



INTEVAL



Coop. Tulipano'sb



EQUAL WOMEN IS EFFICIENT – EWE

PROJECT HANDBOOK





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1.

INTRODUCTION

The low employability of people 50+, especially women, becomes a serious problem – the number of long-term unemployed people is increasing and the valuable human potential has not been discovered and exploited.

There are various ways how to support the development of desired competences to be more efficient in training women in VET. The key factor is let these women to become equal partners in training and to build on their experience.

Under the EWE project, partners from 7 countries have shared and exchanged experiences with VET of 50+ women at 7 thematic workshops, held in scope of 6 transnational meetings.

The project outcomes will be spread among other VET providers and professionals to maximise their effects.

Partners from Spain, United Kingdom, Lithuania, Italy, Bulgaria, Hungary and Turkey have shared and exchanged experience how to train women 50+, how to sensitize trainers to use gender oriented methods and they have collected the most interesting methods to a handbook for teachers and trainers.

We have explored the most innovative and efficient training methods according to the results of a common research, by joining elements of existing methods, used in partners' countries.

This methodological handbook describes the most innovative methods.

Prior to the elaboration of this handbook, the project partners have developed a research on efficient and innovative training approaches for women 50+.

As a result of the research, each project partner produced a national report, whose main conclusions were transferred to a transnational report available in the project website:

<http://www.ewe-project.org>

Now, we will introduce the most significant observations of the research.

2.

OUR OBSERVATIONS FROM THE RESEARCH

Coming up next we introduce the observations made by the partners of the project "Equal Women is Efficient".

These observations have been elaborated from the findings of the transnational report developed through the project, from the analysis of the 7 national reports elaborated after the research about innovative and effective training approaches for women 50 +.

Observation number 1: Complexity.

The reality observed through the processes of national research has been revealed much more complex than we had originally expected.

It would therefore be advisable that for future research some aspects are analysed in greater depth.

For example, it would be advisable to analyse the frequency of the responses obtained in correlation with the economic sectors.

We should keep in mind that the perception of the interviewees can determine, somehow, their responses, and that this fact can affect or distort the results of the research that seeks to be a reflection of reality.

For example, the existence of discrimination in terms of age depends on the perception that exists in the society about this problem, and the responses can be somehow subjective. It would be helpful to try to concretise the questions to avoid stereotypes.

In short, the conclusion we draw is that it would be appropriate to analyse in more detail certain aspects of the labour market and the characteristics of the group, so that the answers of the respondents are free of stereotypes, and fit better to the economic sector referred in the answers of the people taken part in the research.

Observation number 2: Improving employability.

Thereasons whywomen do not work, haven'tto do only withtheir preparation,their training, or treatmentof their emotionalintelligence, becausepart of what it wasseen from the observation ofthe labour market is that there are othervariables that affect the employability of women 50+, such assalary rangesbased onthe gender of theemployee (wage discrimination).

In draftingthe project application,we made an assumption consideringthat womenover 50need to improvetheir level of trainingto improve their employability.

The reality isthat it would benecessary to analysein depth this assumption toexaminewhether that factalonewould improvethe situation ofwomen over 50years in thecurrent labour market or not.

Observation number 3: Employer promotion

No employerobservesthatthere is alack ofresources for the promotionof employmentasa factor that determinesthe employability ofwomen 50+.

Traineesandprofessionalshowever, dogiverelevance to thisfactor.

Ifno employernotes the lack ofresources as afactorthat determinesorlimits thelevel of occupationof the target group,one might wonder whetherthisis really afactorthat shouldbe considered or not.

Alsowe shouldconsider whetherthis unanimityobservedin the group ofentrepreneursis basedon personal experience, oris maybe an opinion based onstereotypes.

In anycase, we notethat this shouldalso be subject ofa deeper analysis.

Observation number 4: Political and social responsibility.

The political andsocialresponsibilityof change isperceiveddifferentlyby users.Perhaps it would benecessary to includein the research afourthtarget group, the Administration, to havea complete picture ofthe topic.

Considering aids asked for by the employers and the administrative obstacles for recruitment alluded by users, regulation of the labour market is a factor that should be analysed in more detail to see the impact it can have on the employability of the group:

- Provision of incentives for employing women over 50 years could help to improve their employability.

- It would also be appropriate to assess the effect it could have on the employability of the group the promotion of the corporate social responsibility of the companies, in the sense of make visible the positive aspects of hiring women over 50 years.

Observation number 5: Career education and preparation.

Career education and preparation programs and services that are intentional, well-designed, and broadly integrated can be strategically aligned with training programs to support 50+ women to achieve the objective of employability of the target group.

This idea comes from the results of the research that suggest that 50+ women need not only meet their current financial needs, but also all other factors that provide job satisfaction.

Apart from the obviousness that represents that all users point to the salary as the most valued in a job, it is also noted that there are other aspects that are also perceived as important by members of the three target groups, such as the need to feel useful, the possibility of acquiring experience to get a better job, or the fact that labour activity is a part of their lives.

The possibility of implementing life planning programs could be a very interesting option for women 50+ to find the profession that fits their current and future needs.

Observation number 6: Transferable skills and competences.

One of the observations that, somehow, surprised the professionals involved in the research has been that the most important needs identified by all groups are focused on knowledge of transferable competences like ICT or foreign languages, rather than on the acquisition of specific knowledge and skills for the

job.

We interpret this reality as an effect of globalization in which developed societies are submerged, which in some way may represent a barrier to the professional development of the most disadvantaged groups.

The dominant perspective in regard to globalization must shift more from a narrow preoccupation with markets and become a broader concern about people.

A better globalization is the key that will allow a better and secure life for people everywhere, covering the totality of their aspirations for democratic participation and material prosperity.

In this regard, we must all understand that the acquisition of transversal competences should not be an end in itself, and although they are necessary for proper professional development, should not be viewed as the only reason that prevents professional development to groups that, for different reasons, didn't get these competences along their educational and professional development.

Learning should begin to be contemplated by the society as an opportunity for personal development, not just as a tool for vocational training.

Observation number 7: Prior experience and prior expertise.

We have also detected through the research, the different groups cite professional experience as a key factor to the employability of the group of women 50+.

In order to clarify ideas, and focus on the right direction, we want to refer to the importance of transferability of professional experience, that is, the possibility that professional experience can be transferred to future jobs.

In this regard, we believe that when we talk about professional experience, we must difference between professional experience and professional expertise, since people can spend a lot of time performing tasks that provide them a lot of professional experience, but it can also happen that much of that time has been dedicated to a few repetitive tasks which constitute only a part of the skills and competences necessary to acquire professional expertise.

Observation number 8: Barriers to access to the labour market.

One of the conclusions drawn from responses to the questionnaires submitted is that there are barriers to the access to the labour market that may be associated with age, and others that may be related to age, gender and ethnicity, equally.

However it has been detected that the questionnaire did not provide sufficient specificity to analyse in detail which of these barriers can be associated with each of the variables.

Therefore we must conclude that a more detailed analysis would be necessary in order to establish an accurate association between age-related barriers, and barriers associated with gender and ethnicity.

Observation number 9: Different motivations to work.

There is a feature of the questionnaire design that has provided a variety of answers we want to analyse.

In question 3 we wondered what the main reasons why women 50+ work or not are, and in question 7 we wondered about ideas that women 50+ have about working.

The aim of the question 3 was basically know the opinion of employers and professionals about the reasons why women 50+ work or not, and contrast these responses with those of the users; while question 7 was more focused on catching the perception of women 50+ on labour as a vital element.

It has been interesting to notice how the answers to question 3 point primarily to the need of money as the main motivation for women 50+ to work, while responses to question 7 also give great importance to working conditions, as well as personal and family situation.

The conclusion is that although the main motivation to work is economical, the perception of women is that labour stability, job characteristics, and work as an element of self-realization, are also important elements valued by women 50 +.

In this sense, the answers to other questions that deal with this matter collaterally, show how both personal and professionals factors have an important influence on the decision of women 50+ when looking for a job.

Comparatively, the trainees who give more weight to personal factors, while trainers and employers place greater emphasis on professional factors.

Observation number 10: Lack of knowledge.

It is worrying that a very important part of respondents could not express an experience of training they would use or recommend.

In the case of users it is particularly worrying because it shows that either they do not know the existing training offer, or that this is not adequate for their needs.

In this case it is recommended a more concrete analysis studying the reasons why specific training offer for the group is unknown to potential users.

Observation number 11: Limited public resources and impact on 50+ women.

All the target groups, but specially trainers and professionals, point to the need to develop new approaches and methodologies to face the concrete problems and needs of women 50+.

