

**"Replacing adults in the labor market: cooperation for innovation and exchange of good practice"**  
**Call: 2014, Erasmus+, KA2 - Cooperation and Innovation for Good Practices - Adults**

# STUDY VISIT IN MARSEILLE

*International meeting regarding the practices of  
social and occupational insertion of people who are  
distant from the employment*

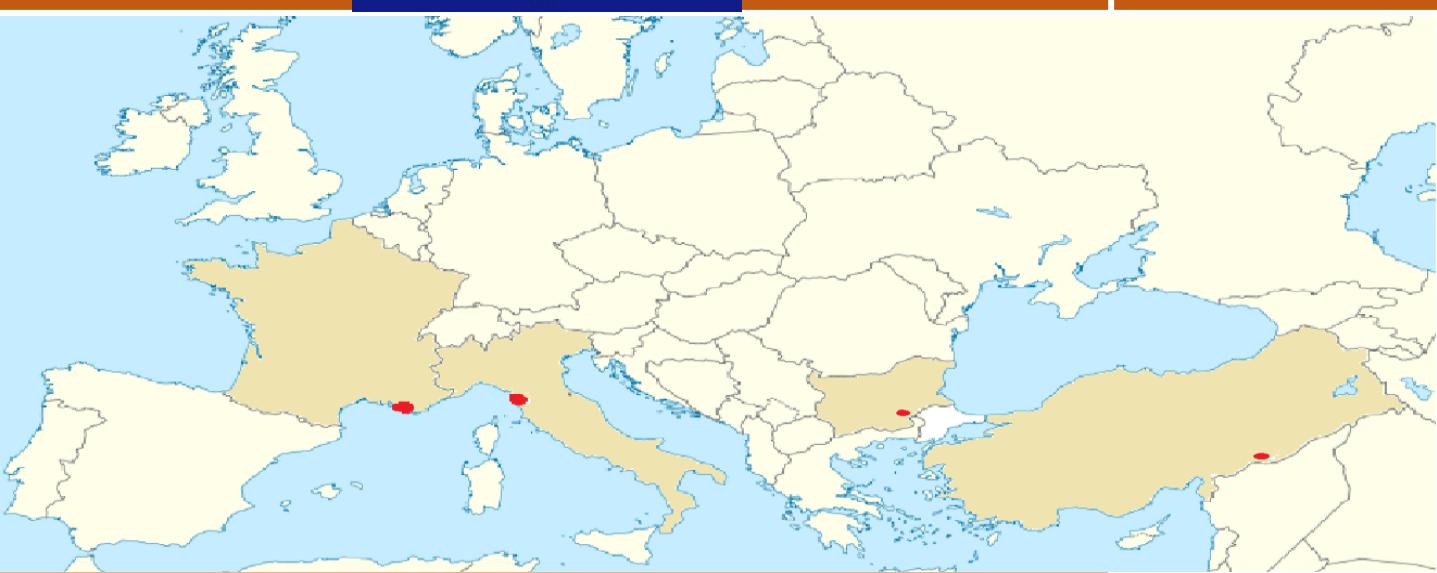
Italy  
Bulgaria

Turkey  
France



14th to 18th  
December 2015

EDITOR  
Sarah AKIZI



*MARSEILLE, FRANCE*



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## Award Project Presentation

The overall objective of the project is the improvement of the employment situation through the upgrading and renewal of local services available to adults excluded from the labor market. The role of this seminar; held from the 14th and 18th of December 2015 in Marseille, France; was to develop, share and study the best practices that each European countries involved by investing in social services and different forms of cooperative works.

The Award project aims to work on the person, on his level of awareness, self-esteem and motivation to work. The employment policies must be able to provide a complete help in finding employment by supporting the person in career guidance aligned with the labor market, career choices, identification of new training or professional paths and overcoming the psychological and social difficulties.

The present project helps unemployed adults to find a work or training.

## Presentation of the workshop

During this week, four countries were represented :

<i>Country</i>	<i>Organization</i>	<i>Participants</i>
Italy	So&Co - CNA	3
	Edaset SARL	2
	Centri per l'impiego	5
Bulgaria	N&Go	5
Turkey	Iskür	6
	Ministry of National Education	6
France	Adrep	4

From Monday to Friday, different study visits were organized and animated by each partners of the project or the home structure's manager. *Raymond Bano*, special adviser for Adrep France, presented on Tuesday morning to all the participants the schedule allowing them to have a quick idea of the scheduled visits.



