

Partner search

Europe for Citizens 2014-2020

Strand/measure 2.3. Civil society projects

Deadline 01.03.2016

Organization

Name PRIZMA Foundation

Short description

PRIZMA Foundation for Improvement of Employment Possibilities (PRIZMA Foundation) was funded in 2000. PRIZMA Foundation is a Non-Profit Organization, established 15 years ago, whose main aim is to provide sources for improvement of quality of life for vulnerable groups. Our mission is to promote active ageing through life-long learning, management of age diversified groups, social entrepreneurship and social innovation. Our target groups include elderly, long time unemployed, women, minorities, youngsters, etc.

The foundation has been actively involved in different European Cooperation Programs and is zealous to share and exchange good practices and ideas.

We have experiences in developing & delivering comprehensive trainings for individuals & companies, state-of-the-art surveys, international partnership co-ordination and participation, integration of different stakeholders, project management, organizing & executing of events. Foundation PRIZMA successfully collaborates with social partners and stakeholders from the region (6 local communities joined in Consortium for development tasks of Podravje region, Chamber of Commerce and Industry of Štajerska, Association of free Trade Unions, Regional Organisation of Podravje and Koroška, Employment service of Slovenia, University of Maribor, secondary schools, etc.)

Contact details

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Project

Field(s)

life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering, awareness,

SUMMARY

Description

This project would raise the awareness of increasing of ageing population and necessity of intergeneration solidarity, cross-fertilization and activating the potential of mature workers and citizens with new guidelines and measures to achieve EU 2020 Strategy goals.

Flexicurity has been an important issue since EU adopted the principle and its four components and integrated them in EU 2020 Strategy goals when agreed an employment rate target for the 20-64 years old age group of women and men of 75%. “Towards a new momentum for flexicurity (reducing segmentation and supporting transitions) is one of four priorities of The Agenda for new skills and jobs flagship initiative that will with planned actions support achievement of EU 2020 Strategy goals.

Flexicurity is understood as combination of four key elements that corresponds to each individual country and labour market and must respect countries social values, circumstances and historical background. One single model of flexicurity does not fit for all. Each country needs to choose suitable proportion of elements contributing to individuals’ employability improvement and to greater competitiveness of their economies.

The EU also supports the Member States' efforts to set up an integrated and coherent strategy on active ageing. Since the launching of the Lisbon Strategy, the European Commission has, in the frame of the European Employment Strategy called for action on four fronts combined with pension reforms: removing disincentives for workers to work longer; discouraging early retirement; stimulating lifelong learning to avoid skills obsolescence; and improving working conditions and maintaining the overall health status of the elderly population.

Several studies have shown how, inside workplaces, discriminations can emerge to the prejudice of the group of over-50 female/male workers who are stigmatized because of a stereotypical evaluation concerning their personality characteristics, their skills and aptitudes, their motivation level.

The negative stereotypes mostly attributed to aged female/male workers are: lack of flexibility, of proponent attitude, of willingness to (mainly technological) change, scarce commitment with regard to particularly challenging tasks, scarce levels of motivation.

Such beliefs take on a critical role in determining life quality of aged female/male workers in their working environment since they often compromise the evaluation of their performance by the management and bring forth a discrepancy between achieved rewards (for example opportunities of development or economic rewards) and effective contributions by the female/male workers.

Significant constraints on employment and re-employment were identified and attributed to health, negative self-esteem, lack of formal human capital and undervaluation of experience, financial disincentives for employers to employ older workers and prevailing ageist attitudes.

Higher participation of older workers in employment is an important factor that contributes to smart, sustainable and inclusive growth, and to achieving the Europe 2020 headline target of aiming to raise the employment rate for women and men to 75%. Thus, it is important to tackle age discrimination regarding employment and occupation, given that ageism is an important exclusion factor for older workers on labour markets. At the same time, investments should be made in life-long learning initiatives, adapted to labour market needs.