It would also be interesting to analyse to what extent the specific characteristics of the group of women 50+ are having special attention in the existing training offer.

The analysis of existing training offer in the countries that are part of the association determines that the attention to the group is not conditioned only by the own characteristics and needs, but are also influenced by economic, social and political factors.

We do not forget that in the present circumstances of economic crisis, which affects more or less all European economies, public resources are limited, and the different administrations have to distribute them according to the priorities they set themselves.

In this sense, in some European countries the group of young people under 25 years, or the group of people over 45 years, are the main beneficiaries of these measures, while others like the group of women or the group of people with disabilities have suffered the effect of the crisis on policies with specific attention to the group.

3.

VET APPROACHES / METHODS INVOLVING WOMEN 50+.

Spain

a. Model name- *“Directing Life Change”*.

b. Description

This project targets men and women aged over 50 with broken career paths.

Key priorities for our target groups:

- maintaining employability;
- earning which recognizes and values ‘real skills’, prior to experience and knowledge;
- finding meaning and purpose for Life Change;
- enriching social and intellectual lives.

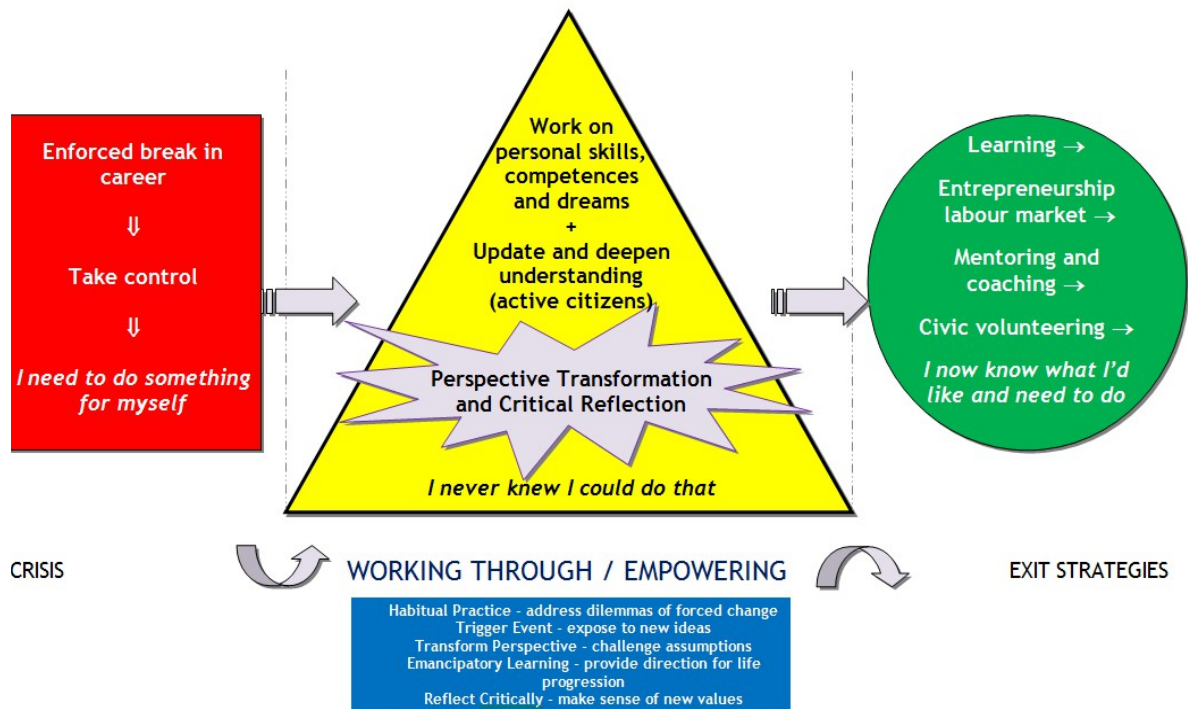
The contents of the program are based in non-formal and formal learning related to:

- Entrepreneurial / labour market activity.
- Mentoring and coaching: encouraging adults to help others.
- Civic volunteering: a key component of active citizenship: ‘Experienced’ people can make a significant contribution to others in this way.

The main aim of the project is to offer alternative learning approaches for adults over 50 so they are enabled to express:

- “I need to do something for myself.”
- “I might be able to give something back.”
- “I never knew I could do that.”
- “I now know what I’d like and need to do.”

WHAT MODEL WILL DLC OFFER THE 40+ WITH BROKEN CAREERS?



c. Advantages for women over 50

- Shift the paradigm from negativity about the future towards finding emancipation by fresh thinking through reflection;
- Create new practice by life-change opportunities;
- Bring support to accessible, relevant community locations;
- Emphasize individual, personalized solutions as the subject for, not the object of, change;
- Provide both formal and informal learning;
- Empower to create direction not just to use services.

d. Advantages for trainers

- Provides motivation to trainees through an innovative methodology.
- Mentoring and coaching, not just training.
- Offering tools to improve personal skills and competences.
- Provide knowledge to update and deepen the understanding of the own situation of the trainees.

e. Advantages for employers

- Get tools to better know the real skills of the workers, not only experience and knowledge (e.g. CV by competences)
- Motivated and experienced workers.
- Workers prepared to face difficult challenges.

References

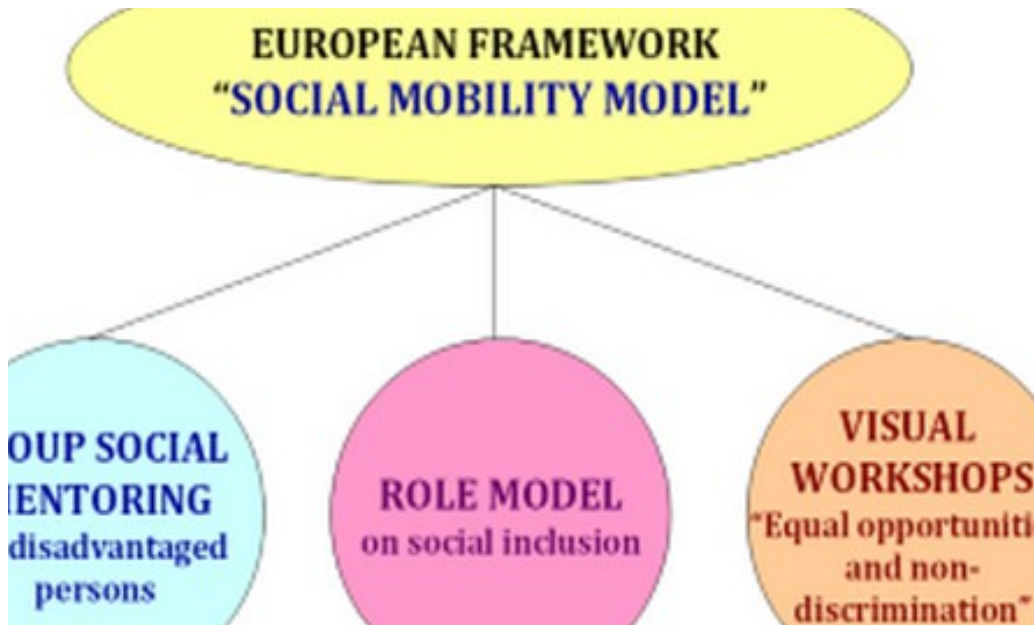
<http://www.directlifechange.eu/>

Spain

a. Model name- **“Social Mobility Model”**.

b. Description

The social mobility model aims to increase the level of social inclusion of unemployed people and with a special emphasis on women.



The project outcomes are:

- The method **“Group social mentoring”** as an alternative learning approach to re/integrate the target groups into society and labour market.

The basic aim of mentoring is to promote and support the mentee's professional and personal life

- By raising trust in his/her knowledge and capability;
 - By raising self-esteem;
 - By conveying the mentor's tacit knowledge, experience and contacts to the mentee;
 - By discovering new ways of promoting career.
- A video set on **“Role models”** is created and used as an educational tool for learners to learn from the personal experience of people who have overcome social exclusion.

The basic aim of role models is to introduce successful stories of unemployed people overcoming social exclusion, to learn by their

experience by:

- Presenting the model;
 - Introducing his/her part situation regarding social exclusion;
 - Introducing the methods used to overcome social exclusion;
 - Introducing the present situation of the model.
-
- The training material for visual workshops “Equal opportunity and non-discrimination” aims to help unemployed people to improve their civic competencies on gender equality and equal opportunities and to facilitate their adaptation to a diverse and changing society.

