclusion <input type="checkbox"/> Social Inclusion <input type="checkbox"/> Technology <input type="checkbox"/> Workforce and Leadership <input type="checkbox"/> Social Benefits <input type="checkbox"/> EU Funding <input type="checkbox"/> Social Service's Resilience <input type="checkbox"/> Mental Health <input type="checkbox"/> Person-Centred Care <input type="checkbox"/> Research & Use of Evidence <input type="checkbox"/> Management & Planning <input checked="" type="checkbox"/> Other, please specify: Self-employment
<u>Principles of the European Pillar of Social Rights:</u> Check the 20 principles here .	<input type="checkbox"/> 1. Education, training, life-long learning <input type="checkbox"/> 2. Gender equality <input type="checkbox"/> 3. Equal opportunities <input checked="" type="checkbox"/> 4. Active support to employment <input type="checkbox"/> 5. Secure and adaptable employment <input checked="" type="checkbox"/> 6. Fair Wages <input type="checkbox"/> 7. Transparent employment conditions <input type="checkbox"/> 8. Social dialogue <input type="checkbox"/> 9. Work-life balance <input type="checkbox"/> 10. Healthy, safe work environment	<input type="checkbox"/> 11. Childcare and child support <input type="checkbox"/> 12. Social protection <input type="checkbox"/> 13. Unemployment benefits <input checked="" type="checkbox"/> 14. Minimum income <input type="checkbox"/> 15. Old age income and pensions <input type="checkbox"/> 16. Health care <input type="checkbox"/> 17. Inclusion of people with disabilities <input type="checkbox"/> 18. Long-term care <input type="checkbox"/> 19. Housing and assistance to homeless <input type="checkbox"/> 20. Access to essential services
<u>Current status of the practice:</u>	<input type="checkbox"/> Concept and Design Phase <input type="checkbox"/> Testing or pilot phase <input type="checkbox"/> Temporary practice that has terminated <input type="checkbox"/> Temporary practice that is ongoing and has a termination date <input checked="" type="checkbox"/> Established and ongoing practice <input type="checkbox"/> Scaling Up and Transformation Phase <input type="checkbox"/> Other (please specify)	
<u>Summary:</u> Please summarise the practice in maximum 3 sentences. This	Supporting individuals who are unemployed (regardless of the duration of unemployment) who wish to work in the field of barista services by facilitating mobile coffee sales.	

<i>will be the disclaimer of your project on our website.</i>	
<u>Context/ Social issues addressed</u> <i>Please explain the problem you attempt to solve with your practice.</i>	<p>The project was implemented in collaboration with the Small and Medium Business Development Agency. The initial proposal was submitted by the partner to support the establishment of small business entities, the development of entrepreneurial activities, and their support. Citizen-oriented assistance was provided by the Azerbaijan Public Employment Agency. It aimed to reduce unemployment, increase interest in the barista profession, promote the development of small and medium-sized businesses. Additionally, the initiative sought to meet the rising demand for baristas and enhance the sales of coffee, as well as hot and cold beverages, in various locations based on market needs.</p>
<u>Objectives:</u> <i>Please provide a maximum of three objectives in bullet points.</i>	<ol style="list-style-type: none"> 1. Ensuring the self-employment of unemployed individuals and job seekers in the required field 2. Increasing the competitiveness of citizens 3. Realizing citizens' potential.
<u>Activities:</u> <i>Please describe the activities put in place to achieve the objectives (maximum 300 words).</i>	<p>Within the framework of the project aimed at supporting the Self-Employment Programme, unemployed people under 35 years of age who want to work as baristas in Baku city were provided with the necessary assets to organise mobile coffee sales.</p> <p>During the selection process for project participants, priority was given to individuals with an interest in the barista field, those who have attended training, seminars, and similar events in this area, individuals with entrepreneurial and management experience, and those with special needs for social protection and those having difficulties in finding employment as defined by the "Employment Law." Eligible candidates were first enrolled in business and professional training sessions. Those who successfully completed the training were provided with equipment as part of the self-employment programme.</p>
<u>Outcomes:</u> <i>Please explain what the results were/are so far and how you evaluated this.</i>	<p>Within the framework of the project, employment of 20 individuals has been ensured. Persons provided with assets are operating in Baku.</p>
<u>Links to supporting documents:</u> <i>e.g. website or report of the practice</i>	<ol style="list-style-type: none"> 1. https://dma.gov.az/media/xeberler/20-issiz-gence-aktivler-verildi 2. https://www.youtube.com/watch?v=flAm06OOVhg 3. https://www.youtube.com/watch?v=bF3yaFvDfc0 4. https://www.youtube.com/watch?v=M6uCP7cms4M
<u>Comments and tips i.e. for people willing to use your Practice</u>	<p>One of the key priorities during the implementation of the project is the proper and purposeful selection of the location where the mobile coffee house will operate. Two main aspects should be considered when choosing the location: first, its commercial viability to ensure continuous sales, and second, the availability of necessary conditions to support the trailer's technical and operational functionality. This choice directly impacts the overall effectiveness and long-term success of the project.</p> <p>The quality and purpose of the equipment to be used within the framework of the project should be selected with special care and thoroughly discussed with the participation of specialized experts before the procurement process. This approach will ensure both the fulfilment of technical requirements and efficient management of project resources.</p> <p>In the process of selecting beneficiaries, primary attention should be given to their barista skills, entrepreneurial experience, and professional achievements in this field. This</p>

	<p>approach ensures that the project beneficiaries are job-ready and possess the necessary skills to operate independently.</p> <p>Additionally, it is crucial to provide the beneficiary with documents and other legal certifications confirming their right to engage in entrepreneurial activities in the specified area to ensure the mobile coffee house operates in compliance with legislation. This will ensure that the activity of the trailer is carried out in accordance with legal regulations and is accepted by the relevant regulatory authorities.</p>
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