

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE 1345 SIV
Output number and title	O.T3.1 Voucher System Tool
Investment number and title (if applicable)	n/a
Responsible partner (PP name and number)	Social Enterprise Neue Arbeit (PP1) in cooperation with Diakonisches Werk Württemberg (PP9)
Project website	www.interreg-central.eu/Content.Node/SIV-.html
Delivery date	31.05.2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

The current public promotion of long-term unemployed people in Germany means that support is provided primarily for unemployed that fulfil certain criteria. This system and other public support frame works have gaps. That is why our special model of employment vouchers came into being, having the Evang. Lutheran Church in Württemberg as the solo donor for this mode since 2013. Parallel a process of advocacy and empowerment was put into action: All Württemberg church communities were contacted, informed and invited to become active.

The pilot action of Germany was a kind of blueprint for the SIV project, that needed adaption for each one of the other countries. This process became an added value for our organisation. The exchange with the project partners (in total 8 countries in the CE region) helped developing our work further.

Diakonie Württemberg - being the biggest social services of the evangelical churches in Baden-Württemberg, south Germany - has the possibility to apply for project funds at the general synod of the church. Already back in 2011 first applications were filed for primitive voucher models. With the support of the church first projects started in 2013. Before this interreg project started the church had invested almost 2.000.000 Euro in such projects, coordinated by the Diakonia. During the project period so far 400.000 Euro have been put into this task from the church to be fiduciary managed by the diakonia for voucher models. As we speak further 60.000 are being invested in "Job ´n Kids" - a new regional model in Heilbronn and an application has been filed for further 480.000 Euro to be paid from the church for new voucher models.

We see the process behind the pilot action, the previous as well as the upcoming voucher systems as a learning process for us as organization, for our staff as capacity building, for politics, church and society, as they (as well as other stakeholders) get informed through our dissemination. Our aim was, and will be to advocate that there are more people without work than those that are officially registered as job-seeker and that there are more people willing to work, as those who get promoted through the job agency. We see our vouchers, as a political statement and accordingly as our biggest challenges: We do not want to do what the state should be doing. But as long the state is not willing to adjust their legislation in order to give everyone the opportunity of participation on the labor market (and accordingly in society) we will stick to this task.

The major points in regard of challenges and objectives summarized:

- find out the difference between the open and the hidden labour market*
- Optimize research techniques and sources*
- Provide job search channels via job advertisements in newspapers, trade journals, the Internet and job search advertisements*
- activate networking*
- job placement via the employment agency (virtual job market) and personnel consultancies, job placement via the Internet and job placement via internships.*

Our next task will be to optimize our research techniques and expand our sources, to get innovative once it comes to providing job search channels (newspaper advertisement and traditional internet offers have a limited outreach capacity) and test new combinations of personnel consultancies and offline und online methods. For this we will especially need to connect to further networks, such as the one in this project.

The transnational value was to spread the SIV core idea to the related CE countries. In regard of the online matching tool of PP11 from Slovakia, there is here further potential for our project expansion even after the project's end. To outline the German models further we refer to D.T.3.2.1 Improved Voucher Process

NUTS region(s) concerned by the pilot action (relevant NUTS level)

NUTS region(s) concerned by this pilot action:

Stuttgart (DE11)
Stuttgart, Stadtkreis (DE111)
Böblingen (DE112)
Esslingen (DE113)
Göppingen (DE114)
Ludwigsburg (DE115)
Rems-Murr-Kreis (DE116)
Heilbronn, Stadtkreis (DE 117)
Heilbronn, Landkreis (DE 118)
Hohenlohekreis (DE 119)
Schwäbisch Hall (DE11A)
Main-Tauber-Kreis (DE11B)
Heidenheim (DE11C)
Ostalbkreis (DE11D)

Tübingen (DE14)
Reutlingen (DE141)
Tübingen, Landkreis (DE 142)
Zollernalbkreis (DE 143)
Ulm, Stadtkreis (DE 144)
Alb-Donau-Kreis (DE 145)
Biberach (DE 146)
Bodenseekreis (DE 147)
Ravensburg (DE 148)
Sigmaringen (DE 149)

