

Equal



EUROPEAN UNION
European Social Fund

Lisbon: Connecting Policy with Practice

Programme

A decorative graphic at the bottom of the page consists of a dark blue background with a white curved line. Along this line, several yellow five-pointed stars are arranged in a slightly wavy pattern, mimicking the stars on the European Union flag.

7th November 2007
West Midlands in Europe
Brussels

Welcome



Councillor Paul Tilsley, MBE
Deputy Leader, Birmingham City Council

I am delighted to welcome you to our Equal event, '**Lisbon: Connecting Policy with Practice**'. Today we will be celebrating the achievements of Equal and showcasing the contributions of 17 Development Partnerships (DPs) from 9 Member States.

During the period 2005-2007, the DPs have worked together within 4 thematic partnerships piloting, testing and exploring new ways of tackling discrimination in the labour market. These themes were Gender Equality, Lifelong Learning, Workplace Adaptability and Asylum Seekers/Refugees. Throughout this period, the University of Birmingham has followed the progress of the DPs, setting the context of their work alongside the European Union Lisbon Objectives and European Employment Guidelines.

The partnerships have generated many successes, and I believe that the lessons learnt from these have great potential to mainstream new ideas and new thinking into future programmes, including the new ESF programme 2007-2013. The University of Birmingham has highlighted a total of 33 policy recommendations, which have been presented in 5 reports. These have captured the collective experiences of the DPs, and I hope that the good practice and innovation highlighted will create a lasting legacy beyond Equal.

This brochure contains all the key information about today's programme, including the agenda, speaker biographies, DP summaries, outcomes and delegate details.

Finally, I encourage you to look around the networking and showcase area on the 6th floor, where each of the DPs will be happy to speak more about their activities and their achievements.

Enjoy the event

A handwritten signature in black ink, which appears to read "Paul Tilsley". The signature is fluid and cursive.

Councillor Paul Tilsley, MBE.

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Speaker Biographies

Graham Meadows



Graham Meadows was born in 1941 and has an MA (Hons.) in Political Economy from the University of Edinburgh (1973). He entered the service of the European Commission in 1975.

1975 -1980, Member of Agricultural Policy Unit in DG AGRI dealing with agricultural prices, incomes, monetary affairs, special market problems, European Parliamentary affairs, price negotiations Council of Ministers

1981 - 1985, Adviser in the Cabinet of President of the Commission Gaston E. Thorn on agricultural, fisheries and environment policy

1985 - 1989, Chef de Cabinet of Mr Stanley Clinton Davis, Member of the Commission of the EC responsible for Environment, Nuclear Safety and Transport

1989 - 2006 in DG Regional Policy

1989 - 1994, Director, responsible for industrial (Objective 2) and rural (Objective 5) regions

1995 - 1999, Director, responsible for interventions in United Kingdom, Germany and France

2000 - 2003 Director, responsible for interventions in Greece, Italy and France and the co-ordination of policy for ultra-peripheral regions

2003 to 2006, Director General, responsible for the direction and management of European Regional Policy

Since March 2007, Special adviser to Commissioner Vladimir Spidla, Member of the European Commission responsible for Social Policy.

Liz Lynne MEP



Born in January 1948, Liz Lynne worked as an actress (1966-89) before becoming a freelance speech and voice consultant (1989-92). She was an MP for 5 years before becoming an MEP in 1999.

Party Parliamentary candidate (Liberal Alliance) Harwich 1987: MP (Lib-Dem) Rochdale

1992-97, shadow spokesperson on Health & Community Care, Social Security & Disability.

MEP, West Midlands 1999, re-elected 2004: Vice President Committee on Employment and Social Affairs; member Subcommittee on Human Rights; member of delegation for relations with South Asia and South Asia Association for Regional Co-operation; Vice-President All Party Disability Intergroup; Co-chair of the Parliamentary Intergroup on AGE; Co-chair of MEPs Against Cancer (MAC).

