



A.W.A.R.D.

Adults and Work – an Aid to Reduce the Distance

"Replacing adults in the the labor market:

Cooperation for innovation and exchange of good practice "

Abstract

Introduction

In the first quarter of 2013, according to ISTAT, the Italian unemployed between 15 and 24 years, were 395 thousand, while those in the range 35-44 years, were 400 thousand and 349 thousand those between 45 and 54 years. These numbers once again show that unemployment is not only a youth problem, and the ongoing crisis in European economies increases even more the numbers. The conclusion of it is so far away and appropriate interventions are needed to deal with the difficulties of finding a job and replace into the labor market many people with previous experience and skills gained during the course of life and business. A labor crisis that threatens to turn into a crisis of identity, persons who until a short time before, had a social identification and recognition have lost or are at risk of losing their source of livelihood. This kind of crisis can create difficulties for the people in the assessment on their job prospects but also on their skills and competences and tools needed to activate in order to raise their professional skills necessary for a re-employment.

The experiences and skills should be valued and capitalized through services and labor market policies able to understand the needs and abilities of adults and to support them in paths that allow them to spend their competences making skills in the current job market, even in sector other than from which they come.

The project AWARD aims to differentiate the services offered by the active labor market policies for unemployed adults through the exchange of good practices between operators from different countries of the EU and is aimed primarily at unemployed people (over 30 years), including workers in the mobility, with previous work experience, gained also through insecure jobs in different economic sectors, paying particular attention to the field of the manual trades and artisans.

Objectives

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 project aims to work on the person, on his level of awareness, self-esteem and motivation to work, directing and forming it to provide a more suitable methodology. The employment policies must be able to provide a complete support 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.



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The project aims to develop, share and implement innovative practices in both the orientation and in the construction of new business models and innovative forms of work. The project aims to study and share the best practices that the European countries involved have put in place in areas and/or innovative methods such as, for example, co-working spaces, recovery of crafts, recycling and reuse of recovered materials, acquisition of skills by investing in social services and personal care, forms of cooperative work.

Project Activities

1. Analysis and sharing of the needs of adults escaped from the the labor market in their respective territories;
2. Identification, study and sharing of good practices (transferable to other contexts) guidance, training, entrepreneurship and innovative forms of employment which may be associated;
3. Organization of study visits (mobility) for the operators of public, private and third sector to share the models identified and the study of their transferability to other contexts;
4. Creation of project documents for the dissemination of the results and patterns found in local and international events;
5. Testing of innovative ways to facilitate the employment of adults and the recovery of a role of active citizenship;
6. Organization of promotional events for the dissemination in the respective territories to involve local stakeholders (adults, persons engaged in the fields of training and guidance, employers, social partners, public authorities, etc. ..).

Beneficiaries

Direct beneficiaries: guidance counselors and vocational training counselors;

Indirect beneficiaries: public or private local associations and organizations active in the field of reintegration of adults and disadvantaged persons, associations, organizations and small businesses etc.

Partner

1. CNA Lucca - Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa
2. MY WORLD (ngo) – Bulgaria
3. Sanliurfa Calisma ve is Kurumu - Turkey
4. Sanliurfa Il Milli Egitim Mudurlugu – Turkey
5. ADREP Société cooperative ouvrière de production à form anonyme - France

Duration of the project

24 months

Start date

September 2014

End date

August 2016



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Summary at the end of the project

The project "AWARD - Adult and Work an Aid to Reduce the Distance" aimed to differentiate the offer of services in the active labor market policies for unemployed adults, through the exchange of good practices between operators from different EU countries (Italy, France, Bulgaria and Turkey). AWARD addressed in particular to the unemployed in the age group above 30 years, with previous work experiences, also gained through temporary jobs, in different economic sectors. Particular attention was given to the field of manual and craft trades.

The project had a total duration of 26 months. It addressed directly to the operators of the active labor market policies, guidance counselors, vocational training operators and consultants for start up projects and enterprise managements who work or collaborate in the project partner organizations. As indirect beneficiaries it had the same adults got out of the labor market. Parties involved in the partnership: So. & Co. Lucca (consortium of social cooperatives), CNA Lucca (National Chamber of Crafts and small and medium enterprises), the Directorate for Education of Sanliurfa (Turkey), the Agency for Work and Employment of Sanliurfa (Turkey), the Cooperative ADREP (France) that deals with vocational training and the non-governmental organization My World (Bulgaria) that deals with start-up and development of small and medium-sized enterprises.

In the first step of the AWARD project, partners have been analyzing the situation of women and men in their thirties, who got out of the labour market, but who also had some previous work experience and previous skills and the policies that each state has put in progress regard to this target. The analyzes have been shared in the Transnational Project Meetings and served as a working framework for viewing good practices in guidance activities, training, starting up enterprise to be played in other contexts, in order to face the raised issues and to find new solutions.

During the study visits, lasting a week each (in Marseille and in Lucca), operators were able to see the most significant projects first-hand, projects that have been implemented to promote the re-employment of unemployed adults. Study visits were interesting and engaging and operators have been able to acquire new knowledge to improve their working methods.

Identified common points: the need for a customized approach to the user, to support him/her in cross proficiencies and technical skills, by alternating group training, coaching and consulting, projects planning in a medium-term (6-12 months), financial support for people with the greatest difficulties, the ability to activate self-employment paths with a strong initial help.

The identified results were shared by each partner with other local bodies involved in WARD project such as government agencies, trade associations, etc. The goal was to propose new instruments and to strengthen the links between the fields of education, entrepreneurship and the the labor market in general



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