



Thematic event:

“Euro-Mediterranean cooperation for the development of professional skills of young people and women”



Programme co-funded by the EUROPEAN UNION



2014 - 2020
PROGRAMMA COMPLEMENTARE DI AZIONE E COESIONE
GOVERNANCE NAZIONALE DEI PROGRAMMI DELL'OBBIETTIVO
COOPERAZIONE TERRITORIALE EUROPEA 2014-2020

Presidenza del Consiglio dei Ministri

Dipartimento per le politiche di coesione



*Agencia per la
Coesione Territoriale*

The contribution of the project HELIOS "enHancing the social Inclusion Of nets" to achieve the objectives of a more inclusive workplace

Rome, 10 December 2019



Lazio Region (Sala Tevere - Via C. Colombo, 212 - Roma)



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Programme Thematic Objectives



A.3 - Promotion of social inclusion and fight against poverty (Promote economic and social development)

Priority A.3.1 - Provide young people, especially those belonging to the NEETS and women, with marketable skills

Partnership



ARCES

LP: Associazione Arces (ITA)



PP1: Distretto della Pesca e Crescita Blu- COSVAP (ITA)



PP2: Acción contra el Hambre (ESP)



PP3: iED Institute of Entrepreneurship Development (GRC)



PP4: UTAP Union Tunisienne de l'agriculture et de la peche (TUN)



PP5: UCAS University College of Applied Sciences (PSE)



المركز الوطني للبحوث الزراعية
National Agricultural Research Center

PP6: NARC – National Agricultural Research Center (JOR)



Associated Partners



AP1: Servicio de Empleo y Formación de la Región de Murcia (ESP)



AP2: Leaders (PSE)



AP3: Innopolis (GRC)



AP4: Union Tunisienne de Solidarité Sociale – UTSS (TUN)



Regione Siciliana
Dip. Istruzione e Formazione Professionale
Accreditata con D.D.G. N. 3712 DEL 11/07/2016

AP5: Assessorato dell'istruzione e della formazione professionale - Dipartimento dell'istruzione e della formazione professionale (ITA)



Consell Comarcal
del Baix Llobregat

AP6: Consell Comarcal del Baix Llobregat-CCBL (ESP)



Objectives



Objectives

GO is to help tackle social exclusion and poverty amongst vulnerable groups by identifying the sector with greatest potential for growth and by providing skills to NEETs to meet those sector needs



SO I is to increase employability in young people belonging to **NEETs** (up to 30 years old) and **Women** (all ages) by providing these target groups with **marketable skills** to prepare them for skill-based occupations, piloted within the **Blue&Circular Economy**

SO II is to better connect the **business sector with the labour market** with the intention of promoting links between market needs and TVETs, institutions, professional sector stakeholders operating in the Blue&Circular Economy

SO III is to provide an innovative approach to skills targeting with e-tools by identifying a sector with greatest potential for growth in **Regions with the highest number of NEETs and Women** in order to ensure that training courses provide specific skills of interest to the identified economic sector

Expected Change



Blue Economy



Circular Economy

Expected Change

- Creation of a **network between SMEs operating in Blue&Circular Economy (BaCE) sectors and Institutions**, which will serve as a springboard to start developing long-term training programs tailored to the NEETs and Women
- Development of **innovative methodologies and customized training courses** (including cross-border internships), oriented to the specific needs of the BaCE labor market and aimed at NEETs with particular attention to Women
- Creation and Implementation of **innovative e-learning tools and methodologies** to facilitate access to the labor market for NEETs and Women
- **Coaching and tutoring activities** for young people also aimed at creating start-ups and **self-employment**
- Planning of **initiatives with economic development agencies and business incubators** to focus on the entrepreneurial aspects of training courses
- Implementation of **branding, marketing and awareness campaigns on the importance of BaCE sectors** through the involvement of **street artists**

Target Groups



Target Groups

NEETs/Women

TVET institutions

Local and Regional Authorities

Local Blue & Circular Economy Enterprises

Budget

Unit	Partner name	Acronym	Country	TOTAL	ENI Amount (€)	Amount (€) provided by each Organisation as co-financing
BEN	ARCES Association Fisheries and Blue Growth District - COSVAP	ARCES	Italy	€ 649.611,72	€ 584.650,55	€ 64.961,17
PP1	Acción contra el Hambre Institute of Entrepreneurship Development	COSVAP	Italy	€ 169.252,02	€ 152.326,82	€ 16.925,20
PP2	ACH	ACH	Spain	€ 311.843,58	€ 280.659,22	€ 31.184,36
PP3	IED	IED	Greece	€ 223.476,99	€ 201.129,29	€ 22.347,70
PP4	TUNISIAN UNION OF AGRICULTURE AND FISHERY University College of Applied Sciences	UTAP	Tunisia	€ 408.210,69	€ 367.389,62	€ 40.821,07
PP5	National Agricultural Research Center	UCAS	Palestine	€ 511.549,00	€ 460.394,10	€ 51.154,90
PP6	NARC	NARC	Jordan	€ 436.189,99	€ 392.570,99	€ 43.619,00
TOTAL CONTRIBUTIONS				€ 2.710.134,01	€ 2.439.120,61	€ 271.013,40
Contingency reserve including its admin costs				€ 81.304,02	€ 73.173,62	€ 8.130,40
OVERALL TOTAL				€ 2.791.438,03	€ 2.512.294,22	€ 279.143,80