Thomas Mann MEP



Vice-Chairman of the European Parliament Committee for Employment and Social Affairs
Group of the European People's Party (Christian Democrats) and European Democrats (Germany)

Member of the European Parliament (since 1994). Deputy co-ordinator, Ad Hoc Committee on Employment (1994-1995). EPP Group deputy co-ordinator, Committee on Employment and Social Affairs (1999-2004). President, European Parliament Tibet Intergroup (since 1999).
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Raül Romeva I Rueda MEP



Member of the European Parliament
Vice-Chairman of the European Parliament Committee for Women's Rights and Gender Equality
Group of the Greens/European Free Alliance (Spain)

Raül Romeva was born in 1971, in Barcelona, Spain and has a PhD in International Relations. He was senior analyst and consultant on armed conflicts and post-war contexts, and United Nations consultant on post-war rehabilitation and disarmament before becoming an MEP.

Romeva worked as researcher and research co-ordinator at the Early Alert Unit of the School of Culture of Peace (Autonomous University of Barcelona) from 1998 to 2004, where he also lectured in International Relations (1994 to 2002). He was researcher on peace and disarmament issues at Catalonia's UNESCO Centre (1994 to 1998) and senior assistant to the UNESCO Representative in Bosnia-Herzegovina (1995 to 1996). In addition, he was also responsible for the Education reconstruction programme undertaken by UNESCO in Bosnia-Herzegovina during the same period. He also acted as OSCE supervisor to the elections in Bosnia-Herzegovina in both 1996 and 1997.

Gerhard Braeunling



Gerhard Braeunling is currently Head of Sector in the Employment, Social Affairs and Equal Opportunities DG. He is responsible for the Community Initiative EQUAL and for the support of interregional and transnational co-operation under the ESF 2007-2013. Before joining the Commission, he was director of innovation research at the Fraunhofer Society in Germany.

Renáta Haroková (Speaker to be confirmed)

Head of Equal Unit
Ministry of Social Affairs and Labour
Czech Republic

Jon Bloomfield



Born in London in 1950, Jon Bloomfield trained as a historian and has a Doctorate in Post-war Czechoslovakia from Cambridge University.

He currently divides his time between two roles - Head of European Policy at the West Midlands Regional Development Agency (RDA) and Honorary Lecturer in the School of Public Policy at Birmingham University. At the RDA he is responsible for advising the Agency on European Policy issues; promoting its links with EU institutions and EU regions; maximising the engagement of West Midlands institutions in the EU research and development programmes and leading the Agency's work on the 2007-2013 Structural Fund programmes. At Birmingham University, he pursues a range of European research interests, which includes work on governance, labour markets, migration and the role of cities.

He has written and edited several books, has a keen interest in current affairs and covered the 1989 Velvet Revolution and subsequent events for 'The Guardian.'

Ken Lambert



Ken is currently responsible for the ESF England Objective 3 programme, the EQUAL Community Initiative, and for implementation of the 2007-2013 England ESF Programme. He was the project manager for twinning projects in the Czech Republic and Slovakia, helping these new Member States get to grips with the complexities of ESF funding. He started work relating to ESF in 2001, when he was responsible for introducing the simplified co-financing system of delivery into mainstream ESF programmes.

Before that he worked for ten years on management and performance information and systems relating to Training & Enterprise Councils (TECs) and Careers Services, and was responsible for the development and publication of annual Performance Indicators for TECs and Careers Services and for the annual Careers Service post 16 Destinations Survey.

His long career in the civil service started in 1973 as an Employment Adviser in various Jobcentres in Edinburgh.

The Scottish connection began as a student at the University of St Andrews, where Ken gained a Master of Arts degree in Russian language and literature.

Florence Gérard



Member of the IFAPLAN EUROPS team assisting the Commission in the implementation of EQUAL, in particular on gender equality issues. She has facilitated several working groups which contributed to a "Living Document" on desegregation, reconciliation, attitudinal change and gender mainstreaming and has focused i.a. on Transnationality in Desegregation Partnerships. Prior to this assignment, Florence was deputy-director of the technical assistance office for the NOW programme. Her European experience in equal opportunities issues dates back to the preparation of the 1976 Directive on equal treatment for men and women in employment, vocational training, promotion and working conditions.

