

**GET READY 2 WORK
ГОТОВИ ЗА РАБОТА!**



**ЕВРОПЕЙСКИ СОЦИАЛЕН ФОНД 2007 – 2013
ОПЕРАТИВНА ПРОГРАМА „РАЗВИТИЕ НА ЧОВЕШКИТЕ РЕСУРСИ”**





Summary:

- **Main objective:** To contribute to integration and active employment of disadvantaged groups by examining and transferring successful models of soft skills trainings, incl. language training and labour market insertion programs for this target group from Austria and Germany.
- **Duration:** 18 months, official start date **01.07.2013**
- **International consortium:**

Bulgaria	CATRO Bulgaria (<i>applicant</i>)	www.catro.com
Bulgaria	FBO (Business Foundation for Education)	www.fbo.bg
Austria	<i>dieBerater</i>	www.dieberater.com
Germany	BUPNET	www.bupnet.de
Associated Partner Bulgaria	Employment Agency	www.az.government.bg
- **Approved project grant:** 278.999,36 BGN
- **Main target groups:**

50 young disadvantaged people (18-29y.)

>from socio-economically disadvantaged backgrounds
>who have failed to complete their education and/or vocational training

10 HR experts from Bulgarian SMEs

>with less knowledge about coaching young people in their job
> not willing to give “difficult” youngsters a second chance

10 Bulgarian trainers

> who want to increase their competences
> who are motivated to train other target group (HR staff)



Main Project Activities

WP 1: Project Management

Main purpose: To ensure that the project objectives will be reached.
To monitor the project progress and ensure partner collaboration and communication.
To control the financial balance.

Core elements:

- Organisation of the transnational project meetings;
- Partner agreements; Internal reporting schedule;
- Detailed allocation of tasks and responsibilities;
- Monitoring and internal evaluation of the project and its outcomes;
- Regular internal and external reporting to the Contracting Authority – MLSP;

Responsible partner:

The applicant in collaboration with all project partners.





Main Project Activities

WP 2: Research and Analysis

Main purpose:

- To research best practice programmes in the areas of soft skills trainings and activation programmes of employment offices in Germany and Austria, incl. exchange programmes for young job seekers and course programmes for HR staff how to deal with difficult youngsters.
- Examine and evaluate the transfer potential of the different programmes.

Core elements:

- A desk research examining European projects on activation of unemployed young people;
- Detailed analysis of the product to be transferred - the EU project “YES – Youth Employment Support”;
- Thorough analysis of several modular-based labour market programmes of Austrian and German employment agencies;
- Analysis of mobility programmes for young jobseekers, esp. of the German programme *IdA (Integration through exchange)*;
- Analysis of the situation in Bulgaria – online survey on the attitudes of HR responsible in SME, concerning the employment of “difficult young people”, 3 in-depth interviews with recruiters in SME about their attitude and needs and 3 in-depth interviews with important stakeholders about the integration of the young unemployed people in BG.



Responsible partner: The applicant in collaboration with all project partners.



WP 2: Research and Analysis

15 questions

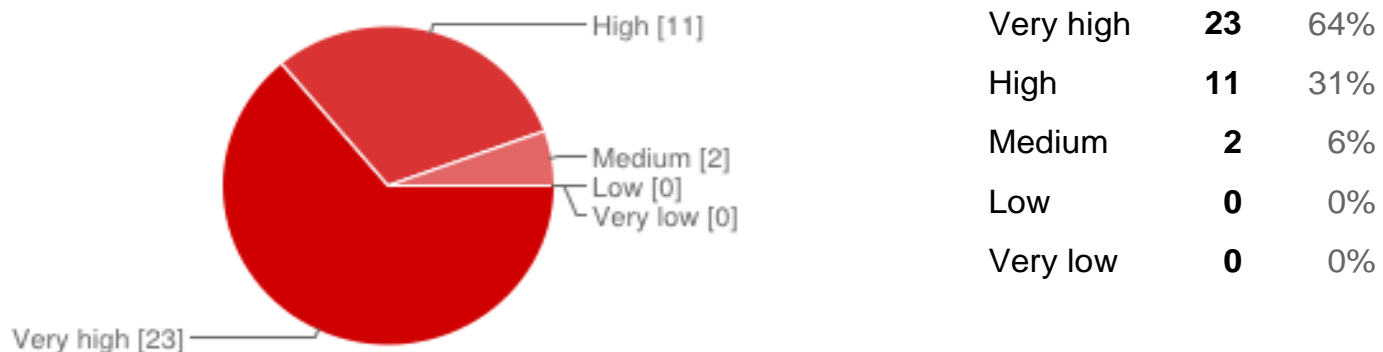
36 companies

over a dozen industries

Main Findings

Social competences ARE valuable:

How would you rate the importance of social, personal and organisational skills and competences for your core business?