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## Seminar's Schedule

	Morning	Afternoon	Evening
<b>Monday 14th</b>	Arrival of all the participants		Visit of Marseille
<b>Tuesday 15th</b>	Presentation of accompaniment and orientation devices by each partners	Career counseling of adults at <b>Performance Méditerranée</b>	Visit of Marseille
<b>Wednesday 16th</b>	Visit to a dockyard insertion : « <b>Régie Services 13</b> » : Social and professional integration of people : maintenance neighborhoods by their residents	Accompaniment to a professional project : Adrep Formation	Visit and presentation of <b>La Table de Cana</b> : catering
<b>Thursday 17th</b>	Visit to a dockyard insertion « <b>D3E PACA</b> » : Recycling of electronic waste, office furniture, end of life boats...	International meeting of valorization of socio-professional integration practices remote from employment at <b>l'École de la deuxième chance</b>	Report of the week
<b>Friday 18th</b>	Visit to a dockyard insertion « <b>Atelier de Gaïa</b> » : Organic gardening	Departure of all the participants	



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## Day 1 : Monday 14<sup>th</sup>

### Arrival of the participants

This day is dedicated to the welcome of all the participants. At their arrival, *Raymond BANO* and his team are charging to do a visit of the touristic places of Marseille.

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## Day 2 : Tuesday 15<sup>th</sup>

**Place :** ADREP Offices, 1 Place Pierre Bertas. 13001 Marseille

**Duration :** The morning

*Raymond BANO* started the day by showing to all the participants what is the major role of **Adrep**, which is an association of development and research of education located in PACA (Provence Alpes Côte d'Azur), south of France. *Raymond BANO* used the english language, and everything was automatically translated in turkish by their translator *Eyyup Kus*.

*Audrey BOIN* and *Sarah AKIZI*, two assistants of Adrep, welcomed all the participants. *Elisabetta LINATI*, leader of the Award Project, began that seminar by presenting the **AWARD project** (Adults and work : an aid to reduce the distance). He suggested to the partners to have a look at the website of this project : [www.awardproject.net](http://www.awardproject.net)

### So&Co and CNA

*Elisabetta LINATI*, head manager of **So&Co** (Solidarietà & Cooperazione) and **CNA** (National Confederation of Crafts and Small Business) in Italy, used a powerpoint support to introduce their organization.

**Sophia** is the training and developement agency of **CNA**. This organization is a free organization of small and crafts companies which is localised in 4 lands : Firenze, Prato, Pistoia and Lucca.

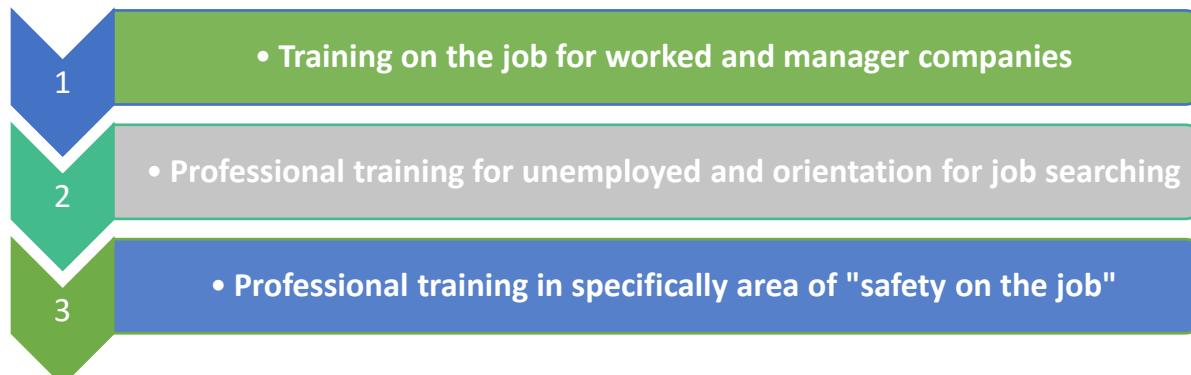


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Three kind of training tools are put into practice :

