

BACKSTAGE

A look behind the scenes

My dear ladies and gentlemen,

If you take a look at a map of the new enlarged European Union (EU), then you will see that Schleswig-Holstein is not located on the periphery, but right in the centre of Europe. We, the people of Schleswig-Holstein must become even more keenly aware of this key position.

The European Community Initiative EQUAL has entered the second funding round, the development partnerships involved are meeting the challenges of transnational collaboration in the enlarged EU. Thus, in April, the second meeting of the transnational working group STRONG took place, which addressed the key themes of „motivation“ and „teaching and learning modules“. It is not only in my capacity as the Minister of European Affairs, but above all in my capacity as Employment Minister of the federal state of Schleswig-Holstein that I am pleased about this development. Because there will only be genuine equal opportunities for disadvantaged people in the employment market if there are systems of education and training which make young and older people fit



for the continuing demands of the labour market. Despite signs of a shift in the trend, unemployment in Schleswig-Holstein is also still far too high. In order to make progress in this area, we need modern economic concepts for an innovative employment market. Due to the unique economic-geographical location of Schleswig-Holstein, networking of the sectors of tourism, geriatric care and gastronomy represent a genuine opportunity for greater employment. I cordially invite you all to prepare our region and our people for these forward-looking sectors.


Uwe Döring
Minister of Justice, Employment,
and European Affairs

STRONG – Motivation for Employability

Second transnational working group meeting in Sopot/Poland

The development partnership (DP) STAGE is part of the transnational partnership “STRONG – Motivation for Employability”, the purpose of which is to build up, together with other DPs from the European member states, networked employment structures to combat unemployment.

The work carried out in the DP STAGE - Social services in tourism, geriatric care and gastronomy - must therefore also reach beyond national boundaries in order, in cooperation with other projects, not only to share the problems, but also to share results and experiences. These considerations formed the basis of the transnational partnership STRONG,



A Europe which is continually growing closer together is also not immune to common problems. Youth unemployment and long-term unemployment are not only a much-discussed theme in Germany, but are also part of the everyday experience of our neighbouring countries.

the name of which is intended not only to describe the principal characteristic of this strong association, but is also an acronym formed from the initial letters of the development partnerships which are involved: STAGE, TREND, REM, and ON THE WAVE (for brief accounts of the DPs see below).

schiff-gmbh



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of Labour and Social Affairs



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STRONG – Motivation for Employability

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The development partnerships which have amalgamated to form STRONG are working together with groups of people who are particularly disadvantaged within the employment market: young people without or

In addition to internships, this is particularly the case with the virtual cookbook which comes under the aegis of the Italian DP TREND and which is produced jointly with those people who are involved in the individual training schemes.

The catalogue of criteria is focussed on the key transition interfaces of school / training / work and qualification / work. In Sopot, a matrix has been proposed and discussed which has crystallised out from interviews with the indi-

Continuing themes are the STRONG website www.strong-equal.org and the questions of motivation and evaluation of the transnational cooperation. On the basis of the lively discussion in Sopot, STRONG has agreed



▲ Group picture with all transnational partners

with below-average secondary school qualifications, without apprenticeship training positions and training qualifications, young people with learning difficulties, poorly-qualified unemployed men and women, particularly the older long-term unemployed. These target groups, which as a rule are not among those who profit from the opportunities for mobility within the European Union, are key elements in the transnational work carried out by STRONG.