Main Findings

Most important social/personal competence in the core business is communication (78%) and customer service:

Communication			Customer orientation		
Level of importance*	Number of votes for this level	% of answers	Level of importance	Number of participants	% of answers
1	0	0%	1	0	0%
2	0	0%	2	2	6%
3	2	6%	3	3	8%
4	6	17%	4	4	11%
5	28	78%	5	27	75%

*the Level of importance is defined on a scale from 1 to 5, where 1 is “very low” and 5 “very high”

Employing Disadvantaged Young People

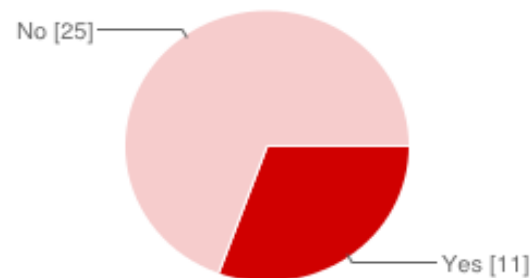
+	-
<ul style="list-style-type: none"> - Positioning as a social responsible employer; - New ideas and creativity 	<ul style="list-style-type: none"> - Concern about social, communication and language skills incl. team work



WP 2: Research and Analysis

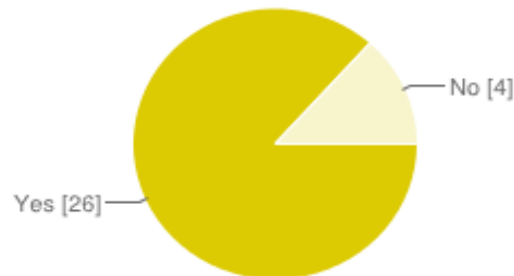
Main Findings

Do you have experience with the employment of young people with disadvantaged background?



Yes	11	31%
No	25	69%

If you do not have such experience, do you have perspectives/readiness to employ such youths in the future?



Yes	26	87%
No	4	13%



Main Project Activities

WP 3: Study Visit

Main purpose: Exchange current strategies and concepts regarding the integration of disadvantaged youths in the labour market between different stakeholders of labour market related institutions from Bulgaria, Austria and Germany.

Core elements:

- Organisation of a study visit which brings together representatives of the Employment Agency in Bulgaria, *AMS* (Austrian Labour Market Service), *Bundesagentur für Arbeit* (Federal Employment Agency, Germany).
- Presentation of successful concepts and workshops and discussion of their suitability for and adaptability to Bulgaria.
- Presentation and analysis of the research outcomes in WP 2.

Responsible partner: *dieBerater* in collaboration with all project partners.

Venue: Vienna, Austria





Main Project Activities

WP 4: Development of draft training and coaching programme

Main purpose: Development of:

- a draft training programme for Bulgarian labour market trainers and career consultants;
- a draft module training programme for young disadvantaged job seekers incl. a guidance manual which promotes transnational mobility for young job seekers;
- a draft training course for HR staff in SMEs which will support and motivate them to give a chance to disadvantaged youths.

Core elements:

- Summary of the research & needs analysis and study visit in WP 2 and WP3
- Definition of training modules according to the identified needs (e.g. soft skills)
- Considering a language course and additional preparatory course for all participants in the mobility module in Austria
- Collection of feedback from all partners
- Development of piloting versions of the training programmes

Responsible partner: CATRO and FBO together with the other partners.