Investment costs (EUR), if applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The future vouchers of Diakonie Württemberg will lead to new regional networks, as it is foreseen that associations specialised in “training for work-models” will team up with social counselling centres to empower people in need for a working place, to organize their family-life, to learn how to manage an acceptable work-life balance, to grow into a new role, that allows adaptation of working hours and duties into their temporary, traditional daily schedule and to become physically and mentally fit for work. Once this holistic process starts to be promising, the matching to a working place can start - preferably connected with a @work-coaching concept. Approximately 800.000 Euros will be put into this project for the upcoming next 3 to 5 years, from which hopefully 480.000 will be financed from the church and put into fiduciary management of the Diakonia, motivating regional stakeholder to step into the fund with Neue Arbeit and/or to create regional funding models.

It needs to be added that despite the pandemic situation, further stakeholders - contacted by Neue Arbeit were open to our various, presented models. However, it was rather the stakeholders for funds than the employer side. The latter was not very open to new models due to the residual reforms in the closure periods, short-time work and regulations. We hope that our events in the press and media have made a greater impression on the political and institutional levels, and there was more activity here in 2022. At the end of 2022, additional foundation funding was obtained to support the model idea beyond the end of the project.

Sustainability of the pilot action results and transferability to other territories and stakeholders

From the beginning there has been an agreement among the German partners, to see the Interreg project as an input into our work. Being active on this topic before, we will stay active on this topic in the future, focusing on:

- **Transferability** as we have a very dynamic situation on the labour market as well as in the (international) politics. Therefore we have to focus on learning processes, that allow one actor or region to learn from the other.
- **Coherence** as we have certain legal frames that need to be considered and influenced.
- **Innovation** as we see how limited traditional (public) systems are, once it comes to match a person willing to work with a company in need of staff.
- **Advocacy** as we listen to our clients and do understand that they need a strong voice at their side, so that their needs can be understood, needs that have to be met before (or during the process of) stepping into the labour market.
- **Ownership** as we see this fulcrum once a local politician understands what such a voucher programme can change
- **Empowerment** as we experience that the lack of promising experiences on the labour market have led to low self-esteem for the clients.
- **Dissemination** as we understand, that the whole society need to know what has been done and what could be done.

The output can be continued in parts after the end of the project; here, further funds could be obtained through the foundation. Furthermore, as PP1, we will remain involved in the transnational fund after the end of the project and hope for further funding. The model concept can be applied and scaled in all regions. An important finding is the ongoing communication with stakeholders and intensive support for the matchings.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

As this was a model project for jobseekers, all labor law regulations of the state were observed and complied with. The de minimis regulations are also observed. There is no risk that the pilot action will have a negative impact on the environment. A joint application of the transnational fund is to be operated according to the Interreg CE 1345 SIV.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The pilot action has been linked the following deliverables:

- D.T.3.1.1 Voucher Process
- D.T.3.1.5 Voucher Management Workflow
- D.T.3.2.1 Improved Voucher Process
- D.T.3.2.4 Improved Voucher Management Workflow
- D.T.3.3.1 Recruiting Event concept and timeline
- D.T.3.3.2 Voucher Recruiting Events
- D.T.3.3.3 Contact Lists
- D.T.3.3.4 SME Registration
- D.T.3.3.5 Voucher Distribution
- D.T.3.4.1 Stakeholder Briefings
- D.T.3.5.1 Status Report on progress of work experience
- D.T.3.6.1 Status Report on job seekers Experience
- D.T.4.2.4 SROI Analysis

For further Information also see:

www.interreg-central.eu/Content.Node/SIV-.html

<https://www.diakonie-wuerttemberg.de/abteilungen/landkreis-und-kirchenbezirksdiakonie-existenzsicherung/armut-und-existenzsicherung/arbeitslosenhilfe-1>

Instagram: @diakoniewue_international

www.facebook.com/diakoniewue.international

<https://www.youtube.com/channel/UCI4lGoJUUEpuAQteSHFbEw/playlists>