TOTAL BUDGET: €2.791.438,03

ENI contribution: €2.512.294,22

PPs Co-financing (%): 10%

PPs Co-financing (€): € 279.143,80

The mission and role of the two participating partners in this thematic event:

ARCES Association (Italy) and COSVAP (Italy)



ARCES Association



Coordinator: BEN



Mission

- ❑ is a **not for profit organisation** founded in 1976
- ❑ is a **VET** organisation and it has **extensive experience** in professional orientation and placement of NEETs and Women into the labour market
- ❑ is an **Employment Agency (EA)** and it operates under the **EU Youth Guarantee Programme**
- ❑ Our **High School (HS)** prepares students not just for college, but for life. It delivers **training courses**, master programs, seminars, public science events and thematic workshops, by proposing solutions which would **create new jobs**, expand demand, and rebuild **entrepreneurial consciousness**.



ARCES Association



Coordinator: BEN

Role

- ❑ will be **responsible** for the overall management and successful implementation of the project as a whole (**WP1**)
- ❑ will be **responsible for WP2 – Communication activities.** Within this WP it will organize one “**Helios capitalization event**” towards the end of the project, and **one Final Project Event** (Palermo)
- ❑ will be **responsible** for the overall development of **9 new curricula** for use on training course programmes in collaboration with UTAP (Tunisia), **COSVAP (Italy)** and other partners (**WP5**)



COSVAP: District of Fisheries and Blue Growth



Is based in **Mazara del Vallo (TP, Sicily)** and it was born in 2003

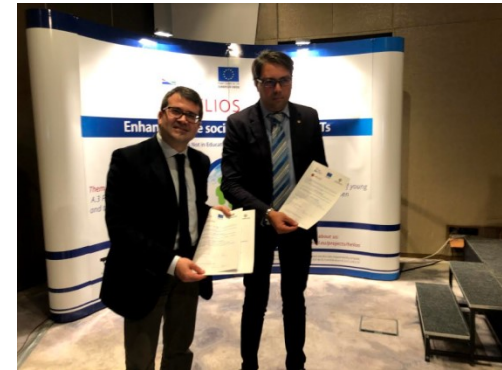
The reasons behind its birth:

- ❑ **Mazara del Vallo** is one of the most important **fishing port** in the Mediterranean
- ❑ A significant **penalizing element for the growth of companies** in the supply chain of fish is represented by the fact that the **operators** of the sector being mostly **micro or very small companies** (often family-run), **do not have "individually" the aptitudes, resources and skills needed** to adapt to the frequent changes that today involve markets, technologies and competitive dynamics

COSVAP: District of Fisheries and Blue Growth



Technical partner (PP1)



Some other reasons:

□ There are considerable **difficulties in terms of competitiveness** and **disadvantageous gaps** between operators who are unable to make up for the need to develop new functions and skills internally

Mission

□ To increase the **competitiveness of the Sicilian fishing system**, through actions that facilitate the quality of the product and services, and by exploiting in a planned way the levers of marketing, finance, ITC, and training

COSVAP



Technical partner (PP1)



Mission

□ The "Pact for the Development of Industrial Fishing" is shared by **companies in the fishing industry** and by public and private bodies, Research Institutes and **Universities**, trade unions, trade associations, and **institutional representatives** of civil society.



COSVAP



Mission

□ has **extensive experience managing projects** and activities in in the field of **Blue Economy** based on a **comprehensive network of more than 60 leading companies**

Role

□ is proposed as a **tool for promotion and coordination** as well as a **"representative" of the needs of an entire sector**, in order to define **strategic policies** that allow the **companies** involved in the Project to cooperate in realizing interventions (e.g. training) aimed at **fostering specialisation within the sector** and at supporting the growth of size of companies to generate profits **and create jobs** which otherwise would have proved impossible in an individual way

COSVAP



Role

- will be a **collector of useful opportunities for the companies involved in the project**. It does this through studies, surveys, transnational cooperation actions aimed at promoting dialogue, interactions, the exchange of know-how, the promotion of the identities of the Territories and their excellences, the dissemination of the **"knowledge of the sea"**
- will also be **responsible in cooperation with ARCES for identification of target groups (NEETs and Women)** who will be trained in respect to the project objectives (i.e. marketable and **transferable skills** in the BaCE)

What kind of Skills are needed in the Blue Economy field?

□ Those **young people (NEETs and Women)** - who will be trained by the Project - will **become experts in the field of the "Sea"**, of the professions, of the natural sciences related to it, of the **sea economy** or the **legal framework** for conservation of marine biological diversity (i.e. **laws, jurisprudence**)



□ They should be able to ensure that the **sustainability** of the system can be viable

□ The "**creation of experts**" of the **Blue Economy** applied to the sustainability of the sea, its resources, the supply chains related to it and therefore of the **Peoples** that make the sea a source of sustenance

What kind of Knowledge is required in the Blue Economy field?