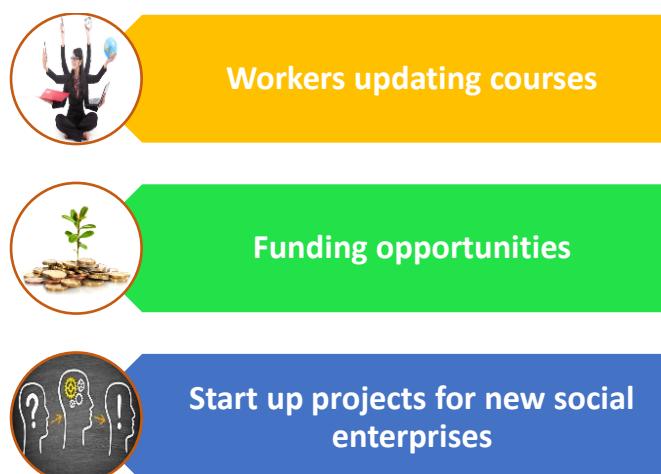


**Sophia** funded its activities with :

- ❖ ESF : European Social Fund
- ❖ An interprofessional National fund paid by the company and workers
- ❖ Commercial activities paid by the company and the person

**So&Co** was born in Lucca in 1999. It becomes the largest aggregation of social cooperation in Lucca province (Tuscany). In 2015, the organization is compound of 12 social members cooperatives. The people involved of the system **So&Co** have over 800 employees and working partners. Of these, a significant percentage is made up of disadvantaged individuals.

Ones of the trainings and projects proposed by **So&Co** are :





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## N&Go

After the presentation of these two Italian's organizations, *Georgi Yakaliev*, manager of **N&Go** in Haskovo and Harmanli (Bulgaria), explain in three parts the main activities of this organization :

- ❖ Business support and consultations, ISO standards implementation, export support, trainings and project development
- ❖ Start-ups support, company establishments and management, accounting
- ❖ Training of the LAGs (Local Action Groups) under the rural program

The aim of the project is to enhance the economic development of the cross-border region, to remove disparities, stimulate entrepreneurship, cooperation with Greek and EU companies and opening of the new job places.

The project was financed by the Bulgaria-Greece cross-border program.

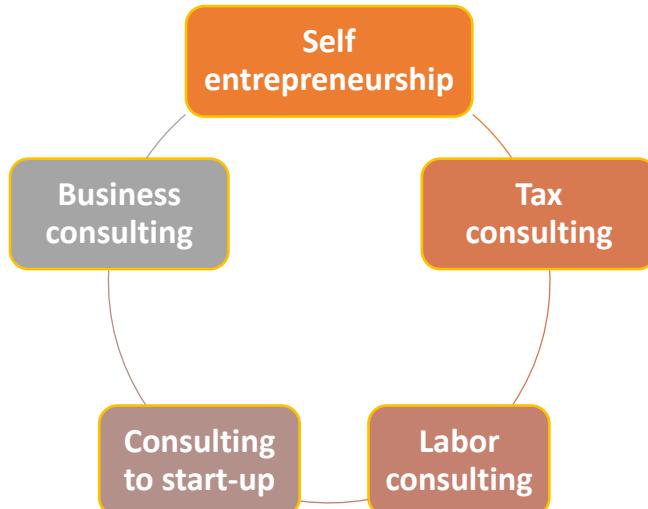
Three good practices were developed by **N&Go** the last years. M. *Yakaliev* explain exactly what are they :

- ❖ Subsidised employment
- ❖ Support of Start ups – Self Employed

**N&Go** develop different ideas for elaborating new projects. Indeed, the founder wants to improve the efficiency of the organization by setting up a Web Business Portal, a Gamification, an E-Training sessions and E-Consulting foundation.

## Edaset S.R.L

**Edaset** was founded in 1995 by *Francesco Tedeschi* and *Patrizia Quattrone* in Livorno, Italy. The company is engaged in :





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Different partners are included in the life processes of the enterprise :

- ❖ Private citizens
- ❖ Cultural associations
- ❖ Charities
- ❖ Small business (less than 15 employees)
- ❖ Sports associations
- ❖ Commercial activities
- ❖ Construction companies
- ❖ Liberal professions (such as doctors, lawyers, artists...)

