



Federal Ministry
of Labour and Social Affairs



IdA – Integration through mobility without borders

A report on lessons learned

Status: November 2013



EUROPEAN UNION

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integration

stay abroad

chances *Europe*

mobility

stakeholder

training

networking

job

cooperation

transnational partners

traineeship abroad

young people

1. Foreword



The decisive point for maximising the potential of all young people in Germany is the threshold between school, training and occupation. The IdA Programme – Integration through Exchange is aimed at youth and young adults who for various reasons have difficulties in gaining a foothold on the labour market. It seeks to enable or help young people with occupational start-up problems but also persons with disabilities to enter or re-enter the labour market. IdA is being conducted under the Federal Opera-

tional Programme for the European Social Fund from 2007 to 2013. About 10,000 people have taken part.

The programme is a great success, as has been confirmed by a survey of project executing agencies and participant job centres and employment agencies. More than half of the participants are in training or employment.

There is no denying the need for this kind of programme. Our school-leavers without a certificate are on the decline - from 8.1 per cent in 2005 to 6.1 per cent in 2011 and the ratio of young adults between 25 and 35 without an occupational qualification fell from 17.8 per cent in 2005 to 14.5 per cent in 2012. Among 25-year-olds and under, we have the lowest youth unemployment in the whole of the EU.

Other statistics, however, paint a different picture: Just about half of all young unemployed people in 2012 had no occupational qualification. Almost 90 per cent were in receipt of basic income support. Of young people between 25 and 34, about 676,000 were unemployed on annual average in 2012. Many of them simply did not manage to take the one decisive hurdle to working life: finding a training place and then successfully completing their apprenticeship.

The IdA Programme affords an unprecedented, unique opportunity to support people first at the threshold from school to the training market and from there to the labour market. By organising traineeships in other European countries since 2008, altogether 114 project networks have been working at helping young people to improve their prospects. These often lack a school-leaving qualification or training or suffer from health impediments.

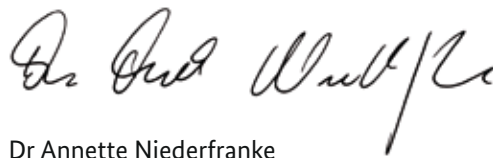
In the IdA Programme's traineeships abroad, young people discover themselves and their abilities and they gain recognition. The exchange, however, also promotes close networking among the partner organisations at home and abroad. Dialogue with transnational partners and colleagues from partner

projects abroad gives them an insight into the different social or educational systems, working cultures or approaches, in employment policy, for example.

The participants are given a unique chance to get to know Europe in all its cultural diversity and come to understand others and they take full advantage of it. Young people from other European countries, Spain, France, Sweden and Austria, have also benefited from this, though. Since as part of exchange arrangements, the IdA Programme gives transnational partners of the assisted project executing agencies the opportunity to send disadvantaged youth or unemployed young adults to Germany, many have already come here from other EU countries.

This booklet reviews the programme to date, provides information on its national and transnational scope and pinpoints its success factors.

I hope all our readers will learn some useful lessons for their future work!

A handwritten signature in black ink, appearing to read 'Dr. Annette Niederfranke', with a stylized flourish at the end.

Dr Annette Niederfranke
State Secretary in the Federal Ministry of Labour and Social Affairs

2. What makes IdA stand out: new approach, new target group, new organisational capacities

Not letting potential go to waste

Not everyone is fortunate enough to find a training place and employment directly. For many young people it is a matter of course to gain additional occupational experience abroad, but those who are still looking for work are left further behind. The intention of the IdA Programme – Integration through Exchange is to prevent this potential from going to waste. It seeks to close the present gap by enabling young people with special assistance needs to undergo traineeships abroad.

The IdA Programme is sponsored by the Federal Ministry of Labour and Social Affairs and the European Social Fund, being conducted as part of the Federal Operational Programme under the European Social Fund from 2007 to 2013. It is aimed at youth and young adults who for quite diverse reasons have difficulties gaining a foothold on the labour market. It specifically seeks to enable and help young people with initial problems in finding work or training, often combined with an adverse family and social environment and also including persons with disabilities, to enter or re-enter the labour market.

Since 2008, 114 project networks have been supporting young people to improve their occupational prospects by means of traineeships in other European countries. They often lack a school-leaving qualification, have no training or suffer from health debilities.

With this strategy, the Federal Ministry of Labour and Social Affairs has made a departure from previous mobility measures. Via various exchange programmes, many young people today can gain experience abroad during their studies and training or as skilled personnel. As a rule, these programmes are not accessible to the target group addressed by the IdA Programme.

Gerd Hoofe

State Secretary at the Federal Ministry of Labour and Social Affairs, from an opening speech at the IdA Mid-term Review Conference on 1 Dec. 2011 in the Berlin Congress Centre

“In the face of demographic trends, we cannot afford to leave young slower learners and lower achievers without training or work. IdA – Integration through Exchange affords these young people the opportunity to gain working experience abroad. They come back with social and occupational skills, motivation and a fresh sense of purpose so they can much improve their prospects of finding training or employment.”

2.1 Target groups

In two funding rounds (IdA I and IdA II), the programme aims at youth and young adults with need for support in the transition from school to training and at the interface between training and occupation.

These include:

- Youth with no school-leaving qualification (e.g. school dropouts)
- Youth with no training place
- Youth who have completed school-based vocational training
- Training dropouts
- Young single mothers

The second funding round (IdA II) focuses on persons with disabilities, including elderly unemployed adults.

In an exchange arrangement, IdA enables transnational partners in the project networks to send disadvantaged youth or unemployed young adults to Germany. The transnational project partners in the respective European countries undertake to finance and prepare the young people, including preliminary language courses, travelling expenses, accommodation and insurance, the assignment of foreign local supervisory personnel and the follow-on phase.

The role of the German IdA project networks is to organise traineeships in German enterprises for a period of one to six months.

Expert exchange organised by the project networks with their transnational partners also facilitates the transfer of know-how, experience or practical approaches for solving problems.

2.2 Transnationality

Transnational activities are promoted under IdA. This primarily concerns the exchange of participants. Flanking this, however, there is a need to provide for close cooperation and broad exchange among stakeholders at all levels. These include local and regional labour-market experts and multipliers who cooperate with the project networks and their transnational partners. They exchange experience and information on the outcomes of IdA projects and successful methods and schemes.

The exchange activities promote close networking among partner organisations in and outside the country. These exchange procedures have proved to be particularly valuable for all stakeholders, because they take place at different levels: at participant, experts, european with transnational partners and not least regional level of the project networks in Germany.

Transnational cooperation in IdA

On the role of exchange activities in transnational cooperation, a contribution by Hans-E. Steimle, European Policy Officer and Deputy Director of Bundesarbeitsgemeinschaft Evangelische Jugendarbeit e.V. (Federal German Protestant youth welfare organisation).

Transnational cooperation projects and/or cross-border cooperation are activities of the highest specialist interest and most of them do much to enhance personal and professional competency. From the outset, the transnational project partnerships in IdA have shown how fruitful, enriching and beneficial cooperation and mutual interaction among experts and colleagues from all kinds of professions, cultures and nationalities are.

The diverse experience gained in transnational cooperation can be basically summarised as follows:

Dialogue with transnational partners and colleagues from partner projects abroad affords insights into the different social or educational systems, working cultures or approaches to promoting youth, social welfare, education and employment. Joint transnational cooperation – mutual learning in the same interest groups – helps broaden horizons, which sheds light on the individual's own way of living, learning or working and can thus have a very positive influence on them. This does not just apply to the respective partners at the personal level, however; it also holds for the participant organisations at institutional level.

A major concern of transnational cooperation is to foster mutual learning and prompt reflection on processes of change. This is done for the most part through exchange and the joint use of information and methods, but also by defining comparative categories together.

Skills development is the prime concern of the participants, the young people and adults. The project and the joint programme as a whole are focused on the European dimension. What, how and at what levels can we learn from each other and channel this into practical work, the institutions, the respective capacities and policymaking in order to gain a picture of and possibly also reform the underlying framework?

Here, IdA and similar programmes go to the heart of the European idea. The participants are given the chance to experience and reflect on Europe in its cultural and social diversity. Transnational skills development can also enable the institutions involved to sharpen their profiles – a programme that promotes partnership and fosters mutual understanding.

This way, transnational cooperation can have a major learning effect on participants and institutions involved. For the young people and adults, the stay abroad enhances their personal and occupational competency and with that their employability. For the partners, it strengthens their ability for innovation, modernisation and adaptation to new challenges.

2.3 Actors

The so-called project networks are responsible for conducting project activities. They act as an association of several partners. As a rule, these include education providers, welfare organisations, church agencies, schools, municipalities and organisations as well as basic income support and employment agencies, whose involvement in the network is a requirement.

Labour-market actors support the project network as strategic partners, e.g. economic development agencies, chambers, business associations, trade unions, enterprises, representatives of self-help organisations and advocates for persons with disabilities.

The collaboration of these various actors as partners enables them to take purposeful and concerted action. This way, the project network can bundle interests, competencies and synergies.

The networks consist of partners in a region. This arrangement enables them to cater for regional interests as well, while accounting for the respective labour-market situation. The basic income support and employment agencies are already actively engaged and frequently co-involved at the beginning of planning. This way, they can make specific use of the IdA project as part of regional labour-market integration policy. They co-decide on the selection process of participants and particularly in the follow-on phase they act as the key mediator for their successful integration. Its regional localisation ensures the sustainable success of the project.

Consisting of ministries, municipalities, education providers, universities, schools, vocational training centres, foundations, chambers, trade unions and enterprises, the transnational partners in the project networks also reflect the broad range of cooperation.