Main Project Activities

WP 5: Piloting

Main purpose: To test and carefully evaluate the training programme for Bulgarian labour market trainers, the training programme for disadvantaged youths, and the training course for recruiters in SME;

Core elements:

- A 3-day train-the-trainer seminar, with facilitators from Germany and Austria for preparation of the Bulgarian trainers to do the pilot training with the other target groups – youngsters and HR staff in SMEs;
- Piloting of the training programmes for the youngster the HR experts through the Bulgarian project team members and the Bulgarian trainers which joined the train-the-trainer programme;
- Piloting of the Transnational Mobility module for 10 selected participants among the 50 youngsters;
- Research of placement opportunities in the participating SMEs.

Responsible partner: CATRO and FBO in Bulgaria, BUPNET in Germany and main role of *dieBerater* for the mobility module in Austria.





Main Project Activities

WP 6: Finalization of the training programmes

Main purpose:

- To finalize the drafts of the main project products - a train-the-trainer seminar for Bulgarian labour market trainers; a guidance manual which promotes transnational mobility for young job seekers; a training course for HR staff in SME;
- Production of the “Get ready 2 work” manual for trainers with the modular training program for disadvantaged youth incl. training instructions, exercises etc. – 100 pages including a CD;
- Production of descriptive brochure with introduction to the HR staff in SMEs on employing young difficult people, how to accompany and motivate them.

Core elements:

- Discussion of the results of the piloting and evaluation activities with feedback from participants and evaluators in the partnership;
- Drawing conclusions for eventual adaptations/modifications before the finalisation of the main products;
- Implementation of the modifications and finalization of all products;
- Final editing of multi-author publications, professional translation of texts in Bulgarian;
- Management of the design, layout and print processes;

Responsible partner: CATRO in collaboration with all project partners.



Main Project Activities

WP 7: Dissemination and mainstreaming

Main purpose: To provide visibility to the project and its results to Bulgarian stakeholders
Implement awareness-raising events and materials to reach potential users or beneficiaries of the project
Set-up a website with all information about the project
Provide the project with a brand image for all the materials produced

Core elements:

- Develop a national dissemination strategy
- Virtual activities: website, newsletters, online broadcasting
- Face- to-face events: project presentations at conferences /seminars/meetings
- Mailing List with 50 SMEs informing them about the project, personal meetings for potential collaboration – with at least 5 SMEs
- Distribution of hard-copy dissemination materials: project flyer, project poster, Get ready to work product brochure
- Contributions to mass media: press articles, press conferences (at key milestones), contacts to TV and radio broadcasters
- Organisation of a final dissemination conference in Sofia with large participation of stakeholders and media



Responsible Partner: CATRO in collaboration with all project partners.



Detailed description of the training program

Get ready 2 work - programme			
train-the-trainer seminar (3 day training)			
Bulgarian trainers will receive a 3-day seminar, which will contain the innovative elements of the projects and initiatives previously examined and prepares them do to a modular based-programme for the Bulgarian labor market service themselves supported through the project team			
training programme for staff managers in Bulgarian SMEs			
Module 1 - Training		Module 2 - Coaching	
Development of a knowledge pool (based on YES) for staff manager in SME, how to work with difficult youngsters, the knowledge of the pool will be transferred into live training sessions and workshops, the training will be done by the project consortium		The staff managers who did the training will get attending coaching during the first period of the placement phase	
modular-based training programme for young people			
Module 1 - goal defintion, activation	Module 2 & 3 - content moduls	Module 4 - mobility modul	Module 5 - placement incl. Implacement
This training modul contains motivation and activation elements for the youngsters and agreements about personal goals of the participants.	The content modules will be about skills, skills which will increase the qualification of the youngsters on the labor market. Planned contends are languages and soft skills.	In this module the identified mobility best-practice action(s) will be adapted and piloted, up to 15 youngster will have the chance to go abroad.	The project consortium tries to arrange placements for the youngsters in a SME which joined the project or among the companies in the network of the project partner or associated partners.



Project Timeline

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. Research and Analysis	Active	Active	Active	Active	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
2. Study Visits	Light	Light	Light	Light	Light	Active	Active	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
3. Development of the draft training Program	Light	Light	Light	Light	Active	Active	Active	Active	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light
4. Piloting	Light	Light	Light	Light	Light	Light	Light	Light	Active	Active	Active	Active	Active	Active	Light	Light	Light	Light
5. Finalization of the training program	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Light	Active	Active	Light	Light
6. Dissemination	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active

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