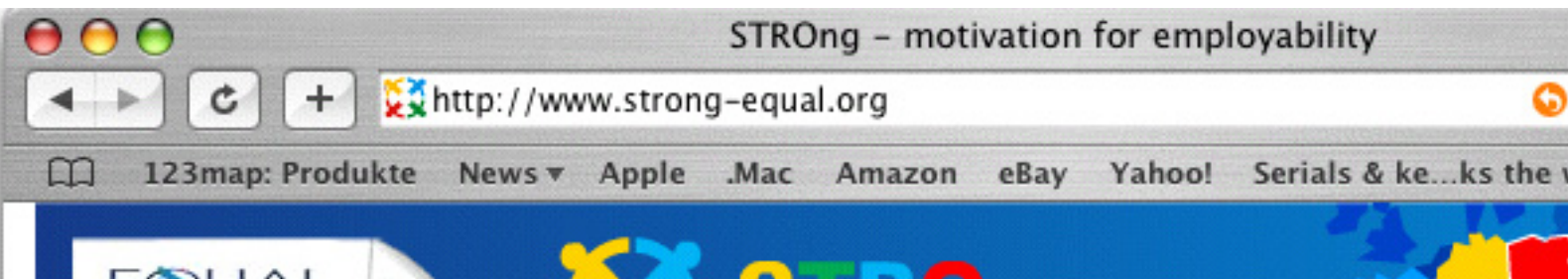
The cookbook not only encourages a taste for international cuisine, but provides information on European regions, their specific products and their history. It serves as an introduction to the English language and also helps people to become familiar with information and communications technology. The working group meeting in Sopot has established the structure of the cookbook and set the deadline for inserting recipes and further information. STRONG is cooking!

vidual projects involved in the DP STAGE. This matrix will be supplemented by the transnational partners and will be considered as the basis for the list of questions which will be prepared for the next working group meeting in Palermo/Italy. This list of questions should help to gain information about the expectations and attitudes of the various participants in the employment market. STRONG is developing!

to extend the period allotted for consideration of the theme of motivation. Motivation is a common theme which for all partners is one of the essential basic questions and problems. STRONG is setting the wheels in motion!

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„Sopot, 4 nations, 5 languages, with hands and feet“

A report from the field

At the invitation of the IBAF sub-project “Kieler Alltagshilfen” (Kiel Aids to Daily Living) in the DP STAGE, I took part as a strategic partner in the second transnational meeting in Sopot/ Poland. I went along curiously and a little nervously – especially since I heard “everything in English”...

On the way to Sopot, I asked myself: “such a lot of time and effort to get a few people into work – is it all really worth it?” I can answer my question with a definite YES. The project phase is not about getting thousands of people into work immediately, but in the first instance about testing new markets, finding partners who will get seriously involved, and travelling further along the way we have begun – that is, creating real jobs. The possibility of trying out this approach within a smaller framework and improving it in a targeted way as we go along provides the great opportunity of really creating jobs which are likely to be sustainable. For all the many ideas and good approaches, there are of course also problems. These problems seem to me to be common to the projects in the various countries, for example the difficulty of finding companies who will get involved and invest time, and the participants, who generally require a lot of guidance and accom-



▲ Anja Griese

paniment along the way, because many of them have been unemployed for a long time or have no training, are often demotivated and lacking in confidence. A regular element of the meeting involves working together in various working groups. Expecting an international cookery manual, fully supported by IT facilities I joined in with the virtual cookery book team. The working group is planning to establish a joint cookery book online.

It is being developed by the people participating in the various sub-projects and is to contain English-language recipes for dishes from different countries. But the people involved in the project quickly agreed that some words simply cannot be translated, but must remain in their original language. I have to confess that I too did not know the English translation for Grützwurst.

In the cookery book there will be an interesting link, not only for cookery buffs – have a look for yourself at www.foodsub.com.

The two days were brimful of a whole range of information, work and intensive exchange. Up until now, for me, Europe has tended to be represented simply by politicians, but after the days in Sopot, my opinion of this has changed. I clearly sensed that Europe is alive and that the nations with

their people are growing together. You will ask me how can I sense something like that? Quite simply, I got to know people from Italy, France, Poland and Germany who are standing together in an open and genuine exchange. They get involved with creativity, patience, and a lot of energy in their commitment to their social projects. All with the same aim - getting people into work. No matter whether those people are young or old, with or without disabilities - they are trying to find areas of employment, trying to open up and test new markets. If there is no work, I even believe that they would manage to invent entirely new work opportunities.

Anja Griese
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Ambulance),
Deputy Chair of the Kieler
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▲ A walk through the town gives new insights.

Brief description of the STROng partner projects



Within the framework of the Community Initiative EQUAL, transnational co-operation is

a key element of the development of partnerships, and, in addition to exchange in specialist areas and product-oriented cooperation, offers the opportunity of making Europe a real, living experience. In this sense, transnational cooperation is a key component of the process of European integration.

