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PROTECȚIEI SOCIALE  
AMPOSDRU



Fondul Social European  
POSDRU 2007-2013



Instrumente Structurale  
2007-2013



"AUR" – ASOCIAȚIA NAȚIONALĂ A  
SPECIALIȘTILOR ÎN RESURSE  
UMANE

Project co financed by the European Social Fund through the Operational Program for the Development of Human Resources 2007- 2013

**Invest in People!**

**Priority Axis 6 „ Promoting social inclusion”**

Main field of intervention 6.1: **“Social economy development”**

**POSDRU/84/6.1/S/57308**

# Creating and promoting social economy instruments for the inclusion of marginalized groups on the labour market

POSDRU/84/6.1/S/57308





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## Creating and promoting social economy instruments for the inclusion of marginalized groups on the labour market

- Project co financed by the *European Social Fund* through the **Operational Program for the Development of Human Resources 2007- 2013, Priority Axis 6 „ Promoting social inclusion”**, Main field of intervention 6.1: **“Social economy development”** reference number for the grant contract POSDRU/84/6.1/S/57308.
- **Implementation period** : July 1, 2010 – June 30, 2013.
- **The total amount of the project**: 11953966.00 Lei.
- **Beneficiary**: „AUR” – The National Association of Human Resources Specialists

### Partners:

- “Babes-Bolyai” University, Cluj-Napoca
- S.C. SIVECO ROMANIA S.A., Bucharest
- Post Privatisation Foundation, Bucharest
- KARAT Coalition, Warsaw – Poland





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## Main objective

- the development of social economy structures with the aim of integrating the marginalized groups on the labour market on 3 regions of Romania: West, North-West and North-East.

## Specific objectives

- Improving the capacity of social economy entities to support the social economy;
- Promoting the ability of handling a job of a group of 120 people at risk of social exclusion;
- Improving the capacity of 160 actors of social economy (100 social workers and 60 specialists in social economy) to support more actively the development of this segment of the economy.





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## Target group

- People at risk of social exclusion :
  - 30 Roma people;
  - 30 women with ages over 45 years, looking for a job;
  - 30 young people with ages over 18 years, leaving the social protection system;
  - 30 single-parent families.
- Actors of social economy :
  - 60 specialists in social economy;
  - 100 social workers.
- Entities of Social economy (SMEs open to models of social economy).





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## The need for project implementation

- **High risk of social exclusion** due to:
  - the lack of educational opportunities;
  - the lack of formal and informal mechanisms facilitating the integration on labor market of marginalized persons;
  - the lack of structures to allow marginalized persons to improve their professional and entrepreneurial skills.
- **The need of multi-stakeholders partnerships to ensure the sustainability of social economy programmes**, involving simultaneously marginalized groups, social enterprises managers, social workers and social economy specialists.





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## The need for project implementation

- **The need of a local solution for the employment of work force**, adapted to the needs and opportunities of each region: models adapted to the local specificity, which could be multiplied, depending on the skills of each marginalized group.
- **The need of professional training and education** in the field of social economy.
- **The lack of entrepreneurial culture** and of **responsible management** orientated toward marginalized groups of Romanian business sector.





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## Innovative character of the project

- **Development of specific integration programmes for marginalized groups:** training, internships, mentoring and management programmes;
- **Development of integration structures on the labor market :** workshops, fairs, meetings with managers willing to get involved in social economy activities;
- **Promotion of the social economy** by creating a **Social Economy Association** and a **Social Inclusion Brand**;
- **Creation of 6 social enterprises.**





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## Expected results

- Identification of concrete needs regarding the employment/job creation, opportunities for employment, skills and level of craft and entrepreneurial skills of individuals from marginalized groups.
- Understanding the business attitudes towards the programs of social economy.
- Understanding the opportunities and challenges, of benefits and difficulties of inclusion models and of partnerships between marginalized persons and profit entities.
- Reunion of a minimum of 20 legal persons involved in social economy in a non-profit legal entity.
- Creation of a social inclusion brand for the use of social economy entities.







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## Expected results

- More than 2000 social and economic actors informed on social economy instruments developed under the project.
- Development of abilities and entrepreneurial skills of 24 persons at risk of social exclusion.
- Skills developed in support of social economy for 100 social workers and 60 specialists in social economy.
- 24 persons at risk of social exclusion employed in the 6 social enterprises created.
- 6 social enterprises created and operating.
- Minimum 40 partnerships initiated by persons at risk of social exclusion/social enterprises and/or other economic entities.





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## Value added / project sustainability

- Extra awareness of the benefits of partnerships between small businesses and groups at risk of exclusion;
- Stimulation of artistic and entrepreneurial skills among persons at risk of exclusion;
- Creation of innovative and sustainable instruments of social economy;
- Training of social workers, managers and professionals in the social economy;
- Creation of formal and informal structures, for the interaction between the four groups at risk of social exclusion, between the marginalized groups and managers, entrepreneurs and social economy specialists;
- Development and approval of occupational standards „social enterprise manager” and “*social economy specialist*”.