Agenda

Chair: Councillor Paul Tilsley MBE, Deputy Leader of Birmingham City Council

09.30 - 10.00: Registration and Coffees

10.00 - 10.30: Welcome and Keynote Speeches

- **Graham Meadows**, Special Advisor to Commissioner Spidla, Head of DG Employment, European Commission
- **Liz Lynne**, West Midlands MEP and Vice Chair of the European Parliament Employment and Social Welfare Committee
- **Raül Romeva I Rueda**, Catalan MEP and Vice Chair of the European Parliament Committee for Women's Rights and Equality
- **Thomas Mann**, German MEP and Vice Chair of the European Parliament Employment and Social Welfare Committee

10.30 - 11.00: Policy Presentation:

- **Jon Bloomfield**, University of Birmingham

11.00 - 12.00: Panel: Questions and Answers

- **Gerhard Braeunling**, Head of Section, Transnationality - ESF, DG Employment, European Commission
- **Ken Lambert**, Operations Manager, ESF, Department for Work and Pensions, UK
- **Florence Gérard**, Senior Consultant, IFAPLAN EUROPS, assisting the European Commission in the implementation of Equal
- **Renàta Harkovà**, Head of Equal Unit, Ministry of Labour and Social Affairs, Czech Republic

12.00 - 14.00: Showcase and Networking, including lunch

BRIDGES OVER BORDERS

Theme: Lifelong Learning

COMMUNITY CENTRE OF BOHEMIAN SWITZERLAND, Krásná Lípa, Czech Republic



Introduction

The following organizations co-operated in the Community Center of Bohemian Switzerland project: The city of Krásná Lípa; Bohemian Switzerland; Agnetura Pond Civil Association and Employment Office Din.

Project aims

- To provide a meeting place as well as access to lifelong education and facilities, including a computer classroom with internet access
- To provide individual counselling.

Activities/Achievements

- 9 x 1 year accredited retraining programme units, combining education, practical hands-on experience, work assistance and counselling, aimed at those with few or no qualifications
- Supported employment opportunities offered to disadvantaged people.
- Job counselling and childcare support to give parents on maternity leave the chance to gain further education
- Opening an entrepreneurial counselling centre firmly targeted at small entrepreneurs and those wishing to start their own business.

BRIDGES TO WORK, Bavaria, Germany



Introduction

Bridges to Work focuses its efforts on qualifications in service sectors such as: the hotel and catering industry; tourism services; health and wellness; care and other services.

Project aims

To encourage and support small and medium-sized enterprises (SMEs), the employed and the unemployed, by helping them through various projects and activities to cope with structural and economic changes.

Activities/Achievements

- Training for over 400 companies, reaching around 2,300 employees
- Qualification and support measures for over 3,000 unemployed people, placing about 1,000 in the primary labour market or self-employment e.g. Regional Centres of Competencies, Coaching offices
- Innovative training concepts
- Organising a national creative competition and exhibition, encouraging employers to promote family-friendly policies within companies
- Organising a two month long “Work in Progress“ Film Festival with 23 events reaching over 1,000 people
- Creating a successful, large, labour market network, including over 80 labour, economy, and education partner organisations

Innovative products and services in the field of Gender Mainstreaming:

- “Gender Rally“ Board Game

- Gender mainstreaming brochure – “Wie bring ich’s an den Mann?“ (How to Approach and Motivate Men for Gender Mainstreaming Activities)
- Boys’ Day - promoting jobs and training in the social sector for men
- Internet based “Family Auditing and Gender Analysis Tool” and workshops
- Work-Life Balance seminars for managers
- Online employment and recruitment portal, helping the user create, store and edit their CVs free of charge.

ENGAGE, Birmingham and Solihull, UK



Introduction

Initially created to widen participation and address the impact of diminishing adult participation and funding in Birmingham and Solihull, Engage identifies imbalances in learning participation by under-represented groups.

Project aims

- To develop, trial, evaluate & mainstream innovative methods of engagement including adult learning & skills development for non-traditional learners, encouraging ‘users as developers’ through ICT and IAG
- To focus on geographical areas of disadvantage & non-participation, engaging the Voluntary Sector, Skills for Life/Cultural & Linguistic Impact
- To increase individual and community empowerment and engagement

Activities/Achievements

- **My Time Women** – in depth study into the non-engagement of women into learning with a particular focus on the socio-cultural
- **Barrier Breaks** – free software tool to measure levels of self-esteem, confidence, anxiety and motivation. This was tested and mainstreamed in September 2007
- **Learning through Health Project** – enticing non-engaged individuals into a learning environment through personal health advancement
- **Digital CV** – Video footage / voice commentary of beneficiaries demonstrating their skills and talking about their experiences stored onto a DVD – called a Digital CV
- **National Engage** – Projects supporting offenders in gaining skills and improving their employability
- **Voice of the Learner** – a mechanism for learners and potential learners to influence providers, planning and local policy
- **Second Life (SL)** – a 3D, immersive, virtual part of World Wide Web. An Engage ‘Island’ will hold and demonstrate successful outputs of all projects

FÜZESABONY REHABILITATION CENTRE, Hungary



Introduction

The DP was created in an underprivileged micro region of Hungary. By establishing a Regional Rehabilitation Centre, utilising the most innovative and effective elements of the project and with the cooperation of the regional Labour Service, it is our intention to create a specialist service, which could actively help the medical, and employment rehabilitation of disadvantaged people in the target groups, thus aiding their reintegration to the labour market.

