



## A.W.A.R.D. Adults and Work an Aid to Reduce the Distance

Project No.2014-1-IT02-KA204-003416  
Project duration: from 2014-09.01 to 2016-08-31

[www.awardproject.net](http://www.awardproject.net)

Newsletter N° 1

august 2015

## First A.W.A.R.D. Newsletter

### About the project

The labor crisis in Europe shows 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, people 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.

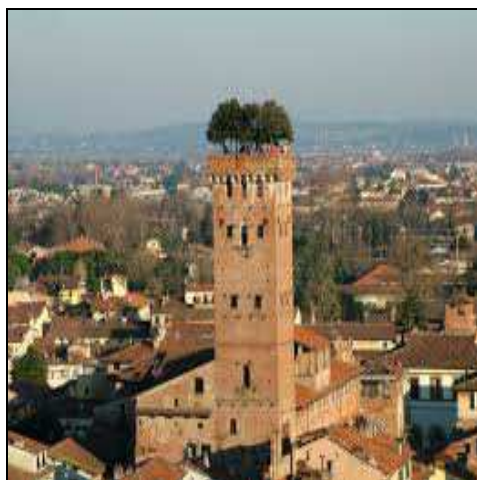
### Welcome to A.W.A.R.D.!

*The half-yearly newsletter is part of the informative material published to disseminate and promote the aims, activities and outputs of the project.*

*This first one wants to introduce the concepts that gave rise to the project and describe its guidelines.*

*Here explained the contents and the organization activities discussed during the kick-off meeting a Lucca realized on may 11<sup>th</sup> and 12<sup>th</sup>.*

*Here we will introduce the partners with their main activities and the main tasks which involve them in the project and good practices.*



Lucca, view of the old town and Torre Guinigi, host the kick off meeting on may 11<sup>th</sup> and 12<sup>th</sup> 2015

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 other sectors 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.



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### 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.

***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.***

### Main activities

- Analysis and sharing of the needs of adults escaped from the labor market in their respective territories;
- Identification, study and sharing of good practices guidance, training, entrepreneurship and innovative forms of employment which may be associated;
- 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;
- Creation of project documents for the dissemination of the results and patterns found in local and international events;
- Testing of innovative ways to facilitate the employment of adults and the recovery of a role of active citizenship;
- Organization of promotional events for the dissemination in the respective territories

### Tangible results

- Documents containing the summary of the analyzes performed by each partner on the situation of women and men with more than 30 years escaped from the world of work with previous work experience and previous skills ;
- 3 study visits to five days each to be held in Italy, Turkey , France;
- Testing of 3/5 best practices identified during the project (topics: orientation, training , skills and capitalization of start-ups )
- Implementation of the project brochure and publication ;
- Realization website / blog design and its connection with European and national networks ;
- Realization of events ( seminars, conferences, workshops etc. ..) with local stakeholders ; realization of the Kick off meeting , 2 to 4 project meetings and final events I (Italy, France, Turkey, Bulgaria).



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### Partners

project leader:

**Consorzio So. & Co. (ITALY)**



Not profit organization , its aim is to build up a new local welfare. It applies the principle of horizontal subsidiarity and represents the interests of its members, developing in an entrepreneurial and supportive way the different components of the local community. The Consortium intends to become a social enterprise highly integrated with the territory (Community Enterprise), politically independent, which considers the welfare in a broader sense and not only for the traditional activities carried out by the subjects of cooperation. So. & Co. is active since 2001 in projects aimed at facilitating the employment of the unemployed, precarious workers, disadvantaged people through many activities (guidance, vocational training and distance learning, internships, consultations with company ) funded by national and European ( ESF).

partner 1 :

**CNA Lucca - Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa (ITALY)**



National Confederation for the Craft Sector and Small – Medium Enterprise is a National unifying system representing craft business. Its purpose is promoting the typical values of entrepreneurship, labour and market economy about craft organizations. Main activities: advice and assistance; training courses; training and information events, support start up, safety advice and training. CNA Lucca is active in projects aimed at facilitating the employment of the unemployed in craft business.

partner 2:

**MY WORLD (Bulgaria)**



Not profit organization in public benefit: it works in 6 regions of Bulgaria. Main activities: business support /consultations, ISO standards implementation, export support, trainings, project development. Start-ups support /company establishments, management, accounting, trainings, project development. Training of the LAGs /local action groups under the rural program/, with Greece we cooperate with the following LAGs: Alexandropoli, Komotini, Kavala, Drama, Serres, Thassos, Poligiros, Thessaloniki

partner 3:

**Şanlıurfa Çalışma ve İş Kurumu – (Turkey)**



[www.iskur.gov.tr](http://www.iskur.gov.tr)

Local Public Body. Şanlıurfa İşkur is responsible for all employment issues in the region, its mission is the development of employment and the inclusion of all the unemployed into work, as well as take care of training courses for people with experience in search work. The aim of the Directorate is also to compile, analyze, interpret and publish data on the labor market on a local and national level; make analysis on labor demand to determine the supply and demand for local initiatives work. İşkur started providing placement activities of workers since 1946. Since 1980, globalization, technological advances and the society have raised the importance of institutions of employment and extended their functions. It deals with implementation of active labor market policies to improve the employability of the workforce.