□ The "experts" in the field of the **Blue Economy** applied to the sea and its supply chain **will have to be professional about their strategic planning** to meet the challenges of tomorrow and thus, **they should be trained** in different **fields** such as **sciences, economics, law and more**) and must **have knowledge on**



- ✓ The **context** of the Target areas in which they will operate, territory, men, roles, institutional facts, etc.
- ✓ The **historical vicissitudes** of the Territory that led it physiologically to constitute itself
- ✓ The **processes of the maritime supply chain**
- ✓ The **companies** that are currently operating in the Target areas

What kind of Knowledge is required in the Blue Economy field? (2)

- ❑ The “experts” must have an **understanding of the "trades"** related to the Mediterranean Sea and its traditions
- ❑ They will have to be a **strategic tool of conjunction** useful to overcome the difficulties that often exist in the communication between the various levels such as:



- ✓ **COMPANY - SCIENTIFIC RESEARCH** (essential to transition into a technology transfer role that is suitable for company growth)
- ✓ **COMPANY - INSTITUTIONS** (where often complex laws and a technical / bureaucratic language are difficult to understand by limiting the vision of the companies, mostly the smaller ones, of the sea sector)

Promoting a "Knowledge-Based Blue Economy"

Having a better knowledge on phenomena

- ❑ Increased **desertification**, conflicts and famines
- ❑ Quantitative increase in **migratory flows** from inland to the coastal strips of the southern Mediterranean
- ❑ Increased **anthropogenic pressure on coastal strips** (construction of structures, overexploitation of fish stocks)



Fisheries is the primary source of livelihood for the populations that overlook the **Mediterranean Basin**



"Thinking and making blue"

The Blue Economy represents **the economy of individual Mediterranean countries** but also **a collective responsibility!**

**EVERYONE'S COMMITMENT TO SUSTAINABILITY
+ LABOR Security + CONSUMER SECURITY**



Indeed

- ✓ the safety of the product and the entire system is the first requirement that agri-fishery food products must possess
- ✓ Investing in food and health means investing in the future of young people and meeting the challenges of producing better, in synergy with ecosystems

What kind of Skills are needed in the Circular Economy?

□ The PlanBleu (SoED 2019), edited by UNEP/MAP includes a chapter on “economic sectors, their pressures and potential for a sustainable transition towards a **Green and Circular Economy (GaCE)**”.

□ Particular attention is given to the emergence of the **Green and Circular Economy** and the opportunities it offers for the **creation of new jobs** and sustainable markets.

□ UNEP has stated that **the Green Economy is “a net generator of jobs”**, and the United Nations Framework Convention on Climate Change (UNFCCC) state that “actions to mitigate climate change create **high quality jobs**”. However, **it is crucial to invest in training.**



Plai

What kind of Skills are needed in the Circular Economy? (2)

□ The **Climate change** with rising temperatures, unpredictable rainfall patterns and extreme weather events is having far-reaching **consequences** not only **for the agricultural sector**, but also **for the management of natural resources and food security**.



□ The adoption of **climate smart and circular economy production methods** is key to improving productivity of the existing food crop production and supply systems.

□ By ensuring there are **the skills available** to introduce and maintain **this approach**, we can address the interrelated **challenges of food and energy security** and climate change through the adoption of low emission-low input integrated solutions.

What kind of Skills are needed in the Circular Economy? (3)

□ Using our extensive experience, HELIOS Project can create opportunities **for youth employment** that help drive this change

□ Helios project aims to **enable NEET and Women to acquire skills useful for the job market** and able to push through the production of **climate smart foods** for the growing urban and rural populations in Mediterranean countries



□ Attention will be given to **historical markets** located in the city centre of each region/governorate involved, where they will organise specific activities (training and thematic workshops) on **how to use agriculture organic waste** in order to create new bio-products (e.g. citrus waste valorisation)

Are there other skills that should be on this list?