The aim of the visual workshop “Equal opportunities and non-discrimination” is to help unemployed people (women) to develop their civic competencies on equal opportunities and non-discrimination in order to adapt to diverse and changing society and labour market and to protect their human rights.

c. Advantages for women over 50

- Learn from people who overcame social exclusion, establishing strong links and a confidence-based relation between mentor and mentee.
- Learn from the experiences from other people who overcame social exclusion.

d. Advantages for trainers

- Provides knowledge, motivation and confidence-based relationship between trainers (mentors) and mentees.
- Provides the opportunity to take advantage from the mixture of individual meetings with mentors and group sessions with peers.
- Provides learning on how to face specific situations

e. Advantages for employers

- Motivated and experienced workers.
- Workers prepared to face difficult challenges.

References:

<http://www.socialmobility.eu>

United Kingdom

a. Model name- *“Older People’s Economic Wellbeing: learning for capability, capacity and citizenship (3C)”, training materials, 2013.*

b. Description- The “3C” project was a transnational multilateral partnership project funded by the EU Lifelong Learning Grundtvig programme and was led by the University of Rzeszow, Poland, with partners in the UK, Greece, Spain and the Netherlands and ran from 2011-13. The partners had long experience of skills development, life planning, vocational training and enterprise development.

The 3C project aimed to explore the learning needs of older people in a changing labour market and in so doing published two workbooks of resource materials for those engaged in this area of interest.

The initial 3C research showed that new issues were emerging for older people in the labour market. Changes in pension provision, especially the default age for retirement, was leading to pressures on older people to remain economically active for longer. This was coupled with structural changes in the labour market itself as new patterns of working were emerging, such as the rise in part-time working, zero hours contracts, self-employment, new business start-ups, social enterprises, portfolio working, and new models of partnership working. The euro crisis also put pressure on raising business credit and new models of peer funding were increasingly mentioned. In short the traditional model of job seeking that assumed the way forward to maintain economic activity was to identify and approach an employer who had a full-time vacancy was becoming less and less effective.

The first workbook is the 3C “User Manual” and is designed to offer individual support for older people before they start looking for opportunities to remain economically active. It is therefore a first practical step before job seeking, and aims to help older adults address their own position in a changing labour market. The topics covered in the workbook include

- Taking stock and appraising one’s own position
- Understanding the working context especially in relation to external local economic, political and economic situations
- Learning about different working patterns and local opportunities, especially different forms of self-employment
- Skills learning and skills learning needs
- Health, wellbeing and spiritual intelligence
- Taking personal action and developing action plans.

Each topic has a series of practical exercises for the user that are designed to support the development of an individual action plan.

The User Manual was developed with potential users, and drafts of the User Manual were reviewed by both individuals and groups of older people and their feedback was incorporated in the final publication.

The second workbook is the 3C “Training Guidelines” that is designed to help educators and vocational trainers use the material in the “User Manual”, either in a one to one mentoring, coaching or counselling context, or in more formal training contexts when working with older adults. Topics include

- Skills and competences for trainers and educators
- Learning about challenges and issues working with older adults
- Work, competences and employability measurement
- The 3C theoretical process model for the economic activity of older people
- Understanding working with older people’s life transitions, working patterns and skills learning
- Understanding different learning contexts
- Practical reflections and the experience of piloting the Training Guidelines.

c. Advantages for women over 50- The User Manual offer the opportunity for older women to enhance and develop essential skills that will help and support their capacity to engage in sustainable economic activity. It will build their skills and awareness of the labour market and offers practical support for them to create their own realistic action plan. It has been developed from an ongoing contribution from older people themselves and so has real validation from their peers. This will foster their self-esteem and confidence to take realistic action. They will be in a better position to understand the real requirements for economic activity. While the material is not gender specific the majority of potential users who contributed to the development of the User Manual were women. The Manual was tested in each of the 3C partner countries and so is not nationally specific and has been published in English, Spanish, Dutch and Polish.

d. Advantages for trainers- The Training Guidelines have a clear indication of how to adapt and implement the User Manual in many different contexts. The Training Guidelines is designed to be both useful and supportive in many different learning environments and the learning materials are designed to be used as a flexible learning and training resource. The Guidelines were piloted in each of the 3C partner countries and have published English, Spanish, Dutch and Polish versions.

e. Advantages for employers- Although not aimed at employers, any employer reading the materials will have a greater awareness and sensitivity about the potential contribution that older people may bring to the workforce, They will be assured that applicants have developed appropriate skills and that they have a better understanding about the requirement of the workplace and their potential practical contribution of older women to it.

References

The 3C User Manual and the Training Guidelines can be downloaded from the 3C project web site

www.3cproject.eu

United Kingdom

a. Model Name: *AgeWell Age UK East London*

b. Project Description:

AgeWell is hosted by Age UK East London. Age UK is a network that comprises of around 170 local Age UKs reaching most of England. Age UK is the UK's largest charity dedicated to helping older people 50+. Age UK don't perceive ageing as an illness but as a challenge and they provide services and support at a national and local level to inspire and enable and support older people.

They are also a lobbying force for change and are keen to stand up and speak for all those who have reached later life and to protect the long-term interests of future generations.

As well as the English branch of Age UK, the charity also operates in Wales, Northern Ireland and in Scotland, as well as internationally. They support vulnerable older people in more than 40 countries worldwide.

Age UK also runs 450 charity shops and a large volunteering programme. Age UK work with more than 75,000 volunteers.

The Hackney *AgeWell* project firstly was part of an original pilot pre-retirement initiative conducted in 2001/2003 by the Health Development Agency which addressed Standard Eight of the National Service Framework for older people. The initiative featured a range of activities, services and interventions aimed at people facing the retirement transition. *AgeWell* Hackney was one of the few *AgeWell* projects to continue to be funded after the pilot and is still being funded 10 years later.

AgeWell has been running as a project for 10 years and was initially set up as a response to working with 50-64 year olds. *AgeWell* identified that this age group would not always go to an organisation for older people but felt that the group also needed support. When people started to use the service they began by attending a range of health and well-being activities and then moved on to accessing information and advice services.

AgeWell believes that people being connected is more important than anything else and they find that women engage well with their services but find it harder to engage men.

The types of activities that are now offered and are free include:

- Exercise classes
- English as a Second Other Language (ESOL)
- A gentleman's breakfast club
- Workshops and talks on relevant health and well being topics including Advice and Support with Life Planning for the future
- Volunteering and Training Opportunities

Digital workshops including

- Tablets and mobiles for beginners
- Computers, CV and employability workshops
- Social activities

c. Advantages for trainers

The trainers based at AgeWell have computing and training backgrounds. The advantages of supporting people with employability and CV building mean that they are able to combine a range of skills to support the individual.

d. Advantages to women over 50+

The main advantages are that women can engage in a range of activities whilst also engaging in skills for work. In addition the combination of computer skills mean women are able to update and learn new skills in technologies; and through volunteering in the organisation they can increase their confidence to participate in work. *AgeWell* believe that providing services for all aspects of a person's well-being improves their ability to engage with employability services and sustain employment.

e. Advantages for employers

The *AgeWell* project works with a range of volunteers who work in large corporate businesses. The volunteers support members of the computing and employability workshops with CV building, work search and other employment related assistance. This benefits the employers by supporting their corporate social responsibility aims and objectives. Corporate social responsibility combines a company's business objectives with broader social and environmental responsibilities through a range of activities. These activities include volunteering time and resources to community based services.

References

www.ageukeastlondon.org.uk

agewell@ageukeastlondon.org.uk

Hungary

a. Model name – “ENCLOSE” Establish a New Cooperation to Let Obtain Social Inclusion in Europe, 2012–2014

b. Description

The main objective of the project ENCLOSE is to contribute to the realization of Europe 2020 strategy, promoting an inclusive growth and cohesive society. The globalization, the technological changes and the economic crisis are transforming society and the labour market that requires new skills and constantly updating knowledge. The consequence of these changes is the risk of a dangerous rise in unemployment, especially for vulnerable or disadvantaged people, such as the long-term unemployed, disabled or people with special needs (ie. immigrants, minorities, adult people out of the labour market, unskilled workers). ENCLOSE supports the project partnership and the voluntary contributions provided by the secondary target groups such as NGOs, social partners, private businesses, local-regional authorities in order to support disadvantaged people both in training and in works activities. Through the project, the groups involved will share experiences, practices and methodologies to improve: vocational skills training, skills development in communication and expression, mentoring, job shadowing and support services provided for them. Thanks to this project, the partners will participate to create a cohesive and inclusive European society, in accordance with the needs for solidarity between different social groups, in an important moment like the one we are experiencing. The contents of the project are also in accordance with the objectives of the European Year 2012, dedicated to Active Ageing and Solidarity between Generations. In fact the project aims to promote training and employability of people (not only the youngs) and the exchange of experiences between generations.