2.4 Networking

Networking in the IdA project takes place at different levels: the project, the national and the transnational level. The approach at *project level* is about promoting project networks.

At *national level*, the Federal Ministry of Labour and Social Affairs guides and promotes the thematic networking of IdA project networks. A major goal of networking is to help exchange experience and transfer results.

A key activity area in thematic networking is concerned with quality. This is why the Manual for successful transnational work with disadvantaged target groups was drafted in collaboration with the promoted IdA project networks. Another is compiling results to document the benefit of the programme for the strategic actors: For this, success factors of transnational work have been prepared together with the project networks and based on this a survey scheme has been designed to ascertain the integration outcomes of the projects.

The participant basic income support and employment agencies in the project networks also take part as active partners in this networking process. Joint work with the

project networks facilitates development processes that have been able to make a valuable contribution to implementing the innovative programme approach.

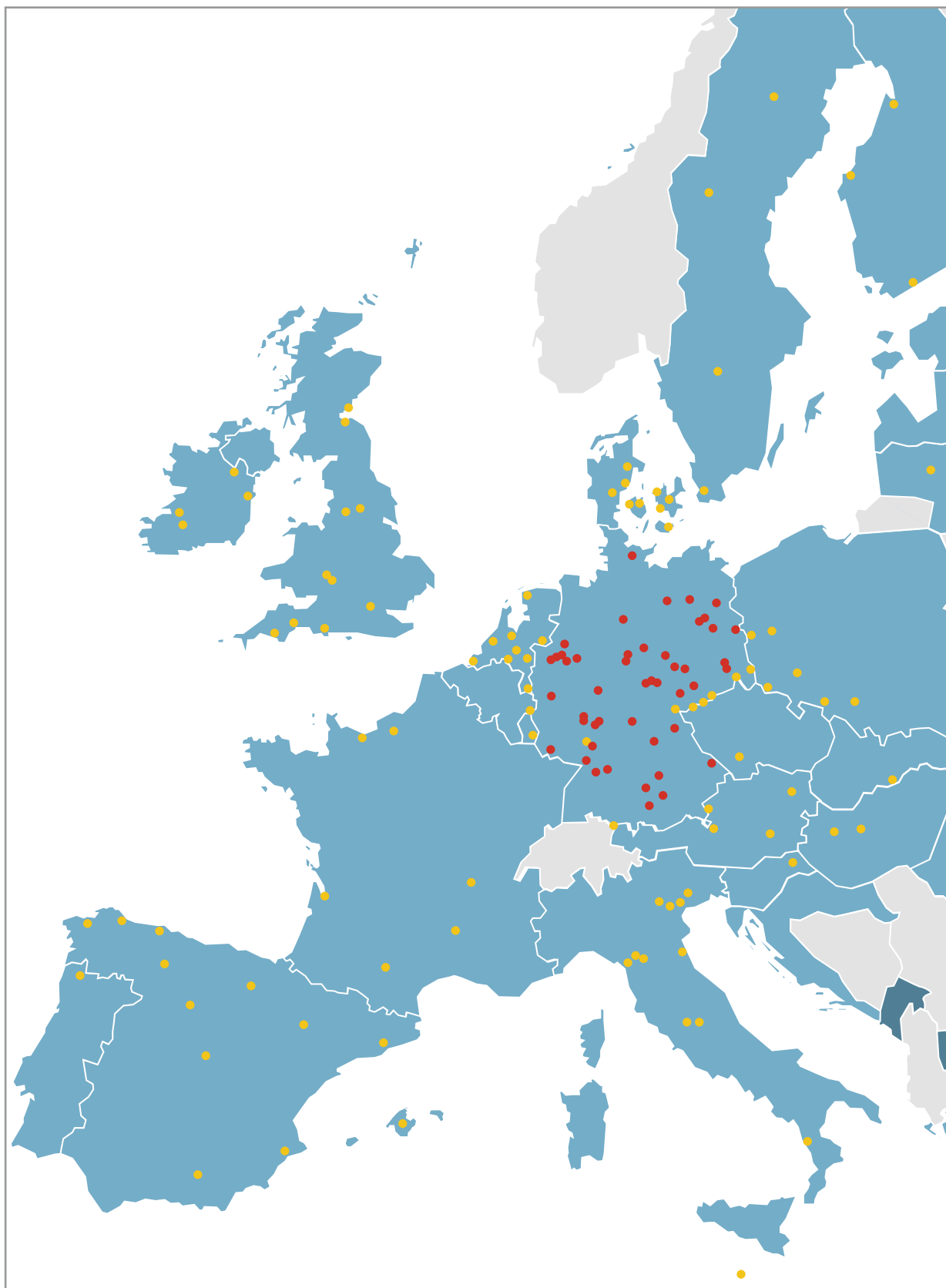
Finally, the network approach at *transnational level* is sustained through exchange of experience as part of expert dialogue with the transnational partners. The involvement of labour-market partners and actors as well as enterprises is of particular benefit to cooperative relations.

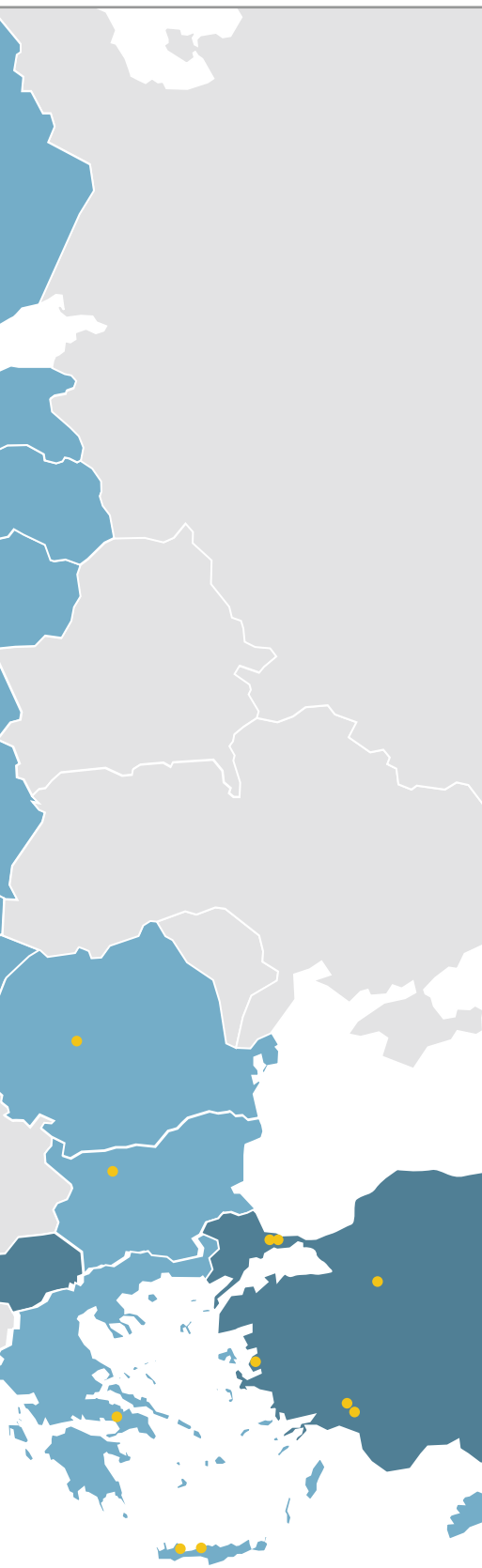
Transnational partners of several project networks are now also linking up with each other. This has considerably enhanced the reputation of the IdA Programme in European partner countries and resulted in an increasing number of secondments to Germany. It has also aroused their interest in conducting their own mobility programmes. Altogether, the networking process has been crucial for supporting project and programme implementation.



Signing of the cooperation agreement on the deployment of young persons from Marseille to Schwerin on 18 June 2013

3. IdA at a glance





Project networks and transnational partners

The IdA-euMap at www.ida-eumap.de gives an overview of the project networks of the “IdA – Integration through Exchange” programme and their transnational partners. The IdA-eumap is an interactive map, developed by the IdA project network “IdA-EULA” of the Jugendaufbauwerk Plön-Koppelsberg.

Legend:

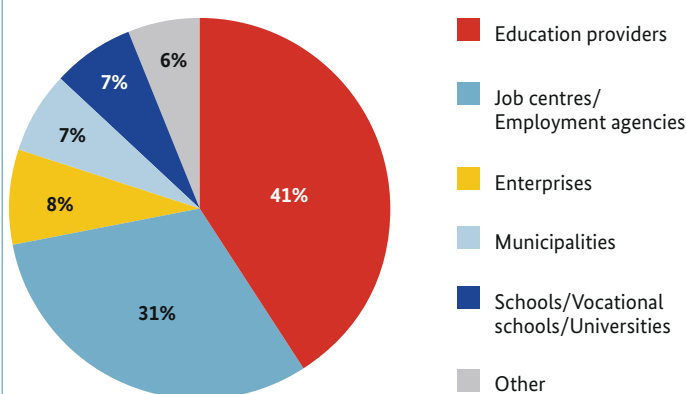
- project network
- transnational partners
- EU candidate countries

“IdA is a milestone on the way to developing the whole person.”

