

REPORT

MEDITERRANEAN SEMINAR

'BUILDING NETS: EMPLOYABILITY PROMOTION IN TIMES OF ECONOMIC CRISES'

Lisbon (Portugal) November 15th-16th 2011



**Centre for the Cooperation
in the Mediterranean**

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SUMMARY

Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies (IFRC) - unanimously adopted during the 17th General Assembly of the IFRC (Nairobi, November 2009) - aims to develop sustainable approaches in three key areas of action, among which social inclusion stands out.

In this regard, the Centre for the Cooperation in the Mediterranean (CCM) together with Portuguese Red Cross, organized the Seminar “Building nets: employability promotion in times of economic crises” which focused on the social inclusion of the most vulnerable groups in society and addressed, in particular, employment programmes.

This seminar took place in Lisbon, Portugal, on the 15th and 16th of November 2011 at the Infarmed Auditorium and counted on the support of “La Caixa” Foundation and the collaboration of the Montepio Foundation.

80 participants attended the meeting. Among them were the representatives of 15 National Societies: Algerian Red Crescent; Andorran Red Cross; Bosnia-Herzegovina Red Cross; Croatian Red Cross; Egyptian Red Crescent; French Red Cross; Hellenic Red Cross; Italian Red Cross; Lebanese Red Cross; Montenegro Red Cross; Moroccan Red Crescent; Palestine Red Crescent Society; Portuguese Red Cross; Spanish Red Cross and Tunisian Red Crescent, as well as representatives of the IFRC (Europe Zone) and the IFRC Livelihood Resource Centre. Relevant international organizations such as FEMISE (Euro Mediterranean Forum of Economic Institutes) and OECD (Organization for Economic Co-operation and Development) also participated in the Seminar together with Portuguese

universities, associations and NGOs, such as: Minho University (Faculty of Social and Human Science); Ideateca Consultors; Animar Association; Portuguese Association for Supported Employment; Agha Khan Foundation; Capital Semente-Mina Project; CASES (António Sérgio Cooperative for Social Economy) and IES (Institute of Social Entrepreneurship).

Through the four theoretical sessions which the seminar developed ("The Euro-Mediterranean scenario: an overview", "Impact of the economic crisis on the most vulnerable groups", "Poverty reduction and Development Promotion", "Empowerment of disadvantaged groups") together with two parallel workshops ("Social Inclusion through employment", "Entrepreneurship promotion"), the meeting aimed at tackling the consequences of the economic crises on those groups in society which are most directly affected, in order to find and trigger responses both at local and regional level, by fostering the sharing of best practices and common trainings, offering participants different perspectives on how to link fields of knowledge and visions apparently very diverse, which can yet be easily connected by the cross-cutting statement that 'everything is social'.

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Participants were asked about their degree of satisfaction regarding the seminar through questionnaires that examined not only the methodological aspect of the seminar, but also its contents. The results of these evaluations gave a very positive review of the event, with 88% of the answers rating the seminar as good or very good.

Content CDs compiling the presentation documents from each session were given to participants at the end of the two-day meeting.

1. CONTENTS AND OBJECTIVES

1.1 General context

“Social exclusion is a multidimensional process of progressive social rupture, detaching groups and individuals from social relations and institutions and preventing them from full participation in the normal, normatively prescribed activities of the society in which they live”¹. In order to prevent this, it is important to raise awareness about the dangers of social exclusion and to teach skills that help overcome the effects of discrimination within communities.

Promoting Social Inclusion aims at letting everyone develop their full potential and lead productive and creative lives in dignity, according to their needs and choices, while discharging their obligations and realising their rights. This requires changing the attitudes and mindsets that drive our ways of living, and building associated social and institutional capacities.

Employment is nowadays one of the most important ways to integrate oneself and to participate in the social processes of society. Unfortunately, employment is not equally accessible for everybody. This vulnerability becomes even greater depending on four variables: gender, age, origin, social status, and their different combinations. Nowadays in our societies, women, people over 45 years, immigrants and socio-economically disadvantaged people have to go a long way to achieve equal opportunities. Such social inequalities are the core of a series of processes that ultimately can lead to social exclusion.