ENCLOSE project aims to:

- develop measures to combat poverty and social exclusion, by sharing good practices in training, of supporting and mentoring;
- improve access to education and quality training to facilitate entry into the labour market;
- strengthen and broaden the integration of disadvantaged people (ie. disabled, ethnic minorities, immigrants and other vulnerable groups), through overcoming prejudices and discriminations;
- promote social inclusion and active participation of vulnerable groups in the society and working life;
- to analyze skills, needs and knowledge of emerging professional figures in order to outline the new face of the EU labour market;
- promote the development of social policies and the introduction of new and

effective support systems;

- create synergies between education and service providers, through including internships during studies and mentoring schemes by experienced workers;
- promote the participation of learners and the social partners in the development of training programs;
- improve the process of policy making, with the involvement of NGOs, social partners, local and regional authorities and those working with disadvantaged people;
- provide social workers and those involved in voluntary services an appropriate training on personal rights and services and daily assistance, improving their skills and knowledge of the needs of people they work with;
- involve a large number of partners in the fight to the social exclusion and develop new practices for raising public awareness on these issues;
- share exchanges of information, experiences and good practices between Member States and the EU Commission;
- strengthen the principle of dignity at work, through promoting non-discrimination, social protection, health and safety and social dialogue.

c. Advantages for trainees

The trainees (target group) will improve their basic skills or learn new skills to facilitate their employment process; they will get more specific information about different types of jobs through job shadowing. This will enable them to increase their chances of finding a satisfactory job, because they will not be frightened to entering the labour market or return if they're unemployed for a long time. This group will be motivated to seek new job opportunities and personal and professional growth, including improving their own self-esteem; they will be supported by mentors and organizations working in social work to facilitate their employment process. Through this process they will increase confidence in themselves, leaving the negative feelings related to social exclusion; they will improve the idea and the perception they have of themselves and the quality of relationships with their families, colleagues and communities.

d. Advantages for the trainers

The trainers can be able to make a difference in the lives of people they serve; they will increase their understanding of the specificity of the primary target group. This secondary group will: learn new approaches, strategies and practices from different sectors and countries.

e. Advantages for the companies/providers

The employed people feel more confident and skillful in their work; be better

prepared to solve the problems of society through the sharing of common approaches and shared decision.

References

<https://sites.google.com/site/encloseproject/>

Hungary

a. Model name – “MIJC” Mental issues in job-centers, 2013–2015

b. Description

There is an economic crisis in most countries of Europe. The unemployment rate is high and remains on a high level in the next decade. The current depressed mood affects the unemployed people and the professionals dealing with them. There get very easily unemployed a depressed person, and an unemployed person gets depressed easily. The job center workers are not prepared to face and manage the people being in this status all over Europe. They face the symptoms of the mental status that means they meet mostly with low motivation of the job seekers.

The low motivation of job seekers is a very well-known phenomenon in job centres. Low motivation creates obstacle in the co-operation of clerks and the unemployed in their effort to find a job for their clients. Low motivation decreases the possibility of success and lasts for a limited period of time, but the lack of success and failures may lead to an illness and depression. Decreased cognitive competencies can be influenced in a different way. Low motivation is one of the symptoms of depression, but the lack of motivation does not necessarily mean that the client is depressed. Depression and low motivation are two different psychological states and need different care. The treatment of depression can lead to better introspection and self-confidence and depressed person can return into action.

Job-centre workers needs some continuing vocational training strengthening expertise using by working situation, widening mental knowledge and an effective communication method with the people touched by these problems. In some cases the job centre workers ought to send the job seekers to the mental system, but they doesn't know how to do this in an un-stigmatizing way. They do not know where to link them because this is a very complex problem. From this point of view we are focusing our project on 3 different aspects:

Exchange of existing methods, survey and analysis of needs;

Finding new ways to support our target groups;

Developing training for job-centre workers.

c. Advantages for trainees

- Increase of motivation
- Learning new vocational skills
- Chance to travel abroad

d. Advantages for the trainers

- To have opportunity to cooperate with experts from other countries
- To have an opportunity to share their ideas and experience
- Chance to learn new methods and skills

e. Advantages for the companies/providers

- improving organizational skills and multicultural activities
- developing new teaching and learning innovative methods
- Networking, creating local groups, local survey and analysis
- Planning and presenting new project ideas

References

<http://www.mentalissues.eu/>

Lithuania

a. Model name– “Social mobility model for women” 2009 -2012

b. Description

In the current difficult economic times a majority of Lithuanian citizens are exposed to the social risks leading to social exclusion. In particular it threatens the following groups of people: long-term unemployed, single mothers, people 50+ (especially women), families having many children, people who have no competence in using technologies, people without professional training, etc.

These society groups often lack motivation for positive changes in private and work life, entering the labour market or seeking a career meanwhile they lack some basic skills in order start thinking about updating/changing their professional qualification.

THE MAIN OBJECTIVES OF THE PROJECT ARE:

- To assist women at risk of social exclusion to integrate into the society by overstepping the social boundaries, to search for job of further VET possibilities corresponding to the expectations and acquired competences and to become active citizens in the society.
- To offer the complex social integration model consisting of five different methods:
 - women self-help dialogic group method;
 - collection of basic competence development training programmes;
 - role model method;
 - social mentoring method and
 - voluntary job club method.

Women self-help dialogic group activities are directly related with employability of the women from the target group, as the majority of the activities were aimed at the working skills formation as well at analysis of practical employment cases. The following topics are proposed discussions during the group sessions: how to present yourself to the employer, how to prepare a CV, how to protect oneself from the discrimination in the labour market, how to look actively for work, what hinders from finding a job, what is the social policy for unemployed and elderly, etc.

Training programme is focused on developing general and special knowledge competences. The trainings for developing the general competences could be

such as: Personal development, Information technology for work and communication and career development, Social and Civic Competences, English language. The trainings for developing special knowledge competences should be selected for every group of learners individually.

The essence of the role model approach is to select purposefully individuals whose behaviour is an exemplary model for others seeking a similar change. It is recommended to present the life story of the role model in a video film what would be the best and the most efficient way to reach the goals of the training course.

The type of mentoring should be selected for the participants individually according to their needs – group or individual mentoring. The targets of mentoring are defined in accordance with expectations of the mentees. In the unemployment situation the aims of the social mentoring should enable the target group to search for solution of their unemployment problem, to integrate themselves into the labour market or to become active in society.

The main aim of voluntary job club method is to offer the unemployed women an opportunity to integrate into the labour market by providing them with active job search skills and offering them a possibility have an internship in “Job Club” and apply in practice the knowledge gained in the courses. As women work in the same group with their colleagues, they become more self-confident and learn to plan their work and time. This increases their possibilities to find a permanent work.

c. Advantages for trainees

The model is focused to the strengthening the capacity of the participants' for successful re-integration into the labour market thus this target group is the one getting main advantages from the model, such as:

- Women participating in the implementation of the model get soft skills, such as: self-confidence, tolerance, public speaking, self-presentation, conflict solving, teamwork, give and receive feedback etc.
- Participants also improve/get basic skills, such as: ICT, English language, social and civic etc.
- Some introductory VET training is carried out: basic accountancy, accountancy with computerised accounting system Pragma and EU and national project development.

d. Advantages for the trainers

The main advantages of the model for the trainers are:

- Trainers receive all training material and could use it in the further trainings working on their own or in the projects – they become multipliers;

- They have the possibility to participate in the monitoring process and help to improve the quality of the training material so at the end they have the training material of good quality;
- They gather work experience, also receive some life experience and even learn from the learners.

e. Advantages for the companies/providers

The main advantage of the model for the companies/ providers is that the training of women is paid by the EU so employers do not need to pay for the training of their future employees meanwhile they get the trained workers. These workers have got not only the professional skills which they get during VET training but the model also improves their soft skills so employers get self-confident workers who can easily become an integrate part of the company's team.

f. References

1. Project "Social mobility model for women"
2. <http://msms.lpf.lt/> (LT version)
3. www.lpf.lt (EN version)

Lithuania

a. Model name – “Social incubator” 2012 -2015

b. Description

Usually socially excluded groups such as long term unemployed, single mothers, unemployed women 50+, women receiving social benefits etc. are out of the labour market for quite a long time and they need professional support in order to get back to the labour market.

The research done in 6 towns of Lithuania which involved around 200 women at social risk showed that in order to be successfully integrated into labour market they need not only professional skills but also to be motivated and prepared for active job search.