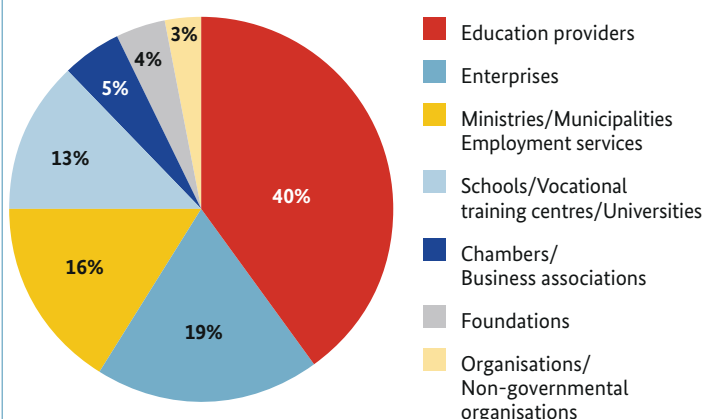
The national and transnational IdA network

The IdA Programme has engendered a broad array of nationwide and Europe-wide networks. In the Federal Republic of Germany alone, 114 project networks have been formed. They cooperate with 26 countries in Europe. In this framework so far, about 10,000 youth, young adults and adults with a disability have been able to complete a traineeship abroad. Below, we provide an outline of national and transnational partnerships, network institutions and information on programme participants.

National IdA network partners



Transnational partners EU+



3.1 National IdA

114 project networks operate in almost all federal states:

Networks by federal state*	
Baden-Württemberg	5
Bavaria	12
Berlin	9
Brandenburg	10
Bremen	0
Hamburg	1
Hessen	10
Mecklenburg-Western Pomerania	4
Lower Saxony	6
North Rhine-Westphalia	19
Rhineland-Palatinate	4
Saarland	1
Saxony	16
Saxony-Anhalt	9
Schleswig-Holstein	2
Thuringia	6

* Source: www.ida-eumap.de

Many partners take part in national and transnational project networks. Education providers, job centres and employment agencies, municipalities and schools as well as enterprises are actively involved in the project networks.

3.2 Transnational IdA

National project networks maintain cooperative relations in 26 countries:

Transnational cooperation* 114 project networks are engaged in ...	
Italy	30
Austria	29
Spain	26
United Kingdom	22
Poland	18
Netherlands	16
France	14
Sweden	12
Czech Republic	11
Greece	10
Denmark	9
Malta	8
Turkey	8
Finland	7
Ireland	4
Hungary	4
Belgium	3
Estonia	3
Lithuania	3
Slovenia	3
Portugal	2
Bulgaria	1
Croatia	1
Latvia	1
Luxembourg	1
Romania	1

Altogether, IdA project networks cooperate with more than 290 host organisations in other European countries. They involve a

similarly broad range of different organisations to the regional project networks in Germany.

The number of organisations as well as ministries and municipalities that support transnational cooperation in partner countries differs by country.

Transnational partners*	Education providers, enterprises, schools, chambers, associations, foundations, organisations	Ministries, municipalities, employment services
Belgium	1	2
Bulgaria	1	-
Denmark	13	-
Estonia	3	-
Finland	4	1
France	19	1
Greece	7	1
United Kingdom	28	1
Ireland	10	2
Italy	28	5
Croatia	-	1
Latvia	2	-
Lithuania	3	-
Luxembourg	1	-
Malta	7	-
Netherlands	15	3
Austria	31	4
Poland	11	8
Portugal	2	-
Romania	1	-
Sweden	8	5
Slovenia	3	-
Spain	26	7
Czech Republic	10	2
Turkey	-	4
Hungary	3	-

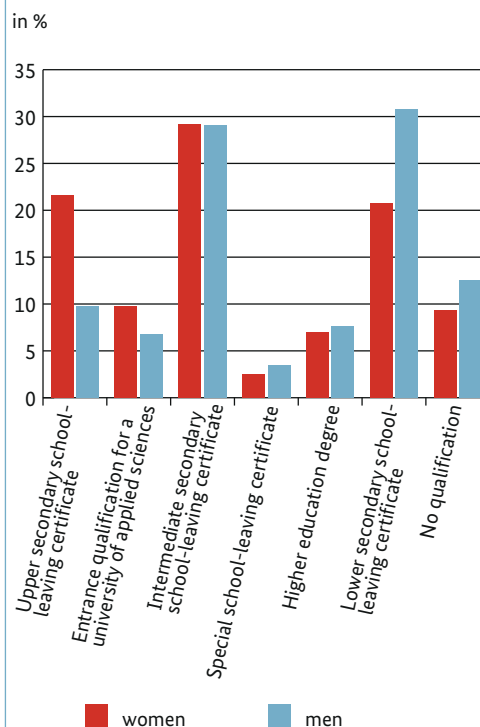
3.3 Participants in IdA

About 10,000 participants

So far, approx. 10,000 youth, young adults and adults with disabilities have undergone a working stay abroad under the IdA Programme IdA – Integration through Exchange.

According to the available evaluation findings on the participation of youth and young adults (IdA I - first funding round), half of the IdA participants among youth and young adults are women. They are 24 years old on average. Some 40 per cent have no occupational qualification and some no school-leaving certificate. Three-quarters of them were unemployed beforehand, the male participants for an average of 14 months, the female ones for 10 months on average.

Highest school-leaving certificate obtained



Source: Survey for the overall evaluation of the implementation of the Federal Operational Programme for the European Social Fund in the funding period from 2007 to 2013, Rhenish-Westphalian Institute for Economic Research, Institute for Social Research and Social Policy.

Men: 1,512, women: 1,502.

Vocational qualification obtained		
	men	women
No vocational qualification	855	740
In-company training	313	229
Full-time basic vocational school certificate	159	229
Technical college diploma	32	41
University of applied sciences degree	40	77
University degree	52	140
Other qualification	81	76
N	1,538	1,525

Source: Survey for the overall evaluation of the implementation of the Federal Operational Programme for the European Social Fund in the funding period from 2007 to 2013, Rhenish-Westphalian Institute for Economic Research, Institute for Social Research and Social Policy. Multiple responses possible.

4. Success factors – Why IdA is so successful

Significant positive impetus

Young people discover themselves and their abilities, gain recognition and find their way in training or work. The traineeships abroad under the IdA Programme for young people with special needs are a resounding success. As current evaluation findings confirm, they provide “a significant positive impetus” to the target group, with participants making strides that hardly anyone would have thought them capable of – in many cases not even they themselves.

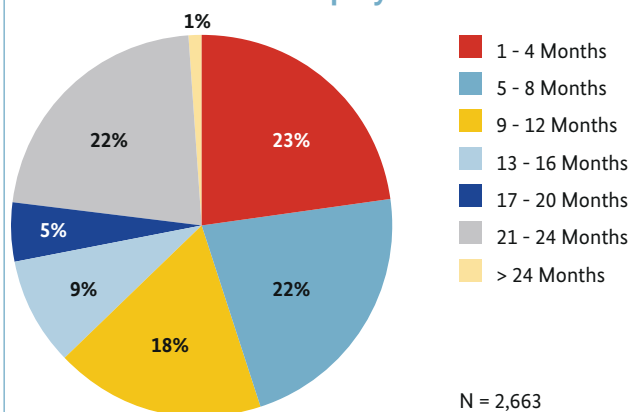
Talking about IdA ...

“No other similar measure for this target group offers young people these kinds of opportunity,” says Dr Peter Wordelmann. The mobility researcher is one of the project evaluators in the IdA Programme. To underline the full scale of the repeated success IdA has had in developing the personalities and skills of participants, he points to their initial situations. He stresses that “many young people in the IdA Programme had not managed to leave their region before, let alone ever travel abroad.”

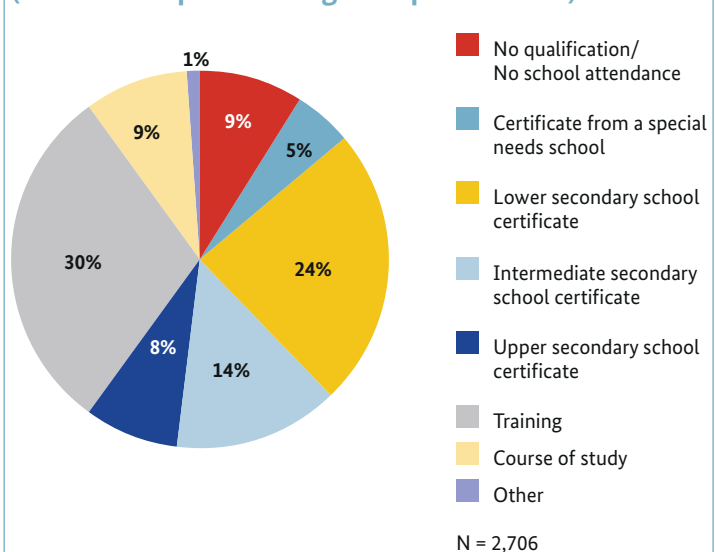
The main distinguishing features of the target group in the IdA Programme, says Peter Wordelmann, “are that they are unemployed, frequently socially underprivileged and in part also have to struggle with personal impediments.” Although their chances have improved due to the current economic situation and demographic trends, “these people still have problems at the first threshold of the transition from school to the training market and at the second transition threshold to the labour market. Regional disparities are widening, which is also due to lack of mobility.”

