



Be a producer (2012-2014 >> 15) Ministry of Labour and Social Security

POLICY LEARNING
FORUM

Vocational training
for the long-term unemployed

Learning from inspiring
practices

Thessaloniki, Greece
15 and 16 June 2017



CEDEFOP
European Centre for the Development
of Vocational Training

What it is

- ▶ A TOPEKO project (local actions for social inclusion of vulnerable groups) co-funded by the EU, Priority Axis 4 "Full integration of human resources in a society of equal opportunities" of the OP-HRD of the Ministry of Labour and Social Security
- ▶ For 80 LTUs in the predominantly agricultural area of Larissa (Larissa & Kileler Municipalities) in Greece
- ▶ To activate public and private local key actors to form development partnerships to develop tailor-made action plans for social inclusion and employability based on local key development areas, whose growth potential would be used to promote the employability of the LTU mainly through business creation and social entrepreneurship
- ▶ During the project LTUs benefited from:
 - Mapping their individual, skills, abilities, interests, aptitudes and aspirations and career guidance needs
 - Individual/group counselling, support & empowerment
 - Vocational Education & Training (VET) based on occupational profile (theory & on-the-job training).
 - Training and certification in the "Sense of Initiative & Entrepreneurship" (30 hours, ERF, KC No7)
 - Coaching & mentoring, to reduce business risk & to improve business skills (individual/group)
 - Social entrepreneurship expertise
 - Business plan development and start-up support
 - Networking & awareness raising activities
 - An e-shop to help promote their products, bypassing the intermediaries to keep prices low to benefit of both consumers and producers
- ▶ Results were assessed three months after the end of the project in terms of matching of LTUs in local jobs and sustainability of business creation

How it works

- ▶ The project analysed strengths, weaknesses, opportunities and threats (SWOT) of the region and the existing structure of farms. An action plan was developed proposing the production and promotion of agricultural products (selected fruits, vegetables and herbs) with integrated & sustainable management system as a key solution to sustainable (social) entrepreneurship & business creation
- ▶ The project helps LTUs:
 - start an agricultural business or social cooperative,
 - gain the qualifications to benefit from other investment programmes,
 - acquire skills that will meet identified needs of local businesses that will hire them
- ▶ Among the project results were:
 - 46 beneficiaries created "Gi Thessalis" Social Cooperative Enterprise (awarded the "Green Social Enterprise 2014" prize in "Social Business Excellence Awards" competition held under the auspices of the Ministry of Development and Competitiveness)
 - 7 beneficiaries started their own farm
 - 13 beneficiaries submitted crop statement (yearly)
 - 16 beneficiaries got placed in local jobs
 - 29 business plans: 28 for private agricultural business, 1 for a social cooperative
 - 32 tailor made Integrated Crop Management Systems (according to Agro 2.1-2.2 standard)
- ▶ Planned developments: Microfinancing and regional support mechanisms for social enterprises to disseminate the idea of the social economy through networks (expected to be included in the Operational Programme within the local development plans). Implemented actions: new social economy enterprises law and wage subsidy for private social cooperatives hiring beneficiaries (15€/day for 4 months)

Who is involved

Development partnership representing:

1. DIMITRA consulting (coordination, analysis, training, support, dissemination, awareness raising)
2. Regional Government of Thessaly and Larissa and Kileler municipalities (networking to sensitize and inform the business world and employer organizations and the local community)
3. Sector expertise - University of Applied Sciences/ Department of Plant Production, Agricultural Development SA (networking with other producers, consulting and business plan development, business start-up support)
4. Institute for Psychosocial Development (individual psychological support, group counselling, empowerment)

More information

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On the web

www.dimitra.gr

(General information, in Greek and English)

<http://www.gineparagogos.gr/en/>

(project website, in English)