The main objectives of the project are:

- To re-integrate long term unemployed, single mothers, unemployed women 50+, women receiving social benefits into the labour market by offering them the complex of social and professional rehabilitation services, consisting of:
 - Social group mentoring;
 - Seminars for improving the motivation and positive attitude towards the work;
 - Imaginary job agency for improvement of practical skills;
 - Individual consultations on social and professional rehabilitation;
 - VET training;
 - Practical placement in project partners' institutions.

c. Advantages for trainees

The model is designed to strengthen the capacity of main target groups to become the active members of labour market and society through strengthening their soft and professional skills. And the main advantages for the target group from the model are:

- Possibility to receive complex help for integration into the labour market for free.
- Women improve their soft skills and receive professional orientation consultations helping them to choose the most suitable VET courses

from the ones offered within the project and/or any other available in VET institutions.

- Possibility to get work at one of the project partners' institutions.

d. Advantages for the trainers

The main advantages of the model for the trainers are:

- Professional experience while working with the women.
- Regular salary for the continuous trainings.
- Possibility to learn something new from the learners.

e. Advantages for the companies/providers

The main advantage of the model for the companies/ providers get is that they can have well trained future employees, equipped with professional and soft skills needed for working successfully and employers do not need to invest their money into training of employees as it is paid by EU.

References

1. Project "Social incubator"
2. www.lpf.lt (EN version)

Bulgaria

a. Model name – “Back to work” 2003 -2005

b. Description

Age, training and education are the main factors affecting the level of unemployment, the selection of personnel management and the realization of unemployed women and men in the labour market.

In Bulgaria the percentage of unemployed women over the age of '50 is 19.9%.

The absence of specialty and qualification affect the duration of the registration and because of that more than half of unemployed women - 51.1% are long term unemployed and have been for the most time on the labour market (12.7 months)

The **MAIN OBJECTIVE OF THE PROJECT** is creating conditions for equal access of women over '50 to employment and maintaining employment by improving the quality of the workforce.

The immediate objectives of the project

- Reducing the number of unemployed women and women discouraged among people over 50 - years of age;
- Providing conditions for professional realization and support the professional growth of women returning to work after a leave due to pregnancy, childbirth and adoption, and raising a child up to 2 or 3 - years.

c. Advantages for trainees

The subjects of the project are trained and requalified with the purpose of helping them find jobs, maintain their current employment and/or professional growth.

How to participate in training for employed women, object of the project, is consistent with the employer. Participation in vocational training or retraining may be negotiated in the following ways:

- With detachment from the manufacturing process;
- Combined with the employment of part-time

There are a number of ways that the educational process is made more comfortable for the subjects. Examples:

The Labour office will

- pay monthly transportation and accommodation costs and scholarships for unemployed persons under the project;
- guide unemployed people under Art. 45 of the Act to promote the employment for hiring jobs for the time during which the employee is on training;

- Signing contracts with employers to provide amounts (money) under art. 30 a para.2 for the hired unemployed under art. 45 of the EPA;

As a result of the implementation of the project activities is expected 400 unemployed women over 50 to be trained in order to enhance their employability.

d. Advantages for the trainers

Learning is a two-way process. Therefore alongside with the training of women 50+ their trainers receive their life experience.

Also in a way they are training their future multipliers. The women subject of the project might become substitute trainers, thus helping with the educational process.

e. Advantages for the companies/providers

The project is funded by the state budget and all of the required personnel and expertise conducting the trainings also provided

The Ministry of Labour and Social Policy and the Employment Agency will provide the necessary funds for the project therefore the companies will get their employees trained for free.

The project is financed from the state budget, in line with the National Action Plan for employment during that year (the necessary financial resources for measures and programs).

The state budget provided funds for:

- Motivational training;
- Training for acquiring professional qualification for unemployed and employed women;
- Scholarships, lodging and transportation costs for unemployed persons of the project.

References

1. Project "Back to Work"
2. Programme "Back to Work" – 2015
3. www.az.government.bg
4. www.mlsp.government.bg

Bulgaria

a. Model name – “Chance to work” 2012 -2014

b. Description

National Action Plan on Employability

Increasing the employability of the unemployed from the vulnerable groups in the labour market through training, internships and employment will be provided for projects of social partners, which will be implemented in 2014. Project "From education to employment" (Association of Industrial Capital Bulgaria - BICA) is aimed at young people with low motivation to work and insufficient qualifications or without work experience, long-term unemployed and unskilled persons over the age of 50. The organization of motivational training, training for acquiring professional qualifications and key competences. Part of graduates of vocational training will be employed in the primary market or subsidized jobs. Project "Compass" (CL "Podkrepa") is aimed at providing support for active involvement in the labour market of unemployed young people under 29, unskilled unemployed women over 50 and other target groups. The plan is to provide vocational guidance, training for acquisition of key competences and qualifications. Part of the successfully completed vocational training will be employed in the primary market and subsidized employment. Project "Chance for work - 2014" (Confederation of Independent Trade Unions in Bulgaria) is aimed at activating and improving the employability of unemployed young people under 29 with no qualifications and low motivation to work and unemployed over 50 years of age. The applied holistic approach includes motivating individuals training for acquisition of key competences, training for professional qualification and work experience of successfully completed training for a period of three months.

Statistics, which the union has is shocking to so-called. "Risk group" - the unemployed aged 50-54 years. LOD for Burgas their number is 1008 by 733 of them are women, and Karnobat registered unemployed at this age are 298 by 181 are women. Cannot say, however, what is the level of education of unemployed people in this age group. But surely those with primary or lower education are enough.

Chance to work 2013

The project was won by the Confederation and will apply throughout the country. The project will provide opportunities for unemployed people to acquire skills in various professions, including persons over 50 years in vocational training with subsequent internship in the profession. The purpose of training on

key competences is to improve the internal resources of the target groups to address the problem of "unemployment."

Due to the limited demand for labour as a result of the crisis and the reported increase in the number of unemployed persons over the age of 50, people with low education and skills (incl. Roma), The Confederation focus on the development of this project. For the three municipalities will be trained 45 unemployed, the ultimate goal is to acquire a second degree of professional qualification in the profession "Caregiver" and pass through three stages of training:

- Motivational training
- Training on key competence "Teamwork"
- Training of the "Caregiver"

Chance to work 2014

CITUB recall that progress is already the third year, due to the option of the unemployed without education. CITUB develop and implement the project because its structures and employees are convinced that engaging with people's problems and ensuring the constitutional right to work is primarily human commitment emphasized by the union.

First four days selected women will master the key competencies and teamwork, and then start combined training - theory morning, afternoon practice in hospitals. Trainees will receive 8 lev, every working day. After project completion, the best will be selected for a three-month internship term contract with hospitals where they will receive a minimum wage of 340 leva".

c. Advantages for trainees

The training is requested by companies and organisations that are looking for employees with the relevant skills.

The field of training healthcare is very promising – there is a lack of healthcare staff in western Europe (UK in particular).

Besides the training the participants will have a three months paid internship.

The training is practical – Learning by Doing

d. Advantages for the trainers

The trainers are training future colleagues

The trainers will be paid extra

e. Advantages for the companies/providers

The training is paid by the government

The trained personnel can be kept in the organisation with contracting during the internship phase

The trainees are being kept only for three months

References

1. National Action Plan on Employability
2. <http://labour-bg.net> - Project „Chance to work”- 2013
3. <http://www.burgasdunews.info>;

Italy

a. Model name -Anolf Messina: job re-placement of women over 50.

b. Description.

The Anolf of Messina for over 25 years is dealing with foreigners and their integration process in the local area in a context in which the immigration issue takes on more and more different shades.

Main guidelines of the Anolf Messina action are:

- Promoting migrants rights recognition and ensure that they are properly respected by all, including governments in order to let the immigrant himself to be aware of its obligations and rights. The constant commitment in the process of foreigners' integration is reinforced by some Memoranda of Understanding signed with the Immigration Department of Police and the Prefecture of Messina.
- Collaboration and support to families in the process of social inclusion trying hard together to solve those problems they encounter in the interrelation with society and difficulties resulting from it.
- Strong support for the battle of the second-generation youths fighting for the approval of the IUS SOLI law for all children born on Italian soil to have the opportunity to identify themselves as "ITALIANS"

Not less important are the issues involving the advanced age groups of immigrant communities with their choice to retire or to continue working even if they are far away from the retirement age.

In fact, a lot of men and women over fifty come to our help desk seeking advice and practical help in terms of employment.

Anolf Messina has been dealing with putting into contact, on one hand, employers seeking trusted people to whom entrust their household and/or family members and, on the other hand, workers who increasingly need to work especially in times of crisis. If it could be relatively easy find some kind of employment for young workers, certainly it's more complex reintegration and replacement of over-fifty workers and even more complex when it comes to women.