Nevertheless, for the most part these young people have to face the current conditions on the labour market, “which can be described as market inclusion,” the mobility researcher explains. Here, they can claim various public welfare and support benefits, but these cannot intervene directly in the market themselves. “Ideally,” he points out, “they lead to an integration chain that can culminate in successful inclusion in training and employment. This process, however, is

IdA I: Duration of unemployment**

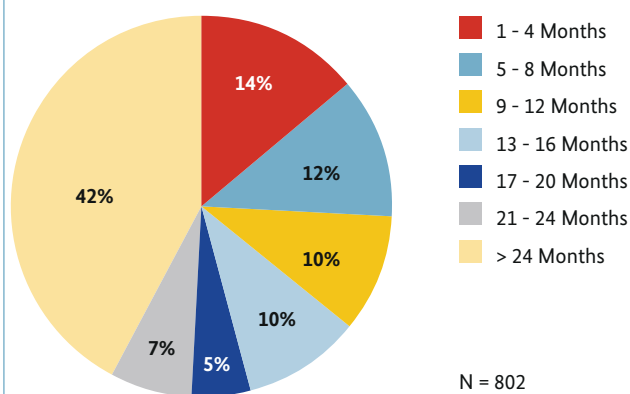


IdA I: School career and training
(normal completion - highest qualification)**

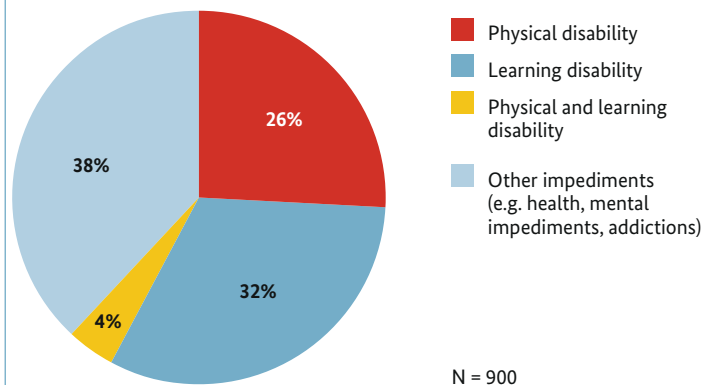


repeatedly disrupted by personal crises and occupational setbacks.” Particularly the participants in IdA II, the second funding round for persons with disabilities, have been through long periods of unemployment.

IdA II: Duration of unemployment**



IdA II: Type of disability**



As Peter Wordelmann observes, compared to the IdA target group, “planning the future, social security and advancement are easier for people from a stable social environment, combined with good school, vocational or academic qualifications.” “They benefit from standard inclusion.” This majority usually easily succeed in making the transitions. Added to this, “their private environment often provides the necessary information and contacts to help them.” The higher their qualifications, the better are their occupational and labour-market prospects. “A stay abroad during vocational training or studies is now indispensable for a career.”

This is where the IdA Programme intervenes to afford the target group unprecedented unique opportunities. “Though at a different level and with other objectives, it harnesses the positive qualities that stays abroad can offer,” the mobility researcher explains. These take place “in a new social working environment and largely without burdens from the past.” If the challenges “are well balanced,” this leads to “personal development, more self-reliance and a new sense of self-esteem,” and on top of this “to greater occupational experience and new opportunities for market inclusion.”

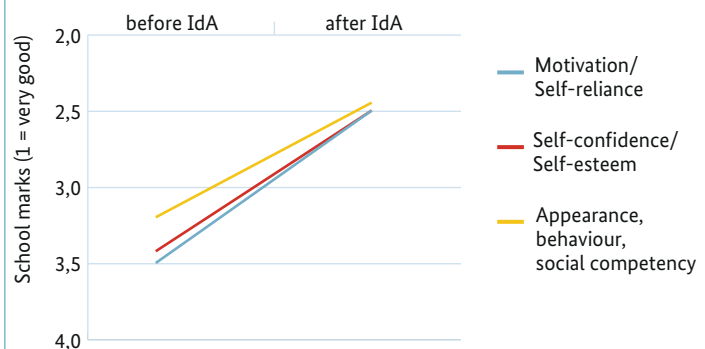
He emphasises that the IdA Programme does not therefore aim at the “extensive acquisition of international occupational competencies by the participants.” The foremost intention is to enhance personal competencies. “An assessment by the job centres – before and after IdA – points to very favourable outcomes here.” (see figure on the right).

These outcomes have been confirmed by a survey of the participants themselves. It was carried out as part of the overall evaluation of the implementation of the Federal Operational Programme for the European Social Fund in the funding period from 2007 to 2013. The survey of the IdA participants on the evaluatory theme of transnational measures was conducted before and after the stay abroad and came to the following finding: “Personal development is also rated positively, the respondents felt more assured and self-confident, most report having learnt much about another country”.

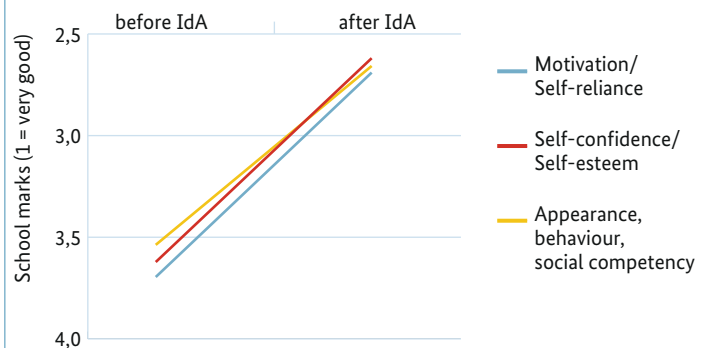
Increased competency “is the necessary prerequisite for another step in the integration chain,” Peter Wordelmann explains. After their return, more than two-thirds of the participants questioned from the first funding round moved on to socially-insured employment,

training and/or an additional qualification (see figure IdA I Destination, p. 18).

Competency gains IdA I: social competencies**



Competency gains IdA II: social competencies**



As ascertained by the intermediate data of in 2013, the stay abroad “seems to give the young participants a significant positive impetus for their future plans on the labour market. In their own view, their future prospects have improved markedly. In

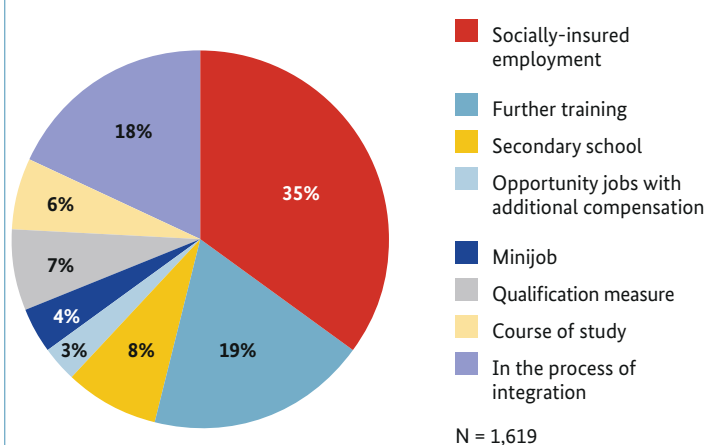
occupational skills, the low school education groups (lower secondary school or without school-leaving qualification) seem to benefit in particular.”

In the target group of IdA II, the second programming period for persons with disabilities, about 40 per cent were still in the process of integration six months after taking part in the programme, Peter Wordelmann notes. “The range of other transitions into the labour market has become more diverse.”

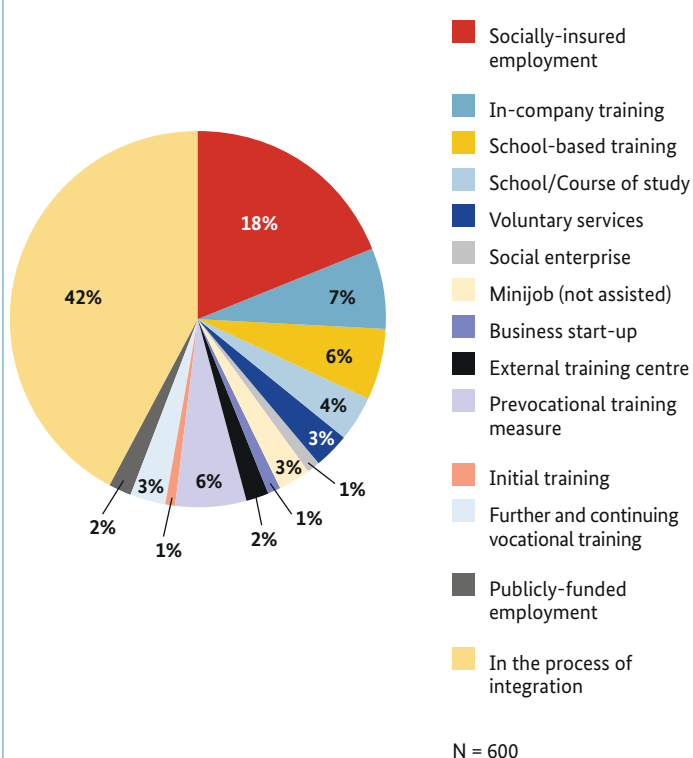
According to the mobility researcher, the participants of the second funding round have also taken another step in the integration chain, “although the market conditions for them are evidently more difficult.” Their ability and readiness to develop further and make more active plans for their future, have, however, improved as much as their mobility and flexibility. “Their participation was practical and without IdA many of them would probably have hardly been able to meet the requirements for successful inclusion.”

The conclusion of a group of evaluators (see imprint, p. 38) from five projects of the IdA Programme is set out in a catalogue that contains the “ten success factors” of the IdA Programme. One of these is: “Mobility is more than travelling, because it fosters geographic, mental and emotional flexibility and requires the participants to learn and live under unfamiliar conditions. This brings about distinct personal changes in their attitude and behaviour.” (Regarding the “ten success factors”, reference is made to the IdA Mid-term review “Heading in a new direction with IdA”, chapter 6.)

IdA I: Destination 6 months after IdA**



IdA II: Destination 6 months after IdA**



This is confirmed in surveys of participants and in the evaluation report. It shows that the programme approach and the attendant hopes and expectations have been more than just met.

