

Leonardo Partnership project  
“INCREASE MOTIVATION – IMPROVE EMPLOYABILITY”

**Newsletter no. 1/January 2012**

**SUMMARY**

■ **PARTNER ORGANIZATIONS:**

- Chancengleich in Europa e.V, GERMANY [www.ch-e.eu](http://www.ch-e.eu)
- Simenntunarmidstöðin á Vesturlandi, ICELAND [www.simenntun.is](http://www.simenntun.is)
- Quarter Mediation, THE NETHERLANDS [www.quartermediation.eu](http://www.quartermediation.eu)
- Prywatne Centrum Kształcenia Kadr (PCKK), POLAND [www.pckk.pl](http://www.pckk.pl)
- Fundación Ramón Rey Ardid, SPAIN [www.reyardid.org](http://www.reyardid.org)
- ASIS Consorzio Cooperative Sociali, ITALY [www.consorzioasis.it](http://www.consorzioasis.it)

■ **PROJECT FILE**

- WHY IS THE PROJECT NEEDED**
- PROJECT MAIN AIM**
- SPECIFIC OBJECTIVES**
- PROJECT OUTCOMES**

■ **REPORT - Kick-Off Meeting in Dortmund, Germany (October 2011)**

 <p><b>Chancengleich in Europa (Germany)</b> Presents methods and materials to promote intercultural competences.</p>	 <p><b>Quarter Mediation (The Netherlands)</b> Delivers good practice and innovative, creative training methods</p>	 <p><b>Simenntunarmidstöðin (Iceland)</b> Presents experience, methods and material in Entrepreneurship Education.</p>
 <p><b>ASIS (Italy)</b> Presents material and methods used in social enterprises.</p>	 <p><b>Rey Ardid (Spain)</b> Provides good practices in Work-Integration-Social Enterprises.</p>	 <p><b>PRYWATNE CENTRUM Kształcenia Kadr (PCKK) (Poland)</b> Delivers good practice of holistic support for participants in disadvantaged areas.</p>

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■ **PARTNER ORGANIZATIONS:**



○ **Chancengleich in Europa e.V, GERMANY [www.ch-e.eu](http://www.ch-e.eu)**

CHANCENGLEICH in Europa e.V. is a NGO, which aims are to promote equality in counseling, education and employment, especially for migrants and disadvantaged groups. The organization leads trainings at European level on the topics Migration/Integration and Entrepreneurial teaching as a motivational tool. It also trains and qualifies members of immigrant organizations, which work on volunteer basis.

The German partner Chancengleich in Europa (ChE) will be the coordinator of the partnership. The partner's role is to coordinate activities, collect materials and control work and evaluation plans. The partner's task will also be to present methods and materials to promote intercultural competencies and better access to learning and job opportunities for disadvantaged groups, in particular immigrants.

As the coordinator of the MoEM Partnership, CHANCENGLEICH in Europa e.V. conducted the partnerships' Kick-Off meeting, which took place in October 2011 in Dortmund, Germany. The partners visited some interesting organizations that are working on related objectives to the partnership E.g. GrünBau gGmbH which work with young people endangered their school leaving qualification by active or passive refusal to attend school. GrünBau tries to achieve a regular school attendance and a positive development in regard of school or social matters. Further the partners visited the gastronomy “Kohldampf” which is an educational establishment that give young people the opportunity to get to know the occupational field of gastronomy as well as further qualification. After having lunch at “Kohldampf” the partners visited an organization called “.garage”, which is an entrepreneurial center in Dortmund. The “.garage” is a certified foundation center which supports permanent unemployed people, setting up their own business. The main focus lies in the mentoring of foundations on every level. CHANCENGLEICH in Europa involves the local partner organizations (including a member of the local Job Agency) in the project activities and has had some common meetings with them around the project issues.

