

Good practice report

"ADSIS promotes social inclusion".

Description of the operation

Working in one of the districts with the highest number of people in a situation of social exclusion, specifically in the Vegueta, Cono Sur and Tafira Districts of Las Palmas de Gran Canaria, the ADSIS Foundation has developed an integrated itinerary with all the necessary actions for people at a social disadvantage, who are job seekers and belong to the group of people in social exclusion or at risk of suffering it.

With the help of a highly qualified team of experts, this pathway covers both emotional and motivational aspects for a progressive integration of the participants into the labour market.



The participants follow two integrated insertion pathways, "**Hairdressing and Personal Image**" and "**Social and Health Care in Institutions**", both "certificates of professionalism". The training itineraries have been carefully chosen for having very high rates of labour integration and for being a training that **accredits** a worker in a **professional qualification** of the National Catalogue of Professional Qualifications. Therefore the degree of labour insertion is high.

This training is accompanied by social and personal training, and the participants receive support and career guidance to gain effective access to the labour market or to start their own activity as self-employed.

The ADSIS Foundation is an NGO that works for the integral promotion of impoverished people and groups, mainly young people, whose aim is to provide everyone with the same opportunities and rights to develop professionally and personally. This foundation obtained funding from the ESF Operational Programme for the Canary Islands 2014-2020 under the call for projects for Integrated Work Itineraries in 2015. The action has been implemented in collaboration with the Canary Islands Employment Service.



Justification of good practice criteria.

1. Dissemination of the operation.

These actions are subsidised by the SCE through a competitive public call for applications. In the first instance, their dissemination is carried out in the official gazette of the region (BOC: Official Gazette of the Canary Islands), through the website and social networks of the SCE itself, informing of the ESF contribution in order to maximise its dissemination to the largest possible number of beneficiaries.

The SCE website hosts a specific permanent site on information and communication of the different operational programmes managed by the SCE.

Once the grants have been awarded and the projects have begun, the Foundation itself is responsible for communicating the ESF co-financing to the people involved in the project and to the general public. This dissemination is carried out by means of: posters in a visible place in the facilities where the projects are implemented; ensuring that any document related to their implementation contains a declaration of the Fund's support; and through the Foundation's own website.

The SCE carries out monitoring and control visits to ensure, among other things, that the information and communication guidelines of the operational programme are being complied with (project publicity is annexed).

2. Innovative elements

The innovative elements of these projects include the methodology used, a methodology aimed at a target group with many difficulties in finding employment and, therefore, social integration.

At Fundación Adsis Las Palmas, we have extensive experience in the implementation of Social and Labour Insertion projects, in which we have worked with different groups in a situation of social exclusion for the last 18 years. The design and execution of the PIIL projects (Integrated Itineraries of Labour Insertion) share the general objective of the mission of Adsis Foundation of **"Collaborating in the construction of a fairer and more supportive society"**. This experience has given us a background in socio-educational work and in socio-labour processes with groups at risk and/or exclusion that allows us to affirm that we have a qualified vision with respect to the needs of these people.

We move away from paternalistic or excessively bureaucratised positions that generate power relations, facilitating instead **relations of equality, respect and valuing differences as a value in complementarity**. People at risk of social exclusion feel less valued, so we pursue (with each of the actions/activities carried out) an intervention that seeks **integration** based on intervention strategies,

where the role of the Educator is that of a mediating agent and facilitator of socio-educational processes adapted to each person.



In the process of accompaniment, **a close relationship** is fundamental and a priority, generating individual spaces with the person (mentorships) where recognition of small daily achievements is facilitated, judgement and stigmatisation are avoided and closeness, availability and accessibility are encouraged.

Throughout the development of the project, socio-educational processes based on positivist and solution-focused models are established *"The fact that professionals show expectations of success directly influences the results of the students and generates styles of approaching problems that move away from the typical complaint and victimhood of people in social exclusion and helps them to focus on generating effective solutions"*.

The final objective in the socio-occupational process focuses on the person internalising that he/she is responsible for his/her reality and that he/she can change it. People at risk of social exclusion make decisions governed more by the desire to be liked, accepted and loved than by the common good. Work is done to make people take responsibility for their own decisions and actions and the consequences derived for themselves and their environment. The process helps to establish plans for the future, to take responsibility for achieving them, to set goals and to propose effective strategies to achieve them.



3. Adequacy of the results obtained to the established objectives.

These projects are part of the Operational Programme, in the specific objective 9.1.1 :To improve the social and labour insertion of people in situation or risk of social exclusion, through activation, integrated and personalised itineraries of insertion; corresponding to the investment priority 9.1. Active inclusion, in particular with a view to promoting equal opportunities, active participation and improved employability.

The forecast results for the 2016 financial year are described below:

NUMBER OF PARTICIPANTS. Year 2016.

The data in these tables are indicative, as the project is under implementation until December 2016.

Number of trainees during the training period	42
No. of students who have left for different reasons	2
Employment contracts in training	2 (to date)
Number of students certifying	42 (estimated)

INTERNSHIPS: START, NUMBER OF STUDENTS AND COLLABORATING COMPANIES

Number of collaborating companies	<i>To be determined</i>
No. of students participating in this module	<i>To be determined</i> 42 (estimated)
Workplace Training Hours (FCT in Spanish acronym)	226
FCT period	<p>Hairdresser: 09/11/2016 to 15/12/2016</p> <p>Attention</p> <p>1st Itinerary: 16/06/2016 to 5/07/2016</p> <p>2nd Itinerary: To be determined, estimated for the month of December.</p>

As can be seen, the expected results are in line with the objectives set out in the Operational Programme.

