

## INTEGRATED LABOR MARKET INSERTION ITINERARIES PROJECT

### “CONECTA2” – AFES Mental Health

(28/12/2018)



The Conecta2 project, managed by AFES Mental Health, is part of the call for grants to non-profit organizations, aimed at Integrated Itineraries of Labor Integration Projects (PIIIL 2018) whose beneficiaries are people in social exclusion or at risk of social exclusion, immigrants and people with disabilities. Its objective is to promote social equality and integration in the labor market.

This project, which has been managed by the Canary Islands Employment Service (SCE), has been financed by the European Social Fund (ESF) within the Operational Program of the Canary Islands 2014-2020. 'Conecta2' received the Best Good Practice Award, in 2019, of the European Social Fund (ESF) of the Canary Islands 2014-2020, delivered by the Ministry of Finance of the Canary Islands Government.

<p><i>Area of activity:</i> (select one or more areas).</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Access to employment for the active and inactive population.</li> <li><input type="checkbox"/> Gender equality and reconciliation of personal and family life with work.</li> <li><input type="checkbox"/> Mobility</li> <li><input type="checkbox"/> Sustainable integration of NINIs (Young people).</li> <li><input type="checkbox"/> Entrepreneurship and business creation</li> <li><input type="checkbox"/> Adaptation to changes for companies.</li> <li><input type="checkbox"/> Adaptation to changes for employed population.</li> <li><input type="checkbox"/> Active aging.</li> <li><input type="checkbox"/> Reduction of school absenteeism and improved access to quality primary and secondary education.</li> <li><input type="checkbox"/> Improved tertiary education, attainment and access.</li> <li><input type="checkbox"/> Lifelong learning.</li> <li><input type="checkbox"/> Integration of marginalized communities.</li> <li><input type="checkbox"/> Promotion of social enterprises.</li> <li><input type="checkbox"/> Community-driven development strategies.</li> <li><input type="checkbox"/> Improved access to social services.</li> <li><input checked="" type="checkbox"/> X Active inclusion</li> <li><input checked="" type="checkbox"/> X Fight against discrimination</li> <li><input type="checkbox"/> Modernization of labor institutions and transnational mobility.</li> <li><input type="checkbox"/> Institutional capacity and efficiency of public administrations and services.</li> <li><input type="checkbox"/> Competency building for stakeholders.</li> </ul>
---	--

	<input type="checkbox"/> Sectoral and territorial pacts mobilizing for reform. <input type="checkbox"/> Low-carbon economy. <input type="checkbox"/> Digital agenda. <input type="checkbox"/> Research and development. <input type="checkbox"/> SME competitiveness. <input type="checkbox"/> Access to employment, entrepreneurship
<i>Specific objective within the framework of the project</i>	<p>The integration of people with mental health problems into the labor market has been and continues to be an important objective for AFES Mental Health, which since 1982 has launched projects aimed at training and employment. The Conecta2 project has involved the implementation of a professional growth plan, with a duration of 12 months and the development of a certificate of professionalism Level II: Administrative Activities in Customer Relations.</p>
<i>Date of completion/ Duration</i>	From 28/12/2018 to 27/12/2019
<i>ESF contribution</i>	122,400 €
<i>Total Budget</i>	144,000 €.
<i>Participants (Disaggregate by sex, if available).</i>	<p>In 2018, 36 people participated in the project (19 women and 17 men); 17 managed to be inserted in the labor market (10 women and 7 men). As for obtaining the certificate of professionalism "Auxiliary Operations of Administrative and General Services", 8 people obtained it. Another 6 were partially certified.</p>
<i>Country</i>	Spain
<i>Organization</i>	AFES MENTAL HEALTH
<i>Web</i>	<a href="https://saludmentalafes.org">https://saludmentalafes.org</a>
<i>Social Networking</i>	<a href="https://www.facebook.com/afes.saludmental/">https://www.facebook.com/afes.saludmental/</a> <a href="https://twitter.com/saludmentalafes/status/1174760315084529664">https://twitter.com/saludmentalafes/status/1174760315084529664</a>
<i>Video</i>	<a href="https://www.youtube.com/watch?v=scZA9vmXgYg">https://www.youtube.com/watch?v=scZA9vmXgYg</a>
<i>Contact Details</i>	<p>AFES MENTAL HEALTH. Tel.:            922 630 856  <a href="mailto:afes@saludmentalafes.org">afes@saludmentalafes.org</a></p>