It helps to create a living Europe which is really owned by its citizens, and in the international partnership STROng it is not just restricted to the level of management and regulation. Also involved are specialist personnel in the respective sub-projects and the people involved in the individual measures themselves. In the following is a brief description of the partner projects ON THE WAVE, REM and TREND from Poland, France and Italy.

On The Wave – Na Fali, Poland

The main purpose of the DP "Na Fali" is to support the creation and development of the Polish social economy through the establishment of the Centre for Organization of Local Social Entrepreneurship (COLPS) – a model institution which will develop the mechanism for overcoming long-term unemployment and return to the labour market itself as the method of removing discrimination, inequalities and exclusion from the labour market. The Partnership is assuming that COLPS will become the model institution with its operational principles and its mechanism for overcoming long-term unemployment, and that this will become the way to enable the development of a Polish model of social economy as well as combating long-term unemployment. The COLPS model, which depended on discerning and accurately analysing the needs and capabilities of a particular local area, could be used in each region of Po-

land and Europe. The Partnership is assuming that a model method of renewed vocational activity for long-term unemployed people will be developed, which will be adjusted to individual needs and capabilities, in addition to methods of combating discrimination against such people in the labour market. Managing the project is the organisation Caritas, from the Archdiocese of Gdansk, which together with 11 Partners (NGO's, public services, private enterpri-



ses) are running all activities associated with the project. The first group of 40 beneficiaries has already completed the process of motivational training and has begun vocational courses and practice following several professional routes: catering, hotel servi-

ces, geriatric care, child care services etc. Meanwhile, they attend language courses, customer service training, labour law and entrepreneurship courses and more. After 14 months of sustainable training and practice, beneficiaries will be encouraged to start up their own business, especially social cooperatives that strengthen the social economy in particular services of interest to the community.

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REM: Restauration – Employabilité – Mixité, France

The EQUAL development partnership R.E.M. is part of INFREP, a National Institute of Research on Continuing Education. INFREP has extensive experience in relation to the catering and tourism sector, both nationally and internationally. There are 32 INFREP agencies in France, and R.E.M. is linked to an INFREP agency in Beauvais, 60 km from Paris.

In spite of continual efforts within the catering and hotel industry to attract a labour force, this vocational area is encountering increasing difficulties with regard to integra-

tion and winning workers' loyalty. Working conditions can be characterised by low wages, a large turnover of workers, poorly-qualified or unqualified staff, few training possibilities and the need to cope with an imbalance between periods of work and private life. R.E.M.'s project activities are aiming at different target groups: long term unemployed adults and young people, but also at entrepreneurs. Structured activities (surveys, evaluations and reports) will help to improve the image of the catering sector and identify its needs. The

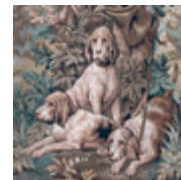
evaluation results will be used to create an image campaign and form the basis for the development of management training modules as well as for training specifically targeted towards unemployed people. A particular focus will be placed on e-learning, life-long learning and achieving compatibility between family and working life (alternative forms of child care).



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infrep



TREND, Italy

The geographic context of the project is Trapani (one of the provinces of Sicily – Italy), with 425,121 inhabitants. Its principal problems could be summarised as follows:

- Higher unemployment rate than national average (12.9% and 8.7% respectively);
- Economy based on agricultural, fishery and tourist sectors;
- Fair tourist flow in some places, but concentrated almost exclusively in the summer period

The objectives of the project are: to encourage employers within the area to develop

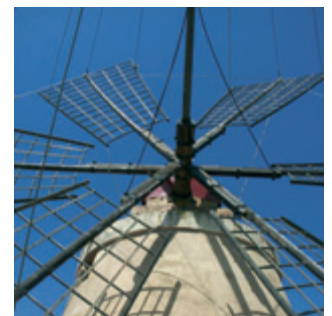
competencies in tourism, by conducting trials of an innovative and functional model to facilitate support, and by combating the tendency to create alienation which is inherent within a continually evolving market. A programme for developing competencies in the fields of tourism marketing, problem solving and communication abilities is already under way, together with a programme to develop capacity for working by means of networking. The different phases of the project comprise a survey, focussed on the needs of employers, training of consultants and of the local labour force interested in tourism.

