

» Acceder Programme



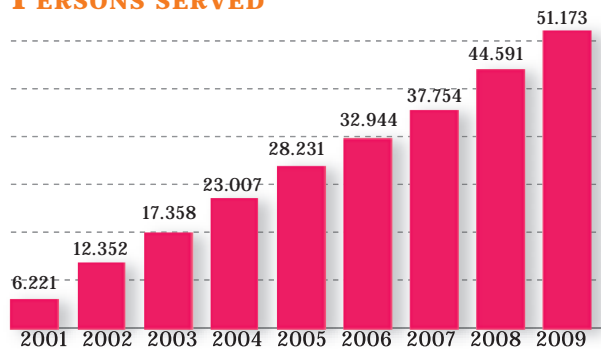
NATIONWIDE LABOUR MARKET INTERMEDIATION MEETING HELD IN MADRID.

The *Acceder* Programme was created in the year 2000 with the overarching objective of aiding the Roma population to gain access to the labour market. The programme is run throughout the State by the Fundación Secretariado Gitano as the Intermediate Body within the framework of the European Social Fund's Multi-Regional Operational Programme to Combat Discrimination up to 2013.

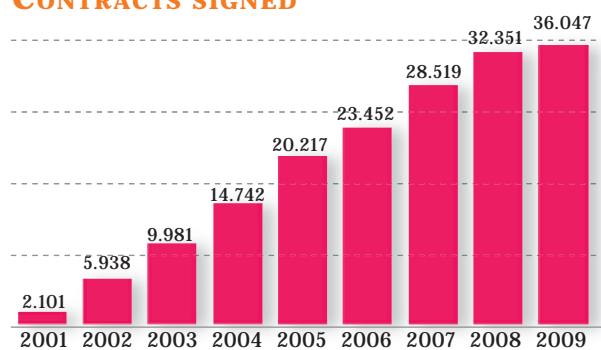
The Programme's general objectives are:

- » To find jobs for Roma in the mainstream labour market;
- » Vocational training tailored to the demands of the labour market; professional capacity building and access for Roma men and women to salaried professions and work, covering the demand for workers from private enterprise;
- » Direct link between Roma who are seeking employment and employment service providers thus closing the gap between vocational training and employment services for unemployed Roma, allowing them to gain access to these services on an equal footing with the rest of the society.

PERSONS SERVED



CONTRACTS SIGNED



PERSONS AND CONTRACTS THROUGH THE ACCEDER PROGRAMME IN 2009

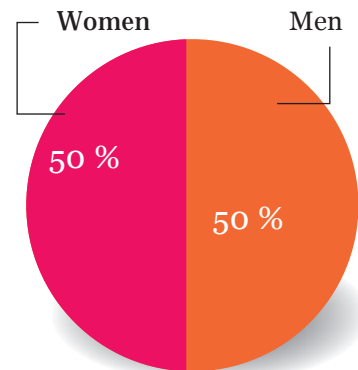
Total Users	6,582
Total Contracts	3,696



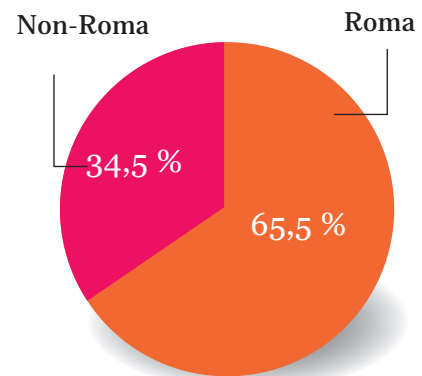
SOLAR PANEL MAINTENANCE COURSE. BADAJOZ.

- } Awareness-raising as concerns prejudices and discriminatory practices against the Roma population with a view to improving their social image.
- } Generation of more pro-active policies targeting the Roma population with a view to improving living standards and guaranteeing equal opportunities in access to public goods and services.
- } Promote models to support the social integration of Roma immigrants from other EU countries. Attract these people to the labour market.
- } Ensure a suitable offer of services to prevent early school leaving and to support higher graduation rates from compulsory secondary education.
- } Intensify the fight against discrimination and promotion of acceptance of diversity at the workplace seeking greater impact from “positive messages” against discrimination.

