

DP Managing organisation :	<u>Promozione & Sviluppo m.c.m. s.r.l.</u>
Other national partners :	<u>Associazione Commercianti della Provincia di Catania</u>
	<u>Cormorano Felix soc. coop. a.r.l.</u>
	<u>Provincia Regionale di Catania</u>
EQUAL theme :	Adaptability - Life long learning
Type of DP :	Geographical - Other - CATANIA
DP Legal status :	Association without legal form
DP identification :	IT-IT-G-SIC-076
Application phase :	Approved for action 2
Selection date :	11-07-2002
Last update :	06-05-2002

Rationale

(Text available in EN [IT](#))

This project originates from a problem that involves Sicily: the lack of a labour market able to face and solve the difficulties linked to the working environment.

With the ever-evolving labour market, Sicily has to face new problems:

a) the province of Catania has a high unemployment rate, equal to 35,4%. More than half of unemployed people are newcomers, above all young people. In addition many students decide to give up their studies early without taking into account the compulsory education finishes at the age of 14 in Italy - and this sets a limit to the production.

b) The Sicilian training system in force does not satisfy the real needs of the territory: it is interested in developing the same skills and shows a short attention to the lifelong learning of employed people. This means that the discriminations existing in the working environment are often due to the impossibility / difficulty of carrying out plans developed at a provincial level and centred on a lifelong learning which takes into account the enterprises' and the employees' needs.

This situation prevents employers and employees from adapting themselves to the changes introduced by technology. In order to check this situation the Pact of the Labour (signed in 1996) is aimed at giving more weight to the vocational training and the administrative decentralization. In other words, it provides that the State releases the competences concerning learning, training and active labour policy, in favour of the local bodies. In this connection it can be said that the legislative decree 469/97 provides the transfer of some

competences from the State to the regions, provinces and municipalities.

The Fenice project involves the main actors in the territory of Catania: it wants to experiment a system of lifelong learning in order to influence the local labour market and favour the updating and the retraining of the employees.

The intervention should protect the job of those people who suffer from discriminations and phenomena of obsolescence.

These latter have repercussions on two fields: firstly on the acquisition of knowledge functional to the insertion into the working environment and secondly on the adequacy of the competences, especially when people have not a further education.

As to the adequacy of the competences, we must focus the attention on the ageing workers who are in conflict with the continuous technological development. This situation creates a gap between the labour market and the workers; besides it favours the development of the stereotypical images that describe an employee as a brake, incapable of adapting himself / herself to new tools of information and communication.

According to a research carried out by the Ministry of Labour, the demand for skilled employees is increasing. The enterprises ask for people who can speak a foreign language or can use a computer. The lack of such skills provokes the development of barriers and discriminations when approaching the labour market.

The 'Sicily at work' Project - promoted by Councillor's Department for Labour and Vocational Training of the Regional Government, in the sphere of the initiative 'Parco Progetti: a network to favour the local development' -, is experimenting a system of private employment all over Sicily: through 20 offices in the nine Sicilian provinces, it intends to make the workers aware of the training courses and the demand for job. The workers and the enterprises have been given questionnaires: the data processing has testified that the SMEs have to overcome some difficulties.

On one hand the SMEs hardly find native employees skilled at using new instruments of communication. Besides many entrepreneurs hardly adapt themselves to the changes introduced by the technological innovations: they are not aware of the peculiar role played by the retraining courses, as they could help to solve a stagnant situation and favour the recruitment of qualified employees.

On the other hand the workers hardly maintain their jobs, as they are in no position to regenerate and update their own specific competences: as a result the employees, as well as the employers, are behind the times while the society goes towards the globalisation.

To sum up the employees and the employers have to fight against a new condition: the steady job does not exist and a specific training is necessary for a stable insertion into the working environment.

In order to solve this problem a precise and regular planning of lifelong and permanent learning / training at provincial level must be put into practice.

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Objective

(Text available in EN [IT](#))

The main goal of the Fenice project is to introduce in the territory in the province of Catania an innovative Centre which works out lifelong learning programmes, a Centre originating from the active participation of the bodies involved. This main goal can be reached if the following specific objectives are attained:

- awareness of the context with reference to the subjects interested in the lifelong learning
- knowledge of the existing lifelong learning system

- experimentation of tools and means to identify the enterprises' training needs
- knowledge of the local labour market (leading sectors and fields running the risk of obsolescence)
- experimentation of innovative training programmes
- transnational exchange of know-how, realization of joint actions with other DPs
- dissemination of good practices influencing the local policy.

