



SOCIAL SEED

INCUBATION METHODOLOGY FOR SOCIALLY EXCLUDED ENTREPRENEURS
SUPPORTED BY COMPANIES

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ANALYSIS OF EXISTING BUSINESS COURSES AND CONTENTS

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Intellectual Output 2: Design of formative content course for socially excluded groups to entrepreneur.

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INTRODUCTION

This activity aims to carry out an analysis of the existing courses aimed for socially excluded groups to entrepreneur. Existing courses will be analysed and upgraded to create adequate knowledge for the needs for those collectives. This will serve to map the current training offering and ensure that the SOCIAL SEED offering does not duplicate existing materials.

For this, a comparison of different existing actions in Spain has been carried out, where the profile to which the training programs are focused has been analysed, as well as the existing content in them.

COMPARISON OF COURSES FOR SOCIALLY EXCLUDED GROUPS

In this section, a comparison of different of the existing courses aimed for socially excluded groups to entrepreneur is made. Initially, different programs promoted by the ESF (European Social Fund) are analysed. After that, an analysis of different existing programs in the Spanish territory is carried out.



European programs

Employment is the most effective way of giving people independence, financial security and a sense of belonging. The ESF (*European Social Funds*) finances many thousands of projects to help people in difficulties and those from disadvantaged groups to get skills, to get jobs and have the same opportunities as others do.

By helping individuals and groups who suffer from a disadvantage to get a proper education or find a job, the ESF helps them play a full part in their communities. ESF activities in this field follow four priorities:

- Fighting marginalisation
- Promoting social enterprise
- Supporting local partnerships
- Inclusive approaches

A large part of ESF spending is devoted to combating 'social exclusion'. Social exclusion arises when, for a variety of reasons, an individual, or a group, faces difficulties or discrimination in some aspects of their everyday lives. For example, a disabled man or woman who cannot get a job because employers doubt their abilities – without work they are 'excluded' from a rewarding activity that most of us take for granted.

Ex-offenders, recovering drug abusers, ethnic minorities, recent immigrants with poor language skills, are all examples of disadvantaged and vulnerable groups who are at risk of social exclusion and at risk of poverty that may go with it. Europe is committed to reducing social exclusion, and the ESF is one of the major instruments for achieving this. It focuses on employment as a means to eliminate discrimination, exclusion and poverty.

- Digital support for young people and businesses

Hundreds of young people and companies in Italy are *Crescere in Digitale (Growing In Digital)*, thanks to an innovative project that trains young unemployed people in the latest digital skills and matches them with local businesses.

Digital skills are now some of the most sought-after skills in the world of work. That's why the Italian Union of Chambers of Commerce (Unioncamere) has partnered with technology giant Google to create and run a digital skills project, called *Crescere in Digitale*. So far, the project has helped thousands of young people to learn new skills – and hundreds of businesses to benefit from them.

The *Crescere In Digitale* project offers young NEETs (Not in Education, Employment or Training) a 50-hour online training course covering subjects like website building, social networking and online advertising. After they have completed the training, it matches them with enterprises that want to improve their online presence, giving them the opportunity to work together.



- Ways of violence

In the two years between 2012 and 2014, “Senza più Paura” (No more fear), a project developed by the Piedmont regional authorities and largely financed by European funds, has successfully freed 311 women from domestic violence, human trafficking and prostitution.

A personal welcome, **assistance, safety, guidance, entering the job market and independence** are the main focuses of the programme which includes 17 projects and benefits from the help, skills and support of a network of 122 associations and local bodies.

- Supporting inclusive enterprise

“Thank you, we’ll let you know” was a common reply to Joanna Gapsa’s job applications when potential employers realised she had three children – and this despite her good qualifications which interested those employers in the first place.

Today, Joanna Gapsa is chairwoman of the ‘Sekwens’ social cooperative in the region of Łódzkie voivodeship in Poland, a position she acquired by participating in the ‘We can achieve more by cooperating’ project. It was run by the ‘Me-You-Us’ Social Support Association which supports people threatened by social exclusion – especially the disabled and the unemployed.