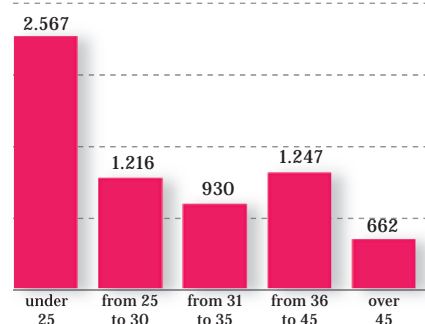
PERSONS SERVED THROUGH THE ACCEDER PROGRAMME 2009: GENDER



PERSONS SERVED THROUGH THE ACCEDER PROGRAMME 2009: ETHNIC BACKGROUND



PERSONS SERVED THROUGH THE ACCEDER PROGRAMME 2009: AGE



Forty-eight integrated employment centres were established throughout Spain for implementation of the Programme in the Autonomous Communities of Andalusia, Aragon, Asturias, Castile-La Mancha, Castile-Leon, Catalonia, Community of Madrid, Valencia, Extremadura, Galicia, Navarre, Murcia and the Basque Country. In 2009, thanks to co-financing received from programmes granted from income tax allocations through the Ministry of Health and Social Policy, the programme has been implemented in the Autonomous Community of Cantabria and in the city of San Sebastian (Basque Country).

These centres have inter-cultural and multi-disciplinary work teams comprised of Roma and non-Roma with diverse and complementary professional profiles. Each team has between 4 and 7 people in charge of programme execution at local level (coordinator, labour counsellor, enterprise mediator and intercultural mediator) totalling 260 workers throughout Spain: 165 women and 95 men.

Our work has been instrumental in putting over 51,000 people through individualised employment pathways and the signing of 36,000 work contracts. At the end of the day, it is the qualitative results which reflect the true impact of the *Acceder* programme. Of these, special mention should be made of the mindset changes which can be observed among the Roma

“Despite the current situation of rising unemployment, the *Acceder* Programme succeeded in securing 3,696 jobs in 2009.

population and among employers and the society at large.

2009 has been plagued by greater difficulties, higher levels of poverty and dependence on social benefits and an ever growing risk of losing some of the progress which the *Acceder* Programme has made.

For these reasons, over a year ago the programme launched a plan to boost actions to deal with the crisis and rising unemployment.



FORK LIFTER'S COURSE. CASTELLÓN.



CURSO DE SOCORRISMO. MURCIA.

Of these actions, vocational training is high on the list as a tool to improve the employability of programme users and their access to the professional credentials required for certain occupations.

STRESS ON TRAINING

Vocational training initiatives have been bolstered in 2009 in collaboration with companies through on-the-job learning schemes. 223 such training initiatives were carried out benefiting 2,341 people; 158,800 hours of training were provided and, even more important, 68,000 hours of practical in-company training.

The aim of this training, carried out through agreements with companies, is subsequent engagement which, in some cases, is agreed beforehand with a hiring percentage usually between 20% and 50%.

These training actions are usually in the services sector featuring a wide array of courses to train beneficiaries as forklift operators, food handlers, store clerks, logistics personnel, industrial

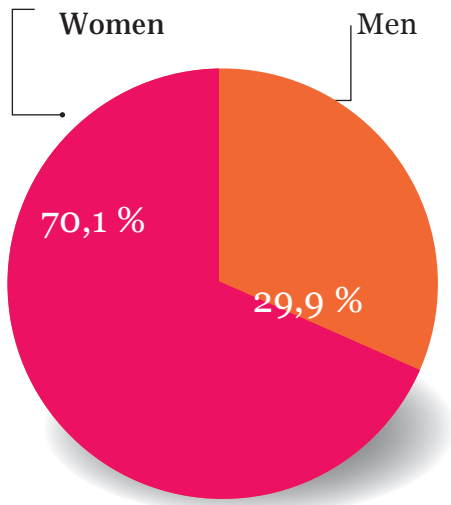
cleaners, cashiers and chamber maids. Nevertheless, labour market intermediation in niche markets was also the focus of attention during this period resulting in the design of training initiatives where lower level skills were required for subsequent labour market access. In this connection, special mention should be made of specialities such as pest control or solar panel maintenance.