Project aims

- To provide a platform to mainstream the processes and systems, on a national and international level as well as provide a high number of outcomes, i.e. project beneficiaries integrated into the open labour market.
- To help disadvantaged people integrate into the labour market.
- The realisation of a versatile rehabilitation program to increase the success on the labour market of:
 - o people with physical, mental and learning disabilities (including those undergoing treatment)
 - o the Roma minority
 - o women over the age of 45
- The development of innovative training methods.

Activities/Achievements

- Implementation of a training programme for 60 clients and the employment of 30 of these people, to help their reintegration into the open labour market.
- Providing psychosocial group therapy, mental health support, rehabilitation and physiotherapy treatments, travel and transport assistance and access to information technology support and training to members of the target group.

LEARN FOREVER, Austria



Introduction

Learn forever implements basic actions for successful learning and further education, thus preparing people to fulfil the expectations of professional life. Learn Forever works to counteract gender, age and educational disparities. With its focus clearly on the needs of women – Learn Forever works with, and not for, women.

Project aims

- To encourage female non-learners to participate in further education, thus providing them with access to the information and knowledge society.

Activities/Achievements:

- Information and Communication Technologies (ICT) Learning Workshops - developed and tested in rural areas. The model describes new target group specific, local educational opportunities for female non-learners, enhancing the competence for lifelong learning by using new ICT
- Redesigning Learning Processes. Learning Arrangements in Educational Work with female non-learners. A didactic model of a learning arrangement to promote self-directed learning competence for the target group by means of new media is developed, tested and recorded
- The development of Collection Methods to promote self-directed learning for female non-learners by means of ICT, are now available
- Potential Analysis for non-traditional learners - comprehensive collection of newly developed or adapted instruments for the potential analysis of female non-learners.
- Computing for Beginners CDs – contains a catalogue of criteria describing factors for a learning CD appropriate for beginners and illustrate risks, chances and advantages of the use of current learning CDs for the target group of female non-learners.

CONCENTUS

Theme: Asylum Seekers and Refugees

ASPIRE, Birmingham and Solihull, UK

ASPIRE (Asylum Seekers Pursuing Integration, Refuge and Empowerment)



Introduction

The current structure of ASPIRE includes 31 DP Partners from the LSC, local authority, higher education, voluntary and community sectors.

Project aims

- To pilot creative ways to ensure individuals and organisations can support people seeking asylum in order that their time awaiting a decision is constructive and useful and enables them to prepare more effectively for their next step.

Activities/Achievements

- **Art** - Art organisations: Banner Theatre, Sound It Out & Artsites have put on shows & exhibitions, developed dissemination materials and are currently producing an educational DVD
- **English for Users of Other Languages** – ESOL. The project workers in this theme have worked with asylum seekers to produce customised ESOL teaching material
- **Capacity Building** - Creation of Toolkits, support for development agencies, Welcome Packs and a Service Directory Online have been created
- **Volunteering** - Delivered and piloted impact analysis tools within volunteering – this helps to measure the impact of the project on asylum seekers in terms of confidence and integration etc. A pilot of skills audits within volunteering has also taken place
- **Promoting Networks** - Development of Curriculum by Refugee and Community Organisations based around culturally sensitive counselling skills, and forming networks within objective groups to network and share best practice.

BRIDGE, Berlin, Germany



Introduction/Project aims

To help asylum seekers and refugees gain the professional qualifications, which will give them a better chance in making a new start, regardless of where they ultimately end up living. Bridge is free of charge.