The organization privileges a collaborative culture that enables their clients to thrive professionally and personally. They serve them by providing the highest quality professional services.

## Iskur

**Iskur** (pronounced Ishkour) is an organization based in Sanliurfa, in the south west of Turkey. The role of Iskur is to organize, plan, manage and improve the duties of The Ministry of National Education in cities and towns. It serves in many areas with over 150 workers.

There is also a Research and Development Unit at the directorate, where 15 teachers work and train all school employees about quality management, strategic planning, EU projects and other topics related with education.

Various projects are getting organized for the next year :

- ❖ Increasing enrollment rates, especially for girls
- ❖ Strengthening Pre-School Education
- ❖ Developing quality of education by using drama applications

In 2008, SODES (Social Support Program) was implemented in 25 cities for disadvantaged groups who needs to be support in a social way.

**Iskur** has a huge role for unemployed people. First of all, they provide an education services for SMEs (Small and Medium Enterprises) which have been implemented and supported by KOSGEB (Small and Medium Industry Development Organisation) and by TESK (Merchants and Crafts Workers Chambers Association).



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Four best practices show up steadily :



Social  
assistance



On-the-job  
trainings



Employment  
subsidies



Job and  
vocational

Turkish Employment Agency runs « Public Work Programs » for those who were left out job area for long time. The beneficiaries are employed by Iskur and sent to the governmental buildings to work in the areas needed.

## Presentation of Adrep

**Adrep** was created in 1982 and have 120 contributors for 5000 trainees. 17 training centers groups several sectors : Sport, Sales, integration of immigrants... Training courses are funded by public administrations and also by private entities (companies and persons). **Adrep** is a part of **Arborescence**, which is a cooperative insertion and training association.



## Centri per l'Impiego's introduction

**Centri per l'Impiego** is a public employment agencies spread all over the italian country, regulated by district authority. The organization provides different services and informations :



The service is completely free.



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At these job centers, we can find a youth information point, helping the citizens in their steps to the labor market. This service helps to write and translate CVs and application letters, gives information about job vacancies and advise also on job interviews. This information point is accessible for young people as well as older ones who dropped out the world of work.

The project is directed on :



Five establishment works and collaborates on the realization of the project's network :

- ❖ Operator of national health service
- ❖ Public employment agencies
- ❖ Local authorities
- ❖ Local social services
- ❖ Local cooperative societies

Between 2011 and 2014 was established a special service for social and labor inclusion by the creation of a common guidelines to recognize different kinds of disadvantage and a special database to sign up people involved in the project and monitor them step by step.

Innovative workshop are planned on methods of social inclusion of disadvantaged people. The workshops aimed to realize standard routes for social inclusion and job placement.

**Place** : Performance Méditerranée, 26-28 Allées Léon Gambetta. 13001 Marseille

**Duration** : The afternoon

**Sedop**

All the participants had to give way to the training center **Performance Méditerranée** where they were welcomed by *FAUX Jérôme*, center manager.



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He presented the SEDOP, vocational guidance department proposed first and foremost to the young people and the adults without qualification. It allows every user to :



Trainees can have a precious help by an individual interview, and can use the documentary research if they are looking for a particular session training or work. The duration and the frequency of the sessions are organized according to needs and the progress.

People who wants to benefit this service have to be oriented by a job center or a local mission (for youngsters under 25).

## Day 3 : Wednesday 16<sup>th</sup>

Place : Régie Services 13, 98 Avenue de la Croix Rouge. 13013 Marseille

Duration : The morning



Régie Services 13

From 9.30 am to 11.30am, *Philippe MAZEL* and *Jean Michel LE MONS* welcomed all the participants in their offices. The first one is the president of this organization and the second one is the head manager. **Régie Services 13**, a non profit district board, was created in 1990. Their goal is to embellish the urban area by developing the outdoor appearance, to mend a social link between residents and to promote the professional and social insertion of them.



