

# OUTPUT FACT SHEET

## Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1345 SIV
Output number and title	O.T3.1 Voucher System Tool - Poland
Investment number and title (if applicable)	n/a
Responsible partner (PP name and number)	Cooperation Fund Foundation - PP8
Project website	<a href="https://www.interreg-central.eu/Content.Node/SIV-.html">https://www.interreg-central.eu/Content.Node/SIV-.html</a>
Delivery date	31.5.2022

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

Main challenge addressed by the pilot action plan was unemployment in Poland - more specifically, unemployment of women, who from different reasons remain inactive on the labor market despite having skills and competences that are wanted by the employers.

In the first phase of the project, unemployment data for country as well as data on the social impact investing were analyzed. Then, based on the results of the analyses, partners designed voucher models in details.

To get to know the preferences of the market and potential employers in detail, a series of meetings with potential stakeholders were also organized. RARR carried out consultations with institutions dealing with unemployment in Poland to verify the key assumptions of the project.

Looking at the way market is changing and knowing that competences of the future is what will matter the most we decided to concentrate in our model on identifying key competences among women and support them with new digital skills.

Main target groups:

- Women who were or are taking care of their dependents
- Women who lost their job due to the COVID-19 pandemic
- Women 60+ willing to stay active

We have concentrated on these groups however, the main criteria was for women to be unemployed. We have created a platform where job seekers can register and at the same time provide information that can be useful for potential employers.

We also started intensive research of employers who:

- Need new employees
- Want to become social impact investors and fund support for other women
- Are open and sensitive in terms of the challenges this project wants to address

Key innovation proposed by this model was the fact that employer could receive support in candidate selection and recruitment, which very often could save their resources. From the database of the job seekers, we selected best candidates and presented them to employers. Apart from that, the model offered trainings or coaching so that employer could receive an employee that is already trained and supported in the return to the job market. Candidate selected to become participant of the program received voucher for training.

Key objectives of the pilot was to verify whether this model is attractive for the employers and private investors, as they are the key stakeholder enabling the scheme to be effective through hiring women and paying donations to the Social Impact Fund in Poland.

Transnational value was discussed with partners from other countries and lessons learned were shared. PP8 decided to do the voucher model for Poland only, as each country presents different labor law and joining international schemes would be very time and costs consuming, if feasible.

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

Please list the NUTS region(s) concerned by the pilot action.  
The entire Poland

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

The expected result of the pilot introduced in Poland was firstly testing the approach and verifying the needs and assumptions. Secondly, within this action, we wanted to ensure training and employment of specific number of women which was successfully completed.

Using private resources to tackle unemployment was also something new in terms of social impact investing, as before only the social economy was popular in Poland.

Main beneficiaries of the action were unemployed women and employers. Throughout the project period, different aspects influenced our ability to gather funds from private donors. Soon after analysis phase, COVID-19 started making all private companies we were in processes with cut their budgets on this kind of social projects - simply, they were rather reducing the number of employees instead of hiring new ones. We have adjusted our initial model and focused on women who lost their job due to the COVID-19 pandemic, and tried to reach out to employers from sectors that were growing due to the lock-down - IT, e-services etc.

Unfortunately, many of those companies have already started their own internal social projects focused on hiring new employees and it was very difficult to become competitive with our candidates - mainly because other candidates were not unemployed people so they were much more attractive. Even if our job seekers were matched and hired, we were still not able to convince employers to contribute to the fund which would allow us to fund more trainings and coaching for women.

We have also noticed that it is very difficult to scale up the model, as each employer has to be targeted separately and provided with candidates before deciding on joining the program.

Another conclusion that could be taken up on institutional level is that the demand for employees in IT is very high and there are no specific hard skills required, therefore labor market institution could work closer with IT training companies and recruitment agencies specialized in IT and digital work.

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

After the project end, we will remain open for new employers and investors willing to be part of the Social Impact Vouchers model - only with new resources - private or public we will be able to continue match-making candidates and employers. If the funding will allow (already submitted proposal for grant) we will use our website, procedures and other resources to support other groups of disadvantaged people. The pilot model can be easily used by other entities as long as they will have resources for promotion and trainings of candidates. Such stakeholders could be employment agencies both private and public. Our main lesson learned from the pilot is that in order to attract employers you need to provide not only qualified staff but also invest in marketing and showing the results to the public. There are many private organizations willing to support women as part of their CSR activities, however it is crucial for them to be able to show good results.

Another lesson learned is that the timeframe is that decision process in big companies is very time consuming, and also big companies have their own recruitment procedures that does not allow them to use our resources in 100%. This means that model has to be very flexible and depending on the company added value may be different.

Such model could also be introduced as part of social economy instead of social impact investing. No financial profits makes the model less attractive for many private companies.

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

No negative impact on environment. Project was aimed at reducing the gap between men and women on the labor market.

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

[www.workher.pl](http://www.workher.pl) - program pilot website with registration form for job seekers and information for employers and investors.

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