In order to attain the fixed objectives, the partnership will put into effect a strategy built around the dissemination of information. The first step is to favour a massive information campaign, to make the context aware of the importance of a planned lifelong learning. Through the involvement of the local enterprises, the partnership wants to stimulate the participation and the collaboration of all the key-actors. The procedure is aimed at involving the context in order to collect the data referring to the labour force available and the demand for professional competences on the part of the local labour market. The system proposes a qualitative approach as it wants to fix quality standards of training, concerning the plan proposed, the trainers, the methodologies and the positive effects on the enterprises. All the actions will be directed and coordinated through a Centre for guidance and planning: the Fenice Centre. Its interventions will involve employers, employees and training institutions and will develop on two directions.

At first the employers will lead the actions focused on periodical surveys of the enterprises' required competences. Moreover the centre will carry out interviews of professional guidance in order to assess and certify the professional competences of the employees. As a result the training bodies will implement and experiment three training courses based on the requirements of the enterprises that need to retrain specific categories of employees. In particular, one of these courses will be addressed to women, who are often subject to discriminations.

The key-actors involved in the project will capitalise on the most innovative practices, taking into great consideration the successful as well as the unsuccessful experiences. This will allow them to plan other interventions containing modules of general training (to give basic competences), specific training (to obtain specific competences) and learning at distance (using systems which guarantee the continuous learning process).

Then, a bottom-up process will be promoted involving the training bodies. In this case it is necessary that the enterprises play an active role: so they recognise their own resources, the requirements of the labour market, the technological development. Moreover they will allow the workers to take part in the retraining courses, as it is not a loss of time: on the contrary it represents an opportunity to favour the economic development through an increased competitiveness.

All that can be obtained by means of activities organised by the partners and directed by the centre. In other words the project wants to create a new system which spreads the idea of a training process tailored on the real needs of the beneficiaries and the single and various situations of the social context.

This view is supported by the idea that the key-actors must abandon their passive attitude and must play active roles at every level.

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Innovation

Nature of the experimental activities to be implemented	Rating
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Guidance, counselling	*
Training	***
Training on work place	***
Training of teachers, trainers and staff	*
Conception for training programs, certification	***
Anticipation of technical changes	**
Awareness raising, information, publicity	****
Studies and analysis of discrimination features	****

Type of innovation	Rating
Context oriented	****
Goal-oriented	****
Process-oriented	****

(Text available in EN [IT](#))

The proposed plan wants to innovate the processes, the objectives and to affect the context. With reference to the processes, the plan will develop innovative methods centred on an advertising and information campaign that will last until the plan will be put to an end. The campaign will be aimed at:

- awakening the context to lifelong learning system existing in the province;
- making the clients aware that a basic and specific vocational training is necessary to be inserted in a labour market ruled by the flexibility of labour contracts and flexitime;
- explaining the objectives of the project;
- encouraging the co-operation among the key-actors involved in the project;
- disseminating the results achieved.

In fact from the analysis of the context it emerges that the actors must be made aware of the objectives that the plan wants to achieve, in order to affect the local labour market and satisfy the enterprises' demand for professional competences. This will offer the possibility of involving a great number of enterprises of the territory in the experimentation of a system that will favour an easier reintegration of the employees in the working environment and to solve the problems of the companies that are in search for a qualified staff.

As to the objectives the novelty concerns the results the plan wants to attain:

- the realization of a system that can programme year's provincial plans based on a careful analysis of the context;
- the development of training plans which satisfy the needs identified, in order to prevent employees who are not adequately qualified from phenomena of discrimination.

Moreover the project wants to experiment a system centred on the assessment of the competences, in order to create a system of certification that helps the enterprises to recognise the workers' competences.

As to the social and economic context, such system will endow the enterprises in the territory of Catania with a skilled staff: this will avoid the discriminations and will spread a positive model all over the working environment, at all levels.