¹ Hilary Silver, “Social Exclusion: Comparative Analysis of Europe and Middle East Youth,” Middle East Youth Initiative Working Paper (September 2007), p. 15

For the European Commission this will also be one of the main priorities of Europe 2020 Strategy: promoting “inclusive growth” through fostering a high-employment economy and delivering social and territorial cohesion. This means that “benefits of growth and jobs are widely shared and people experiencing poverty and social exclusion are enabled to live in dignity and take an active part in society.”

Since its creation in 2005, CCM has focused on Social Inclusion, and the promotion of employability, as per mandate of the RC/RC Mediterranean Conference. In this context the CCM has organized a number of seminars and international encounters among RC/RC volunteers and technical staff. Noteworthy were the Seminar on Employability organized in Tunisia in 2008; the seminar on Youth and labour market organized in Algeria in 2009 and the exchange on best practices concerning programmes of social inclusion, organized in Spain in November 2010 which counted on the participation of various National Societies of the Red Cross/Red Crescent throughout the Mediterranean.

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On the other hand, the Portuguese Red Cross has developed a real know-how regarding employment programmes. It supports the promotion and dissemination of social programmes especially focused on the development of prevention activities; participation in solidarity complementary actions and the promotion of the quality of life as well as research, dissemination, education, training in the fields of public health, health care and social solidarity.

The Portuguese Red Cross supports the fight against social exclusion and promotes social and economic integration by the development of the following activities: actions of Social and Community Development aiming

to promote the improvement of the living conditions of the most vulnerable people, the enhancement of the right of citizenship and social cohesion; social interventions directed to groups and to specific issues, including addiction, the homeless, ethnic minorities and women who are victims of gender violence; the promotion of employability through active employment schemes such as the collaboration with social firms, the participation in social employment programmes and the supporting of women's entrepreneurship; training activities aiming to give the possibility, to the most vulnerable, of an effective socio-professional integration.

Moreover, the Portuguese Red Cross has set up a global programme under the name “Portugal mais Feliz” in order to provide a comprehensive response in line with the challenges arising from IFRC Strategy 2020 regarding the impact of the financial crisis on the most vulnerable and the social realities faced by the local branches in their daily work with the communities. This programme stands along the following axes of action: promoting the autonomy of the most vulnerable people, promoting vocational and scholar training, enhancing the insertion in active life and promoting financial support for self-employment.

1.2 Objectives

General objectives

To provide information sharing and practical tools to those Red Cross/Red Crescent volunteers and technical staff coming from Mediterranean National Societies involved in social inclusion programmes and, particularly, in employability promotion programmes.

Specific objectives

- Exchange experiences and discuss the challenges related to social inclusion/social exclusion and employability
- Analyse the main causes of social exclusion in the Mediterranean region and focus on the programmes that lead to their reduction
- Strengthen partnership among Red Cross/Red Crescent National Societies and institutions accountable in the field at issue, through the exchange of best practices related to social inclusion and employment
- Enhance the fulfilment of the United Nations Millennium Development Goals

Nowadays, it is well known that RC/RC Societies are playing an essential role in the development of a culture of mutual understanding and social inclusion in the Mediterranean region.

In such a context, the knowledge acquired by volunteers and staff during the seminar will allow participants to play a double role in their National Societies: first through the dissemination of best practices to other volunteers and local civil society organisations, giving, at the same time, the experienced approach to other social programmes.

Furthermore, the seminar will promote specific information networks for the promotion of social inclusion, employment and the fight against poverty.

1.3 Contents and methodology

According to the programme established by the Centre for the Cooperation in the Mediterranean and the Portuguese Red Cross, the Seminar consisted in four theoretical sessions:

- The Euro-Mediterranean scenario: an overview
- Impact of the economic crisis on the most vulnerable groups
- Poverty reduction and Development Promotion
- Empowerment of disadvantaged groups

and two parallel workshops:

- Social Inclusion through employment
- Entrepreneurship promotion

The aim of this programme was to encourage a reflection, a debate and the sharing of best practices about the alternative patterns to implement, and the experienced -and expected- results to incorporate in Red Cross/Red Crescent Societies' daily work with the community, especially

regarding the most vulnerable, in order to counter the effects of the current economic crisis.