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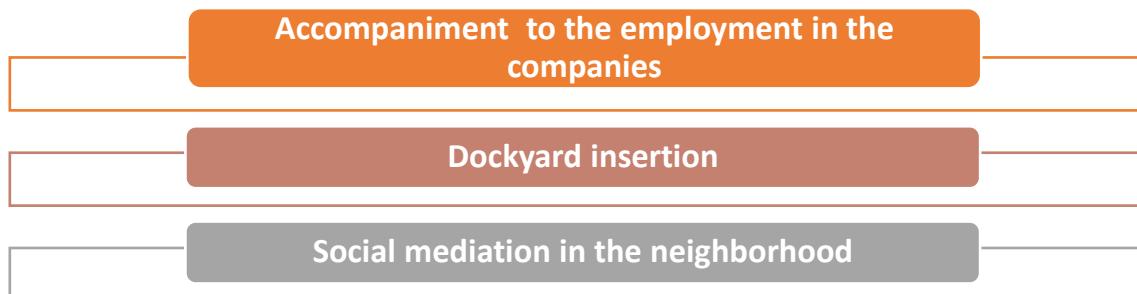


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Three types of activities stand out of the organization :



After a complete description of the organization, *Philippe MAZEL* projected a video called « Des habitants au services des habitants » (residents for the residents).

**Régie Services 13** don't accept spontaneous application. Residents need to be oriented by a job center or a local mission. Every gender and every age are accepted. The activities are financed by differents entities : the state, the region and the donors.

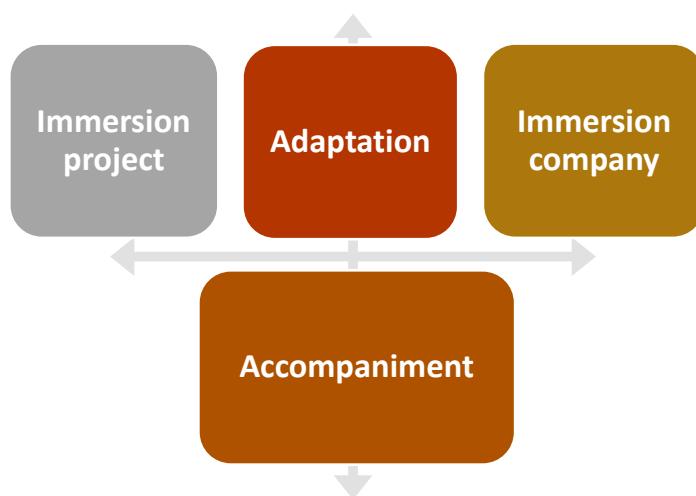
**Place** : ADREP, 93 Avenue de Montolivet. 13004 Marseille.

**Duration** : 2pm to 4pm

### Adrep – « ACIADE device (intermediate action of sustainable access to the employment)

*Farouk TAZAIERT* conduct this exchange.

**ACIADE** is a device insertion of people in difficulties to find work because of their social insertions. The beneficiary is involved in four actions :





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The coach has three important roles in the structure :

- ❖ He is a mediator : individual welcome, mediation and professional project construction
- ❖ Group coaching : restore self confidence
- ❖ Trainer : by giving the best practices and advises

Furthermore, the coach needs to have a big network of enterprises, to help the best he can the trainees during the 5 months training period.

This training lasts 5 months, and a minimum of 14 persons are allowed to integrate the group session. When the project is fixed, the trainees are sent to do an internship of 3 weeks (or even more).

The final result of this action is that 80% of all the persons who benefited from the ACIADE device found a work or a qualify training. That is called a successful insertion.

**Place** : **La Table de Cana**, 467 Chemin du Littoral. 13016 Marseille

**Duration** : 4.30 pm to 6.30 pm



### La table de Cana

**La table de Cana** is the most important catering social company in PACA. It was created in 1992 and have more than 40 people in pathways to the employment insertion. During their course, the concerned people are paid (minimum wage).

Most of them are a long-term unemployed profile. The mission lasts 2 years. After that, the workers have to find a work in an other company or eventually carry on studies.

All the catering service is handmade (fresh fruits and vegetables...). The target of **La table de Cana** is to help the workers to get new skills during these 2 years. Then, they could be able to find a new workplace afterwards.