Activities/Achievements

- Guidance Counselling System, (GCS) - helps asylum seekers and refugees deal with the many uncertainties they face, such as not knowing whether they will find a new home or eventually return to their country of origin. The GCS consists of: competence assessment, competence development to obtain qualifications and competence development through work placements. This is supported by:
 - Counselling and personal support from members/mentors
 - Psycho-social counselling, especially for victims of torture
 - Resettlement counselling
 - Personal support from mentors
 - Basic German language courses and ICT training

- The creation of a functional, tailor-made solution for qualification and training
- The establishment of regular DP meetings
- Counselling, supervision, guidance, competence assessment, qualifications, work experience and empowerment sessions are evaluated and recorded by Bridge

Further achievements and products include

- Joint study
- Empowerment Toolkit
- Promotional Film
- Case study reports

INTERCULTURAL CENTER FOR
VOCATIONAL ADAPTATION, (MCAZ)
Warsaw, Poland



Introduction

The partnership comprises: The Institute of Social Prevention and Re-socialisation in the Department of Applied Social Sciences and Re-socialisation at Warsaw University; National Centre for Support of Continuing and Vocational Education, Warsaw; Warsaw Centre for Family Assistance; Foundation against Trafficking of Humans – La Strada and The Centre for Education and Rehabilitation in Konstancin.

Project aims

- To facilitate access to the labour market for immigrants, refugees and minorities entitled to work in Poland
- To eliminate or minimise discrimination against culturally diverse people in the Polish labour market

Activities/Achievements

- Specialised training courses for 2 recipient groups
 1. Polish language and culture courses and courses for small business activities for culturally diverse attendees
 2. Intercultural communication courses for Polish professionals (vocational counsellors, social workers, education managers and employers) who deal with immigrants and refugees within the labour market
- Operation of the Intercultural Centre for Vocational Counselling for Refugees and Immigrants which provides vocational, legal, psychological and family advice and counselling. The Centre promotes multicultural working teams and helps with recognition of diplomas and qualifications.
- Crisis management

The Centre aids conflict negotiations between immigrants and the local population, and offers vocational rehabilitation for people with disabilities and assistance to victims of human trafficking and social exclusion.

Introduction

The purpose of the Inclusion Refugees Network is to raise awareness and develop an inclusive network that will aid the successful integration of asylum seekers and refugees.

Project aims

- Raise awareness of asylum seeker and refugee issues amongst those working in services aimed at these groups
- Raise awareness of the phenomenon of asylum seekers and refugees among citizens
- Experiment with a new form of inclusion by placing refugees with families
- Concept of inclusion to be defined by a group of refugees who also draw up the guidelines aimed at achieving effective inclusion and integration
- Involve asylum seekers and refugees in the management of the issue of inclusion by drawing up experimental guidelines.

Activities /Achievements

- Project Management
- Modelling
- Focusing on the territory
- Focusing on institutions
- Experimenting
- Dissemination and mainstreaming
- Transnationality.

Introduction

The 32 members of the DP literally cover all sizes and sectors from County Councils to private companies employing 2 people, TUC and Social Enterprises, Universities and Learning and Skills Councils.

Project aims

- To develop quality, work life balance practice as part of a regional strategy for Corporate Social Responsibility, thus highlighting the West Midlands as an attractive region in which to invest, work and live. The DP has been concerned with piloting and progressing innovative approaches to policy and practice areas that have the potential to raise the level of skills in the workplace, improving business performance and countering Social Exclusion.

Activities/Achievements

- Employer Engagement: Across the West Midlands we have a number of Employer Network Groups who meet specifically to promote Work Life Balance; variety of Work Life Balance Guides for Employers; “Heart and Soul” days and a Work Life Balance CD for NHS employees; Stress Management Workshops; a range of Workshops and Best Practice Awards for employers; Performance Management Guides and a Guide to Work Life Balance for people with Disabilities; supporting women into Management and Leadership; Start up and development support for women in business; coaching and mentoring and personal empowerment programmes for individuals.
- Qualifications and Standards: Staffordshire University now have a fully validated Foundation Degree in Work Life Balance and Work Life Balance is being built into quality standards for social enterprises.
- Research into Work Life Balance and: Faith; Social Class; Remote working; Urban and Rural issues; Age and Employment; Attitudes of Learners aged 16 plus; Disability; Social Enterprises and Health and Wellbeing.
- Transnational: Working with Spain, Slovakia and Italy we have created an Interactive Tool for employers alongside Case studies, A Glossary of Work Life Balance, Top Tips booklets on Diversity and CSR, a Female Entrepreneur Website and Research into Changing Roles in Society and a New Uses of Time feasibility study.
- “Top Tips” booklets on Health, Time, Planning, Business, Skills.