Over fifty foreign women in the city of Messina are about 1,370 belonging to 53 different nationalities. The most of these women, 90% of which are domestic

workers, after a certain age could not have chance of reintegration into work because of the specificity and peculiarity of employers demands. It is often a good knowledge of the Italian language and culture, or the possession of the driver's license, and even more often the young age the most valued features in a foreign worker.

It is in this difficult context that women over 50 should start the process of job re-placement relying only on their own experiences and knowledge gained from years and years of work.

PROPOSED ROUTE

In order to respond in the best way to the requests received, since 2013 it was realized a liaison programme between employers and workers; namely, to the employers is proposed to fill in application forms containing information about the kind of worker they are looking for. That application form contains:

- Personal data of the employer
- Place of the performance of work
- Type of work with indication of hours to work for week
- Range of payment
- Features of the worker (sex, nationality, age)
- Capacity of the worker (e.g. language, Italian culture, cuisine, driving..ecc ...)

A similar data sheet has been offered to the workers in reversed sections.

Once you fill in the application forms, Anolf operators proceed to compare them and meeting the requests in order to match demand and supply of labour. In addition to this, it's given the opportunity, for workers who request it, to take part at courses of Italian language and culture which help them to enrich their skills also getting language certificates of various levels.

It does not mean that the Association want to replace in some way employment agencies, but simply try to help those who come to the door in an atmosphere of utmost trust and cooperation, having access to an extensive contacts network.

In this regard we highlight on two of the many case studies we had to deal with.

1. A Filipino woman of 57 years had been looking for work for two years. She came to our helpdesk after numerous job interviews ended with negative feedback. Actually she was a woman who was in Italy for several years, for exactly 15 years; and for 10 years he had worked as a baby sitter. The family where she worked, having no more need of that figure, fired her.

Then it began for her a period of difficult re-placement into work without any family support, as widow with children in the North Italy.

Thanks to the network of friends, she became aware of our association and the services offered.

It was not difficult to find a job application suitable for her mostly for the long working experience she had in Italy and for the good knowledge of the Italian language; it's important to note that the assumption was made possible thanks to the guarantee of reliability that the association has expressed, eliminating any mistrust of the employer.

2. A Sri Lankan woman of 63 years, living in Italy from just one year, had lost her job because of the employer death she was looking after working as caretaker. Filling in our job application form, we soon realized that one of her major difficulty and gap was due to the lack of Italian language knowledge, penalizing her seriously in working re-placement process. We also urged her to attend the Italian language and culture course lasting 100 hours, thus managing to enrich its curriculum and be more easily re-integrated. In fact, within a few weeks the Sri Lankan woman was able to successfully conclude its searching path.

It follows therefore that the association offers a 360° assistance at different stages that mark out the re-integration into work and specifically:

- "Qualifying the labour supply" with the enrichment of skills and knowledge of workers;
- "Matching the labour demand" trying hardly to meet needs of employers;
- "Regularize labour relations" with the signing of contracts guaranteeing the rights of both employers and workers, fighting illegal labour.

Italy

a. Model name - Coop. Sociale “Città Viva”: job re-placement of women over 50.

b. Description.

There is not a large number of good practices concerning 50+ women in Italy, but we can show a case that is worth telling.

Three women over 50, in Taormina area, who lost their jobs as maids, employed to maintenance rooms in hotels, were probably considered old for those tasks.

Another woman over 50 had lost her job in a small company that sold sandwiches and hot dogs, as street vendors. The owner of the company was her husband, but business is not going well and they had been forced to close the activity.

In Roccalumera operates a cooperative named Coop. Città Viva. It's a non-profit organization (Social Economy).

The Coop Città Viva, together with Coop. Tulipano, has prepared a program to re-enter these women into the labour market, whose families were in big trouble after they lost their jobs

Having examined the basic skills of that four women 50+, it was identified a common ability to cook, especially traditional foods of the area and the Mediterranean diet.

After a training course, the women were prepared to become cooks to work in the local school canteen and prepare meals to children

Even today, these four women work as cooks to prepare meals for school pupils.

It 'a seasonal job (7 months a year), but it allows them to have an income and being integrated in the labour market, with the assistance of the unemployed social insurance these women receive in the months they do not work.

They also will be able to get, as a result, paid retirement.

Main education teaching subjects:

Hygiene and food hygiene

HCCP (Hazard analysis and critical control points)

Elements of dietetics

Elements of economy

Turkey

a. Model name – “Social Development Centre”

b. Description

- These centres cooperate with the local authorities such as municipalities and local governors. This form is quite practical a women from any age range; Most of the time the women are 50+ and housewives.
- The unqualified women are thought how to sew, knit, do embroidery etc. in courses or workshops in these centres, whose trainers are granted by the municipality or local governors.
- The centre works locally, nationally and internationally. They produce handmade things and sell them to local, national or international markets.
- The women are trained in courses but once they have acquired The ability they can work at home too.
- The courses are not limited only with these handmade things' courses but also hairstyling, tailoring, serving etc.

c. Advantages for trainees

- They are given some pocket money as well, during the training, which encourages the participation a lot. The Social Development centre coordinates the sale of the produced carpets, embroidery, clothes, hats are some October things they make.
- The courses are not limited only with these handmade things' courses but also hairstyling, tailoring, serving etc.
- Trainees both make their living partly during the education for work and they learn and acquire a new talent or pattern for a new job

d. Advantages for the trainers

- As the trainees come to the courses provided by the centre willingly and they are paid, their motivation is high. This makes it a lot easier for the trainees to teach.
- The women attending the course have potential and choose the course to attend by themselves. So, their readiness is already high, which makes them more open to learn and easier for the trainer to train.

e. Advantages for the companies/providers

- The companies don't have to pay the trainee
- The salary/pocket money is given by the social development centre during the internship
- They don't have to pay for training
- The companies/providers will have previously educated trainees, their staff will be qualified
- The company will earn but won't have to pay for the staff

References

- <http://adiyaman.bel.tr/kategori/234/1/togem.aspx>
- Adiyaman Municipality
- <http://adiyaman.bel.tr>

Turkey

a. Model name – “Labour Agency”

b. Description

- Labour agency is a public body working between the unemployed and the employer.
This is quite a practical form of occupying the 50+ women. The agency is a bridge between the employee and the employer.
- First the unemployed applies the agency. Within this application process the experiences, abilities and all the background information is given by the unemployed to the Labour agency. If the applicant is qualified for a job, the agency seeks a job for her qualifications.

c. Advantages for trainees

- The agency has its own courses to educate people, to train them. So when the applicant isn't qualified the agency trains him/her and turns him/her into a qualified person. The courses opened by the agency are in accordance with the needs of the market. The agency decides about opening a course after certain talks with the employers.
- After the course the people are given the jobs for which they were trained. So the trainee doesn't need to worry about finding a job as the agency already finds the job.
- The course times are flexible. If one cannot attend in the morning they can attend in the evening; if one cannot attend on weekdays, they can attend at weekend.

d. Advantages for trainees

- The trainees are given a sum of money during the training, which encourages the participation a lot.
- As the agency is a governmental institution its dependability high.
- Trainees both make their living partly during the education for work and they learn and acquire a new talent or pattern for a new job

e. Advantages for the companies/providers

- Whether qualified previously or qualified after The course, The grant for the insurance of individuals are paid by the agency for the first six months and if the employee works well and in accordance he/she can keep the job for years, until he/she is retired.

- The agency encourages the employers to employ people by supporting them with the insurance of the employee, transportation, etc. Thus, the employers are more willing to employ.

References

- <http://www.iskur.gov.tr/>
- Adiyaman Labour agency, Turgut Reis Mahallesi Sakarya Caddesi No:2/A ADIYAMAN

4.

PILOTING RESULTS

After the research on national and transnational best practices, the EWE partnership engaged a piloting process consisting on the testing of some of the VET approaches and methods described in the handbook, in partners' and other VET organisations in partners' countries.

Each partner country selected 2 national experts to pilot each one of the VET approaches and methods on labour integration of women 50+.

For the piloting evaluation we used the evaluation questionnaire you can find in the annexes section.

As a result, we can now offer you the evaluation report for each one of the VET practices included in this handbook.

Model name- “Directing Life Change”.

The model objectives, methodology and contents are clearly identified and fully explained in the published materials analysed during the piloting process.

The model uses a methodology based in the recognition of abilities and skills obtained both, formally and non-formally, in order to re-inforce the labour opportunities of the users, as well as to re-inforce their self-esteem and self-empowerment.

The contents of the model are clearly defined.

The objectives and training methodology is relevant for women 50+, especially for those who have a broken career, and low expectations to find a new job in the same area.