Budget Action 2 500 000 – 1 000 000 €

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Beneficiaries

Assistance to persons	M	F
Unemployed	0.0	0.0
Employed	50.0	50.0
Others (without status, social beneficiaries...)	0.0	0.0
	100.0	
	M	F
Migrants, ethnic minorities, ...	0.0	0.0
Asylum seekers	0.0	0.0
Population not migrant and not asylum seeker	50.0	50.0
	100.0	
	M	F
Physical Impairment	50.0	50.0
Mental Impairment	0.0	0.0
Mental Illness	0.0	0.0
Population not suffering from a disability	0.0	0.0
	100.0	
	M	F
Substance abusers	0.0	0.0
Homeless	0.0	0.0
(Ex-)prisoners	0.0	0.0
Other discriminated (religion, sexual orientation)	0.0	0.0
Without such specific discriminations	50.0	50.0
	100.0	
	M	F
< 25 year	0.0	0.0
25 - 50 year	50.0	50.0
> 50 year	0.0	0.0
	100.0	

Assistance to structures and systems and accompanying measures

Rating

Discrimination and inequality in employment	***
Other discriminations	**
Gender discrimination	***
Low qualification	****
Disabilities	*

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Empowerment

With beneficiaries

Participation

Changing attitudes and behavior of key actors

Participation in running and evaluating activities

Participation in the project design

(Text available in EN [IT](#))

The plan we want to work out focuses on the creation of a new system of vocational training that aims at retraining and updating the workers so that they can maintain their jobs and overcome barriers and discriminations. This system should enhance the workers' competences and satisfy the enterprises' expectations to count on skilled employees.

In the light of what has been said it is obvious that the process of involvement of the beneficiaries will concern both the enterprises and the workers.

At the beginning the plan will involve the entrepreneurs: if necessary these latter will be promised to have part of the money used for the training refund, in order to make them take an active part in the new learning process.

The project wants to introduce an innovative system referring to the audit of the competences: it is addressed to identify the basic competences the workers should have, in order to favour the assessment and the certification of the competences and favour the flexibility of labour contracts and flexitime, fit for the new requirements of the labour market, which is always evolving.

Once the role and the objective will be defined, two main groups of beneficiaries will be involved in this growth: the employees will extend their knowledge in terms of motivation, competences acquired and competitiveness within the labour market thanks to the learning and retraining courses (carried out within the enterprise or outside of it); the employers can dispose qualified employees and favour the internal mobility.

Between national partners

(Text available in EN [IT](#))

As to the active involvement of the partners who take part in the realization of the project, the four national partners have decided to form a Management Committee to direct the project: it is made up of the representatives of the partners (a representative for each partner) in charge

for the management of the activities foreseen by the DP, so the four partners will act collectively, by decision of a body.

The Management Committee that will guide and help the partners to carry out the intervention, will meet every month (unless it needs additional meetings): it will be aimed at addressing the activities of the DP, assuring that the activities foreseen mirror the expectations expressed in the project; identifying the adjustments (if and when necessary), assuring the active involvement of the partners and putting into practice the self-evaluation.

The partners have appointed the PRO.SVI. society as responsible for the management: in other words it will manage both the contacts with the administration funding the initiative and with the other partners. Thanks to its experiences referring to the development of previous Community Initiatives, the PRO.SVI. society will be responsible for the coordination of the project and will assure a successful transnational co-operation.

As a coordinator of the project, the PRO.SVI. society will guarantee the performance of the activities foreseen by the work programme and will support the other partners (from a technical viewpoint). Moreover it will give detailed information to the Management Committee and will be evaluated by the Evaluation Committee.

Each partner will be responsible for the activities which will be performed according to the modes and the timing explained in the previous paragraphs.

The organization will be described in details in the national agreement signed by the four national partners.

As to the transnational cooperation, all the partners will be involved in the activities already described, according to what has been foreseen by the Transnational Co-operation Agreements signed with the transnational partners.

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Transnationality

Linguistic skills

- English
- Français
- Italiano

Percentage of the budget for transnational activities

- 9.9%

Transnational Co-operation Partnerships

Transnational Co-operation Agreement	DPs involved
<u>1092 Virtual Open Academy - "VOA"</u>	<u>SE 11</u>
<u>1292 EMPOWERMENT</u>	<u>FR MAR-2001-11245</u>

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Background

Involvement in previous EU programmes

- Two and more partners involved in A&E

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National Partners

Partner	To be contacted for
<u>Promozione & Sviluppo m.c.m. s.r.l.</u>	Co-ordination of experimental activities DP managing organisation Design of the project Evaluation Monitoring, data collection Transnational partnership
<u>Associazione Commercianti della Provincia di Catania</u>	
<u>Cormorano Felix soc. coop. a.r.l.</u>	
<u>Provincia Regionale di Catania</u>	

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Agreement Summary

(Text available in EN [IT](#))

The DP promoting the Fenice project has adopted the following methods to organize the activities and to make the partners active participants in the process. The following bodies will contribute to carry out the initiative:

- the Management Committee;
- the Evaluation Committee;
- the subject responsible for management;
- the general coordination of the of the project;
- the four partners: the PRO.SVI. society, the Provincial Administration in Catania, the Confcommercio and the Cormorano Felix.

