

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1345 SIV - Social Impact Vouchers
Output number and title	O.T4.1 Strategy for Capacities in Scale and Scope
Responsible partner (PP name and number)	Cooperation Fund Foundation - PP8 and PP7
Project website	https://www.interreg-central.eu/Content.Node/SIV-.html
Delivery date	31.05.2022

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

The main challenge addressed by the strategy was the lack of private funding for social impact projects tackling the unemployment in Poland. Apart from the social economy initiatives that are concentrated on supporting entrepreneurship, unemployment was not among the issues that social impact funds or social impact investment programs were targeting. As the Polish model of the Social Impact Fund was specifically reaching unemployed women with digital skills improvement, a whole strategy had to involve key stakeholders - employers that see added value in contributing to the Fund - not only CSR but also the financial value of becoming a social impact investor.

From the very beginning, the strategy for attracting potential investors was to show how they can benefit from joining the fund.

- 1) Diversity and Inclusion
- 2) Hiring women with competencies that are and will be needed in the future - so called future skills (critical thinking, creative thinking, learning-to-learn and self-regulation, empathy, self-efficacy, responsibility, using new information and communication technology devices¹)
- 3) Supporting social projects

¹ https://www.oecd.org/education/2030-project/teaching-and-learning/learning/skills/Skills_for_2030_concept_note.pdf

4) Ability to become founder and decide about the future of social impact fund

An extensive promotion of the fund through social media, website, external meetings and cooperation with external agencies took place throughout the project duration in order to attract private investors. The idea was to show how private funds and companies can benefit and become change-makers at the same time.

During the consultation phase, different private companies were invited to share their opinion on how to design the fund and what they see as a challenge and as a value that we can build upon.

Most of them explained what is the greatest value they see - having more women working in their companies, especially in digital roles, bringing more diversity to the offices. Knowing that the recruitment takes a lot of time and resources, they mentioned that this is a win-win situation - they can contribute financially to the fund but also hire more women.

Unfortunately, most of the fundraising activities started at the same time as the COVID-19 pandemic hit the Europe, making most of the companies cancel their plans, especially the new ones.

Activities and target groups were adjusted to the new reality and external agencies were engaged in order to attract investors. A strategy for new funding was created.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Please list the NUTS region(s) concerned by the strategy/action plan.

Polska (PL)

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

It is difficult to predict the impact of the strategy, as it is crucial to gather resources for its implementation. Strong advocacy for engagement of the private resources to tackle unemployment and usage of such resources also in public area requires a lot of attention, good examples and identification of gaps in skills in terms of digital competences.

Finding one big private company or association of employers that works closely with public employment agency seems to be the best opportunity to bring strategy into action. Another option is to use public funds to maintain operational capacity and keep providing quality services to the employers and job seekers.

Thanks to that, target group (unemployed women) could still benefit from the fund, especially through coaching and match making with employers, employers interested in the program would receive better offers and possibly best candidates - so far they were usually satisfied with presented candidates.

PP7 and PP8 could continue development of the fund and bring new tool to the labor market in cooperation with job agencies and employers associations.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

Main lesson learned from the project is that a lot of resources need to be used for promotion of such tools and models including investment in pilot trainings and recruitments. Having a high number of skilled new employees would attract more employers and employers' associations, that are often partnering with employment agencies. Such example could influence decision making in public agencies and include the model as a tool for different stakeholders.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

Deliverables:

D.T 2.1.2 Social Impact Fund Structure

D.T 2.1.5 Fund Management Protocol

D.T 2.3.2 Road show material

D.T 2.3.3 Investor Events

D. T 3.3.4 SME registration

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