Experts recommend using more publicity in the implementation of the model in order to reach a lot of women that doesn't use the services of the labour offices, which is the primary channel to promote this initiative.

This model faces the problem of lack of opportunities for older women who have to change their professions or improve their key skills to be able to find a new job.

The participation of 50+ women is stimulated by the peer-mentoring and empowering strategies.

Method is recommended for being an opportunity for unemployed women who need both career and professional guidance, and promotion of their self-empowerment and self-esteem.

Model name- “Social Mobility Model”.

The model objectives, methodology and contents are clearly identified and fully explained in the published materials analysed during the piloting process.

The model uses a methodology based in the learning based in the previous experience of other people who surpassed similar situations.

The contents of the model are clearly defined.

The objectives and training methodology is relevant for women 50+, but also for men and unemployed people in general.

Experts recommend the use of this method to re-inforce the self-confidence of the users, based in the establishment of confidence based relations with their mentors.

This model faces the problem of lack of opportunities for unemployed people, especially youngsters and women, and uses the mentoring approach as a mean to discover new ways of promoting the own career.

The participation of 50+ women is stimulated by the mentoring and empowering strategies, giving high importance to the relation between mentor and mentee.

Method is recommended because it is possible to face different situations, just looking for the right mentor. Every 50+ woman has a personal and professional background that may need the help of someone who surpassed a similar experience.

Model name- “Chance to Work”.

The objectives of the model are clearly identified. In this practice, an initial data of the available jobs was used to determine the areas of training to be used.

The model uses a simple methodology, it scans the available jobs in Bulgaria and abroad, it determines which one is suitable for women 50+, and then performs a training course.

The contents of the model are clearly defined.

The objectives and training methodology is relevant for women 50+, with focus to get a job abroad. Even if 30% get the job, it's a good success rate.

Experts recommend using more publicity in the implementation of the model in order to reach a lot of women that doesn't use the services of the Labour offices, which is the primary channel to promote this initiative.

This model faces the problem of lack of contemporary knowledge and reluctance to study among the target group of 50+ women.

The participation of 50+ women is stimulated by choosing professions for which most 50+ women are prepared, and offers the opportunity to get a job abroad.

Experts think that the method could be effective to encourage 50+ women to work because women 50+ are not taking care of their children anymore and they are more able and even willing to move to foreign countries.

Method is recommended for being vital and ready to relocate.

Model name- "Back to work".

The objectives of the model are clearly identified.

The model uses a methodology for professional requalification that runs for more than 10 years now, which shows sustainability and positive results.

The contents of the model are clearly defined and reference to additional documents was found.

The objectives and training methodology is relevant for women 50+ because in the training they use practical situations instead of classroom approach which shows better results in short terms.

Experts recommend making the practice more popular (improving dissemination strategy).

This model faces the problem of unemployment and demotivation and among the target group of 50+ women.

The participation of 50+ women could reach some problems considering that the proposed jobs sometimes are not really attractive or could be hard to implement for a woman 50+.

Experts think that the method could be effective to encourage 50+ women especially because it complies with the existing expertise and skills of the trainees, i.e. using what they know.

Method is recommended for 50+ women willing to remain in the labour market for at least 10 years more.

Model name- “3C Learning materials”.

The model objectives, methodology and contents are clearly identified and fully explained in the published materials analysed during the piloting process.

The project materials are relevant for both men and women, although gender is not specifically addressed.

Different parts of the material are being used by different trainers and learners to respond to specific learning contexts and specific learning needs. Any decision about adaptation is that of the user, and the materials themselves have been designed to facilitate this process.

The materials provide an introduction for older people who wish to consider returning to the labour market, or establishing new areas of economic activity in later life. It provides a series of activities and exercises that range from self-assessment to explaining new patterns of working in the labour market and how these new patterns might provide new opportunities for older people. The materials also include resources for vocational education trainers who wish to address these issues in a group or in a tutorial context.

The materials depend on the participation of users throughout and were developed with the active participation of potential users.

Experts expressed that the explanation of the case study shows how it could be effective to encourage 50+ women to work.

The approach is recommended as a supportive and flexible resource for older people. The materials are designed to be a self-standing resource.

Model name- “AgeWell Age UK East London”.

The model objectives, methodology and contents are clearly identified and fully explained in the published materials analysed during the piloting process.

The materials are relevant for both men and women, although gender is not specifically addressed there are greater levels of engagement from women. This is felt to be based on the social and health aspects of many of the activities included in the project.

Suggestions of improvement are related specifically to the employability aspects of the project. Many women using the project find it difficult to re-engage in employment after long periods of being away from the labour market and have lost a lot of confidence. They are also (to an extent) content with engaging in the more social and health aspects of the project. However women have been found to benefit greatly from the volunteering opportunities available, which have proved to have the greatest influence on women securing employment. An increase in volunteering opportunities in a range of settings is therefore suggested as a means to improve the levels of women willing to re-engage in employment.

The project aims to connect women with a range of provision that provides for their well-being which includes their employment. The main problem is being able to encourage women to move from a social or health activity to securing employment.

The project does stimulate involvement and many women using the service and have been involved for a number of years. Users of services are also involved at trustee level of the organisation.

Experts expressed that the model can be effective, but this would need to be supported by volunteering opportunities.

The model is recommended for understanding employability as an aspect of well-being that it is necessary if women 50+ want to enjoy and sustain employment options.

Model name- “ENCLOSE”

(Establish a New Cooperation to Let Obtain Social Inclusion in Europe).

The model objectives, methodology and contents are clearly identified and written by the project team.

The model materials are relevant, but not just for 50+ women, but every woman or man who are part of social vulnerable group. Being a model addressed not specifically to social vulnerable groups, every special target group has special adaptation. In this case need focus on woman and 50+ woman and man language.

This project focuses on social groups who are stigmatized by society. Special problems focused on in the case of 50+ women are ageism and genderism.

Considering the project focus was too large, every single group would need special stimulation toolkit.

The proposed method could partially be effective to encourage 50+ women to work. This target group has special needs and problems that are not specially, but generally focused. Anyhow, when talking about adults returners, people who have not been working for a long time share similar basic situation.

The model is recommended in general, but it would be recommended to make a specialized toolkit for the specific target group of women 50+.

Model name- “MIJC” Mental issues in job-centres”.

The model objectives, methodology and contents are clearly identified and written by the project team.

The model materials are relevant, but not just for 50+ women, but every woman or man who are suffering depression. This project focuses relevant methodology on language and communication problems of a very vulnerable and sensible target group.

This project focuses on a social group who is stigmatized by society. Special problems focused on in this case are feelings of loneliness, isolation, stigmatization and lack of self-esteem.

The proposed model gives a good and effective toolkit to job-centre workers who have to manage communication problems with long term unemployed women (and man).

The particular effectiveness of this project is to encourage social and labour integration of woman (and man) who have not worked for a long time because of mental health problems.

The model is recommended for particular target group of 50+ women with a mental health problems background.

Model name- “Social Mobility Model for women”.

The model objectives and methodology are clearly identified in the model description. Maybe some additional materials would be needed in order to adapt the method properly.

There is quite clear information provided in the contents of the method, however some more information could be needed. But as there are contacts of the organisation and website address provided, it is possible to get the additional materials easily.

The objectives of the training methodology are relevant for women 50+ as one of the target groups was women 50+. Also this method could be adapted for men as well, if needed.

No changes are required to use the project materials with women 50+. Maybe if the trainers from other countries would like to adapt the method, some adaptation would be required, but it will depend on the cultural and/or economic differences between EU countries.

The method aims to make women more active or in other words “socially mobile”, empowering them with knowledge and skills relevant for every women, especially long-term unemployed and 50+ and slightly “pushing” them back into the labour market. The main problem this method could face could be low motivation of women, but as the method offers a wide range of activities, it could help to motivate the women to change their lives by moving from social exclusion to social integration.

The method stimulate the participation of users by offering wide range of relevant activities and giving a possibility to learn new things and to improve the main competences needed for successful integration into the labour market. The continuation of the activities of the method could be offering the women to become the volunteers of the organisation thus to gain some work experience after the longer unemployment period. This could be the first step back to the labour market.

Volunteering support could help the method to effectively encourage 50+ women to work.

This method is already tested with women 50+ and showed good results so it is recommended to further use it with the same target group and/or adapt to others. Some more information could be collected from the website and the organisation which has developed the method.

Model names- “Social incubator”.

The objectives, methodology and contents of both models are clearly described in the published materials.

The objectives and training methodology are relevant for women 50+ also because this was one of target groups for that VET approach. Nevertheless, the materials would be relevant for men as well with some adaptations to their needs.