The project aims at building a network consisting of the DP partners, enterprises and participants within the area. Beneficiaries of each stage of the project are: local SME working in the tourist field; local clerks working in SME, graduates living in the area, partners of DP, organizations taking part of the network, workers belonging to this sector



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Trend



Work – Together!

Central to the IBAF project concept is the development of the social services employment market for people in Kiel seeking work.

The project has two simultaneous aims:

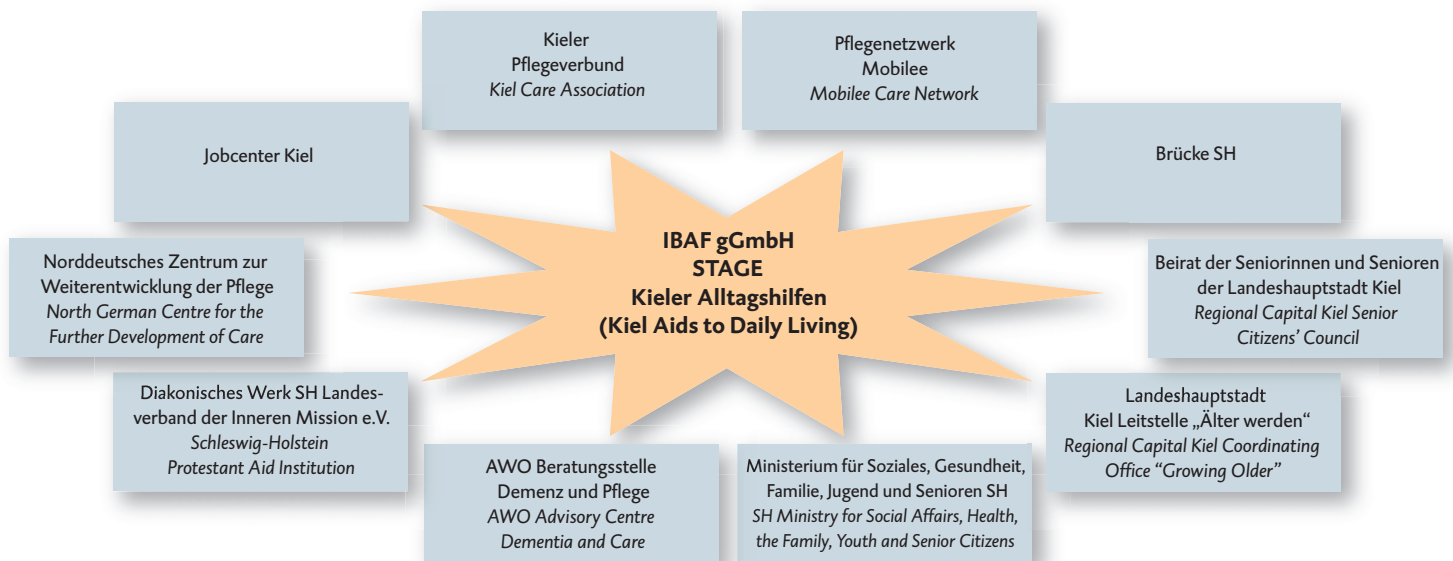
Firstly, older employees who have been unemployed for more than one year and are registered at the Kiel Jobcentre learn within the framework of the project to provide daily living support to people

centre for people with dementia (Brücke SH), as well as the Regional Capital Kiel Care Advisory Centre (Pflegerberatungsstelle der Landeshauptstadt Kiel). These activities include:

- Escort services, e.g. daily tasks and walks
- Help with daily living, e.g. tidying and cleaning together
- Other activities, e.g. cooking, baking or doing crafts together

Within the project, a total of four courses, each involving 20 participants, have been planned for the period from July 2005 to December 2007:

- August 2005 to April 2006 (completed)
- March 2006 to November 2006 (under way)
- August 2006 to April 2007 (Information event for people interested in participating took place at 9:00 am on 22.6.06)
- March 2007 to November 2007



in Kiel requiring this form of care, by undertaking additional household tasks.