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- **Símenntunarmiðstöðin á Vesturlandi, ICELAND [www.simenntun.is](http://www.simenntun.is)**

Símenntunarmiðstöðin is a nonprofit organization and owned by municipalities in the area, the local labor unions, the local college, and some key companies. The main objective of Símenntunarmiðstöðin is to promote and assist with adult education in the area with special attention to the increase of continuing education, increased qualification as well as well-being of the population. Símenntunarmiðstöðin gives hobby courses, courses for unemployed people, courses for unskilled employees and continuing education for skilled personnel. Courses are prepared in cooperation with other educational institutions, companies, individuals and organizations. Símenntunarmiðstöðin targets those who have not completed the upper secondary level of education. This target group comprises 40% of people in the labor market, although the ratio varies between years and regions. People in this group are often not motivated to attend school and one of the important tasks for Símenntunarmiðstöðin is to find and use new methods to motivate people to continue and finish their education.

Símenntunarmiðstöðin will participate in all project meetings and activities and will organize a project meeting in Iceland, on 7<sup>th</sup> and 8<sup>th</sup> of June 2012.

The Icelandic partner (Sí) will present his experiences in Entrepreneurship Education (EE) in groups of Unemployed. This partner will give a detailed presentation of methods and materials in entrepreneurial education in his work with Unemployed, which can be used as a basis for lessons in vocational education and counseling. The partner will organize a visit to a training course carried out for Unemployed in cooperation with the Employment Services and the Ministry of Social Affairs and Social Security.
- **Quarter Mediation, THE NETHERLANDS [www.quartermediation.eu](http://www.quartermediation.eu)**

Quarter Mediation (QMED) is an European adult education provider based in The Netherlands. QMED has branches in France, Italy, Malta, Portugal, Romania and Turkey.

QMED organizes Comenius & Grundtvig courses at European level, as well as courses at National level. QMED has experience and expertise in The Lifelong Learning Programme 2007-2013, being partner in a large scale of projects, organizing events and promoting the image of different organizations and bodies.

Quarter Mediation is working with individuals (students, teachers, people on labour market, decision makers in the field of education, VET specialists), as well as with institutions (schools, universities, small, medium and big enterprises, associations, nongovernmental organizations, authorities etc.), both at national and international level.

Quarter Mediation's aims are: to promote lifelong learning; to create a link between the general education system and the labour market, as well as between VET and the labour market; to organize training courses for students, teachers, headmasters, inspectors, people on labour market, VET specialists; to work with schools, universities, institutions involved in the educational system for promoting trans-national partnerships throughout the European projects.

Quarters Mediation's areas of expertise are in the fields of: General Education and Vocational Education and Training.

In the project, QMED will deliver good practice and innovative, creative Training methods out of its practical experience as a VET provider. It will give the partners an insight in its trainings with employed and unemployed people for a better integration into the labor-market and contribute results/experiences to the practical guidance. Quarter Mediation will participate in all project meetings and activities will organize a project meeting in Assen, The Netherlands, on 12<sup>th</sup> and 13<sup>th</sup> of June 2012 and will create the first number of the project newsletter. QMED wrote the report on the kick-off meeting organized in Germany, in October 2011.
- **Prywatne Centrum Kształcenia Kadr (PCKK), POLAND [www.pckk.pl](http://www.pckk.pl)**

Prywatne Centrum Kształcenia Kadr (PCKK) is a private school. PCKK's activities concentrate on vocational courses, Secondary School for Adults, language courses as well as entrepreneurial education, personal development and Art Workshops.

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PCKK organizes professional courses for unemployed people in cooperation with local Employment Services, courses for disadvantage groups (low education level and/or economic lowest class) strengthening initiative and entrepreneurship in cooperation with Social Welfare Centre. Our training's methods help people to build faith in themselves, increase motivation to activity on labor market and develop professional competences as well and general knowledge.

PCKK also works with youth especially from dysfunctional families and prisoners (in local prison in Jelenia Góra). We work with them on social and key competences (defined by European Parliament).

So far PCKK had meeting with key-trainers in the organization with the aim to present the MoEm-Project and Guidance's aims and assumptions. PCKK asked trainers to analyze their work and materials in the respect of good-practice examples.

The Polish partner (VET provider) will deliver good practice of holistic support for participants from disadvantage groups. He will give the partners an insight in Trainings helping people to get faith in themselves, increase motivation to activity on labor market and develop professional competences.

