

**– SET4Work –
Social Enterprise Training for Work:
For people that have difficulty
in accessing training and/or the labour
market**

NEED ANALYSIS

Provided by

SISTEMA TURISMO s.r.l.

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Context analysis

The Region Basilicata

The region Basilicata continues to show a marked demographic decline, presenting one of the worst performances among all Italian regions. The resident population is so gone from 599,404 in 2000 to 578,036 units of 9 October 2011¹.

The significant migration flows tend, however, to involve the part of the population of the region that is relatively young and educated, which does not find in the local labor market employment opportunities that could be appropriate to their qualifications or at least to their professional aspirations. As a result of these trends the population shows a significant aging, so much so that in 2009 the aging index reached 147, surpassing the national average (143).

The reality of the settlement system of the region is, however, characterized by a low density (60 inhabitants per km² in 2011) and a high dispersion of the population in the territory.

The education levels of the population have reached a satisfactory condition, presenting requirements that are generally more positive than the national average. In comparison to the European context, however, there continue to be persistent differences in the level of education: the percentage of the population aged 25-64 that has attained at least upper secondary education level is equal to 51%, compared with the national average that is of 50.3% , a value that in EU25 is of 68.9%; the level of education of the population aged 15-19 is 98.7% compared to 97.8% of the national data; early school leavers are 18% against a national average of 22% that in EU25 is, however, of slightly more than 15%.

The region remains however poor with regard to the University offer: the data on the index of attractiveness of the University of the Region is still strongly negative, favouring intellectual migrations, that often become permanent.

The overall employment rate of the population between 15 and 64 years, amounted in 2011 to 48.5%, well below the national average (57.5%) and that of the EU25 (63.7%),

¹ All data refer to INSTAT (Italian Institute of Statistic) 2011.

and in any case more than 20 percentage points below the employment targets set by the European Councils in Lisbon and Gothenburg. The increase in the unemployment rate, which rose from 11.3% in 2008, to 12, 2% in 2010 (it was 11, 2% in 2009) is partly explained by the lack of growth in labor supply.

Relevant Initiatives

The Basilicata Region promoted an experimental action, “A Bridge to Employment”² that was launched last year, in the aim of fostering the growth of professional skills and the employability of the unemployed people of the region. Sistema Turismo supported this initiative by promoting training courses that were fully integrated into the regional action, that involves a type of intervention based on a course of vocational accompaniment that responds to an individual request for guidance, counseling, training, internship and placement.

From a careful analysis of the report on the results of the exploratory research carried out in the framework of this initiative some relevant data emerge on the identification of industries and productive sectors considered strategic for the economic development of the region. With reference to the economic / productive sector: Setting social and personal services, it is evident a request of new professionalism in the social services of personal care expressed by potentially interested companies and social cooperatives.

The initiatives promoted by Sistema Turismo and its involvement in the SET4WORK project, will provide a response to the need of new skills applicable to social enterprises, coming from the end users, as well as the need to turn ideas into business ventures, to support the creation of new enterprises, through more targeted training that could be able to provide the needed operational cognitive and management tools.

The *Excelsior Report on Occupational programs of the companies in Basilicata*, issued by Unioncamere and referred to the 4th quarter of 2011, highlights that for the first time since the beginning of the economical crisis, the regional labor market begins to show some tentative signs of improvement. The new employments registered in the Basilicata region in the fourth quarter of 2011 are of the share of 60% in the industry

² “Un Ponte per l’Occupazione”, financed through ESF
<http://www.regione.basilicata.it/giunta/site/giunta/departement.jsp?dep=100056&area=109171&otype=1058&id=572139>

(including construction) and the remaining 41% in services, of which 10% in the field of social services. The Report of the economical situation in Basilicata developed by the Bank of Italy, for the month of June 2010, shows however that the number of employees in the Basilicata region in 2009 decreased by more than 5,200 units, representing a decrease of 2.7%, in line with that of the South of Italy.

A first analysis of the data on the employment context of reference was extrapolated from the Report on the labor market in June 2010, drafted by the *Provincial Observatory on the Labour Market of Potenza*. The number of those who were, in April 2010, registered in the Employment Centre of the province of Potenza is of 66,415 units, of which 57% are women.

According to the ISTAT data, referring to the average of the survey on the labor force of 2010, unemployment among women, in the province of Potenza, exceeds that of men by more than five percentage points, recording an unemployment rate of 13.7% (compared to 8,6 % referred to unemployed men). Women with a diploma of secondary school represent the highest percentage of unemployment: 61% of those without work for more than 24 months are women.

Also the analysis of the OP ESF 2007-2013 shows that the most critical areas involve essentially the most vulnerable members of the labor market: the young people and the women. 46.8% of women aged between 15 and 34 years are "housewives", a situation that is understandable when one considers the lack of both availability of services to support the reconciliation, and of job opportunities for women (especially in conjunction with the maternity). The social services constitute therefore a strategic sector for the region.

A survey conducted by ISFOL on the main existing professional needs shows that an increase in employment of 1.5% of jobs in social services will be recorded in Basilicata, in the period 2010-2014.

2. The target group

The initiatives undertaken by Sistema Turismo and that will be implemented also in the framework of the project SET4WORK aim to counter the growing phenomenon of professional migration, of 'intellectual' unemployment and to promote the growth of professional skills by strengthening the conditions of employability of people with a with a secondary school diploma or with a degree seeking employment.

2.1 Key features of the beneficiaries with a secondary school diploma

The aspirations of the people interviewed³ in the framework of the above mentioned initiative, are to acquire skills through training or through technical and specialist skills. People who have dealt with their own professional development are not the majority: about 39% (74% living in the Province of Potenza, 26% from the Province of Matera) took part in training activities of more than 100 hours and 22% (56% from Potenza, 44 % from Matera) participated in orientation activities, while 35% of the potential beneficiaries did not participate in anything after completing their studies.