This provides those people who take part in the nine-month training and qualification course (which includes 360 hours of theory) with a practical introduction into the ambulant care services, co-operating with the scheme, within the Kieler Pflegeverbund and the Pflgenetz Mobilee, in the flat-sharing community (Mobilee) and the community and rehabilitation

- Events, e.g. preparing together for celebrations, putting up seasonal decorations
- Experiencing life outside the home, e.g. going to concerts, senior citizens' events

Secondly, the cooperating care services receive advice and support, which serves the joint purpose of developing the service sector and creating new job opportunities.

In its work, the sub-project is supported by a network

of strategic partners, who support the project in developing its content and putting it into practice, and in enabling the transfer of knowledge and results. In addition, operational partners are involved in implementing and/or supporting the project in a financial sense, such as, for example, the Kiel Jobcenter and the Land Schleswig-Holstein Ministry for Social Affairs, Health, the Family, Youth and Senior Citizens.

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Kiel Aids to Daily Living

*Good morning my dear folks, I say,
So what shall we be doing today?*

*Time to say farewell, but why?
Our 9 months have now gone by.*

*Back in August off we set,
But we still knew nothing yet.*

*'Kiel Aids to Daily Living', what's that about?
We weren't the only ones going to find out.*

*We saw them in the office sitting there
Nattering about tickets, who's teaching, when and where.*

*The Missus Helmrich, Poling, Bornhold knew what they were
about, Wrapping it all up, sorting it all out.*

*First we all went off to school,
After – 'hands on' was the rule.*

*Then to various places we were sent
And had to see ourselves just how things went.*

*Walking, reading, off to the Doc's we go along,
Play, chat – and maybe sing a little song?*

*Wheelchair training, first-aid course, your health's OK
We loved it as we went from day to day.*

*At kick-off we set off with 21,
And 6 then left us as the course went on.*

*But there's still 15 left at end of play,
So are we going to get a job today?*

*With lots of vim and vigour we set to,
But now in April, sadly, it's all through.*

*Now, you see, my rhyme is o'er,
I can't think of any more.*

*I wish you lots of luck, I do
And you 14 – I often think of you!*

Renate Mühlherr Kiel, 13 April 2006

Kiel Aids to Daily Living

*August to April's a long time to go,
But now those 9 months are all over too.
The first week we were mostly in the dark
But now we've passed our exams – a good mark.
We've learned here lots of things we never knew:
Time management, organisation, and dementia too.
Just what colours of make-up we should apply
And other handy tips as time went by.
The 'wheelchair training' was a really good thing,
And now we're called 'Kiel Aids to Daily Living'.*

*I hope you all get a good job,
That all your plans come to fruition
And leave your warm hearts
With lots of beaming smiles for your people!*

Lidia Schemanski Kiel, 13 April 2006



What you are reading here are poems written by two participants to mark the end of the first course. At the beginning of the course, the participants were troubled by fears, questions and doubts. And at the end? Knowledge gained, exams successfully completed, a sense of togetherness, friendships, and sadness that the course was coming to an end, and for the majority a job and/or continuing training.

Angela Poling



Institut für berufliche
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Kieler
Alltagshilfen

Transnational Exchange of Participants Begins

The second transnational conference of STRONG took place at the end of April 2006 in Poland. At this conference, we had the opportunity to become acquainted with the impressive progress achieved in the Na Fali project. The concept of this project envisages an international exchange of participants, and so at the same time concrete arrangements were established for several visits by the Polish trainees. With STAGE, two dates were agreed respectively for the fields of cookery and of care. The STAGE sub-projects are sharing the task of supervising these trainees, so that all those who take part can



▲ A trainer from BALI instructing Danish trainees

profit from the exchange. The sub-projects DIAL (under the auspices of the project participating organisa-

tion BALI) and the BQM GmbH have agreed to supervise the internship phase in cookery, since both organisa-

tions have training kitchens in which the Polish trainees can be instructed and guided within a professional framework. BALI, which has had years of experience of international exchange, will welcome the first trainees in Lübeck in November 2006. BQM will take responsibility for a second group of trainees who will be arriving in Summer 2007.

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