As to the active involvement of the partners who take part in the realization of the project, the four national partners have decided to form a Management Committee to direct the project: it is made up of the representatives of the partners (a representative for each partner) in charge for the management of the activities foreseen by the DP.

The Management Committee that will guide and help the partners to carry out the intervention, will meet every month (unless it needs additional meetings): it will be aimed at addressing the activities of the DP, assuring that the activities foreseen mirror the expectations expressed in the project; identifying the adjustments (if and when necessary), favouring the continuous and active involvement of the partners and putting into practice the self-

evaluation.

In the first meeting the Management Committee will appoint three external members (skilled in carrying out Community Initiatives) for the Evaluation Committee. This latter will meet every three months: it will have to evaluate the activities foreseen by the work programme and make the Management Committee aware of the results obtained.

The partners have appointed the PRO.SVI. society as responsible for the management: in other words it will manage both the contacts with the administration funding the initiative and those with the other partners. Thanks to the lessons learned from the experiences concerned with the public funds management and the experiences referring to the development of previous Community Initiatives such as 'Employment' - see paragraph 3.1.11.1 -, the PRO.SVI. society will be responsible for the coordination of the project and will take care of the financial management of the funds obtained by the Fenice project. The society will adopt a specific bookkeeping system, will certify the costs quarterly and will be responsible for the final accounts of the costs supported to realize the project. Moreover, as it has already carried out other Community Initiatives and succeeded in involving different bodies, the PRO.SVI. society will assure a successful co-operation among the national partners and the transnational ones.

As a coordinator of the project, the PRO.SVI. society will guarantee the performance of the activities foreseen by the work programme and will support the other partners (from a technical viewpoint). In addition it will give detailed information to the Management Committee and will be evaluated by the Evaluation Committee.

Each partner will be responsible for the activities that will be performed according to the modes and the timing explained in the project.

The organization of the DP will be described in details in the national agreement signed by the four national partners. The same agreement points out that as a coordinator of the project, the PRO.SVI. society will encourage the transnational co-operation and networking and will disseminate and publish the results obtained.

As to the transnational cooperation, all the partners will be involved in the activities already described, according to what has been foreseen by the Transnational Co-operation Agreements signed with the transnational partners.

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Promozione & Sviluppo

m.c.m. s.r.l. (Pro. Svi.)

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Responsibility in the DP:	Co-ordination of experimental activities DP managing organisation Design of the project Evaluation Monitoring, data collection Transnational partnership
Type of organisation:	Enterprise
Legal status:	Private
Size:	Staff 10-50
NUTS code:	RAGUSA
Date of joining / leaving:	27-08-2001 /

(Text available in EN)

The Promozione & Sviluppo m.c.m. society (PRO.SVI. for short), is a limited company, a

private society of services formed in 1991 and recognised by a Ministerial Decree passed on February 21st 1998, as a society promoting Job and Businesses.

It has provided several public and private bodies with advice concerning the planning of business plans and projects of public utility devoted to the permanent employment of temporary workers. At present it offers assistance to many municipalities on favouring the recruitment of temporary employees on the basis of the law 24/2000.

It has been involved for years in the planning and management of projects funded by Regional, State and Community funds and orientated towards the job insertion and the creation of enterprise.

In recent years it has organized and directed 28 professional training courses (in Calabria, Campania, Apulia and Sicily) funded by the European Social Fund and the National Fund (as regards the multiregional operating programmes), in collaboration with the town councils, training providers and temporary employment societies.

As to the `Employment` Community Initiative it has put into practice two projects (Now Ricami and Horizon Hope) promoted by the provincial administration in Ragusa, and two initiatives (Now Teletour and Horizon Ponte) promoted by the consortium society Proserpina of which the PRO.SVI. is a member.