Few, only 5% of the candidates (77% coming from the Province of Potenza, 23% living in the Province of Matera), have studied abroad, through the existing programmes offered by the European Union, and only 14% (81% from Potenza, 19% from Matera) would be willing to stay abroad for long periods (at least three years), 33% (74% from Potenza, 26% from Matera) would stay abroad for a short period, while 53% (79% from Potenza, 21% from Matera) of the candidates are not willing at all to stay abroad.

As for the ambitions and aspirations of the potential beneficiaries with a secondary school diploma 56% aspire to work within the Public Administration, 20% to be employed in a private company or in a social co-operative, 15% want a professional job or plan to set up their own businesses and 9% did not answer.

As many as 77% of the participants imagine to find a job related to their discipline of study, and only 9% think of a completely different job, while 14% would accept any job.

2.2 Key features of the beneficiaries with a degree

For graduates the major aspirations are of acquiring greater technical and specialist skills, they request more targeted training, while the demand for basic skills and social skills are much lower.

77% of the graduates living in the Province of Potenza and 23% of Matera attended and completed training for more than 100 hours, while 80% of the graduates of Potenza and 20% of Matera participated in orientation activities.

³ in the framework of “Un Ponte per l’Occupazione” more than 800 unemployed people living in the region Basilicata were interviewed in 2011.

Not many, only 9% of the candidates (73% coming from the Province of Potenza, 27% living in the Province of Matera), have studied abroad, through the existing programmes offered by the European Union (LLP Programme), and 17% (71% from Potenza, 29% from Matera) want to stay abroad for long periods (at least three years), 43% (80% from Potenza, 20% from Matera) would to stay abroad for a short period, while 40% (73% from Potenza, 27% from Matera) of the candidates are not willing at all to stay abroad.

73% of the participants (73% from Potenza, 27% from Matera) have a good or excellent knowledge of English, although only 11% (89% from Potenza, 11% from Matera) have an excellent command of the language, while only 2% (all coming from Potenza) have no knowledge of English.

As for the ambitions and aspirations of the graduated participants 48% aspire to work within the Public Administration, 36% to be employed in a private company, 14% want a professional job or plan to set up their own businesses and 2% did not answer.

As many as 78% of the participants (72% from Potenza, 28% from Matera) imagine a job related to their discipline of study, 13% (67% from Potenza, 33% from Matera) think of different jobs, while 9% (90% from Potenza, 10% from Matera) would accept any job.

3. Consideration and types of critical and strong points of the target group

The identified potential beneficiaries of the SET4WORK project are almost all people who were not able to enter the labour market with stable forms of contract within 24 years.

This is a population in which women count for about 80% and more than half of them do not want to leave the Basilicata Region, and about 15% of them (71% from the Province of Potenza, 29% from the Province of Matera) have children.

The people interviewed are adult: only 9% of them are below the age of 25 and as many as 30% are more than 32 years old.

The majority of the beneficiaries (almost all), have been unoccupied or unemployed for over 19 months.

Three groups of potential beneficiaries can be identified:

- 1) People who have completed their studies on time and are now looking for a job (20/30%).
- 2) People who have not been able to be orientated towards a suitable working path for them (due to the lack of cultural evolution with respect to the family of origin) or have been forced to inappropriate choices (family / logistics) often not in line with the evolution of the labor market (45 / 55%).
- 3) People with personal, social problems, and difficulties to autonomously choose a career path (15/20%).

3.1 Weaknesses:

- 1) The data define a working age population that is in long-term unemployed, which probably found its balance through informal occupations, often undocumented or intermittent, with the risk of accepting the existing supporting initiatives promoted by regional local authorities as an income to exploit rather than as an opportunity to grasp to improve the current employment situation.
- 2) The high number of women indicates that we are dealing with a cultural fact: that concerning the role of women in the family, even extended, in Basilicata.

3.2 Strengths:

If we look at the sample from this perspective, it seems that the population's potential at times has been set aside for necessity or difficulty; particularly worth mentioning are:

1. knowledge of English,
2. knowledge of computer science,
3. diversity of university degrees,
4. a desire for entrepreneurship (about 20%),
5. expectations of future training/employment opportunities as a key input in the working world,
6. some are active and dynamic people across the territory
7. In addition, the project can facilitate the construction of a cultural and operational network that promotes dissemination of good practice.

4. The training needs of the target group

The participants' requests, after the reported analyses, are identified in the following clusters:

- Demand for higher education in specific areas: for example, a big interest is registered in biotechnology;
- Deepen specialist sectors such as tourism: accommodation, design of touristic routes / itineraries;
- Diversify / expand specialized areas such as cultural heritage linking them with the organisation of events, the management of cultural tourism;
- Professions specialised in the care and support or social recovery of people: the disabled, children, drug addicts, etc.. as well as business activities (cooperatives or associations);
- Deepen training on environment and sustainable development.

Being an interest in the project sector remarkable (point 4), Sistema Turismo will try to address these beneficiaries (some of them are at the moment attending two training courses promoted by ST) by involving them in the planned training activities of the project SET4WORK.

Other requirements that were highlighted by the beneficiaries interviewed are:

- Training on how to build a project and access resources to achieve it;
- How to create and maintain network contacts;
- Training in the creation of new enterprises (including cooperatives) and self-employment; the demand for entrepreneurship in various forms- company, cooperative, crafts/trades - can be estimated at 20%. It is shown that in about half of the cases, the concepts are converted into reality.

These needs meet perfectly the SET4WORK project objectives.