In the project, participants received **training and advice on opening and managing a social enterprise**. Subsequently, four were launched, each with around EUR 5 000 of financial support. Today, they employ 24 people who were at risk of social exclusion, among them Joanna Gapsa.

- Training prepares inmates for working life

Over five years, more than 46,000 inmates in Polish prisons will receive professional training based on local job market needs, thanks to a project from the country’s Central Board of Prison Service.

Over the course of five years, more than 46,000 prisoners will receive **training in a range of professional skills directly related to local job market needs**, in areas like construction, catering, gardening, care work, hairdressing, sewing and welding, thanks to the project.

As well as **learning transferable skills directly related to job roles, participants also build on their “soft skills” including time management, interview skills, presentation skills and ways of dealing with negative emotions**. All those who take part also learn basic first aid.



The project prioritises those people who are at particular risk of social exclusion, such as those who have had very little education, or who have been unemployed for a very long time, as well as people with disabilities, to give everyone the best possible chance.

- Building paths for refugees into jobs

Providing asylum seekers and refugees with access to the job market is often not possible in the context of conventional employment advice. 'Jobbrücke', a project in Germany that receives ESF financing, **advises these people, secures them internships, and provides them with both academic education and employment or training.**

The project also aims to sensitize the region's economy to this. When companies recognize the professional potential of refugees for the job market, it is easier for these to have access to employment.

For a targeted, lasting integration of asylum seekers and refugees into the job market, the project team members have developed various methods and strategic approaches, such as a profiling exercise tailored to the situation of refugees to analyse their social and professional skills, an individual help plan, internal course qualifications and individual assistance.

Next, different initiatives in Spain have been analysed, as well as the main characteristics, at the level of training content:

Asociación Centro Trama

The Support Program for social-labour insertion of Asociación Centro Trama pays comprehensive attention to the processes of social and labour insertion of minors and young people over 16 years of age in a situation of social exclusion: young people in situations of difficulty, risk and / or social conflict. Paying special attention to their individual needs to achieve these goals.

The program promotes access to full citizenship for these young people, by joining the labour market, fostering their autonomy, through training processes and personalized support and structures adapted to their needs.

Through the support program for social-labour insertion, the generation of opportunities for success and second opportunities is pursued:

- Achieve higher levels of autonomy, understanding as such the ability to direct their own personal process, emancipate themselves, generate expectations for advancement, define improvement projects, seek personal independence and equality within the society in which we live and reinforce their autonomy, autonomy is not only an economic issue but also one of empowerment, that is, of maturity, personality and self-esteem.



- Encourage their involvement, promote decision-making, accept that they are wrong, respond to their mistakes, help them to appropriate their behaviour and discover how their behaviour affects other people, and they have to learn to take responsibility for it.
- Training for life, which allows social integration, access to opportunities for active incorporation into society.
- Comprehensive development of the person, who can advance in different areas in a balanced way.
- Offer alternatives that allow people to learn to learn, through an action-reflection-action circuit.
- Encourage their self-knowledge, that is, they know what their true possibilities and potential are.
- Strengthen their self-esteem, since it empowers the young person and gives them strength and motivation to advance on their itinerary.
- Awareness of the importance of self-care.
- Motivate to continue training and updating professional skills.
- Develop values of cooperation, solidarity.
- Professional training.
- Provide successful experiences.
- Accompany them: be by their side while they make their way.

The different existing programs in the association are detailed below , as well as the details of the training actions carried out:

- **Orientation program, personal training and pre-employment training.**
- **Occupational, professional and adapted training.**
 - **Occupational training of other entities.** Training carried out in collaboration with companies and entities external to the resource.
 - **Training given by the Asociación Centro Trama.** Adaptation of the courses and the knowledge imparted, with the real and specific needs of both the company and the students.
 - **E- learning training.** Distance training activities developed through electronic technologies, which allow distance learning and training. Trainings are adapted to certain sectors of employment.
 - **Specific training for companies.** Corporate program where companies work together to undertake tailor-made projects that focus on the professional development of teams.
- **Accompanied Experiential Training Program:** know, learn and undertake.