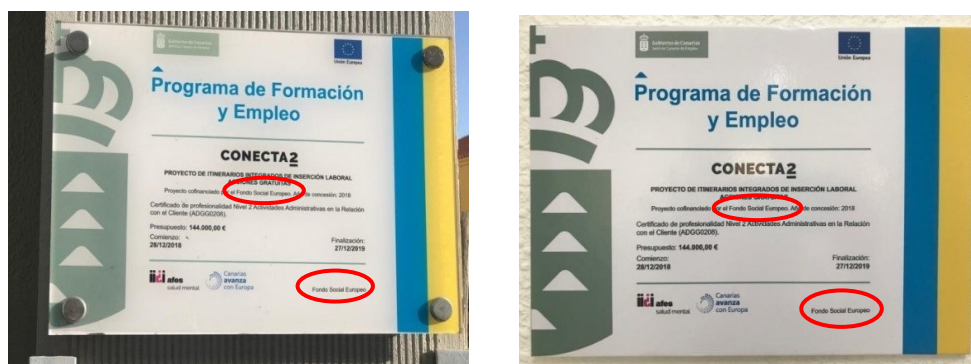
## JUSTIFICATION OF GOOD PRACTICE CRITERIA:

### 1.- High dissemination among beneficiaries and the general public.

- **INFORMATIVE LEAFLET**



- **PLAQUES:**



- **PROMOTIONAL MATERIAL:**



- **AFES MENTAL HEALTH WEBSITE:**

<https://saludmentalafes.org/2020/01/21/premios-buenas-practicas-al-proyecto-itinerariosintegrados-de-insercion-laboral-piil-conecta2/>



## PREMIOS BUENAS PRÁCTICAS AL PROYECTO ITINERARIOS INTEGRADOS DE INSERCIÓN LABORAL (PIIL) 'CONECTA2'

Posted by afes salud mental | Ene 21, 2020 | Destacados, NOTICIAS | 0 | ★★★★★



La puesta en marcha de diferentes proyectos orientados a la formación y el empleo desde 1982, avalan el interés de AFES SALUD MENTAL hacia la igualdad social y la integración en el mundo laboral para **todas las personas**.

En 2019 el proyecto **Itinerarios Integrados de Inserción Laboral 'Conecta2'** dirigido a personas con problemas de salud mental, desarrollado desde hace años por la entidad, ha recibido distintos premios y distinciones.

Uno de los premios otorgados por el Gobierno de Canarias a través de la Dirección General de Planificación y Presupuesto, fue para el proyecto 'Conecta2' desarrollado por la entidad AFES SALUD MENTAL en colaboración con el Servicio Canario de Empleo a través de la convocatoria para la concesión de subvenciones a entidades sin ánimo de lucro destinadas a Proyectos de Itinerarios Integrados de Inserción Laboral de personas en exclusión social o riesgo de padecerla, inmigrantes y personas con discapacidad. Estos distintivos permiten poner en valor la buena gestión de los fondos europeos llevada a cabo por los centros gestores de la Comunidad Autónoma de Canarias en el marco del Programa Operativo del Fondo Europeo de Desarrollo Regional Canarias, del Programa Operativo del **Fondo Social Europeo Canarias** y del Programa de Empleo Juvenil (2014-2020). Asimismo, muestran a la sociedad canaria los beneficios de formar parte de la Unión Europea y el derecho a acceder a fondos comunitarios para emprender iniciativas que contribuyan a mejorar la vida de las personas.

- VIDEO ON AFES MENTAL HEALTH WEBSITE:

<https://www.youtube.com/watch?v=scZA9vmXgYg>





- **FACEBOOK:** <https://www.facebook.com/afes.saludmental/>



- **TWITTER:**

<https://twitter.com/saludmentalafes/status/1174760315084529664>



## **2.-Incorporation of innovative elements.**

This project incorporated innovative actions and elements, such as the development of a Map of Resources and professionals to accompany people in their social and labor insertion process, which allowed for a coordinated work that improved the integration process. Thus, a person-centered attention is offered, taking into account the person's needs and therefore the services that can be offered. Students who have succeeded in finding employment share their experience with their peers to motivate them: 'If someone else has been able to do it, so can I'.

Another innovative element has been to provide companies with information on hiring people with disabilities and to offer support during the job placement process; to give awareness-raising talks to companies; to provide specialized training materials, such as guides and tools to provide operational strategies to company professionals; and to facilitate the job placement of people with mental health problems, taking into account their well-being, from the beginning of the selection process to their full inclusion in the team.