The meeting was planned as a platform for the exchange of information regarding programmes implemented not only by the Red Cross and Red Crescent Societies in the region, but also by other national and international actors².

Keeping in mind the need to find suitable responses in order to assist the most vulnerable groups who were cut out from job opportunities and society in the past, and those who nowadays find themselves in the same situation, the debate focused on the promotion of employability as the key factor to encourage social inclusion and to face the economic crisis, taking into account different perspectives: the Euro-Mediterranean context; the impact of the economic crisis on the vulnerable groups; the exchange of information regarding ongoing programmes of National Societies in the region, and other major players, about poverty reduction; the promotion of development and the empowerment of disadvantaged groups.

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The above mentioned topics were dealt in independent sessions that had a chairperson who provided a generic vision of the topic, followed by a series of participants who contributed with practical work experiences – both from the Red Cross and Red Crescent Movement and from other invited national and international organisations, specialised in employability and social inclusion related issues.

The sessions' format offered a floor for participants to share their knowledge, experiences, and best practices, while including a time for open debate at the end of every session.

² The complete programme is detailed in Annex II

1.4 Key issues

The meetings and discussions showed that employability promotion is a key factor when facing social exclusion and that a sustainable growth necessarily needs to be an inclusive one.

Employability promotion is in fact a crucial factor in those scenarios where vulnerabilities merge into patterns of exclusion and isolation. A productive employment contributes to the achievement of decent life standards, social and economic integration and –last but not least- social development.

From a regional perspective, even though the crisis has affected Mediterranean countries in different ways, its effects are wide-spread and evident on various levels: loss of household incomes; the rise and consolidation of informal economies; more families living on poverty thresholds (amongst others).

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The hardest hit by the crisis are young people, whose unemployment rates in Europe in 2011 reached 21.4%, being the worst rates found in Spain (48%), Italy and Greece (in a 25-45% range), while the youth unemployment rate in Southern Mediterranean countries reached 23.8%. Yet, another significant factor that is marking the population at risk of poverty and social exclusion is 'in-work poverty' (low labour force attachment; low wage jobs; low labour market participations as linked to gender inequalities). In-work poverty especially affects southern European countries, namely Portugal; Italy; Greece and Spain and has been a reality in the MENA region, where, according to the UNDP Arab Development Challenge Report 2011, the labour force participation rate (a measure of how well a society makes use of its working-age population) has gone

slightly up since 1970, but still remains one of the lowest in the world due to the extremely low rates of participation for women, who are still facing high barriers to labour market access.

As experience shows, the longer people are cut out from a job environment, the more their employability deteriorates, making it progressively harder to find a job or get back into work and enjoy the process and the fulfilment of social development.

In such a context prompt action is mandatory and solutions to halt the crisis' negative impacts are needed.

The two-day debate highlighted that creating new networks among Red Cross/Red Crescent National Societies and external entities, as well as combining fields of knowledge, can help us build stronger and more effective responses. Existing programmes, through the incorporation of creative and cutting-edge approaches, can lead the way to the setting up of more effective ones, able to better cope with rising challenges and better respond to new and unforeseen scenarios.

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The social and humanitarian consequences of the current economic situation have actually lead Red Cross/Red Crescent Societies to counter and mitigate the effects of a previously unknown type of crisis, providing successful responses and showing themselves determined to reach further through three main actions:

- by advocating for humanitarian diplomacy in order to join forces, starting at local level;

- by strengthening the network among National Societies at regional level, thus fostering the exchange of best practices to be taken into account when planning new responses;
- by underlining, in the above mentioned programmes, the approach to autonomy promotion (based on the enhancement of each person's skills and aspirations) and entrepreneurship skills promotion, both being part of the process of self employment and training programmes, which stand as a must when aiming to counter unemployability.

For detailed information on Key issues see Annex III.

1.5 Monitoring

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The real success of the seminar also depends on the possibility to implement the activities at National Societies' level and reinforce alliances at the local, national, and international level.

The Seminar also represented an opportunity for participants to build new contacts, which may lead to future collaborations.