No changes are necessary to adapt the model materials. Some changes could be done when working with the target group directly and responding to their social and economic situation if necessary.

The approach used aims to provide women with skills that would help them to remain active in labour market and social life. Usually women 50+ lack self-confidence, motivation, communication and other social skills more than professional qualifications, therefore project offers activities that help women to overcome the barrier they have and aims to encourage them to participate more actively in social and professional life and make positive changes in their lives.

The method stimulates active involvement of users by the wide range of activities relevant to their future life offered to them and possibilities to improve the competences on hand or acquire the new ones that would help women to integrate into the labour market and become an active citizen.

Volunteering support could help the method to effectively encourage 50+ women to work.

As the method applied in this project has already proven its positive results with women 50+, experts would recommend it to be used by any other interested party working with this target group and it could be adapted as well if needed to be used for other target groups.

Model names- “Labour Agency” and “Social Development Centre”.

The objectives, methodology and contents of both models are clearly described in the published materials.

The training methodology is quite good for women 50+.

The models should be adapted as the trainers could use different methodologies in terms of age, culture, health, etc. Most of the Turkish women

at that age did not work for long periods, so labour orientation is extremely necessary.

These materials bring some solutions for women 50+ that were out of the labour market due to different reasons (family, health, culture,...). If they are encouraged and trained enough, returning to labour market will be easier.

Regarding the participation of users in the agency, actually it depends on users mostly, but making them willing to do that will increase their involvement.

The methods are effective in terms of encourage 50+ women to work, but they should be supported by some extras such as volunteering, money and flexible working hours.

These models are recommended for being rather supportive and encouraging for women 50+.

Model names – “Anolf Messina” and “Coop. Città Viva”: job re-placement of women 50+

Interests and needs of each user are specified, as well as the objectives are identified and easily accessible.

The methodology is based on a series of several phases distinct and structured. Compliance with all the steps makes the methodology clear and easily identifiable.

From the project papers it was observed that many users have found solutions to their problems and they got answer to their needs both in training and working area.

The objectives and training methodology of these models are relevant for women 50+, also because especially women over 50 face up a lot of problems on job replacement, more than young women. Thus they are able to fill this gap. These methods are really suitable to disadvantaged people.

The most important problems faced by these models are about integration, lack of training and the rights and duties of working women. Their strength is the active participation of the user who has the possibility to communicate with the operator face to face in order to solve problems immediately.

The effectiveness of the method is proved by just observing the way in which many different situations of women on job replacement were solved.

Actually the information about the methods is clear and satisfactory and not requires further clarification.

The main aspect that makes us to recommend these methods is their easy application that allows achieving good results even if used in different social realities.

5.

OVERALL RECOMMENDATIONS

According to the results of the national researches planned and developed at national and transnational level, the EWE project partners have agreed to make the following overall recommendations to the different actors implied in the labour integration of 50+ women.

General recommendations:

1.-To include in the agenda of the European administrations the possibility to add the target group of 50+ women in the priorities of the policies addressed to people at risk of social exclusion.

2.- The EWE project partners have recognized the impact of the economic crisis on 50+ women and we, therefore, recommend future pension planning for 50+ women included in public pension planning.

3.-We found necessary to accomplish with the political and social responsibility of the different target groups -trainers, employers, trainees and policy makers-, and to promote new mechanisms to impulse the dialogue between all the social partners in order to improve employability of 50+ women.

4.- To explore the possibility to promote the offer of paid and/or not paid internships and the work experience as tools to access the labour market for 50+ women.

5.-The possibility of implementing life planning programs could be a very interesting option for women 50+ to find the profession that fits to their current and future needs.

6.- It would be advisable the planning of flexible training possibilities on ICT and foreign languages for 50+ women.

7.- Further research would be necessary to improve the knowledge of the found key factors of discrimination: age-related barriers, and barriers associated with gender and ethnicity.

Recommendations to trainees:

- 1.- To improve the involvement in the society as a first step to be involved in the labour market.
- 2.-To increase the self-awareness and co-responsibility on the processes addressed to 50+ women.

Recommendations to trainers:

- 1.-Learning should begin to be contemplated by the society as an opportunity for personal development, not just as a tool for vocational training. Training centers and trainers have a main role in contributing to spread this idea.
- 2.- Not to put the stress only in transferable competences (ICT, foreign languages,...) to improve employability, but also to other key competences (emotional intelligence, self-awareness, self-confidence,...).
- 3.-To promote and improve methodologies that observe the increasing of self-esteem, autonomy and empowerment of 50+ women.
- 4.-To promote methodologies that recognize and value prior professional experience and prior professional expertise.

Recommendations to employers:

We recommend the promotion of the personal and professional aspects of the job to make more attractive to 50+ women to be in the labour market (labour stability, job characteristics, work as an element of self-realization...).

Recommendations to administrations:

- 1.-To be aware on negative assumptions and stereotypes when developing new approaches on VET.
- 2.- To provide incentives to employers for the improvement of skills and hiring conditions on women 50+, as factors that would provide more job opportunities

to the target group.

3.-To promote the recognition of informal and non-formal competencies in order to improve the labour opportunities of the target group.

4.-Special attention should be paid on the fact that 50+ women are not able to identify training courses addressing their specific needs.

ANNEXES.

QUESTIONNAIRES

National research questionnaires:

Questionnaire & survey on efficient and innovative training approaches for women 50+ (Employers)

Employability

1.-Is the age of people applying for work a significant factor?. How do you approach this?

2.- Is there any difference between hiring a 50+ man or woman?

Motivation

3.- Which are the main reasons why 50+ women work or not?

4.- What should be changed in the labour market to encourage 50+ women to work?

Competences

5.-What kind of jobs do 50+ women find attractive?

6.- Which kind of competences do 50+ women have? What do they need?

Work patterns

7.-What are 50+ women's ideas about working?

8.- What are the factors that provide 50+ women with job satisfaction?

New curriculum and methodologies

9.- Do you know any approach in vocational education for 50+ women that you would use or recommend?

10.- Are there any special difficulties for 50+ women's vocational education? If yes, what are they?

Questionnaire & survey on efficient and innovative training approaches for women 50+ (Trainees)

Employability

1.-Is the age of people applying for work a significant factor?. How do you approach this?

2.- Is there any difference between hiring a 50+ man or woman?

Motivation

3.- Which are the main reasons why 50+ women work or not?

4.- What should be changed in the labour market to encourage 50+ women to work?

Competences

5.-What kind of jobs do 50+ women find attractive?

6.- Which kind of competences do 50+ women have? What do they need?

Work patterns

7.-What are 50+ women's ideas about working?

8.- What are the factors that provide 50+ women with job satisfaction?

New curriculum and methodologies

9.- Do you know any approach in vocational education for 50+ women that you would use or recommend?

10.- Are there any special difficulties for 50+ women's vocational education? If yes, what are they?

Questionnaire & survey on efficient and innovative training approaches for women 50+ (Trainers)

Employability

1.- Is the age of people applying for work a significant factor?. How do you approach this?

2.- Is there any difference between hiring a 50+ man or woman?

Motivation

3.- Which are the main reasons why 50+ women work or not?

4.- What should be changed in the labour market to encourage 50+ women to work?

Competences

5.-What kind of jobs do 50+ women find attractive?

6.- Which kind of competences do 50+ women have? What do they need?

Work patterns

7.-What are 50+ women's ideas about working?

8.- What are the factors that provide 50+ women with job satisfaction?

New curriculum and methodologies

9.- Do you know any approach in vocational education for 50+ women that you would use or recommend?

10.- Are there any special difficulties for 50+ women's vocational education? If yes, what are they?

Piloting evaluation questionnaire:

PILOTING TESTING OF THE VET APPROACHES/METHODS

- EVALUATION QUESTIONNAIRE -

1.- Profile of the tester:

Age:	
Gender:	
Occupation:	

2.- Questions about the VET approach/method:

Name of the VET approach/method:

Are the **objectives** of the approach/method clearly identified?
Please explain.

Is the **methodology** of the approach/method clearly identified?
Please explain.

Are the **contents** of the approach/method clearly defined?
Please explain.

Are the objectives and training methodology **relevant** for women 50+?
Please explain.

Would you recommend any **change** or **adaptation** of the approach/method for its use with women 50+?
Please explain.

Which **problems** and **needs** of women 50+ does the approach/method face?
Please explain.

Does the approach/method stimulate the **participation** of the users?
Please explain.

Do you think the approach/method could be **effective** to encourage 50+ women to work?
Please explain.

Did you have **enough information**
about the approach/method?
Please explain what additional
information you would need.

Would you **recommend** the
approach/method for its use with
women 50+?
Please explain.

Thank you for your collaboration!