Transnational work with underprivileged target groups poses a set of challenges. From the selection of participants to the intensive preparation to the educational support during and after the stay abroad, there are several project phases to go through. Many resources and actors are needed to ensure

that this whole process proceeds at a consistent quality level. This is why the actors involved from organisations and municipalities to job centres and employment agencies have bundled their know-how and joined together in regional project networks (see chapter 2, What makes IdA stand out).

The following project examples illustrate how cooperation with different partners works, how the project measures are conducted and how stakeholders deal with the challenge.

„Mobility is more than travelling.“

Additional literature

More detailed information on project management and the individual project phases in the IdA Programme “Integration through exchange” can be found in the following publications of the Federal Ministry of Labour and Social Affairs:

- Heading in a new direction with IdA. **Mid-term review** of the ESF programme “IdA – Integration through Exchange” (November 2011) – in German, Englisch
- A **Manual** for successful transnational work with disadvantaged target groups as part of the transnational ESF programme IdA – Integration through Exchange (December 2013) – in German, Englisch and Spanisch

You can download the brochures on the website of the IdA Programme www.ida.de or you can order them from the Federal Ministry of Labour and Social Affairs, Division EF 3 “European Social Fund – Information, Communication, Public Relations” at pr-esf@bmas.bund.de.

****** Together with the project networks and the participant job centres and/or employment agencies, the Federal Labour Ministry has developed a questionnaire design and instrument to ascertain integration outcomes. The survey addressed project executing agencies, job centres and employment agencies. It also included assessments of personal, social and occupational competencies, the maturity to choose an occupation and the successful integration of IdA participants.

Project

Project title:

Move and Work

Project executing agency:

GEBA mbH Münster

National Partners:

ESE – Ethnologie in Schule und Erwachsenenbildung e. V., Münster

Multikulturelles Forum e. V., Lünen

abz – arbeit-bildung-zukunft GmbH, Nordhorn

Handwerksbildungsstätten e. V., Coesfeld

LWL Förderschulen, Münster

Anne-Frank-Berufskolleg, Münster

Hansa-Berufskolleg, Münster

Transnational partners:

Edinburgh College,

Edinburgh (UK)

Chamber of Commerce,

Edinburgh (UK)

Basil Paterson College,

Edinburgh (UK)

Gemeinde Cankaya in Ankara (Turkey)

IPC – International Project

Centre, Exeter (UK)

Fast Track Language Service,

Exeter (UK)

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4.1 Competency gains and labour-market integration

Project example: Move and Work, GEBA mbH

For a long time, 24-year-old Larissa had got used to being insecure and fearful, she had run out of ideas for a career. She lacks the confidence to do almost anything. But then the qualified geriatric nursing assistant takes up a challenge that gets her life moving again. In the IdA project, Move and Work, in Münster, which takes her to Edinburgh in Scotland for a nine-week traineeship, she finds out what she is really capable of.

“I never thought I would be selected for the IdA project,” says Larissa. Yet after a two-week assessment of her individual competencies and abilities, it is official – she is on board. “Before the project, I had a hard time for a long while,” she recounts. “I was very insecure and I did not believe in myself any more.” Struggling with overweight and diabetes, Larissa feels generally unfit at the time. She is troubled by anxiety that keeps holding her back. But now, as a participant in the IdA project, she stands at a watershed.

She is determined to face the challenges of the mobility project. Despite her fear, she actually boards an aeroplane and flies abroad. Although it takes a lot of effort, she wants to speak English and despite misgivings about how she will manage, she is going to complete a traineeship – in the Queens Bay Residential Home for senior citizens in Edinburgh. She wants to be able to believe in herself and her future again and in her chance of finding work. This is why she has decided to overcome her fears and limitations.

Support and guidance in the project

Overcome obstacles – that is what Larissa wants to do: She is afraid of fear itself, of personal limitations, of being hurt, of being ashamed of failure and apprehensive that she will not be able to make the necessary changes. But Larissa is not alone in the project. She has dependable people around her to help her along.

In the nine-week preparation for the stay abroad, she still reverts to her old ways. She tends to avoid facing demands, but she gets encouragement and gains confidence. She is given support in coping with the inevitable setbacks. She works at her learning goals: striking a balance between abilities and limitations, appraising what is feasible, setting small aims step by step, learning to be more tolerant and patient about her own limitations.

Surmounting barriers and discovering potential

Despite the intensive preparation, the journey to Edinburgh is still a big step for Larissa, but the warm welcome there makes it easier for her. She likes the two-week English course at the college. “I have learnt a lot and I was very well prepared for my traineeship,” she recounts. She encounters a problem at her workplace, though. “Everyone was very nice”, Larissa explains, but she is very inhibited about speaking English,” and she notices that “this did not go down very well.” Nonetheless, she is determined to persevere. “Then I made a big effort. It worked with speaking English and I started to understand everyone more and more.”

After this barrier, she goes on to surmount one after the other. She gets involved in the institution, organises activities for the residents together with her instructor. We did handicraft together or we played memory games, where I also learnt some new things,” Larissa reports. She accompanies an excursion, takes active part in a religious service every day. She receives praise and appreciation. Her cheerfulness, which she has finally regained, earns her a lot of sympathy.

Getting stronger mentally and physically

She also surpasses her limitations in a very personal area. She climbs a mountain in Edinburgh. “Despite being short of breath,” she gets to the top and notices: “I was simply proud of myself.” She sets her sights on another mountain, which is almost twice as high and she climbs that, too. She realised that “if I really intend to do something and I firmly believe in it, then I can. I learnt this first in Scotland.”

Larissa lost ten kilos in Scotland. She has discovered hiking and cycling – and a lot about herself. “All I can say is that it has been worthwhile for me, because I often had to jump over my own shadow. It has made me stronger, mentally and physically. I have one thing that I would never have thought possible before the project. Her résumé: “I am not worried about returning to my everyday life and I feel able to work.”

„I was just proud of myself.“



Larissa R.

IdA participant: The trust of the others gave her back her self-confidence.

“Thanks to the trust placed in me and the new, though small positive experiences and achievements, I learnt to overcome the feeling of embarrassment and fear of failure. I noticed that it earned me the respect of others, but I could also take growing pride in myself. I was often told that I had done really well and that I always had a smile on my face and that made me very proud. The confidence the others placed in me gave me back my self-confidence.”

Successful struggle for a dream job

Only three weeks after returning from Scotland, Larissa did well as a geriatric nursing assistant in a home for people with mental disabilities. She is permanently employed there today. “I fought for my dream job in this institution and I got it,” she says. “Thanks to my perseverance in the IdA project, the success I had and progress I made, I was able to convince others of my ability.”

summarised her project experience and the progress she made. With her pride and discernment and thanks to the specific experience in the traineeship and good testimonials about the change she has undergone, today she can communicate what makes her particularly qualified for her work. She is also certain that “you get more respect from an employer, if you can talk about how you coped with working demands abroad, used a foreign language and how you kept going with the whole thing. This way you can show that you have the courage and the commitment to master even difficult situations.”

Talking about IdA ...

Questions to Sabrina Donnebrink, deputy director of the home for people with mental disabilities where Larissa works today.

What induced you to recruit a former IdA participant?

A person who has coped with the demands of this kind of project despite considerable limitations has shown a lot of commendable staying power and the ability to deal with unexpected and difficult situations. The project experience shows that Larissa took the risks of going to her own limits. This open attitude, this readiness to develop makes up a major personal ability for work in geriatric care.



Sensitive and balanced

What experiences abroad are particularly valuable for your institution?

To be able to work in our residential group, it is particularly important that Larissa can cope under pressure and has confidence in herself. Despite the heavy demands placed on her, she is always even-tempered, in a good mood and always able to find the right way to approach our residents. For example, she manages to reach a co-resident and who can no longer speak by singing to her. The fact that Larissa had to put up with considerable initial communication problems in Scotland, had to overcome shyness and gradually work out a suitable way to communicate has made her much more sensitive in finding the most suitable way to approach individuals. Having gained experience in Scotland, Larissa also knows how to assess the advantages and disadvantages of the institutions in the different countries and re-assess working conditions in Germany. That is why she conveys a sense of great satisfaction with her work and finds it meaningful.



IdA project evaluators

10 Success Factors in the ESF Programme “IdA – Integration through Exchange“, IdA Mid-term review

“Language is no obstacle, it is an asset. Limited language skills are enough at first, if you are also willing to make mistakes. When they are abroad, the participants develop foreign language and also communicative skills to manage and find their bearings in a foreign language and culture.”

Project

Project title:

MYK4international

Project executing agency:

IKAB-Bildungswerk e.V.

National Partners:

Gastronomisches Bildungszentrum, Koblenz
Institut für sozialpädagogische Forschung, Mainz
St. Nikolaus Stiftshospital GmbH, Andernach
Mayen-Koblenz Job Centre
Neuwied Job Centre
Ahrweiler Job Centre

Transnational partners:

INFA, Institut National de Formation et d'Application, Gragnan (France)

Contact:

IKAB – Bildungswerk e.V.
Annette Mütter
Poppelsdorfer Allee 92
D-53115 Bonn
Tel.: 0228 636460
a.muetter@ikab.de
www.ikab.de

4.2 IdA as a component of placement strategy

Project example: MYK4international, IKAB-Bildungswerk

Including transnational mobility measures as one of its standard instrument is something the network agency of the Mayen-Koblenz Job Centre, MYKnetz, could very well imagine, because in its experience these kinds of project bring about rapid development even in young people who have often failed. Since 2006, MYKnetz has been dealing with the specific situation of the target group and developing innovative ideas and projects in a network. In 2009, it initiated the IdA project network, MYK4international.