○ **Fundación Ramón Rey Ardid, SPAIN [www.reyardid.org](http://www.reyardid.org)**

Fundación Ramón Rey Ardid is a Non Lucrative Organisation (NLO) established in 1991 specialized in providing services and support to vulnerable persons including but not limited to: elderly, people with mental health disorders, children and youngsters, immigrants, sex workers, prisoners, women in unusual settings, drugs users, persons with restricted skills and long term unemployed.

At the present time, Fundación Rey Ardid manages six employment services centres in the region of Aragón. These Centres are located in the following cities: Zaragoza; Huesca; Barbastro; Sabiñanigo; Jaca; Teruel.

Some key numbers: 2.286 vulnerable persons received support during 2010. Moreover, 215 of them found a job.

This area develops activities aimed to the integration in the labour market of excluded and people with special employment troubles. The goals of this area are: to optimize the supporting tools offered to the different groups of users standardizing unified working procedures and protocols by means of a cross-section management; to improve the training, qualification and mediation services tools in order to promote the employment area; to emphasize active programs through the collaboration with public institutions and other enterprises; to collaborate with other organizations in searching solutions for problems derived from the social exclusion related to employment issues.

The Spanish partner as an expert in the field of social economy will provide good practices in WISE (Work Integration Social Enterprise). He will also present methods and approaches that he is using in the work with young unemployed adults and organize a visit to some of his Training Workshops in the region.

○ **ASIS Consorzio Cooperative Sociali, ITALY [www.consorzioasis.it](http://www.consorzioasis.it)**

Consorzio ASIS is strongly oriented towards vocational rehabilitation and self-employment of disadvantaged people. ASIS Network supported about 150 disadvantaged people to built-up almost 20 social cooperatives, as members and/or workers, providing products and/or services, taking decision through democratic processes. The Social cooperative "model" allows disadvantaged people to be useful to the Community (acting as entrepreneurs like others) and, at the same time, to safeguard their social utility in terms of inclusion and emancipation within the society of reference. These disadvantaged people mainly suffer of physical and psychological illness/weaknesses. The average turnover for that form of social cooperatives (made by disadvantaged people) is about € 2 million/year.

The Italian partner ASIS will present material and methods used in Social Enterprises (SE) and deliver good examples for improving the professional development and management skills of manager and workers of social enterprises in disadvantaged areas. ASIS will be testing some of the new methods (EE/IE) in such companies. ASIS will also present the projects issues in different consortium that he is member of and work out recommendations to the implementation of the issues in SE.

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■ **PROJECT FILE**

□ **WHY IS THE PROJECT NEEDED:**

The average rate of early drop-outs, who leave school before finishing the secondary level and make no vocational training, is in the European Union currently over 15% and in some MS the figure is even higher. This situation is causing a huge problem for the present and future labor markets that increasingly require highly trained personnel and less and less have a need for employees with low qualifications. Persons without school leaving certificates and without vocational qualifications have the least opportunities in the labor market. They form a large part of the group of unemployed. Also immigrants with or without qualifications are highly affected by unemployment. The proportion of unemployed immigrants with low school education or with certificates that are not recognized in the host country is in most

The consequences of (long-term) unemployment are e.g. passive behavior, isolation and low self-esteem. As result, we often see the situation that those people at some moment lose faith in themselves, their future and the society. Following a number of unsuccessful attempts to get a job, they have lost hope, motivation and initiative and are no longer willing to take on further efforts to get a job.

Some of them develop a negative attitude towards the system and refuse cooperation with supporting organizations such as Employment Services. To avoid the consolidation of that attitude the society must do everything to prevent further experiences of denial attitudes. Especially with that group of long-term Unemployed many educational and counseling services are helpless. The Unemployed seem in a way to be a kind of resistant to advice and training with traditional educational methods. There is an urgent need to address this issue and this is one of the motivations for this project.

□ **PROJECT MAIN AIM:**

The main aim of the partnership is to encourage equal access to employment for disadvantaged groups – to combat unemployment - to prevent the development of a marginalized economic lower class of low-skilled persons, occupying the lowest paid positions of the society - that they are provided with a new opportunity to learn entrepreneurial skills on their own terms and that their country has the opportunity to take advantage of fresh new knowledge and ideas.