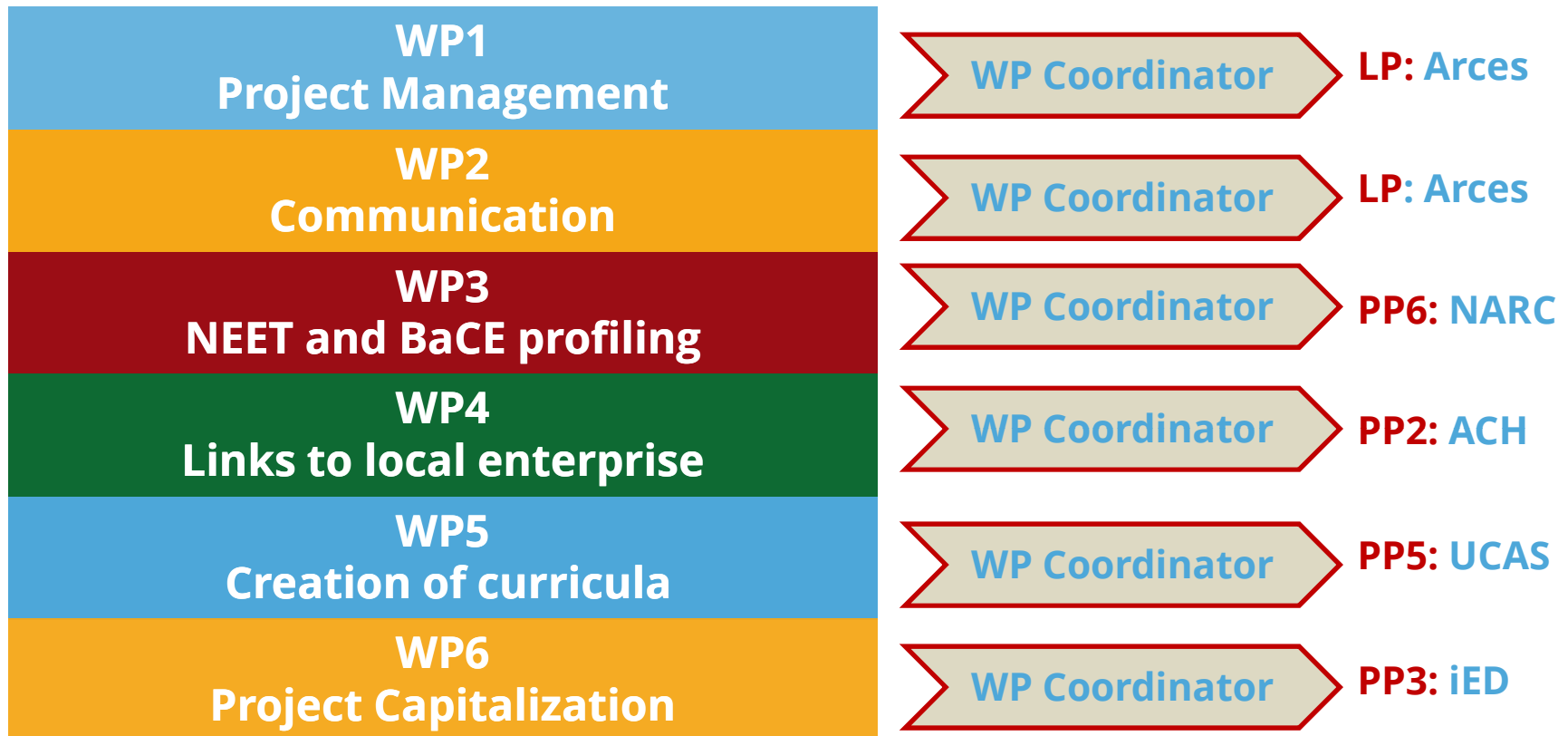
SOFT SKILLS



Work Packages



Work Packages



WP1 Project Management



WP1 Project Management

Activities

Definition of structure, responsibilities and procedures for the day-to-day management and coordination

Internal organization within the partnership and decision making system

Definition of Role of each partner

Reporting and evaluation procedures focusing on selected results and outputs indicators

Outputs

O 1.1 Manuals/Strategies and Procedures

O 1.2 Project Meetings

O 1.3 Reports

O 1.4 Task planning documents

WP2 Communication



WP2 Communication

Activities

Internal Communication Plan

between Partners and LP, and
between LB and MA

External Communication Plan

between stakeholder management
and the general public

Organization of **launch, mid-term**
and **closing events**

Production of **dissemination** materials
for media and web communications

Outputs

O 2.1 Communications plans

O 2.2 Awareness Campaign

O 2.3 Events and synergies

WP2- ACTIVITIES

Output 2.1

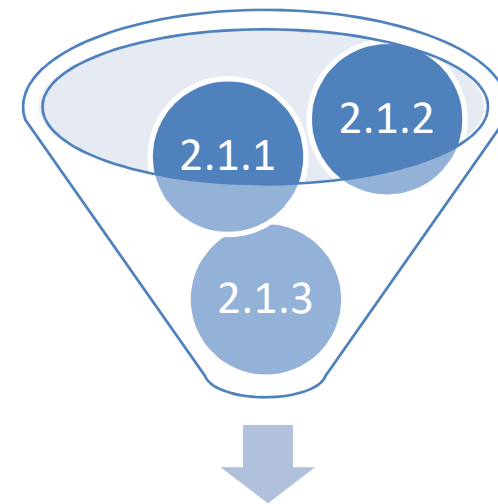
Activities

Activity 2.1.1 Internal communications Plan

Activity 2.1.2 External Communication Plan-stakeholder management Plan

Activity 2.1.3 External Communication Plan- the General Public

Output



O 2.1 Communications plans

WP2- ACTIVITIES

Output 2.2

Activities

Activity 2.2.1 Web and media communications

Activity 2.2.2 Website management and e-learning platform development

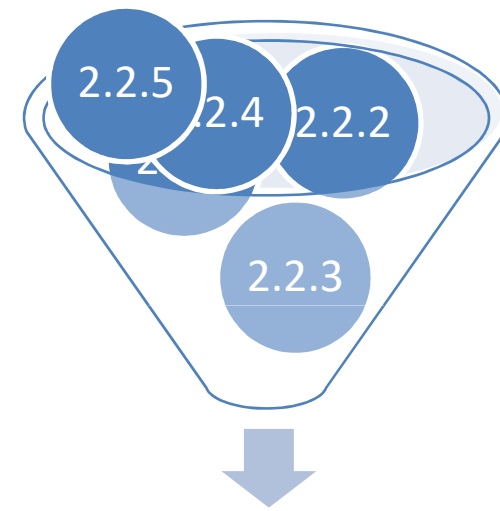
Activity 2.2.3 Media press kit

Activity 2.2.4 Development of communications materials

Activity 2.2.5 Under one canvas

Activity 2.2.6 Academic papers and publications

Output



O 2.2 Awareness Campaign coordinated campaign + 6 national campaigns)