The first thing to highlight is the improvement in employability. With these projects, the participants obtain a certificate of professionalism, an important accreditation that makes it possible for them to access the labour market under better conditions for people who, for the most part, have not been able to obtain a professional qualification in formal education.

On the other hand, the mediating role that NGOs, such as the ADSIS Foundation, play between the companies and the participants makes it possible to carry out internships in these companies (Workplace Training), an element that adds significant value to the training received.

All of the above, together with the acquisition of complementary knowledge and socio-labour skills, increases the chances of successfully completing the integration pathway.

3. Contribution to the resolution of a problem or weakness identified in the area of implementation.

As stated in the Operational Programme, the Canary Islands have high levels of groups in a situation of social exclusion and, therefore, at risk of exclusion from the labour market. The aim of this type of action is to increase the possibilities of labour market insertion and, in turn, to reduce the rate of social exclusion.

4. High degree of coverage of the target population.

Due to the characteristics of the group to which the actions are directed within the co-financed operations of insertion itineraries and the added difficulties for their access to the services of active employment policies, the call for subsidies for projects is aimed at foundations and associations whose objectives include the social and labour market insertion of people in a situation of social exclusion or at risk of suffering from it. The aim is to achieve the greatest possible coverage of the target population.

5. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

The methodology of the Adsis Foundation, characterised by focusing on the person (through empathy), globality and flexibility, by the use of synergetic strategies, globalisation and alliance actions, is the promoter and facilitator for the achievement of these criteria.

Thus, the following elements are key: integrated personal, social and employment promotion actions, work on social employability skills and personalised support for integration, accompaniment and tutoring, information, advice, awareness-raising and accompaniment processes.

6. Synergies with other policies or instruments of public intervention.

To fight against social exclusion, all the arms and the different qualities of the social agents are needed: the power of the administration (with its means and resources) and the promptness, proximity,

innovation and creativity of the non-governmental organisations; the competence of the technicians and professionals and the participation of the volunteers.

- The synergic strategy developed by **Adsis Foundation** is based and supported on three axes:
 - **Plurality of responses and social actors.** Given the plurality of causes and problems affecting excluded people, there is a need for a plurality of responses and actors. This is why it is necessary to articulate various projects in a single programme and various bodies articulated in such a way as to provide rapid and effective responses.
 - **The interconnection of responses.** Each project and action must be articulated with the others, overcoming isolation and fragmentation in actions and initiatives.
 - **Mutual growth.** Herein lies one of the difficulties of our socio-political situation: those who propose growth in public services propose a decrease in social initiatives, those who propose welfare measures reject preventive programmes. The solution lies in mutual growth. Public services and social initiatives, assistance and prevention, itineraries focused on the causes of problems and needs as well as itineraries focused on solutions.

Fundación Adsis develops different actions and synergies with different social agents that participate and/or improve the intervention with people:

- Direct coordination with different entities, at the institutional level with the public administration and with its different local corporations:
 - Social welfare, employment and training, health and education.
 - Currently, we maintain a direct relationship with the Cabildo de Gran Canaria (regional government of Gran Canaria), being direct beneficiaries of subsidies (area of social policies and youth area).
 - It is worth noting the collaboration with the Canary Islands Employment Service in order to achieve new measures and alternatives for working with people in situation of social exclusion.
- Collaboration Agreement with the Municipal Institute for Employment and Training (IMEF) of the City Council of Las Palmas de Gran Canaria. This agreement allows to promote collaboration and communication between the different organisations operating in the municipality.
- Placement Agency.

- Partnerships with island entrepreneurs through the INCORPORA programme.
- Agreement with the University of Las Palmas de GC.
- Members of the Committee of the Insular Youth Council (Cabildo de Gran Canaria)
- Collaboration with ICI "Canarian Equality Institute".
- Collaboration with different social entities: Caritas, Red Cross, Women Solidarity and Cooperation, IDEO Foundation, Diagrama Foundation, Caritas, Red Cross, Women Solidarity and Cooperation, GAMMÁ, Cemain, Mensajeros de La Paz, Sociosanitaria Foundation, Servidis Foundation, etc.
- Members of the Anagos Network "CANARY NETWORK of Organisations for Promotion and Socio-labour Insertion".
- Direct contact with the Eures Project, Canary Islands Employment Service, specifically with the centre's employment guidance area, providing information on European job offers.
- Members of EAPN "European Network for Combating Poverty and Social Exclusion in Spain".
- Agreement with different educational centres on the island of Gran Canaria: IES (Secondary School) Nueva Isleta Tony Gallardo, IES Cairasco Figueroa, IES Mesa y López, IES Jinámar, IES Isabel de España, IES Islas Canarias, IES Casas Nuevas, IES Las Huesas, IES Lila, IES Pablo Montensino, IES Tarahales, IES Tamaraceite and with the University of Las Palmas de Gran Canaria. Siete Palmas Secondary School.
- Members of REAS "Network of Networks of Alternative Solidarity Economy".
- Members of Vega de San José Promotion Group ("Community Development").
- Street Education Coordinators (Las Palmas).
- Coordinator of Resources-Process of community participation and intervention in district 1 of Las Palmas de Gran Canaria.
- Local Employment Pact (Las Palmas).
- Seal of Transparency and Good Practices "Fundación Lealtad".