

2nd Chance Friendly Company Label

All over Europe risks of unemployment and marginalization in the job market are correlated with a lack of qualification; “drop-out” youngsters pay hard difficulties in finding an integration in the job market. Despite good purposes and active measures undertaken to combat early school leaving, the issue is still open. A specific effort should be made in order to promote qualification pathways addressed to young adults, anticipating long term exclusion processes, through a flexible offer of learning opportunities, personalized and fitting national regulations, facilitating the achievement of a recognized qualification. Workplace learning, informal experiences and recovery of basic knowledge, skills and competences should be better integrated in a comprehensive learning setting.

To face the above-mentioned risks 2nd Chance project aims at valuing and transferring a comprehensive German model (EPRO, Jobstarter Connect) and to develop and implement additional measures and tools in order to facilitate access to lifelong learning (and to qualifications) to unskilled young adults, giving them a “Second Chance”.

Raising awareness campaign and label for training companies

To ensure a sustainable exploitation of the project, the partners will develop, plan and launch a Raising Awareness Campaign. The campaign will play a fundamental role for disseminating the results, being at the same time the pillar for the exploitation. The campaign will particularly focus on gaining the consensus and the participation to the implementation of the 2nd Chance model of companies active in the retails and sale sector.

- The Raising Awareness Campaign will include tools and activities such as:
- Promotional and marketing activities, to disseminate and promote the pilot implementation of the 2nd Chance model.
- The creation of the “Second Chance Friendly Company” Label promoted and assigned to companies respecting the 2nd Chance requirements and being active in offering training places.
- The creation of the Second Chance Prize and the organization of two prize-giving pilots events (in 2014 and 2015) to award the prize to young adults who successfully succeed in a qualification pathway realized according to the Second Chance philosophy. After the end of the project in 2015 the award ceremony should take place yearly.
- Realization of workshop dedicated to inform and train advisers, coaches, trainers, counsellors, stakeholders and etcetera, about the model.

Second Chance Friendly Company label

The label “Second Chance Friendly Company” will be created and promoted, on the basis of requirements defined by the transferred model concerning characteristics and workplace learning settings provided by the companies.

The idea is to award companies, which invest in their unqualified employees and encourage and support them in the process for gaining a basic vocational qualification. In the projects aims, the label will be a measure to encourage companies to invest in their employees.

Initially The Label will be promoted and tested at a local level (for example in the Ticino region), the aim in the middle term period is to spread the label and the Second Chance concept in all the countries taking part to the project and then, in the long term, to spread this concept internationally.

Companies interested in obtaining the label will be asked to present a candidature with and fill in a self-assessment grid. Candidature will be then analysed in a short procedure that will be defined during the assessment. Some of the possible indicators used to define what a “Second Chance Friendly Company” should be, will be for example: the active information and encouragement about possible qualification paths given by the company to unskilled employees; active in-house guidance and counselling done by the company; training possibilities at the workplace; financial support to attend classes; paid school time/learning time and etcetera.