WP2- ACTIVITIES

Output 2.3

Activities

Activity 2.3.1 Launch event

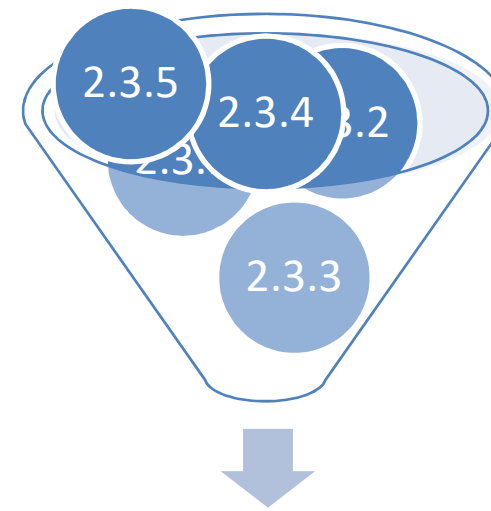
Activity 2.3.2 Synergies -
Capitalisation

Activity 2.3.3 Workshops -
capitalisation of Helios

Activity 2.3.4 Mid-term event

Activity 2.3.5 Project Final event

Output



O 2.3 Events and synergies

WP3 NEET and BaCE profiling



WP3 NEET and BaCE profiling

Activities

Profiling NEETs and Women in the Project Partners Country

Identifying the **best methods** of **reaching** and **engaging** target **NEETs** and monitoring success of engagement

Profiling the local economy to **identify the BaCE sectors** with the greatest potential **for job opportunities**

Determining the needs of the target sector in terms of specific skills for **targeted training courses**

Outputs

O 3.1 NEET profiling - existing situation analysis and methodology

O 3.2 Economic sector profiling (Blue and circular economy): Existing situation analysis