Talking about IdA ...

Here is a talk with Christoph Kretschmer, the project manager of MYKnetz and his deputy Sandra Reith about astonishing success stories and remotivated colleagues.

What is your interest in cooperating with the IdA project?

Christoph Kretschmer: We have a growing number of people here where we have to take a closer look at how to perform our remit of integration into work. We are not successful enough with conventional labour market instruments. The MYKnetz agenda is about innovative ideas and developing new projects. It is not as if we usually wait until somebody knocks at our door to offer us ideas. We know our needs and are working on them, but it made sense to try out IdA to gain experience in how we can take better care of and place our clients.

Did the idea to participate in IdA meet with interest straight away in the job centre?

Christoph Kretschmer: We had to convince people in-house at first. On closer look, we increasingly realised that IdA affords good opportunities for our target group. One of our colleagues had already gained experience with mobility programmes and projects. This was the first step. Then we set out to search for suitable partners.

What practical approach do you take as a job centre to participation in the IdA programme?

Christoph Kretschmer: It would be too short-sighted to confine our line of action to our basic remit of qualifying people and placing them in jobs. Our precarious clients are quite a long way from the labour market. So first of all our practical approach is to impart abilities or bring people closer to the labour market. The initial concern is to build people up, stabilise them, awaken their curiosity and make them fit for the labour market in a second step. We cannot do this with other measures.

Sandra Reith: The IdA project reaches people in a different way to conventional measures. It is more than just job application training; it demands courage of every individual to confront something new. After all, many of them have often experienced failure already. In quite a short time, IdA gives the participants the chance to learn that they can actually do something.

You have received a lot of positive feedback from colleagues about the IdA Programme. What experience did you gain?

Christoph Kretschmer: Our colleagues report that people develop extremely quickly in IdA. Clients who have already been claiming assistance for years suddenly find their feet at an unbelievable speed. This has been a tremendous motivation for our colleagues. Some may have already had a hard time with clients beforehand and initially proposed IdA out of helplessness. Beforehand, the progress the participants then made in IdA would have been inconceivable for our staff. That is one of the great strengths of the IdA Programme. We are very impressed with it.

What precise effect has IdA had on the young people?

Christoph Kretschmer: As far as their mobility and adaptability is concerned, we notice that they suddenly begin to write applications beyond the confines of their hometown. This would never have been possible with conventional measures under Social Security Code II. Besides greater physical mobility, participation in the stay abroad also fosters mental agility. The colleagues say the participants mature mentally like in an incubator.

So could you imagine making transnational measures an established part of your services?

Christoph Kretschmer: As a job centre, we would like to make transnational work a

standard tool, so that it is not the exception for somebody to take part in such a project. We are in Europe. We preach cross-border mobility, so we should also take that seriously. The IdA expert exchange has also proven to be very valuable for us. The programme has been very well received by our colleagues.

„Involving job centres is one of IdA’s success factors.“



Left to right: Benjamin S. (IdA participant), Nauras H. (IdA participant), Sandra Reith (employee of the job centre)

„Minds mature like
in an incubator.“

How have you incorporated the project into your regional labour-market scheme?

Sandra Reith: At the beginning, we did not just happen to choose the hotel and catering trade; it was in response to labour shortage in the sector. As the Federal German Garden Show was held in Coblenz, there was reason to expect some momentum on the labour market in this sector. We have also included the nursing sector, because there are already signs of a labour shortage here as well. Another segment is warehousing and logistics, as demand is expected to rise due to the location of Amazon. We look at the labour market to be able to subsequently offer opportunities to the participants. This is not, however, our foremost concern in the project. If clients say that these areas do not appeal to them, that is alright, too. The skills they have acquired still help them to make progress on the labour market.

How do you tie the effects of the stays abroad into planning for future integration?

Christoph Kretschmer: The project quickly addresses and develops the soft factors, the interdisciplinary competencies, almost like an incubator. For us, this is initially the prime mandate of the project. If people then take several steps forward, we can subsequently

continue to work on the support plan and jointly agree on the next objectives. This is decisive for every successive integration step in the chain, especially for those who have never had a chance of finding a training vacancy or another opportunity. The IdA project is a milestone on the way to developing the whole person.

Altogether, what is the special benefit of IdA for the job centre?

Christoph Kretschmer: The project stands out because it has attracted great attention from our management. It is held in very high regard and is actively supported through participation in study visits or expert exchange, for example. We can already say that IdA is a priority of ours. We are confident in the good cooperation of the partners, not least because everyone is more committed than usual.

Sandra Reith: Another special aspect is that job centres are also co-involved in the network meetings of the project executing agencies. It is an enormously enriching experience for me to get to know the other projects and their ideas. It also shows me that we are on the right track. I feel this confirms me in our work and it gives us a sense of assurance in-house and in our relations with others.

IdA project evaluators

10 Success Factors in the ESF Programme “IdA – Integration through Exchange”, IdA Mid-term review

„ Transnational exchange promotes intercultural learning in a unique way: Disadvantaged youth get to know Europe in everyday life. This process changes attitudes and behaviour and enhances employability.

“

Christoph Kretschmer: We find the keen interest in a substantive discussion at programme level extraordinary and one of the IdA success factors in our opinion is that we and other job centres are involved in programme development.

MYKnetz

The network agency of the Mayen-Koblenz Job Centre, MYKnetz, was established in 2006 as a pilot project of the centre, the Federal State Ministry for Social Affairs, Labour, Health and Demography in Rhineland-Palatinate and the European Social Fund. A basic idea was that the sustainable placement of youth and young adults can only succeed if their needs are taken care of, assistance is extended and social welfare organisations are involved in a network.

MYK4international

As of 2009, the job centre and its network agency – together with the job centres in the administrative districts of Neuwied and Ahrweiler – is a partner in the project network, MYK4international under the auspices of the Institute for Applied Communications Research in Out-of-school Education (IKAB-Bildungswerk). Courses are provided in the hotel and catering trade, nursing and geriatric care and in warehousing and logistics in the Bordeaux area of France.

Project

Project title:

Fit for Europe

Project executing agency:

Akademie Überlingen

National Partners:

*Harz Koba Job Centre
Salzland Job Centre
Halberstadt Employment
Agency
Berufsbildende Schulen J.P.C.,
Quedlinburg
Fachschule für Sozialwesen,
Drübeck
Lebenshilfe Wernigerode*

Transnational partners:

*Tellus Group Ltd., Plymouth
(UK)
GWS Salzburg (Austria)
Salzburg Economic Chamber,
Pongau District Office
(Austria)*

Contact:

*Akademie Überlingen
Verwaltungs GmbH
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D-38855 Wernigerode
Tel.: 03943 92220
info@ida-harz.de
www.ida-harz.de*

4.3 Network setups and localisation

Project example: Fit for Europe, Akademie Überlingen

All stakeholders benefit from the network arrangements set up through the IdA Programme and localised in the region. This is the firm conviction of Markus Schwalk, managing director of Akademie Überlingen and the initiator of the project network, Fit for Europe: In the Harz region, the cooperation among institutions that previously operated in parallel has brought an added advantage for partners, business and industry and the target group.

“Much has changed with us since IdA,” notes Markus Schwalk. “The project has enabled partners to work with each other that had been previously separated by territorial divisions.” At the beginning, there was a job centre in the administrative district of Harz under a municipal authority and two joint basic income support agencies. With the IdA project network in the Akademie Überlingen, a joint working base has been set up for all partners and funding agencies, reports the managing director of the Academy. “Local work has also networked and internationalised itself beyond the region in keeping with the European idea,” he recounts. “For two years, we have also been acting as a host agency and organise working stays for target groups from the European labour market in our region. We put the European idea into practice and see ourselves as a regional interface on converging employment markets.”

Tangible success in the region

The new cooperation projects have already achieved tangible success in the region, because the young target group and the enterprises alike benefit from the working stays abroad organised by the jointly implemented programme. The initiator of the project network, Fit for Europe: “Almost all IdA participants are then either ready for training or employment. This positive personal development is very important for our regional enterprises when selecting applicants to fill their vacancies.” Added to this are the improved qualifications thanks to IdA, in language proficiency, for example. “As this is highly valued by companies in all sectors as an interdisciplinary competency, it frequently leads to recruitment.”

For Markus Schwalk, the benefit for the target group, “the anticipated added value for disadvantaged people on the labour market,” is one of the basic reasons for participating in the IdA Programme in the form of a network. This is also why the partner network, Fit for Europe, in the Harz administrative district “has organised itself accordingly at different operational levels.” The previous work of Akademie Überlingen afforded a good starting point for this. For one thing, experience had already been gained with projects in the international setting, so that “we could draw on project executing agency expertise, combined with a sound executive capability.” For another, with its successful projects and measures to integrate labour-market target groups the Academy has been established in the region

for a long time. As an education provider and project executing agency, it also has long-standing relations with basic income support providers, employment agencies, institutions and enterprises. This is a good basis for successfully integrating young people returning from abroad with the experience and qualifications they have gained into the local labour market. Yet to achieve this goal, says Markus Schwalk, there is a need for “the right mix and cooperation of the network partners directly engaged as well as the strategic actors.”

Communication and mutual partnership

For Markus Schwalk, good communication and interaction “in mutual commitment” are essential for successful work in the network. “Lack of communication among the partners impairs the quality of implementation. It is as simple as that.” However, “trustful dialogue”, and rapid direct contacts among the actors, engender “a productive atmosphere and set the process in motion”.

Ongoing discussions with all the people involved at all organisational levels belong to the communication process. They are

important, because they “are essential for preparing and implementing measures and securing results in the most effective way”.