Introduction

The general objective of the project is the promotion and support of the social responsibility of Small and Medium Enterprises, (SMEs), for the improvement of employment quality in the territory.

Project aims

- To raise awareness of, and promote Corporate Social Responsibility among SMEs and in the territories participating in the project by taking action in favour of socially responsible territories and organizations.

Activities/Achievements

- Raising awareness of Corporate Social Responsibility (CSR) amongst public administrations (mainly local) and SMEs
- Development of specific tools for diagnosis and implementation of CSR good practice into SMEs
- Assisting SMEs to diagnose and implement CSR good practice in different areas: environment, work life balance, quality of working conditions and transparency.

STORE, Rome, Italy

Introduction

Consorzio SOLARIS is the lead organisation managing the project in partnership with CESCOT (Centre for Commercial, Tourist and Third Sector Development), CasaQualità, IREF and ENAIP.

Project aims

- To bring innovation to the social enterprise sector, involving co-operatives and small and micro-businesses
- To move towards sustainability and Corporate Social Responsibility, by trying out new organisational processes for the marketing and distribution of new products/services.

Activities/Achievements

- The Charter of Values of SMEs, which outlines the main principles of a socially responsible company. It is a reference document, not only for the businesses participating in the project and/or those who decide to adopt it, but also for all stakeholders, e.g. partners, employees, customers, suppliers, financial backers and companies
- A route-map of planning, support and corporate assessment with a view to implementing the Charter of Values in the sector and in the individual businesses
- Identification of ways of communicating the added social value produced
- Three innovative models for the supply and marketing of products and services with a high social profile in three different areas: social tourism; housing; and services to the person and to business

Introduction

Unemployed people aged 50 and over, trying to find a job, are faced with discrimination on the grounds of age. Feelings of helplessness, inadequacy and frustration are common reactions to their situations. The Silver Heads Club helps the target group increase their self-esteem, as well as their physical, financial and social independence, by providing opportunities for further education and the chance of inclusion in active society.

Target group:

- Those over the age of 50
- Those at the end of maternal or paternal leave
- People with disabilities
- The long-term unemployed

Project aims

- To use targeted educational activities to increase the adaptability and mobility of target group members via the use of modern information technologies, and to promote flexible forms of working.

Activities/Achievements

- IT for Beginners, Basic Accountancy and Taxation courses.

WINGS

Theme: Gender Equality

Introduction

The DP aims to promote positive images of people in non-gender-stereotyped jobs and to remove:

- the idea that some jobs are for women and others are not
- the lack of positive images of people in non-gender-stereotyped roles, (women doing construction work, men in childcare), and the similar perceptions of employers

Project aims

- Develop tailored learning programmes that carry women into non-traditional jobs in partnership with local employers
- New career pathways into non-traditional careers
- A marketing strategy to attract men into childcare occupations
- Accredited training programmes for women:
 - o To become qualified and employable in Sports and Construction work
 - o To become qualified and employable at higher levels than traditionally known in growth industries
 - o Tailor made training programmes delivered up to September 2007
 - o To have trained Information Advice and Guidance personnel in supporting women into higher and non-traditional areas linked to complex family support services within Birmingham and Solihull

Activities/Achievements

- 35 projects have been successfully run and completed
- Over 200 women engaged
- 40 % women have experienced non-traditional training and work experience
- Activity has been delivered in part-time hours
- Non-traditional OCN qualification created
- Information, Advice and Guidance services are now delivered in Children Centres across Birmingham & Solihull

Introduction

The ChanZE DP is based in the Emscher-Lippe-Region, a large, industrial region of Ruhrgebiet, which has seen enormous structural changes taking place. ChanZE worked on issues of gender equality. Traditionally male-dominated, new growth sectors, (clusters of competence), such as “New Energy” and “Chemistry” were identified. ChanZE’s fear was that women would not participate in the structural changes in the same way as men. A system known as Gender Mainstreaming was created as a way of providing equal opportunities.