WP3- ACTIVITIES

Output 3.1

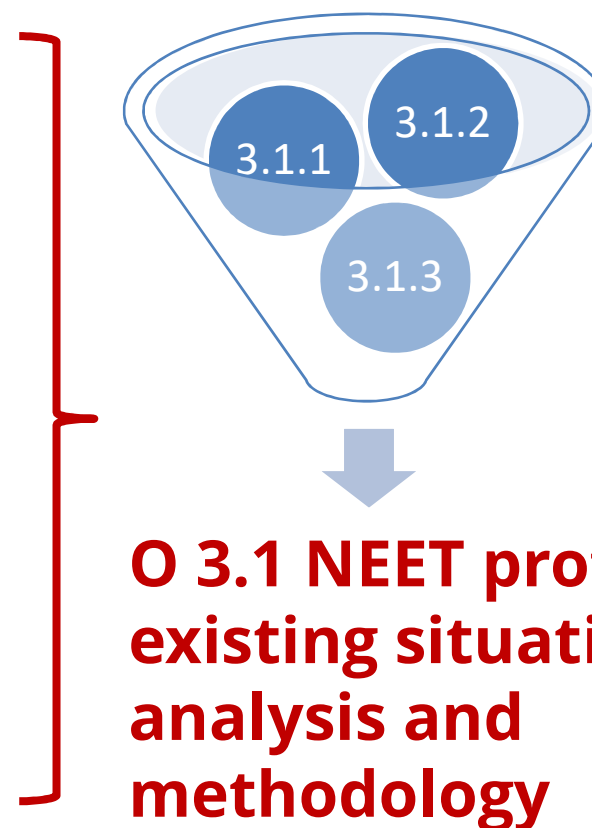
Activities

Activity 3.1.1 Data collection of NEETs/women in area

Activity 3.1.2 Profiling software

Activity 3.1.3 NEET engagement e-tools

Output



O 3.1 NEET profiling - existing situation analysis and methodology

WP3- ACTIVITIES

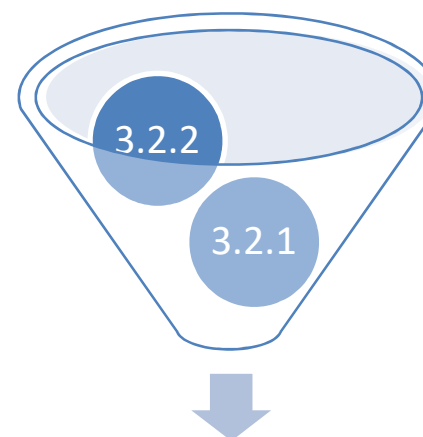
Output 3.2

Activities

Activity 3.2.1 Data collection for key economic sector profiling

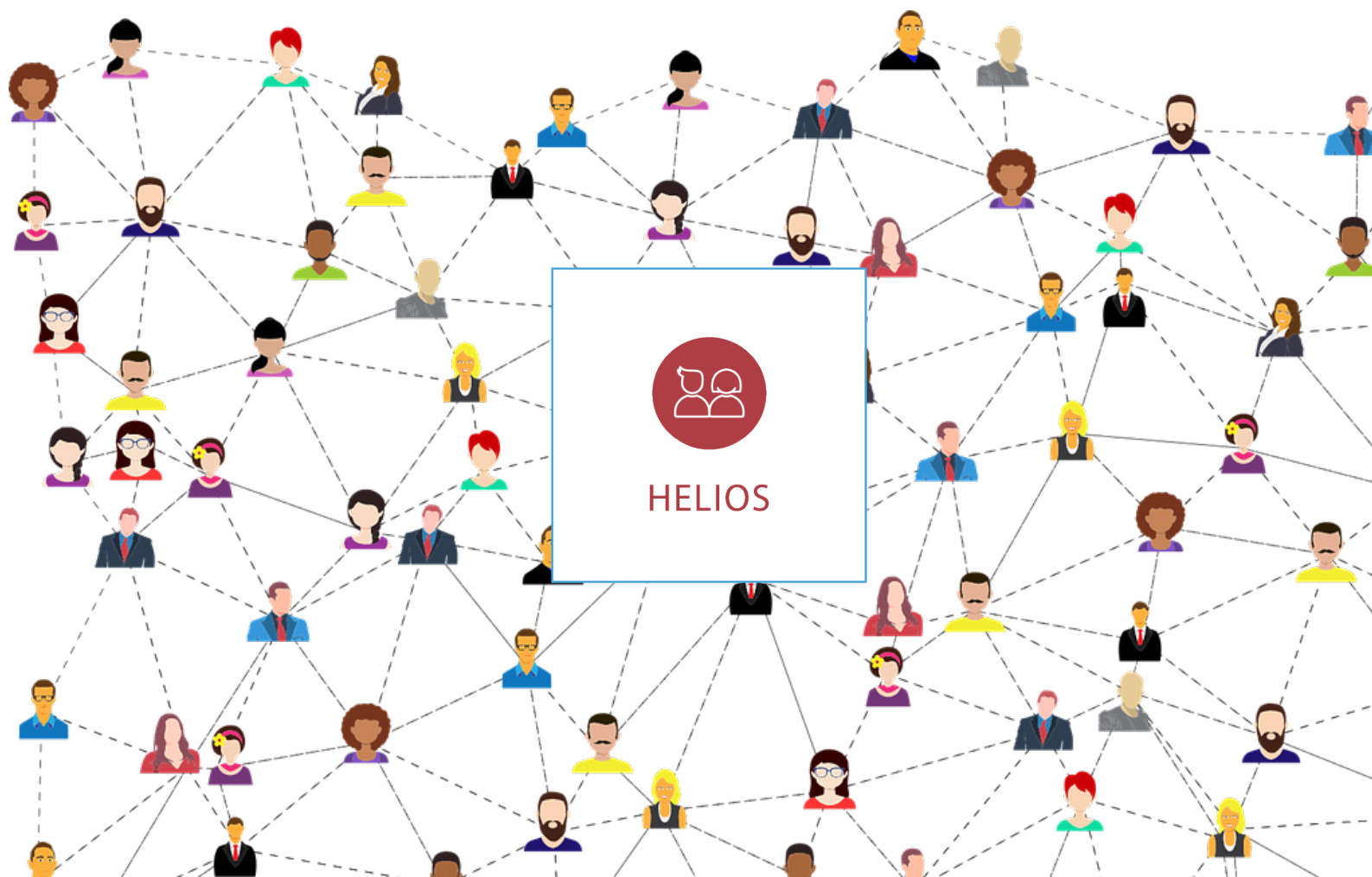
Activity 3.2.2 Mapping and Gap analysis e-tool for Blue and circular economy

Output



O 3.2 Economic sector profiling (Blue and circular economy): Existing situation analysis

WP4 Links to local enterprise



WP4 NEET and BaCE profiling

Activities

Identify enterprise labour needs in BaCE sector

Identify business needs, through a **bottom up approach**, in order to obtain best results in terms of new employment and business creation

Local Enterprise involvement in coaching and mentoring activities to promote self-entrepreneurship

Job shadowing to ensure trainers have industry experience through visits to enterprises