Daily work with disadvantaged youth and persons with disabilities is always about the details that make up a programme, a network, a project and progress in integration.

Binding responsibilities

“With IdA, we soon agreed on the list of tasks to be performed,” says Markus Schwalk. “In various discussions, binding responsibilities were then set out and allotted to specific persons.” In the end, though, he emphasises, we need to mobilise people. “They must identify with the project and their personal tasks. It is the responsible personnel that have to develop their potential.” Candid, trusting communication and mutual respect are essential for and particularly conducive to success.

For the managing director of the Academy, a project network affords clear advantages compared with a project run by one agency. “Diverse interests coming together have a synergetic effect,” he concludes. “

„Everyone benefits from IdA.“

IdA project evaluators

10 Success Factors in the ESF Programme “IdA – Integration through Exchange“, IdA Mid-term review

“An open-minded attitude on the part of all actors is essential for the success of transnational exchange measures to ensure equal opportunities and to counter prejudices about the suitability of target groups or also individual participants. Where an open-minded attitude already prevails, measures are also taken to consolidate and sustain it.”



IdA Project Networks Conference in Saxony-Anhalt on 28 - 29 May 2013 in Magdeburg.
Photo: Roland Göttel.

„Working
together instead
of separately.“

The IdA project framework set by the Federal Labour Ministry is the best way to streamline the separate responsibilities of the individual partner organisations into a joint work-flow.” Each has its own competencies “from the interviews with participants to preparation and implementation to successful integration”. In a regional project network, the requisite resources are bundled and tasks performed by the agency responsible. “Another plus point of a network setup is the scope for IdA to be actively and effectively involved in the regional labour market strategy.”

Everyone benefits from IdA

“IdA brings people together,” says Markus Schwalk, because the project network, Fit for Europe, addresses many people, institutions and enterprises in the region. For Schwalk, “the special aspect is, though, that we reach people who have long been without work and are in need of help in their present situation.

With IdA we can give them meaningful motivation and encouragement to set off on their journey.” The project affords opportunities and prospects for the individual. “For many people, successful participation in the project means a return to life and work in the region. Everyone benefits from this.”

Talking about IdA ...

Questions to Michael Lütje, in charge of managing measures at KoBa Job Centre in the Harz administrative district.

How important is close exchange with partners in the network?

Close exchange is one of the major success factors in the preparatory and actual implementation phase. Implementing a transnational integration component in employment case management with disadvantaged target groups calls for ongoing and transparent cooperation among all partners. This is the only way to solve the various problems in the course of the project to the satisfaction of everyone. In addition, the situation on the regional labour market does not remain unchanged throughout the project. There is a recurrent need to make a periodic re-appraisal of the project’s needs assessment and update it if necessary. Moreover, in practical work with the target group not all the individual problems can be identified in advance and finalised plans drawn up for the necessary assistance and support systems in advance. Only close exchange can help to identify and solve the specific problems and conflicts that arise in this general setting.

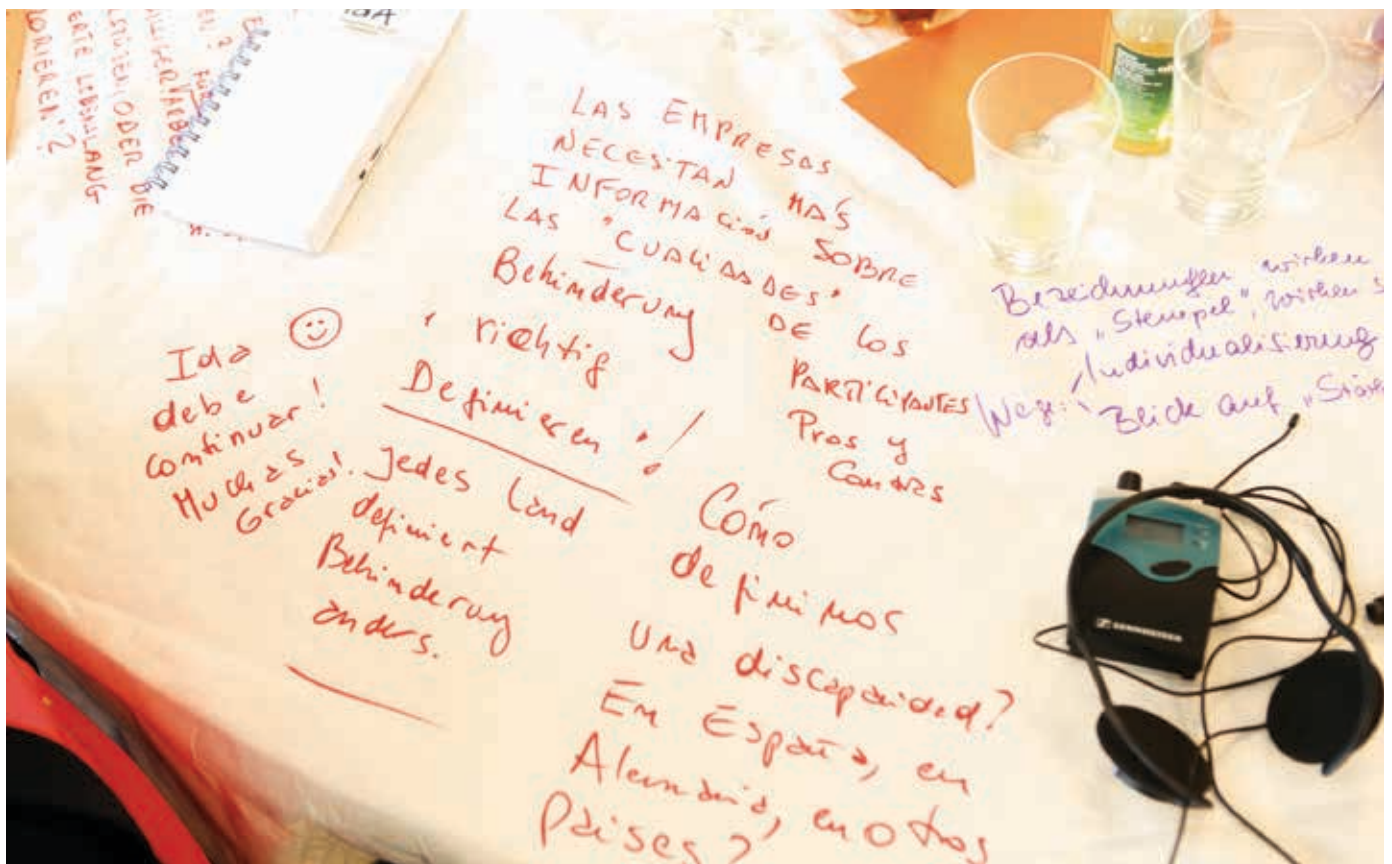
Transparent communication processes

What did you feel to be particularly beneficial in the communication process so far?

Particularly helpful were the project partner network meetings continuously organised by the Federal Labour Ministry, the direct dialogue among project partners at expert meetings and talking to partners at regional meetings in the course of the project.

What was your interest, your motivation, in IdA participation?

From the outset, KoBa was convinced that the transnational mobility approach was basically sound. The partners participating in the project network and the attendant programme assistance were aimed at supporting us in our daily integration work with the target groups. The outcomes of our project network have confirmed our expectations and hopes. With the exception of border regions, national legislation on support provides for no equivalent standard instruments under the scope of Social Security Codes II and III, so the programme also filled a decisive gap in assistance.



IdA Project Networks Conference in Saxony-Anhalt on 28 - 29 May 2013 in Magdeburg. Photo: Roland Göttel.

Project

Project title:

La ida - Transnational pathways to labour-market integration and regional development

Project executing agency:

IBI – Institut für Bildung in der Informationsgesellschaft e.V.

National Partners:

*M's Marketing + Kommunikation GmbH
Soziale Vielfalt e.V.
Cottbus Employment Exchange
Cottbus Job Centre,
Elbe-Elster and Oberspreewald-Lausitz Job Centres and
Spree-Neiße Job Centre
(municipal enterprise)*

Transnational partners:

*Fundación Paideia Galiza
Plaza de María Pita 17
15001 A Coruña (Spain)*

Contact:

*Dovestrasse 1
D-10587 Berlin
Tel.: 030 330998918
Email: faraco@ibi.tu-berlin.de
Internet: www.la-ida.de*

4.4 Transnational cooperation

Project example: La ida – Transnational pathways to labour-market integration and regional development, IBI e.V.

New pathways between Lower Lusatia and Galicia

Since 2009, the project, La ida – Transnational pathways to labour-market integration and regional development, has been cooperating with the Spanish foundation, Fundación Paideia Galiza in the Galicia region. Since project start, more than 130 young German people without training and young unemployed have completed a traineeship in Spanish enterprises. As of April 2012, the foundation also sends Galician youth to Germany for in-company traineeships.

Harnessing regional potential

Emigration, insufficient infrastructure, labour shortage due to demographic change – rural regions face similar problems, whether in Spain or Germany. The situation is also similar in both regions for young people who still lack the capacity for obtaining qualifications to find their place on the labour market on their own – or even in another country.

With its partner, the Paideia Foundation, in Spanish Galicia, the project, La ida, located in Lower Lusatia in southern Brandenburg, is directed precisely at these issues. It addresses regional problems and also seeks to mobilise the local potential among youth. Transnational cooperation focuses on preparing and supporting young people with special assistance needs in gaining in-company experience abroad in the counterpart region for the first time.