Achievements/Activities

- Developing and testing an online academy with self-study units for women formerly employed as skilled workers in the chemical industry
- Researching gender-specific data about current work and training possibilities, particularly for women, in future energy sectors
- Developing a course aimed specifically at women working in private businesses (with electricians, plumbers, etc)
- Supporting those responsible for finding new ideas, working towards a practical solution in gender personal development and equal rights, as well as ensuring good practice
- Developing a Service Centre to provide advice and help for different kinds of problems, e.g. childcare
- Developing and organising Gender Workshops for vocational training centres, schools, etc
- Developing a “Gender Rally” which can be used in every city for school children, young people and adults
- Publishing the results of three public symposiums on themes of Gender

IGUALEM, Catalonia, Spain



Introduction

The partnership in the Diagonal Axis comprises 4 city councils from the Barcelona province, 2 universities, local employers' associations and trade unions.

Project aims

- To promote equal opportunities between men and women
- To reduce gender inequalities in the labour market by encouraging men and women into non-traditional employment

There is a particular emphasis on encouraging women into traditionally male roles to ease the high rate of female unemployment.

Activities/Achievements

- Creation of a “Table (Committee) for Labour Equality” in each municipality. These committees comprise public administrations, social agents, third sector organisations and experts in labour and gender fields. They meet to discuss and advise on activities in all phases of the project. The committees also analyse data, increase people’s awareness of gender equality issues and promote guidelines about Corporate Social Responsibility (CSR) relating to gender equality in the labour market.
- Research into how jobs are allocated on the basis of an individual’s gender has been carried out in companies in the Diagonal Axis area.
- Design and implementation of actions to combat discrimination against women in certain jobs:
 - Outreach work
 - Awareness raising of gender issues amongst the general population
 - Information, Advice and Guidance for careers
 - Training
 - Coordination and mainstreaming



Introduction

The partnership comprises: IFOLD Onlus, Cagliari; CdIE - Centro di Iniziativa Europea Soc. coop., Milan and the Psychology Department of Cagliari University.

Project aims

- Enhance women's participation in the labour market by encouraging them to have a better understanding of their resources and improving support services available
- Develop guidance and vocational training for women towards improving their gender competences in their personal and professional life and improve their work life balance
- Create a network attitude based on co-operative planning, led by Provincial Resources Centres

Activities/Achievements

- Research, (research area, Cagliari), analysing women's SME enterprises locally and draw up guidelines for experimental services
- Networking of local administration, operators, employees in the local development process, enterprises and heads of training, in order to promote discussion and raise awareness of gender equality issues in local development processes and the labour market.
- Testing information, providing entrepreneurial guidance and training, enterprise creation consultation for women, placing women in employment, and the promotion of innovative services for work life balance.
- Creation of a territorial network of policies and services for women
- Creation of a Local Agenda for Women with the inclusion of gender policies in municipal planning
- New gender sensitive models of vocational guidance and training have been adopted by local public services.

Transnational Outcomes

Equilibrium <ul style="list-style-type: none">• Interactive Tool for employers to test Flexible Working Forms• ‘Top Tips’ booklets on CSR and Equality and Diversity• Glossary of Flexible Working Forms available in four EU languages.• Female entrepreneurs website• Research into the role of men in work and family life• Exchange of good practice into New Uses of Time	Wings <ul style="list-style-type: none">• New awards category for SMEs promoting non-traditional roles in the workplace• DVD capturing good practice case studies of companies implementing gender equality• DVD showcasing women pursuing non-traditional forms of employment• Web-based ‘Living Library’ with unpublished research on gender equality• Good practice booklet of services and support for women
Bridges over Borders <ul style="list-style-type: none">• Digital CV helping disadvantaged individuals market their skills and abilities• DVD showcasing techniques used by five countries for engaging new learners• ‘Learning Voices’ website showcasing motivational learner stories and testing the engagement method of learners talking to learners• Networking website offering tips and advice on techniques and good practice for successful networking	Concentus <ul style="list-style-type: none">• Welcome Pack designed by Asylum Seekers for Asylum Seekers• Joint research developing soft indicators measuring integration• Empowerment toolkit supporting the sustainability of intermediary organisation• Promotional film and music capturing individual stories aimed at challenging stereotypes

Please note that examples of these achievements can be found on the project stands in the showcase area

Delegates

Austria

Angelika Kollreider
Partner
Learn Forever

Christine Rödlach
Representative
Faction of the European
People's Party

Christof Cesnovar
Representative LLL
Austrian Chamber of Labour

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Mirjam Rinderer
Attache for Education and Culture
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