Outputs

O 4.1 Coaching and tutoring actions with leading mentors

O 4.2 Initiatives to better connect TVETs with market needs

WP4- ACTIVITIES

Output 4.1

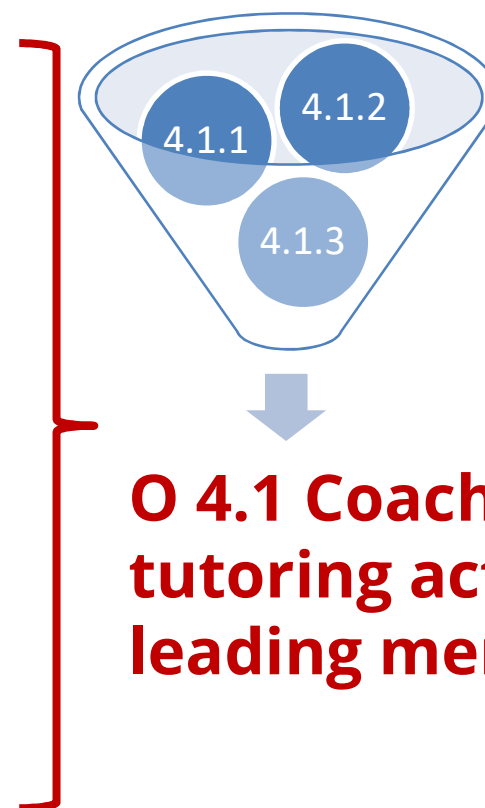
Activities

Activity 4.1.1 Mentor Mapping

Activity 4.1.2 involvement in curricula and course design

Activity 4.1.3 Coaching and tutoring actions with leading mentors

Output



O 4.1 Coaching and tutoring actions with leading mentors

WP4- ACTIVITIES

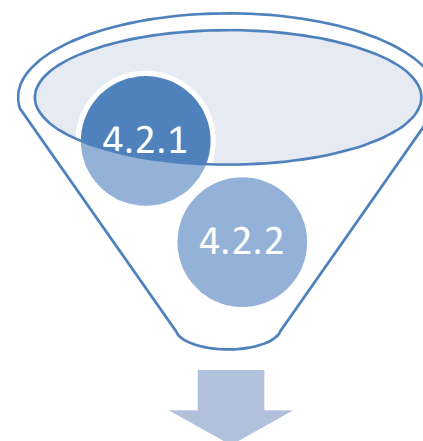
Output 4.2

Activities

Activity 4.2.1 Partnerships with local BaCE stakeholders

Activity 4.1.2 Industry shadowing

Output



O 4.2 Initiatives to better connect TVETs with Market needs

WP5 Creation of Curricula



WP5 Creation of Curricula

Activities

Development **innovative-methodology**, targeted and tailored **training courses** and curricula **oriented towards specific needs of the BaCE** labour market, addressing NEETs and Women

Enterprises involvement in the preparation and implementation of **training courses**, in the development of **learning tools** and **methodologies**, **coaching activities** and in **developing new professional curricula** tailored to the needs of labour market

Outputs

O 5.1 Targeted training courses oriented to the labour market - Training package development