At present it is carrying out the `Sicily at work` Project promoted by the Councillor`s Department for Labour and Vocational Training of the Regional Government, within the initiative `Parco Progetti: a network to favour the local development`. According to the legislative decree 469/97 this project is experimenting a system of private employment all over Sicily, through 20 offices in the nine provinces. Moreover it is encouraging the development of young entrepreneurs funding the most innovative 110 ideas (15.493 EUR each) and offering them advice to start up new businesses.

The PRO.SVI. society organises and directs plans aimed at the re-employment and retraining of the Human Resources that run the risk of being excluded by the labour market.

The society provides the enterprises with other services: research work, planning of new productive initiatives, business assistance aimed at carrying out plans of development, import-export advice, industrial safety advice, quality advice.

It helps the entrepreneurs to obtain easy grants, in order to set up firms, to adapt them to the new technologies, to favour their reorganization or their enlargement.

Contact person(s)

Name	First name	Phone	E-mail	Responsibility
Licata	Donatella	0932/682184	prosvi@prosvi.it	consultant

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Associazione Commercianti della Provincia di Catania

(Confcommercio)

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95100 Catania

www.confcommerciocatania.it

Tel:095/351253

Responsibility in the DP:	
Type of organisation:	Employers' organisation
Legal status:	Private
Size:	Staff 10-50
NUTS code:	CATANIA

Fax:095/356211

Email:infoconfcommercio@catania.it

Date of joining / leaving:	27-08-2001 /
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(Text available in EN)

The Confcommercio is a union; the term stands for Confederazione Italiana del Commercio, that is to say General Federation of Italian Merchants and Shopkeepers.

The federation protects the economic and moral interests of its members and represents them in the bodies, in order to solve the problems linked to the economic feature.

It encourages and implement initiatives aimed at the technological development and the vocational training of its members.

Contact person(s)

Name	First name	Phone	E-mail	Responsibility
Romano	Carlo	095/351253	infocommercio@catania.it	Consultant

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Cormorano Felix soc. coop.

a.r.l. (Cormorano)

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Responsibility in the DP:	
Type of organisation:	Enterprise
Legal status:	Private
Size:	Staff 10-50
NUTS code:	CATANIA
Date of joining / leaving:	27-08-2001 /

(Text available in EN)

The Cormorano Felix, a cooperative society, an Internet service provider. It is also a successful company interested in:

- planning, development and direction of web-sites;
 - direction of Internet services and e-commerce;
 - planning and development of multimedia products;
 - planning, carrying out and maintenance services of LAN, WAN, intranet and extranet networks;
 - planning and production of softwares, marketing and web marketing data processing.
- Moreover it offers advice to public bodies and enterprises. The advice concern:
- business plans,
 - credit easy terms,
 - community plans,
 - business administration,
 - planning and management of vocational training,

- planning and carrying out of telecommunication networks aimed at taking under control the labour market.

Contact person(s)

Name	First name	Phone	E-mail	Responsibility
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Responsibility in the DP:	
Type of organisation:	Public authority (national, regional, local)
Legal status:	Public organisation
Size:	>250
NUTS code:	CATANIA
Date of joining / leaving:	27-08-2001 /

(Text available in EN)

The provincial administration in Catania

Administrative duties.

In the sphere of planning and coordination relating to the Regional Government, the provincial administration in Catania is in charge for:

- ± building charitable structures and services of extra - municipal interest;
- ± dealing with distribution, building, maintenance, furnishing and office equipment, organization and provision of the staff for secondary school;
- ± promoting and implementing (in the province of Catania) training courses;
- ± identifying and assessing cultural and environmental assets;
- ± promoting and supporting artistic, cultural, sports ceremonies all over the province;
- ± promoting the tourist development;
- ± promoting and supporting the local handicrafts;
- ± supervising the hunting and fishing in the inland waters;
- ± authorizing the opening of retail shops;
- ± building road networks and the road maintenance;
- ± protecting nature reserves by means of agreements with the involved municipalities;
- ± protecting the environment, avoiding pollution and taking it under control;
- ± the Committee for Equal Opportunities between males and females;
- ± activities of provincial interest.

Delegated duties:

As to the decentralized services it offers, the Provincial administration in Catania:

- ± protects the soil and the hydro geological network;
- ± carries out tasks that the State and the Regional administration entrust to it.

Contact person(s)

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