By convening ordinary citizens of diverse social, professional, and national backgrounds, paying particular attention to the perspectives of cultural diversity, European identity based on common values, history and culture, the project aims to enable local voices to be part of Brussels-based policy discussions, ensuring valuable interaction between decision makers and those directly affected by EU policies.

In order to reach these goals we will organize **helix actor's debates/lectures and workshops**, where everyone will have an opportunity to share their opinion and arguments, thus gaining a better understanding of the concepts of the European Union and being an EU citizen.

Helix actor's debates/lectures and workshops will be implemented in each partner country.

Besides these events, also other campaigns/events/articles and materials promoting life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering will be assured.

Organized debates/lectures and workshops of citizens and professionals, on sustainable solutions and future perspectives for enhancing life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering are expected to be performed, in 4 - 6 partner's countries. On each event 76 – 100 participant is expected (among them at least 30% transnational).

It would result with policy recommendations in related fields, as well as with recommendations on the role of civil society organisations in mainstreaming processes.

Final event organized in Slovenia (City of Maribor) will be opportunity to discussed and share best practise and recommendations for decision makers on the field of operation.

Final event will be held in public space with expected >300 participants, followed by awareness raising activities on life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering.

PARTNERSHIP PROPOSAL

For applying to the Europe for Citizens program, we would like to introduce a model by which the partner organizations of each participating country will produce helix actor's debates/lectures, workshops and also other campaigns/events/articles and materials. On mentioned events each partner will have to assure experts dealing with life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering. Because of at least 30 % transnational participation is prescribe, each partner will organized also study visit for participants from other countries in order to promote culture diversity, traditional food, heritage, history and examples of good practice in related fields. The project has the duration of 18 months and will start in October 2016. PRIZMA Foundation will be lead partner and will provide the *knowhow*, coordination and general support to partner's organizations.

THEME AND APPROACH

The shared themes of all events are: life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering. As a basic approach, we will rely on the legislative framework and strategies, i.e. the documents issued by the EU. Situation in each country regarding this problem will be studies and discussed, resulting with policy recommendations for each country through exchanging of experiences and knowledge.

HELIX ACTOR'S DEBATES/LECTURES AND WORKSHOPS

Helix actor's debates/lectures will be built on extending the intensive cooperation of helix actors (education, labour market, business support, and businesses) and existing initiatives on the specific subjects. They will be organized in each country and will provide the basic knowledge of EU and national policies and general context needed for the citizens to discuss, reflect and form solutions/proposals related to the addressed themes. Live stream of helix actor's debates/lectures will be assured in order to reach the widest possible audience.

Interactive workshops based on open space method will be follow on second day after the helix actor's debates/lectures in each partner countries. Workshops will encourage open communication, generating ideas and forming scenarios on filed on active ageing, flexicurity and solidarity.

Proposals from partners for helix actors debates/lectures, interactive workshops and thematic study visits are welcome.

Emphasis will be given to publicity of the project, informing broad public and public entities about the event through radio station, print medias, project web pages, inform. brochures, DVDs and social nets (Facebook, YouTube,)

EUROPEAN DIMENSION

The theme itself provides the basis for a study of differences and similarities in Europe in each part of Europe, with the aim of promotion of common European identity. European identity implies convergence and cohesion of policies and daily lifestyle. Debates on the European future regarding policies of life-long learning, flexicurity, age management, intergeneration cooperation, solidarity and volunteering will be conduct, with participation of EU citizens. The goal of the project is to raise awareness and support exchanging good practices in promoting on the field of operation.

Transnational cooperation will be actualized through the mutual hosting of citizens and lecturers, organization of interactives workshops on the topic of understanding and devising strategies to implement EU policies as well as sharing knowledge and data through different communication channels.

Partners searched

Countries

Croatia, Austria, Czech Republic, Hungary, Denmark or Finland

Profile

Local governments, civil society organizations, public bodies etc.