Transferring and adapting methods

Both partners have gained experience with the special target group and transnational work, mostly in programmes of the European Union. “The institutions that have gained previous experience in fields of work, such as equal opportunities, rural development or youth in Europe,” explains Sandra Ortega of the Paideia Foundation. “The proven working methods of both partners were jointly transferred and adapted to the project.”

The central concern of both partners is to cater for the specifics, potential and needs of young people in the regions so as to match assistance with their social and occupational skills.

Sandra Ortega
Fundación Paideia Galizia

“The IdA Programme is a visiting card for future new programmes for social intervention and helping youth with special needs to gain access to the labour market.”

Involving central labour-market actors

Transnational cooperation takes place at several levels. One is the shared concern for the consistent quality and success of mobility measures. This includes making precise arrangements on all organisational details or the joint search for suitable traineeships for each of the young participants. This, however, also entails the local modalities for supervision of the young people and support for the enterprises involved. Another permanent project activity area is improving mutual understanding, exchange on innovative ideas for the regions and the acquisition of new candidates from all sectors of the labour market.

A specially initiated expert exchange has proven to be a central factor for enhancing mutual understanding and the quality of cooperation. In La ida, one subproject concentrates above all on raising target-group awareness and advancing networking and exchange between Galician and German experts from the labour market, administration, education and business and industry. “The exciting thing is not just the new ideas and

prospects for the respective region generated by study visits, workshops and events,” says Martin Kuder, the head of expert exchange in La ida. “The project also engenders sustainable modes of cooperation, such as tying in central labour-market actors with the project and creating training and work opportunities for the participants.”



Hilmar Schneider

Director of Labour Policy, Institute for the Study of Labour

“You must realise that in the next 50 years we shall lose an average of about half a million people of working age every year. (...) We also have to understand the regional dimension of demographic change, that is, this development will have an even more severe effect in rural areas.”

New coordinating agency

Sending Galician youth to Germany marked a qualitative leap in transnational cooperation in 2012. Due to keen interest from the Spanish side, the Federal Ministry of Labour and Social Affairs entrusted La ida with the function of a coordinating agency under the IdA programme for sending young people from Spain to Germany. For this new task, a framework agreement was concluded between the Paideia Foundation and eleven German IdA project networks.

The coordinating agency cooperates closely with the Federal Labour Ministry, the Spanish Embassy and the project networks. It supports interested regions in Spain in

preparing for transnational cooperation and advises them in conducting exchange activities in Germany.

La ida – departure

La ida is a Spanish word meaning departure. As all stakeholders agree, this departure affords a lot of room for manoeuvre. The actors, for example, can bundle additional resources more closely by initiating new regional conferences or local networks. The young people can gain completely new personal and occupational experience and exchange their previous frequently narrow regional viewpoint for a more cosmopolitan perspective.

The interest of other institutions and also the media in “the new pathways for disadvantaged youth,” says Sandra Ortega, has enabled the project to enter into other viable relationships at transnational level. It has made new contacts with organisations, enterprises and municipalities, employment services or chambers of commerce.

The young people in the regions can only benefit from this. In an interview with the newspaper, *Lausitzer Rundschau*, Jan, 22, and Stephan, 19, who set out in 2010 for a traineeship in Galicia spoke of a “chance” that they “could only dream of before.” For some Spanish trainees in Germany, a



Cristina Faraco Blanco

Project manager at La ida

“The companies always give the young people a warm welcome. We go to a lot of trouble to find suitable firms. We want to make sure that the supervision is as good as possible.”



dream came true in 2012. Enterprises showed interest in taking them on for training.

Talking about IdA ...

Questions to Sandra Ortega, Guillermo Vergara and Fernando Riveira of the Fundación Paideia Galizia.

What induced you take part in La ida?

Sandra Ortega: “This is a very interesting project that offers a particular chance for persons with many difficulties. This group tends to be excluded from mobility campaigns.”

What changes or developments have you noticed in German and Spanish youth after the stay abroad?

Guillermo Vergara: “You notice a distinct difference in the young Germans between the first and last weeks. At the beginning, you see a mixture of anticipation, fear, nervousness and cheerfulness, but at the end they have mixed feelings of sadness at the

approaching end of the stay and at the same time anticipation and hope for the future. The Spanish youth become more open-minded and mature, they are no longer afraid of mobility. They also become more aware of the chances participation in this kind of project affords them. Some even remain in the host countries, something they could not have imagined at all without the project. Altogether, though, all of them improve their occupational, language and personal competencies.”

How in your experience do the young people respond to the challenges and chances of the stay abroad?

Fernando Riveira: “For many, it is the first time ever for them to travel abroad. That is a challenge in itself. They must adapt to new customs, a different climate, different food, different values and standards in working life and to handling and settling conflicts. The majority come to a favourable assessment of their stays abroad and many would like to prolong them. Interestingly, their self-reliance improves substantially after taking part in the project.”

„They are no longer afraid of mobility.“

IdA project evaluators

10 Success Factors in the ESF Programme “IdA – Integration through Exchange“, IdA Mid-term review

“For long-term success, transnational exchange needs to have a joint strategy for all cooperating actors that besides the basic educational side also caters for relevant economic, organisational, scheduling, regional and gender equality aspects.”

5. Outlook – the way forward

IdA has future

The valuable experience that has been gained since programme start in 2008 in two funding rounds to 2013 can now be channelled into the activities of the next programming round from 2014 to 2020. As IdA is not just a one-way street, either, other European countries will be sending more participants to Germany, so the target group of the IdA Programme will also benefit from progressive European convergence.



Signing of the cooperation agreement on the deployment of young persons from Vienna to Plön on 21 November 2012. Left to right: Christian Lange, Jugendaufbauwerk Plön-Koppelsberg and Wolfgang Sperl, integrative Betriebe und AusbildungsgmBH, Vienna

Transnationality – continuing the good work

In future, transnational mobility measures will also help many youth and young adults long denied access to the labour market due to a variety of obstacles to placement, because these, for whom the IdA programme is intended, are one of the central target groups of the Federal Government's future ESF activities in Germany. They include young people who have poor qualifications and health impediments, are overindebted, have to deal with problems in their family and social environment or live in adverse conditions. The aid from the European Social Fund will help them take advantage of the opportunities now afforded by the more favourable developments on the labour market. So in future too, the IdA target group will be given the opportunity to undergo an in-company traineeship in other European countries to substantially improve their chances of gaining access to training and employment.

Under the IdA Programme, young people from other EU countries have also completed a traineeship in Germany. For the first time, a project initiated with the help of the Spanish Padeia Foundation began in 2012 to send young people with difficulties finding

Elena Romero Ruiz

Sociedad de Desarrollo de Santa Cruz de Tenerife S.A.U

“Mobility campaigns are important in our organisation. They have been continuously strengthened since the foundation of Sociedad de Desarrollo. For our clients, they frequently paved the way for integration into the labour market, both in Spain and other countries.

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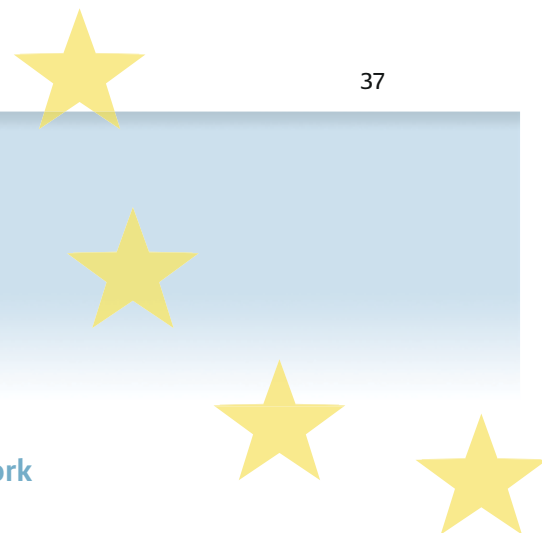
placement in training or on the labour market from the Galicia region in Spain to Germany. Other Spanish regions and towns and also one of the Canary Islands, Tenerife, have joined in the activities or are in the process of planning exchanges to Germany. Young people from Austria, Sweden and France (Provence-Alpes-Côte d'Azur region) have also gained experience with German in-company traineeships.

The IdA Programme has aroused keen interest in the participant partner countries. Particularly with the high youth unemployment in some of these countries, they see the IdA programme as a helpful support approach and recognise the scope it affords for transnational cooperation. For these countries, IdA has therefore performed a kind of spearheading role.

ESF 2014- 2020: Creating a joint framework

In 2013, the representatives of ESF administrative or executive agencies from EU member states and the nine regions joined together in an ESF Learning Network on Transnational Mobility Measures for Disadvantaged Youth and Young Adults. With funding from the European Commission under German leadership, represented by the Federal Ministry of Labour and Social Affairs, a joint framework for future mobility programmes to assist disadvantaged youth and young adults in Europe will be drawn up by the beginning of 2015.

The aim is to implement transnational mobility measures based on a binding joint cooperation agreement. This will again bring Europe another step closer together for the actors and participants as well as for future target groups.



Imprint

Publisher:

Federal Ministry of Labour and Social Affairs
Group European Funds for Employment
Division EF 2 – Implementation of the European Social Fund:
Implementation and Management of Programmes
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Order-no.: 37591

Layout: Graphics department, Federal Ministry of Labour and Social Affairs

Printed by: In-house print, Federal Ministry of Labour and Social Affairs

The IdA Programme - Integration through Exchange is sponsored by the Federal Ministry of Labour and Social Affairs and the European Social Fund.

Additional literature:

- IdA Mid-term review "Heading in a new direction with IdA" (November 2011), Order-no.: 37631
- IdA Manual for successful transnational work with disadvantaged target groups (December 2013), Order-no.: 37716