

*MAINSTREAMING AGENDA ACTIVITIES  
WORKSHOP IN PRAGUE  
May 5<sup>th</sup> – 8<sup>th</sup>, 2005*

Our aim is to develop teaching projects within the European programmes or within National or Local programmes of development (for example, POR Sicilia 2000-2006). So, we develop teaching projects with existed funds.

In fact, we do not propose teaching packages to institutions or organizations, but we first individuate the teaching needs and then create a proper teaching according to the normative frame. Therefore, our “marketing” strategy is based on the knowledge that Sicily lacks skills for a strong economy, that is why we “create” a teaching request – in order to increase the skill of workers or of unemployed people - and, then, propose teaching modules which are imagined for each actions.

- ✦ Identify the person categories who need new skills in order to increase the competitiveness of enterprises or to fight against unemployment
- ✦ Survey about the teaching needs
- ✦ Creation of a proper teaching package, which can be used in another project (best practice)

All the teaching projects are diffused: a mainstreaming action is always foreseen by the project in order to publicize the activities which are developed within the project and in order to be imitated. The aim of this mainstream action is to promote our activities, so it can be seen as a “model of marketing”.

Examples of Precedent Teaching Projects that we developed

***DIRECT CONTACT WITH THE ENTERPRISES TO INCREASE WORKERS' SKILLS***

*I – 3.09 Measure of the POR Sicily 2000-2006: Development of the enterprises' competitiveness with priority given to the SME –*

The aim of this regional measure for SME's development is to realize teaching activities for the enterprises' workers in order to increase their skills: the purpose is to encourage the adaptability of the firm and of the workers and to support the competitiveness capacity of the firms in order to promote the adjustment process to the productive innovations, to promote the equal opportunities between men and women and to fight against the black economy.

1. Within this frame of action, we contacted some entrepreneurs and propose them to imagine a development plan for their enterprise: we discuss about the teaching needs for workers according to the expansion plan foreseen for the enterprise. It came out that the teaching needs were: marketing knowledge – in order to develop the enterprise's activities at an international level (for example for the Calatrasi Wine firm) -, secretary and accounts skills and computer skills (for example for the Conad enterprise).

Then, we developed the project for them and propose it to the Labour Department of Sicily Region - in the projects, we propose some modules. When the projects are funded (decision from the Labour Department of Sicily Region, ESF funds), we organise the teaching (face to face teaching, stage and e-learning) with professors, specialists of the subjects.

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***DIRECT CONTACT WITH THE ENTERPRISE TO CREATE NEW SKILL / NEW WORK – FIGHT AGAINST UNEMPLOYMENT***

2. Within the same frame of action, we have been contacted by a new company, called “GESIP”, created by public and private funds in 2002) in order to develop a teaching project for low skill workers who had to handle a completely new work (maintenance of public spaces of the Palermo City).

The aim of the project was the integration of a specific groups of workers in the labour market through a city policy of public spaces’ improvement. Sicilian region has created, during the last decades, a wide amount of public workers called “LSU” (*Lavoratore socialmente utili –socially useful workers*), with a sort of close-to-subsidie regional system for long term unemployed and special excluded groups.

This workers category presents the specificity to be legally classified as “unemployed people” but in reality employed – for some hours a day - in public structures, where some of them have often acquired good skills.

But majority did not, especially those groups with special condition of exclusion, having had legal problems for instance or disabilities.

Regional government aim being now the progressive solution to this problem, charging the budget with more then 40.000 people....A approx 20.000 euros allowance is given to those “Lsu” wanting to volunteer the experience of leaving the system and create their own business.

A very good solution for low skills Lsu was experimented in Palermo, with the creation of a new Public/Private company “GESIP”- which role is to run the cleaning, maintenance and implementation of public and private areas (gardens, swimming pools, schools, cemetery) . Employing Lsu of course.