O 5.2 E-learning tools, etraining platform

WP5- ACTIVITIES

Output 5.1

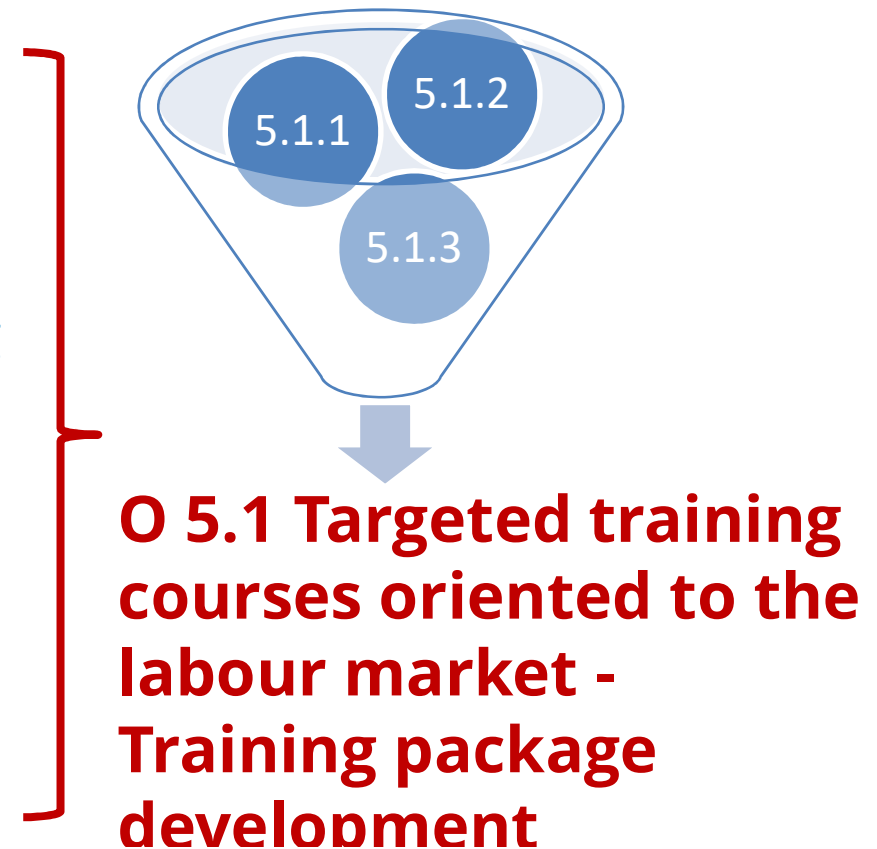
Activities

Activity 5.1.1 Blue and Circular economy module

Activity 5.1.2 Coaching and tutoring (women/young mentors) module

Activity 5.1.3 Entrepreneurship module

Output



WP5- ACTIVITIES

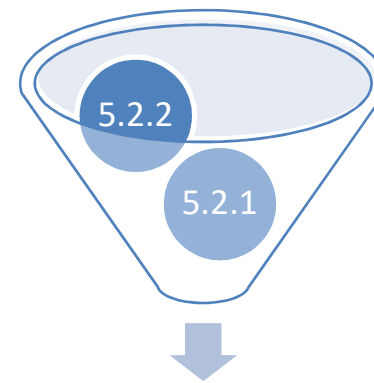
Output 5.2

Activities

Activity 5.2.1 E-tool development

Activity 5.2.2 Training videos

Output



**O 5.2 E-learning tools,
etraining platform**

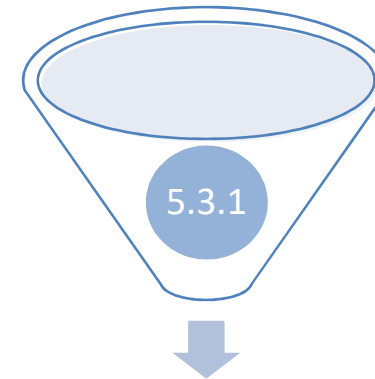
WP5- ACTIVITIES

Output 5.3

Activity

Activity 5.3.1 Actuation of the pilot blue economy skills courses for NEETs

Output



O 5.3 Course actuation - Blue and Circular Economy training Courses

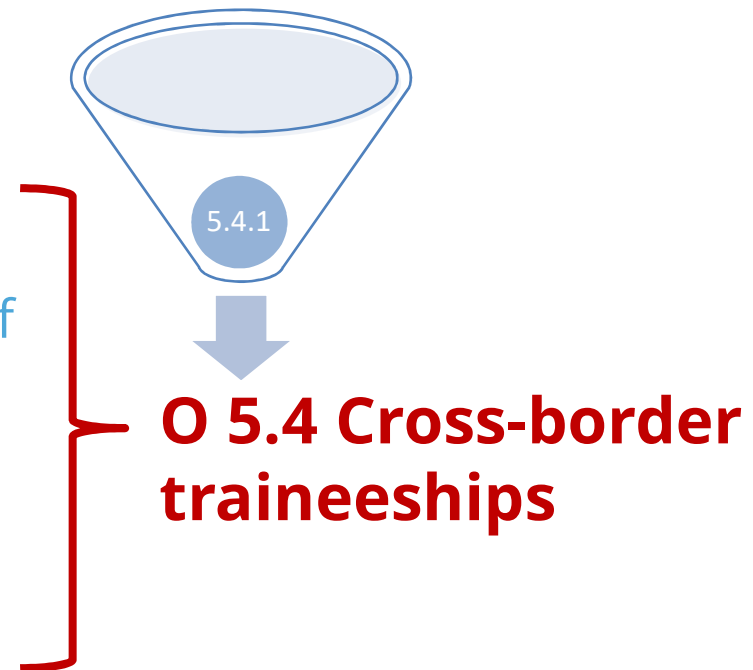
WP5- ACTIVITIES

Output 5.4

Activity

Activity 5.4.1 Design and activation of cross-border traineeships: 24 placements

Output



WP6 Project Capitalization



WP6 Project Capitalization

Activities

Contribution to **social inclusion using Art** through graffiti to improve the perception of NEETs in the eyes of the local community

Collaboration with civil society organizations, volunteer centres and local artists **to work with NEETs in designing a mural** to create a new local port attraction enhancing the Fishing-Tourism sector

Involvement of LAs towards the **creation of youth/women employment schemes**, especially at cross-border level

Outputs

O 6.1 Art through graffiti and the Blue Economy

O 6.2 Social employment initiatives jointly implemented by public institutions - LA Capacity building

O 6.3 Impact assessment – monitoring effects on NEETs and skills gained through project actions

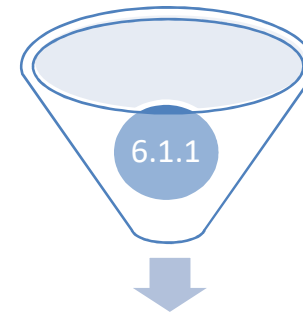
WP6- ACTIVITIES

Output 6.1

Activity

Activity 6.1.1 Blue art – graffiti and muralism

Output



O 6.1 Art through graffiti and the Blue Economy

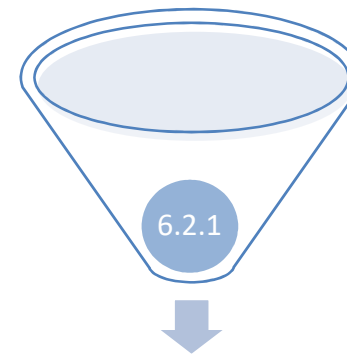
WP6- ACTIVITIES

Output 6.2

Activity

Activity 6.2.1 Local Authorities
exchange visits

Output



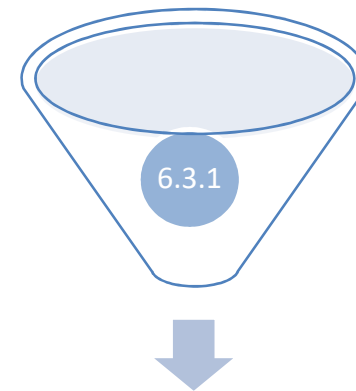
**O 6.2 Social employment
initiatives jointly
implemented by public
institutions - LA Capacity
building**

WP6- ACTIVITIES

Output 6.3

Activity

Output



Activity 6.3.1 Impact assessment
using new technologies

O 6.3 Impact assessment –
monitoring effects on NEETs
and skills gained through
project actions



Thank you