□ **SPECIFIC OBJECTIVES:**

- to develop in cooperation with different partners/experts in Europe
- to increased self-confidence and motivation
- to promote and enhance entrepreneurial skills and intercultural competences

□ **PROJECT OUTCOMES**

- A practical guidance for Trainers and Counselors working in Vocational guidance measures
- A professional training and Job Placement, with methods and approaches for a better integration of Unemployed into the labor market.



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**REPORT**  
**Kick-Off Meeting in Dortmund**

With the kick off in Dortmund at the 28<sup>th</sup> to 29<sup>th</sup> of October 2011, the Leonardo da Vinci Partnership Project “Increase Motivation – Improve Employability (MoEm)” has officially started. Six partners from Germany, Iceland, Netherlands, Poland, Spain and Italy will work out methods to promote entrepreneurship and intercultural skills, especially within the target group of trainers, unemployed people and school drop-outs; the project results will be published as a practical guide with efficient training material. The six project partners will work together in the next two years by sharing experiences and knowledge.

The project will be coordinated by the German organization **Chancengleich in Europe** (Equal Opportunities in Europe) that hosted the kick-off meeting in Dortmund. In two days, the partners visited organizations, projects and businesses within the city. Each with its own view and methods of increasing motivation and employment and stimulate entrepreneurship within different target groups: trainers, school drop-outs, unemployed people, new entrepreneurs and immigrants.

**Youth**

At the first day of the kick-off meeting, the partners visited **GrünBau**. This organization was founded in 1990 as a project for unemployed people to work in greening and landscaping. Four years later the organization was expanded with a successful youth care program. The target group of this program are teenagers who have lost their motivation to attend school or who have already dropped out of school. **GrünBau** will help them by offering them a program, where the high pressure of performing at school will be taken away and where they will regain their motivation step-by-step.

The main focus of this project lays on what somebody can do, instead of what he or she can't do. This will help them to increase their motivation and self esteem, so they can go back to school and finish it with a certificate.



Another project of **GrünBau** is the teaching restaurant **Kohldampf**. The partners had a lunch at this small establishment, where they provide meals for fair prices. This restaurant also offers traineeships for the participants of the programs of **GrünBau**, where they work, cook and learn under the supervision of the chef.

**Entrepreneurs**

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After the visit of *Grünbau*, the partners went to *.garage*, an organization that provides room and knowledge for beginning entrepreneurs. *.garage* is a so-called ‘incubator’, where people can go to when they have a good plan for starting a new business. When the plan has a chance of success, *.garage* will guide and help them through the first phase of entrepreneurship, together with other new entrepreneurs. They will get even a temporary office and will have to make their own business plan and marketing investigation.



At the end of the day, *Mr. Águst Pétursson* gave a lecture about motivating young unemployed by offering them a successful four week entrepreneurship simulation in Akranes, Iceland, where the participants learn how to set up their own business by working together and use their own specific talents and skills.

### Immigrants

The last visit before the partners started to set up the next steps in the project was at the *Verbund sozial-kultureller Migrantenselbstorganisationen* in Dortmund (*VMDO*). The *VMDO* is an umbrella group of thirty-two different immigrant organizations within the city of Dortmund, which each having its own cultural and ethnic background. *VMDO* aims for the professionalization of these organizations, provides information for migrants on a social-cultural level and plays an active role in the development of an intercultural society. Also, the *VMDO*, works together with schools, youth centres, unions, charity foundations and local institutions to improve the chances of migrants in Dortmund.

### Decisions

After the presentation at *VMDO*, the participating partners proceeded by discussing the next steps of the MoEm project. By visiting the different organizations and projects in the city, the partners have seen some good examples of how chances can be improved by offering people particular programs. This is where the partnership will continue and work together to create a unique and innovative method which can be used in the European countries in order to reduce the unemployment. The next meeting will be held in *The Netherlands* and will be organized by *Quarter Mediation* in April 2012.