In this same vein, a total of 1,072 people have been referred to outside training thus fostering progressive mainstreaming in access to services and making maximum use of existing resources to deal with the labour market crisis. In this regard, 597 women and 475 men were referred to vocational training courses organised by public employment services.

TRAINING ACTIONS BY SPECIALITY

Fork-lift operator	31
Food handler	23
Shop clerk	19
Chamber maid	16
Shelf stockers - auxiliary logistical personnel	14
Cleaner	14
Waiter	12
Supermarket cashier	11
Hostess	11
Driving license	10
IT	8
Hair-beauty salon worker	7
Fish - fresh produce handler	6
Home refurbishment	6
Gardener	5
School monitor - socio-cultural activity organiser	5
Security guard	4
Welder-mechanic	4
Literacy and primary school diploma	3
Electrician-solar panels	3
In-home helper - auxiliary geriatric care	3
Kitchen assistant	2
Lifeguard	2
Pool maintenance	2
Air conditioning installer	2

**TRAINING PARTICIPANTS
2009: GENDER**



“As part of the accent on training, during the lifetime of the programme 11,432 people have been trained and 1,193 vocational training courses organised.

Another strong point of this year’s intervention was continued insistence on labour market integration and an accent on labour market intermediation thus preserving programme intermediation at local and national level as an element which was instrumental in facilitating training and employment resulting in the signing of 3,696 contracts in 2009.

period was the Nationwide Labour Market Intermediation Meeting held in Madrid with the aim of providing an arena for joint work to boost labour market intermediation processes at local, regional and national level through the sharing of strategies and procedures to identify examples of best practices.

Bearing witness to the priority placed on labour market intermediation throughout the

AGREEMENTS WITH COMPANIES

More intensive labour market intermediation work was done this year at national level

to open doors and strike collaboration agreements with large enterprises to facilitate contacts at local level. In 2009, nationwide agreements were signed with four major enterprises with outlets throughout most of the country. Work has also been done to transfer and implement national agreements in the different territories. These companies are ISS Facility Services, S.A. and Euresť Colectividades S.L. in the



FSG-EROSKI AGREEMENT.

In 2009, nationwide agreements were signed with four major enterprises with outlets throughout most of the country: Grupo Eroski, ISS Facility Services, S.A. Eurest Colectividades S.L. and Grupo Siro.

general services sector, Grupo Siro in the food sector and Grupo Eroski in the distributive trade and supermarket sector.

The agreements signed aim to enhance integration by helping the Roma community gain access to the labour market. The content



of these agreements focuses specifically on the areas of training, work-internships, mixed training-employment programmes and management of work offers. The agreements also stipulate companies' commitment to recognise the FSG as an agent for recruitment and pre-selection through its employment centres throughout Spain. For its part, the FSG commits to selecting and training candidates to undertake the tasks required of workers filling the vacancies at companies.

Through the signing of these agreements, the *Acceder* programme has managed to establish a network of collaboration at national level with four leading companies in their respective sectors which jointly employ over 92,000 workers in all of Spain.

MAIN CUMULATIVE RESULTS OF THE PROGRAMME

51,173 people have called at one of the *Acceder* offices which the FSG has all throughout Spain. Of these 53% are women bearing clear witness to the work done by the services encouraging the social-labour market integration of Roma women. 69.5% of those following labour market integration pathways are Roma.



INTERNET USERS. LUGO.



BEAUTY SALON TRAINING. DON BENITO.