The project aimed to the training of the LSU workers category. In a first moment, it took place an orientation phase which purpose was to “re-educate” the worker at the enterprise spirit, to reinforce their capacity to work in a private field and for the team building. In a second phase, it took place the specific training, both theory and on the job training, with the help of tutors for small groups. Lack of training attitude (people far from any study system for 20, 30 years...) was solved with a very good integration between theory and practice.

Approximately 1.500 people were trained and progressively inserted in the job. They are now in Palermo cleaning and repairing equipments in schools and public Swimming pool, gardening roads and grave yards, taking care of the administration of their own company.

***DIRECT CONTACT WITH PUBLIC ORGANIZATION TO FIGHT AGAINST WOMEN UNEMPLOYMENT***

II – 3.12 *Measure of the POR Sicily 2000-2006: Promotion of Women participation to the Labour market –*

The aim of this measure is the gender mainstreaming and the major participation of women to the labour market: the purpose is to give support to the public administration for the integration of the gender mainstreaming into the local policies and to increase the women participation to the labour market with particular attention given to women with low level of school attendance.

Within this frame of action, we contacted the Parco dei Nebrodi, which is a public administration, in order to propose the development of a teaching project to be addressed women who leave in this poor area of Sicily Region. From the discussion with the president of the Park, it came out that there was a

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lack of Bed and Breakfast in this area (which is quite tourist area). Then, we developed a teaching project in order to teach women the requested skills to create in their own home a bed and breakfast (the modules are: computer lessons, communication lessons, English lessons, legislative and normative lessons, etc).

***DEVELOPMENT OF A WORK GROUP IN ORDER TO INCREASE THE COMPETITIVENESS OF AN ECONOMIC SECTOR***

*III – Avviso 9/2001, “Interventions for the promotion of life long learning”-*

The aim of this measure is to support a system where, through the experimentation of new and innovative models of life long learning in SME, can be optimised the teaching offer in relation with the teaching needs.

Within this measure, a project has been developed in order to “create” a new teaching package to be proposed at those who worked in the tourist structures (hotels, restaurants,...). First step: a survey has been realised in order to identify the teaching needs of those who work in the tourist structures. Then, a teaching package has been realised (e-learning with Teaching Unities Capitalised).

*IV – Equal Programme –*

The EQUAL Initiative is a laboratory for new ideas to the European Employment Strategy and the Social inclusion process. Its mission is to promote a more inclusive work life through fighting discrimination and exclusion based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation. EQUAL is implemented in and between Member States and is funded through the European Social Fund.

Within this European Initiatives, a working group has been created in order to realise a survey about the teaching needs of those who work in the Travel Agencies and then to realise a teaching programme for them. The purpose of this project is to increase the skill and the competitiveness of the tourist sector (they have to answer the new tourist market).

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## The SWOT-model

### First priority questions

1. **What are our strengths?**

The experience that we developed in the past 5 years – Our contact network – Our fame – The services that we propose to the enterprises or to public administrations without being paid before the positive evaluation of the projects – diversification.

2. **What are our weaknesses?**

The extreme competitiveness of this sector and the correlative problem to make us known – small structure – the delay for the evaluation of a project -

3. **What are our chances?**

Our aim is to extend our activities and become a larger structure with a diversification of our activities at the European, national and regional level.

4. **What are risks for us?**

The principal risk for us it that the projects that we present could not be funded, in that case the services that you offered are not paid.

### Second priority questions



	“Opportunities”	“Threats”
“Strengths”	Our actual diversification, the professional experience of the association’s collaborators should allow us to extend our activities and to increase the number of the collaborators.	Our experience, our fame and our contact network allows us to develop a lot of projects. So even though some of them are not funded, we can count on another ones
“Weaknesses”	The competitiveness, the delay for the evaluation and the risk of not having the project funded could not allow us to develop our structure.	The problem that we have to face is essentially financial - private and small structure, but the fact that we are a small structure allows us not to have huge expenses

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