## Day 4 : Thursday 17<sup>th</sup>

**Place** : **D3E PACA**, 137 rue Louis Lépine. 13320 Bouc Bel Air

**Duration** : 9am to 11am



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## D3E PACA D3E PACA

**D3E PACA** is an enterprise specialized in recycling and valorization of electronic waste. Their mission is to conduct their members to be wealthy by developing good practices in the idea to find a sustainable work.

The company receive different sort of electronic items and have to sort out what can be repaired and what must be dismantled, melt and sell to an other entity. The financial value of that recycling process is very important.

**D3E** develop a new field of pleasure naval deconstruction and recruit new workers.

**Place :** International conference, École de la Deuxième Chance, 360 Chemin de la Madrague-ville. 13015 Marseille

**Duration :** The afternoon



### International Meeting

L'école de la deuxième chance has put at the participant's disposal an amphitheatre. The afternoon was dedicated to the International meeting of valuation of the practices of social and occupational insertion for people who are distant from the employment. Every group had to introduce their organizations (using a PowerPoint slide).

Audrey Boin was in charge of the traduction from english to french and from french to english for those who understand juste one language (like for the turkish or the bulgarian group).

Nordine El Miri, who is the General Manager of Development of **Arborescence**, presented the group.



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In addition to the participants of the study visit, the conference welcomed representatives of different structures :

- ❖ Pôle Emploi, Belle de Mai Marseille agency (public employment service)
- ❖ County Council of the Bouches Du Rhône :
  - Departmental House of Solidarity (Responsible for social support of beneficiaries of social minima)
  - An individualized employment support (DAIE) : Responsible for employment support of beneficiaries of social minima)
- ❖ Local plan for the employment insertion (PLIE Marseille Provence Métropole) : Insertion device of people far from the employment (Group funded by the community of Marseille, County Council of the Bouches Du Rhône, Provence Alpes Côte d'Azur Region and by the french State)
- ❖ « Hospitalité pour les femmes » organization : adaptation workshop for working life (AAVA)
- ❖ Régie Services 13 (see the presentation page 12)

As a result of the presentation of the different partners involved in the Project AWARD, the conference contributors had also presented the practices they implement in their respective countries to conduct to the employment those who are furthest of it.

The testimonies collected revealed :

- ❖ A significant disparity regarding the institutional organization's methods, with different various skills for each country, region, city...
- ❖ A meditation on the support service to the employment and the personal project of each person who benefits from that support service

Some observed examples during the study visits have brought answers :

- ❖ Centered support :
  - On the person
  - On the territory (inventory of possible orientations)
  - On the labor market's opportunities

These models will help on the elaboration of the guide of the good practices which must be carried out after the Award Project.



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## Day 5 : Friday 18<sup>th</sup>