The programme has been particularly successful among young people. The under 30 group is the largest accounting for 57% of the total number of service users. At the other extreme we have the over 45 group which barely accounts of 9.5% of the total. Gender breakdown is relatively the same in all age brackets with a greater number of women. These figures show that young Roma are seeking new labour alternatives because they realise that the traditional economic activities undertaken by their parents offer scant present or future opportunity.

Training is one of the key elements of the *Acceder* Programme. During the lifetime of the programme 11,432 people have been trained and 1,193 vocational training courses organised. We focus on training as one of the priority measures, especially

in our work with young people. This effort follows an integrated approach to training and employment based on work experience and on achieving technical knowledge and skills as well as a range of instrumental skills (social skills, work habits, etc.) which are incorporated into one's employment repertoire and will play a key role in the insertion pathway. The Roma population has shown a keen interest in receiving training and enhancing their possibilities of finding employment - of all those who received training, 81% were Roma.

Furthermore, referrals are made to external training resources. The *Acceder* teams analyse the resources best suited to the characteristics and requirements of each person, referring him/her to the resource deemed most appropriate. Especially during the initial phases of the training, accompaniment also forms part of the process when deemed necessary to assure that candidates follow through.

The principal aim of the programme is to find jobs for Roma in the mainstream labour market. As of December 2009, 36,047 jobs had been acquired by 14,866 people which comes out to 2.4 contracts per person. A breakdown of these results by gender sheds light on a very relevant piece of information – women continue to be awarded the greatest number of contracts (52.4%) and also participate in the programme to a greater degree (53%). If we look at the results focusing exclusively on the Roma population we find that Roma women continue to be under-represented; the engagement rate for women is 49% while they account for 51.5% of the Roma participants. Although the figure

is below what we would like to see, it does show that progress has been made during the course of the programme and this is a trend which needs to continue, i.e. enhance the results obtained for Roma women.

One out of every three people hired are seeking employment for the first time through the *Acceder* centres which points to the importance and repercussion that the Programme is having in facilitating the labour market integration of those with no previous work experience and in encouraging their participation in labour and training resources and also bears witness to their willingness to improve their socio-labour skills. It is also important to underscore other figures which provide more information than just labour market integration, i.e. data having to do with permanent contracts accounting for 4.8% of the total. 71% of the contracts are for full time work with major differences by gender: 79% of the part-time contracts are awarded to women.

Our focus on self-employment, dating back to 2006, continues to be a line of action but to a lesser degree. 2009 marked the conclusion of the implementation of the self-employment process in all of the *Acceder* teams and its methodological integration in the employment access pathways. This allowed us to exceed the 50 case thresholds of cases promoted with a 75% increase over 2008. Specifically, at year's end a total of 69 projects had been sponsored, 43 of which were headed by men (62.3%), 21 by women (30.4%) and 5 by men and women together (7.2%).

These figures bear witness to the successful operation of the programme allowing



INTERNSHIP AT STRADIVARIUS. JAEN.

for the direct generation of 94 job posts involving over 100 people. The activities undertaken show a clear trend towards the services sector with projects focusing mostly on catering, clothing and shoe sales, construction, fruit sales, handicrafts and beauty salons. In this regard, possibly as a result of the crisis situation, the lack of alternatives and the significant number of programme beneficiaries who lost their jobs, we should note that there has been a very significant increase in the number of self-employment projects and the professional skill level of future developers in 2009.

One of the Programme's commitments during this programming period is to revitalise *Acceder's* methodological model through the re-working and updating of tools. Thanks to the *Methodological model for the labour market integration of Roma: focus on social inclusion through employment*, the programme's professional teams has reviewed their work strategy.

Within the framework of the Programme's awareness-raising actions, we continue to stress the advertising campaign entitled "*Employment makes us equal*" which was presented at the end of 2007, disseminated in 2008 and into 2009 at national level (Internet micro-site) and in some Autonomous Communities (the creative graphics part of the campaign on street-level billboards). It is also important to note that this campaign earned an award in April 2009 as the Best Film and Television Spot at the International Social Advertising Festival (Publifestival) forming part of the prestigious Malaga Film Festival.