- **Labour Intermediation and Monitoring:** Business Service Unit and Rapid Response Network.
- **Digital employment platform.**

Lacor Group

The **Lacor Group** has participated in a new successful case of employment insertion of personnel for the Auchan Group, with the implementation in the Utebo Training Center (Zaragoza) of three programs during 2017 for people who have already become part of the job bank of this group of supermarkets.

The project began when the Auchan Group told to Lacor Group about their need to hire certain groups of people to work in their stores in the multi-purpose cashier and replacement position.

Through a selection and training process, the Lacor Group helped to insert these people into the labor market. Thus, the students who successfully completed the training became part of the Auchan job bank.

The next step was the **theoretical-practical training** given from Lacor Formación, in the hands of teachers with extensive experience in the logistics and trade sector, as well as in the education of active workers and unemployed personnel. The teachers fully **adapted the content to the client's needs**.

A total of 150 hours in which the students learned to know and adapt to the way of working in the supermarket, to correctly apply all food hygiene habits, aspects of excellence in customer service, measures and precautions to avoid risks and accidents or the safe operation of mobile work equipment such as the electric pallet truck and forklift.

Acción Laboral

Acción Laboral is a non-profit organization, which was born as a tool to develop initiatives in cooperation with the Public Administration and Private Companies to provide coverage in the field of Employment and Training to the needs of job seekers of particular difficulty in insertion.

Its main activity is job placement and relocation of unemployed people, especially those defined as priorities in the National Action Plan for Employment, understood as people with disabilities, immigrants, long-term unemployed, young people without qualification, women ...

The Employment Insertion programs are segmented by the regions of Spain and are aimed at a plural group of unemployed people with whom **information, motivation, advice, cross-**



training, training for insertion, labour market prospecting, transfer of offers, job monitoring and accompaniment in the selection process .

Red Cross

Through the **Red Cross**, training courses for inclusion are offered. This type of training tries to promote social inclusion, social participation and improve the employability of people in vulnerable situations, helping to adapt their personal and professional skills to the needs of the job market, through various training actions, ranging from **training actions linked to non-formal education and aimed at children and youth at risk or social difficulty, to training for employment.**

Inclusión & Empleo

On the other hand, the SEPE (State Public Employment Service) together with the Tripartite Foundation and in collaboration with the entities specialized in the social exclusion groups of all the Autonomous Communities of Spain, have prepared a document containing the measures that they must be taken into account for the training of people at risk of exclusion.

Comprehensive employment plans are programs developed by NGOs that support an individual throughout the job search process.

On the one hand, they help to improve training and social skills, to highlight those points in which the person stands out, as well as to learn job search techniques (how to make a resume or prepare a job interview).

On the other hand, they are in contact with companies that are looking for workers to refer the people who are part of these comprehensive plans.

In general, people with few social skills and little or no support network are helped, thus helping them to increase their chances of accessing a job. The employment plans focus on four actions:

- **Accompaniment and individual social and labour counseling.**
- **Group intervention through computer workshops, interviews, social skills, food handling, etc.**
- **Communication with companies: search for candidates, guided visits to companies and collaboration to train workers.**
- **Work with the support of specialized technicians, in order to maintain the job position.**



Win-win Association

An important initiative in Italy is carry out from *Win-Win*, a no profit Association born with the purpose of promote social solidarity through the “win-win” choice for the resolution of basic social conflict, as described by J. Nash in the Game Theory. During the school years 2014/2015 and 2015/2016, the *Win-Win Association*, supported by the *Grameen Italy Foundation*, carried out the project “Promoting Social Business in the Secondary Schools of Emilia Romagna Region”, conceived by Professor Luisa Brunori chair and founder of *Win-Win Association*. This training activity was created according to the idea that self-entrepreneurship education and the stimulation of entrepreneurial activity are effective tools to counter the phenomenon of the so-called **NEET Generation** (Not in Education, Employment or Training), as reported by the national and international educational guidelines as well as by the Europe 2020 Strategy for achieving the goal of a smart, sustainable and inclusive economy.