**Place :** Les ateliers de Gaïa, 720 Chemin du Moulin du Fort. 13120 Gardanne

**Duration :** 9am to 11.30am

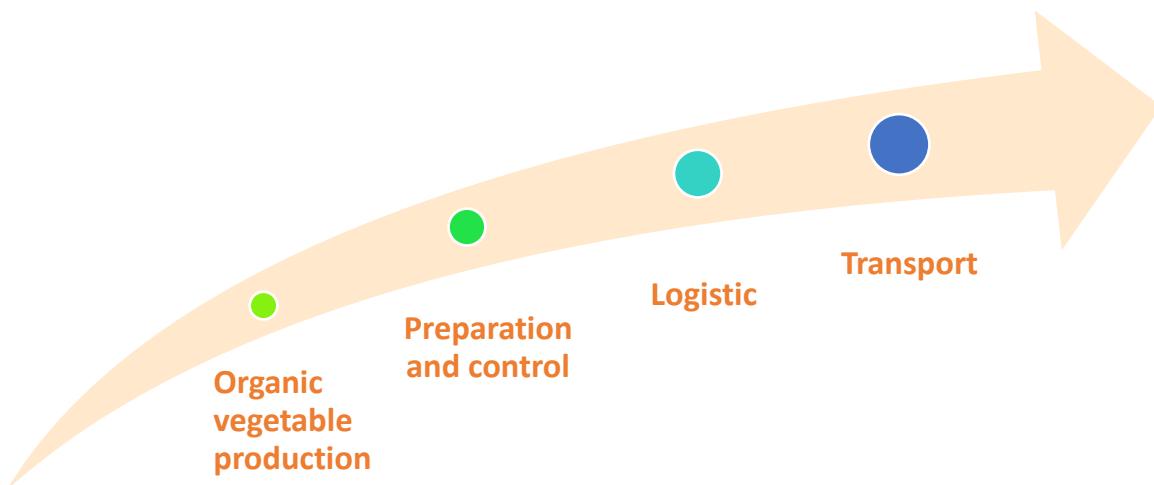


Les ateliers de Gaïa

**Les ateliers de Gaïa**, organization created in 2009, are insertion sites in a social and professional vocation members of the group **Arborescence**. These sites are accessible in priority to people who have the minimum wages or young ones followed by a job center. The aim of the organization is to follow people on their own project and then to find a work. *Isabelle TROLY* is the site manager.

The workshops propose a 6 months short term contract (26 hours a week) renewable. 24 persons are working in this area of 3 hectares.

Four types of activities can be practiced :



When fruits and vegetables are picked and cleaned, they are sold on the spot.



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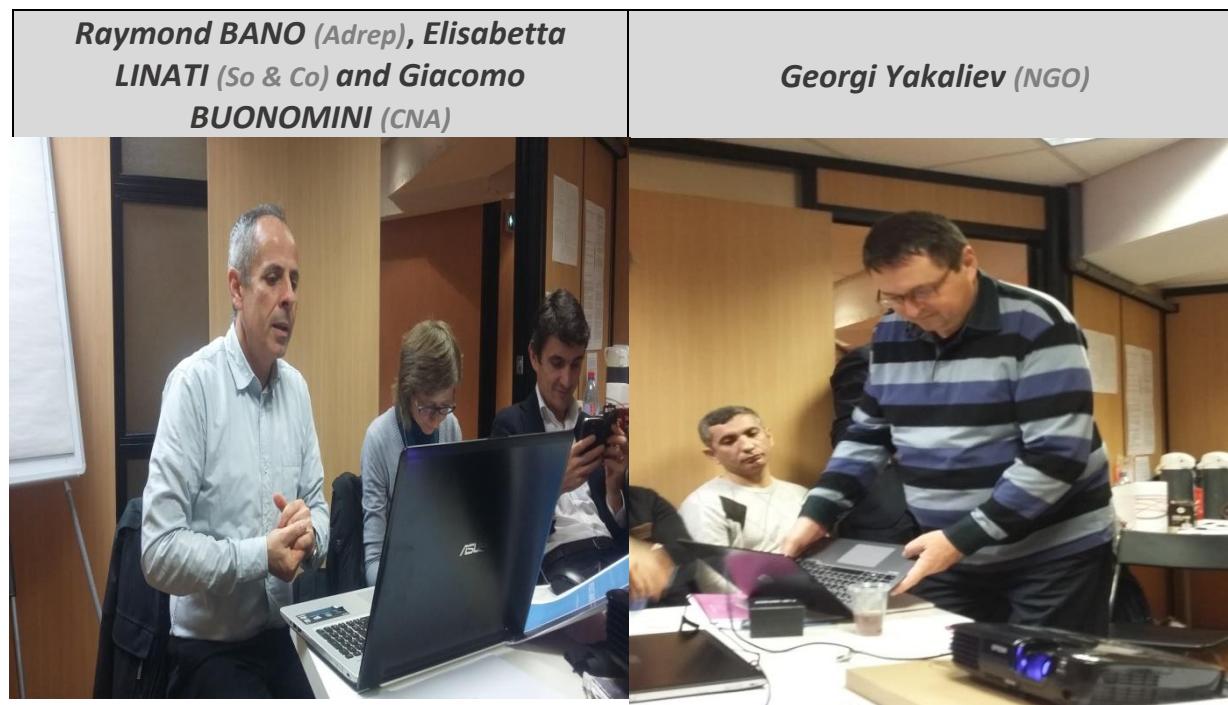


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## Photo report





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### Les ateliers de Gaïa



### D3E PACA



### Régie Services 13



### Centri per l'impiego





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