A new campaign to raise awareness about "Education and the Roma community" was also launched in 2009 through the implementation of its strategic lines following qualitative research conducted by a market studies firm. The overarching objective of this campaign is to combat early school leaving, the target population being the Roma population.

MIXED TRAINING AND EMPLOYMENT PROGRAMMES

Another of the priorities to tackle rising unemployment is the mixed training and employment programmes in the form of Workshop Schools and Trade and Employment Workshops. This training (and employment) model and its implementation by the FSG are supported by:

- Complementarity between training and employment with a very practical approach.
- Salary for students so that they can contribute to family income.
- The duration (minimum one year) allows for a solid basis both in terms of basic training and specific professional training.
- In 2009, nine Workshop School and Trade and Employment experiences were implemented:



CLOSING CEREMONY OF THE EMPLOYMENT WORKSHOP. ALMERIA



ECOTUR. CONGRESS AND TOURISM HOSTESSES. BARCELONA.



VEDELAR GARDENING AND FORESTRY WORK, AVILÉS.

- Workshop School “*Amaro Tegará*” on building maintenance and solar energy installation in Madrid.
- Workshop School “*Trequejenar a Currelar*” on building maintenance in Puertollano.
- Workshop School on citizen information services for the residents of Malaga.
- Workshop School on citizen information services for the residents of Jerez.
- Employment workshop “*Kerelo Buti*” for dependent persons in Sestao.
- Intercultural mediation employment workshop in Granada.
- Employment Workshop “*Creando puentes*” (building bridges) on intercultural mediation in Almeria.
- Employment Workshop “*Keriben II*” for personal autonomy assistants and garden infrastructure in Leon.

- Employment Workshop “*Aromali*” on social-health care for institutionalised dependent persons in Leon.

We are also focusing on other experiences which mix training and employment such as the rendering of professional services in such diverse areas as cleaning and congress hostessing.

In the first case, **Uzipen Servicios Profesionales de Limpieza**, (Uzipen professional cleaning services) carries out its activity in the province of Alicante with a dual objective:



- } To use specific training programmes to improve the employability and professional qualifications of Roma women in situations of exclusion.
- } To acquire professional experience in a sheltered environment to facilitate future employment in the mainstream labour market.

As a result, in 2009 cleaning services were provided to 12 firms employing a total of 10 Roma women, all of whom were participating in *Acceder* programme guidance processes. These were women with low levels of training, scant qualification, family responsibilities and in need of labour market integration.

The second case, **Ecotur Azafatas de Congresos y Turismo** (congress and tourism hostesses) aims to incorporate





CASHIER'S COURSE TPV IN COLLABORATION WITH THE CAM. BENIDORM.

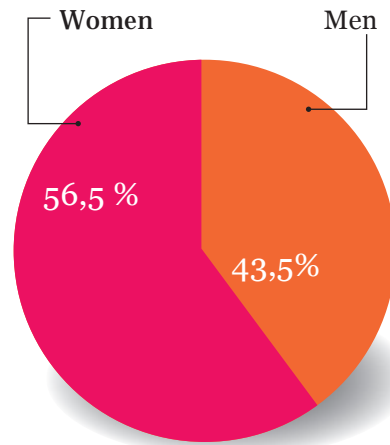
young Roma women into a professional environment allowing for the gradual transition to the labour market while remaining in the educational system. In operation since 1998, this was the first professional services initiative implemented by the FSG. It combines specific training with the provision of professional services offering coverage for all sorts of events at national level. In addition to the already existing programmes in Alicante, Barcelona, Burgos, Elche, Granada, Madrid, Malaga, Sabadell, Santiago de Compostela, Seville and Zaragoza, in 2009 Albacete and Talavera were added to the list. Training actions were also carried out at other centres in preparation for their future opening.