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partner 4:

**Şanlıurfa İl Milli Eğitim Müdürlüğü**  
– Turkey



[www.sanlıurfa.meb.gov.tr](http://www.sanlıurfa.meb.gov.tr)

Local Public Body. It is organized to plan, programme, manage, supervise and follow the duties of The Ministry of National Education in the city and its towns. It serves in many areas with over 150 personnel. It has many departments, one of which is Research and Development Unit where 15 teachers work and train all school employees about quality management, strategic planning, EU projects and other topics related with education. RD Unit maintains nearly all the projects and innovative approaches related to the educational activities in the city. Şanlıurfa Education Directorate runs many courses and train people for the workforce. It provides educational 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) along with its Adult Education Centers.

partner 5:

**ADREP Société cooperative  
ouvrière de production à form  
anonyme (France )**



ADREP, training institute is a Coopérative employees, created in 1982. It is located in Provence Alpes Côte d'Azur in South eastern France, it has 17 training centers . With 120 employees and 5000 trainees annually. Its training courses are funded by public administration also by private Companies and persons. ADREP works in partnership with the social services and employment. ADREP is specialized in different sectors : handling, storage, office, sports and sociocultural activities, sales, tourism, hotels, and also integration of immigrants, literacy, accompanying actions towards employment. Since 2015, ADREP is founding member of the group « Arborescence »: it is a group of any company non-profit economy training organizations, counselling, associations for insertion through economic activity. Arborescence pools the “support functions”: administrative and financial management, quality, legal, and management functions: human resources development for 14 organizations with around 500 employees.



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### The kick off meeting

The kick off meeting took place on the 11th and 12th of May in Lucca (Italy), a nice city in Tuscany with an old history. We attended 11 workers from Italy, French, Turkish and Bulgaria.

#### Activities:

Revision of work programme including the months activity scheduling;

Here every partner gives a presentation of policies for the training and the work of:

- France,
- Italy,
- Turkey
- Bulgaria

Research on adults who dropped out the labor market: each country give presentation.

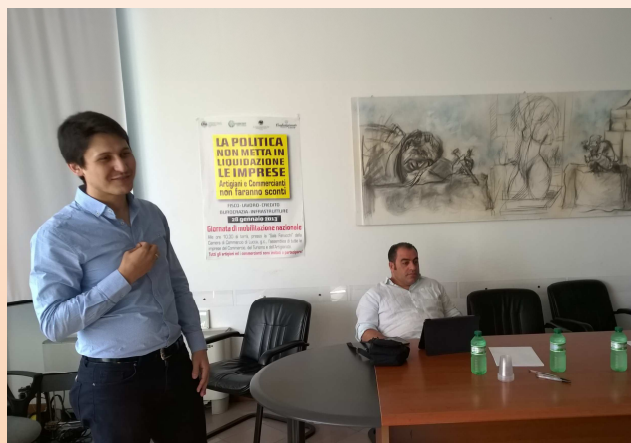
How to identify good practices to facilitate work reallocation for unemployed women and men with more than 30 years

Policies for the active search of work aimed at adults are very different in every state but with some points in common. In particular representatives of Turkey explained that in their country all the activities of education and training at all levels are free except for a few cases.

The kick off meeting was hosted at Lucca the first day at So. & Co. and CNA.



May 11<sup>th</sup>, opening welcome and introduction to AWARD project



May 12<sup>th</sup>, presentation of Turkish labor policies



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### Good practices to facilitate work reallocation for unemployed women with more than 30 years ... from Italy

#### Caregiver Agencies

This project launched in 2008 is focused on the centralized management of different agencies spread all over the Lucca district area. These agencies, based on trained professionals, provide different services for families and seniors in need of needed special personal and household assistance.

##### Purposes:

- to support the matching between demand (families) and offer (caregivers),
- to promote the regularization in the field of household assistance,
- to provide information about the local professional training opportunity in the field of household assistance,
- to collect needs and availability of users, from both caregivers and families,
- to advise professionally caregivers

##### Achievements:

The highest added value of this kind of agencies is the possibility of connecting demand support (contributions, counseling, etc....) to offer support thus becoming a place where needs meet services.

##### Strengths points:

The increasing "ageing" of our society entails the presence of developmentally or physically disabled people in family units. Families always more frequently have to look autonomously, often without the required skills or being very tight on time, for the right person to become a suitable caregiver. Thus this service meets a real critical and current need.

##### Weakness points:

Our experience tells us that the simply intermediation between demand and offer can only answer to a portion of total amount of the requests, not considering the unexpressed needs/expectations dimension. This peculiar aspect can be fulfilled only by paying special attention to the listening, advising and professional counseling.



*Thank you for your kind attention!  
Next newsletter will be on 2015 December*



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