The training course is dedicated to high school students with the main objectives of activating the individual capabilities of subjects, of developing the problem-solving aptitude and supporting young students creative and entrepreneurial process, with particular attention to the social purpose of the activity to be undertaken.

During the activities, led by expert trainers, students are supposed to acquire the knowledge necessary for the conception and design of a Social Business, consistent with the model theorized by Professor Muhammad Yunus based on the need to develop work and to solve social problems: non for profit. The project is divided into distinct phases with the aim of raising students’ awareness on the issue of active citizenship and stimulating them to design innovative solutions to the social challenges. Through the analysis of the social needs of the area and of the available resources (financial, human, infrastructural), as well as through the provision of technical tools needed for the definition and design of the business idea, has been pursued the intent of encouraging students’ creativity and offer the opportunity to cooperate to prepare a business plan and an economic and financial plan.

According to Professor Luisa Brunori, president of the Win-win Association, it’s important to point out that the idea behind the project mentioned above is applicable to all categories of people excluded from the general relational process. With a particular reference to older people, she wants to invite to reflect that the poverty is constituted by the lack of development of resources, both at the level of the populations and at the level of individuals who lose the opportunity to express themselves and contribute to the community as an active part of it. In the specific case of older people, Luisa Brunori said that it’s important to recognize their value, offering them the opportunity to be assigned to mutual teaching functions with the youngest to learn other techniques.

SUMMARY

It is important to highlight that at the European level great efforts are being made to help reintegrate into the labour market personnel at risk of social exclusion. The objective of this



analysis has been focused on analysing the different programs for personnel at risk of exclusion, as well as the content and themes they offer. The main topics that are addressed in the programs are highlighted below:

- In most of the program, there is no static theme, but there is flexibility to adapt to the needs of the participants.
- Depending on the type of group and its situation, there are different types of advice or training:
 - Contents focused on general information related with the current situation and the possibilities of reintegration.
 - Contents focused on the person, like motivation, advice, transversal training, social skills.
 - Contents focused on job opportunities, like training for insertion, prospecting for the labour market, transfer of offers, job monitoring and support in the selection process, e-learning skills, specific training for companies.

In conclusion, it can be highlighted that all the programs seek the reintegration into the labour market of personnel at risk of exclusion. However, it is important to highlight that there are significant differences, at the level of content offered, depending on the type of group that the program is focused on. That is to say, a personalization is carried out so that the programs are as effective as possible to the needs of the groups to which they are focused.

SOURCES

Below are the links to access the programs discussed in the document.

- European Social Fund
 - Link: <https://ec.europa.eu/esf/main.jsp?catId=50&langId=en>
- Asociación Centro Trama
 - Link: http://www.mites.gob.es/es/estrategia-empleo-joven/logos/planes/Plan_Actuacixn_Centro_Trama_541.pdf
- Lacor Group
 - Link: <https://www.lacorformacion.com/grupo-lacor-contribuye-a-la-insercion-laboral-de-personal-en-el-grupo-auchan>
- Acción Laboral
 - Link: https://www.accionlaboral.com/proyectos-filtrados?f%5b0%5d=field_tipo%3A56



- Red Cross
 - o Link: <https://www2.cruzroja.es/formate>
- Inclusión & Empleo
 - o Link: <https://www.inclusionyempleo.es/personas-en-riesgo-de-exclusion-social/como-encontrar-formacion/>
- Win-win Association
 - o Link: <https://www.associazionewinwin.com/>