START-UP FIRM

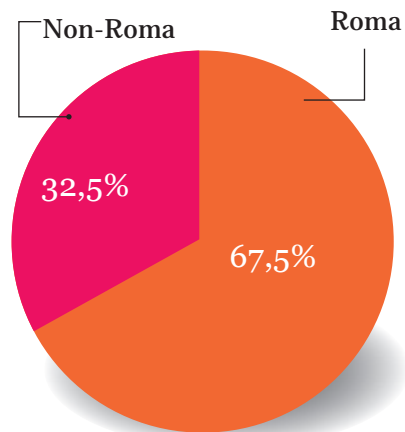
Another FSG initiative was the constitution at the end of 2008 of its first start-up firm. As in any other new project, the first year of the company **Vedelar Jardinería y Trabajos Forestales** (Vedelar Gardening and Forestry Work) was not free of obstacles or difficulties. Vedelar took its first steps in 2009 as a transition tool towards mainstream



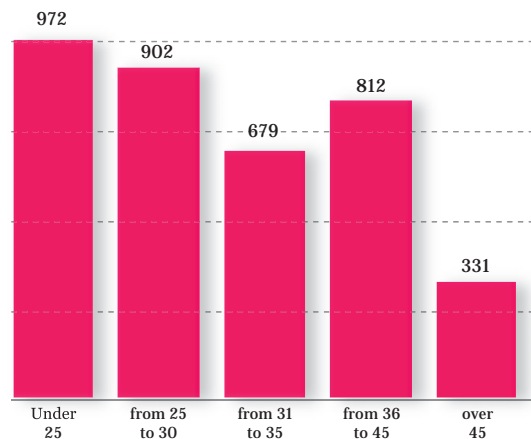
ACCEDER PROGRAMME CONTRACTS 2009: GENDER



ACCEDER PROGRAMME CONTRACTS 2009: ETHNIC GROUP



ACCEDER PROGRAMME CONTRACTS 2009: AGE





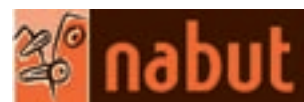
CIS NABUT. CLOTHES STORE. SHELTERED EMPLOYMENT PROGRAMME. PAMPLONA

labour market integration of the excluded population. The majority of the company's workforce are Roma having trouble finding employment and in situations of social vulnerability.

In 2009, Vedelar had five workers, four of whom were taking part in social-labour market integration processes. This has given continuity to a broader pathway combining training with a professional environment. It also allowed for the signing of an agreement with the city council of Aviles for the provision of gardening services at the city's schools and specialised gardening services to a growing portfolio of private customers. Despite difficulties encountered, the initial experience has been clearly satisfactory and a balance was struck between the social and economic spheres which was one of the priority objectives at the outset of the project.

SHELTERED EMPLOYMENT PROGRAMMES

In addition to start-up firms, the FSG has also focused on sheltered social employment through **NABUT**, a project located in Pamplona consisting of a clothing shop and a kiosk on the campus of the Public University of Navarre.



This is actually what is known as a Social-labour market Integration Centre (Spanish acronym CIS), a formula used in this Autonomous Community to structure sheltered employment initiatives. It targets Roma women who, even after taking part in the Acceder programme and having improved their employability, still require an intermediate resource before making their way into the mainstream labour market. In 2009, a total of 12 young Roma women worked in the kiosk and the shop.

The clothing shop, specialising in women and children's apparel, changed location in 2009. The new location, in a spacious and sunny shop on the street Calle Marcelo Celayeta, considerably increases the likelihood of the project's commercial success. As for the kiosk, specialising in press and office supplies, the main change was the incorporation of the sale of text books to the business. At the end of the year, the project was expanded with the opening of new lines of activity in the areas of work clothing, footwear and personal protection equipment and also the sale of office supplies to companies.

VOCATIONAL TRAINING PROGRAMMES

Within the sphere of actions designed to promote the labour market integration

of Roma women, we would highlight the CAM Romí Programme carried out within the framework of the Acceder Programme in collaboration with the Caja de Ahorros del Mediterráneo (a savings bank, Spanish acronym CAM) through vocational training courses for Roma women in the Autonomous Communities of Andalusia, Catalonia, Madrid and Valencia.