During the project, more than 20 companies from different areas and sectors were visited to inform/advise and, at the same time, to study possible job positions and thus expand the possibilities of hiring people with disabilities.

## **3.- Adequacy of the results obtained to the established objectives.**

The general objective of the project has been to facilitate the employability and labor insertion, in a stable and lasting way, of people with mental health problems, increasing their competitiveness and providing them with the support they need to receive the appropriate knowledge and practices to improve their professional training. This project enabled 33% of the participants to enter the labor market.

The specific objectives of the project were: to prepare an individualized training itinerary for each of the beneficiaries; to organize mandatory and complementary training modules; to facilitate the obtaining of the Professional Certificate and the carrying out of internships in companies, for the students who obtain the certificate to gain a better profit.

Other objectives achieved were the creation of links with business sectors to favor labor integration, to learn about current job offers and to be able to offer candidates to companies, by means of an updated employment exchange.

The work system has been used to detect the training needs or deficiencies of companies and professionals, through market statistics and visits to workplaces. The relationship with companies has also served to raise awareness and provide information on the hiring of people with disabilities and, in particular, with mental health problems, offering information on the mandatory quota of 2% of disabled personnel that companies must apply, in accordance with current labor regulations (or higher in some cases) and the labor and tax benefits.

#### **4.-It contributes to the resolution of a problem or weakness detected in the scope of execution.**

Unemployment data for people with mental health problems are overwhelming: 8 out of 10 people with mental health problems are unemployed, that is, 80% of the group. Therefore, it is important to support specific training and employment projects for the group, adapted to the difficulties and specific capabilities of people with mental health problems, which is the objective of CONECTA2.

AFES Mental Health, a non-profit entity, with scope of action in the Autonomous Community of the Canary Islands, founded in 1982 and declared of Public Utility in 1993, has developed PIIL, between 2015 and 2018. During this time, a total of 108 people have participated in the PIILs, of which 57 have been women and 51 men. Of the 108 people, 51 managed to enter the labor market, distributed in a total of 27 women and 24 men.

#### **5.- High degree of coverage of the target population.**

New technologies have facilitated, to a great extent, not only to reach direct beneficiaries with the project, but also family members, relatives and the general population. To this end, AFES Salud Mental makes use of all the necessary means of communication to reach as many people as possible.

The entity puts at the service of the project all the means at its disposal to carry out actions of dissemination and disclosure, print, digital, radio, technological and advertising so that the coverage has the widest reach. In this way, AFES Mental Health considers that it is possible to form a general opinion by raising awareness and informing on disability and mental health, in order to reduce the stigma and discrimination that exists towards people with mental disabilities in general and mental illnesses in particular.

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

AFES Mental Health performs actions of social responsibility and solidarity, related to responsible consumption, equality, environment, cooperation and development of people.

The entity is an active part of METV-Tenerife Violeta, REAS Canarias and National, among other entities of reference in the field. AFES Mental Health carries out commissions and specialized working groups to advise the entity as a whole on equal opportunities and non-discrimination. The Equality Commission is working on the equal opportunities plan, the objective of which is to maintain 55% of the positions occupied by women.

Some measures in this area are the use of inclusive language; use of non-sexist language in texts, teaching material, advertising campaigns, forms and publications in the networks and use of non-stereotyped images of women and men when disseminating the project; an awareness campaign aimed at the population on gender equality, the best example of which is the video made, in which women with mental health problems tell their experience of access to the labor market.

In addition to the Equality Committee, there is also a Social Responsibility Working Group (waste management, energy saving, social commitment, etc.). Some measures in this area are: the annual human resources training plan and the implementation of training activities on responsible

consumption and environmental awareness that all employees and volunteers receive, which translates into specific environmental sustainability actions in the execution of the programs.

The benefits of these good practices are: the protection and expansion of manufacturing-related jobs and increased competitiveness, a reduction in the number of landfills and waste incineration, less pollution, significant energy savings, a considerable decrease in the emissions of greenhouse gases and less need to exploit natural resources. In short, more respect for the environment, generating good environmental practices in the classroom that will then be transferred to the companies in which the students can get a job.

## **7.- Synergies with other policies or instruments of public intervention.**

AFES Mental Health coordinates its work with other entities that manage PIIL to reach a consensus on aspects related to the project and to be able to make proposals to the managing bodies. These collaborations help to improve control in the Quality procedure implemented in the entity, which allow an improvement in the area of Training and Employment and to carry out external outings to reinforce and complement the material taught in the classroom.