Within the area of training, special mention should also be made of the experiences implemented in different parts of the country such as the **Initial Vocational Training Programmes (PCPI)** in Madrid and Murcia, and the **Training workshop for employment (TFC)** in Alicante whose aim is to broaden the training and work experience to which Roma youth are exposed so that they may acquire primary skills enabling them to become active and, as the case may be, further their studies, especially through vocational training.

All of this is in addition to other training and labour inclusion programmes offered by the different regional and municipal administrations.

PROGRAMMES TARGETING THE EASTERN EUROPEAN ROMA POPULATION.

We are focusing on supporting the social and labour market integration of immigrant Roma during this 2007-2013 programming period. Over the last several years, immigrants have been arriving to Spain in greater numbers. The number of Roma immigrants from Eastern Europe (especially Romania) has increased. These immigrants are mostly young with poor academic backgrounds (sometimes illiterate) who are unfamiliar with the culture

“The challenge facing the *Acceder* Programme in this new scenario is that of having the capacity to adapt and be effective in a context of rising unemployment by focusing efforts on labour market intermediation and by striking collaboration agreements with companies.

of the host country and have scant economic means. Their situation of social and economic need, together with the sometimes dual discrimination they face as immigrants and Roma (triple discrimination in the case of women) calls for individual action plans adapted to the needs and characteristics of these people while heeding their personal, family and social-labour situation with more integrating actions in the areas of counselling, language training, literacy and qualification, including accompaniment measures and, if relevant, social intervention.

These actions are carried out thanks to co-financing received from the Directorate-



PRODUCTION LINE MAINTENANCE. CORDOBA

General for Immigrant Integration (Ministry of Labour and Immigration). Between 2006 and the end of 2009, initiatives were carried out in 12 cities in 9 Autonomous Communities with a total of 5,095 Roma beneficiaries from Eastern Europe of whom 93% were Romanian, 6% Bulgarian and 1% Bosnian. This intervention was carried out in the cities of Cordoba, Malaga, Oviedo, Aviles, Burgos, Barcelona and outlying areas, Alicante, Valencia, Murcia, Zaragoza, Vigo and Madrid.

CONCLUSIONS

- Despite the current labour market situation, a qualitative assessment of the employment and vocational training initiatives in 2009 shows that the work we have been doing marks clear (albeit still insufficient) progress in the achievement of our main objective: the full and active inclusion of the Roma population in society through access to the labour market.
- In this connection, the value generated by these actions is based on:
 - The ability to act with flexibility and to adapt to people's individual circumstances.
- We encourage our target population to take charge, fostering their empowerment because the active involvement of beneficiaries is the best way of attracting new participants and generating credibility and positive expectations.
- Experience and specialisation when implementing measures to reach those facing situations of exclusion and greater difficulties in gaining access to employment. This is possible because we are permanently in the field, we are on a first-name basis with our beneficiaries, we have their trust and know how to motivate and involve them.
- Ability to efficiently respond to complex needs and problems because we are targeting pockets of the population who find it difficult to benefit from mainstream resources.
- Efficient support insofar as we are working with people and families in an integrated fashion, focusing on their advancement and active inclusion and not limiting our effort to helping them find employment.
- With these actions we have been able to mobilise resources and create partnerships. In addition to the contributions from the European Social Fund, we have been able to harness the support of over 70 public administrations.
- Involvement and adaptation to the field. The ability to adapt means that general know-how, tools, work methodologies, styles and processes are applied in a flexible manner. In short, we proved *a la carte* support.

- The positive results obtained, their impact on the labour market access of Roma and the ability to gather resources and generate participation from local, regional and national administrations and from companies and other players, are what make the *Acceder* programme one of the most effective and stable inclusion initiatives focusing on the Roma community and have made it a reference programme in Europe and bear witness to the potential that structural funds have for the inclusion of the Roma population. For all of these reasons, we believe that the work carried out this year is bearing fruit and that the programme must continue to make a concerted effort at being effective in the future.



AWARDING OF DIPLOMAS AT AN IT COURSE.

ACCEDER CENTRES