During the seminar, participants had the chance to meet other National Societies and organisations that work in the field of social inclusion and thus share experiences and ideas in order to develop new networks and implement activities at local level.

Moreover the key issues of the seminar will serve as a compilation of information and opinions as well as technical resources to be taken in account when developing national and international strategies to promote social inclusion through employability.

2. ORGANIZATION

The seminar took place in Lisbon, the 15th and 16th of November 2011.

During the preparatory stage, members of CCM's staff visited the facilities and discussed on several logistic and organisational aspects.

The Portuguese Red Cross was in charge of the communication and dissemination aspects at national level, and they also collaborated with the CCM for the international dissemination.

The seminar took place at the Infarmed Auditorium, while participants were lodged in the Roma Hotel, very close to the venue.

2.1 Facilities and equipment

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The Infarmed Auditorium is located near the city centre and not far from Lisbon airport.

The conference hall was provided with WiFi internet connection, which allowed both the organization and the speakers to work online.

The hotel had free internet WiFi connection too.

Simultaneous translation was provided by professional translators and a technician responsible for the microphones and ear-phones.

As far as meals are concerned, breakfast was provided in the dining room of the Roma Hotel, while lunch was served at the Infarmed Auditorium. The first dinner was offered by the Portuguese Red Cross at its Headquarters, the beautiful *Palácio do Conde d'Óbidos* (Conde d'Óbidos' Palace). The evening of the 16th participants had free time to enjoy the

sights of the city. Each day two coffee breaks were provided, one in the morning and the other one in the afternoon, a time for participants to have drinks and snacks.

2.2 Participants

The event involved over 80 participants. Among them were the representatives of the National Societies of: Algeria; Andorran; Bosnia-Herzegovina; Croatia; Egypt; France; Greece; Italy; Lebanon; Montenegro; Morocco; Palestine; Portugal; Spain and Tunisia.

In addition the IFRC Europe Zone and the IFRC Livelihood Resource Centre also took part in the seminar.

Furthermore, the international meeting counted on the participation of many other organisations and experts, such as:

- Mr. Constantine Tsakas, Economist of the Euro-Mediterranean Forum of Economic Institutes (FEMISE)
- Ms. Cristina Martinez, Senior Policy Analyst of the Organization for Economic Co-operation and Development (OECD)
- Ms. Ana Santos Pintos, Professor of the Minho University, Faculty of Social and Human Science
- Mr. Manuel Forjaz, Consultant at the Ideiateca Consultores
- Ms. Marina Arnau, Head of the Employment Programme, Spanish Red Cross in Catalonia, in representation both of the Spanish Red Cross and of "La Caixa" Foundation

- Mr. Augusto Sousa, President of the Portuguese Association for Supported Employment
- Ms. Sandra Almeida and Mrs. Cristina Nunes, Agha Khan Foundation
- Mr. Oscar Bernardes, Consulatant at Capital Semente_Mina Project
- Mr Antonio Curto, CASES
- Mr. Miguel Alves, General Director of the IES (Institute of Social Entrepreneurship)
- Mr. Carlos Ribeiro of the ANIMAR Association

The sessions were chaired by the following key-speaker:

- Marta Corachan, Vice-President of the Centre for the Cooperation in the Mediterranean
- Ms. Cristina Louro, Vice-President of the Portuguese Red Cross
- Ms. Amelia Marzal, Director of the Centre for the Cooperation in the Mediterranean
- Mr. Carlos Ribeiro, Director and Project Consultant of the Animar Association

2.3 Logistics and staff

An invitation letter was sent few months before the seminar's celebration to all the National Societies of the Mediterranean, jointly signed by the Vice-President of the CCM and the President of the Portuguese Red Cross.

The procedures for those participants who required visas issuance were carried out by the Portuguese Red Cross who was also in charge of the transfer service to and from the airport, the communication and dissemination during and before the event, and the joint management of the organisational aspects of the seminar, as well as of providing the materials and supplies necessary for the development of the activity. Moreover, both the Portuguese Red Cross and the CCM mobilized several volunteers and staff to support the organization and development of the seminar (prior, during and after the event).

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2.4 Visibility

Preliminary information regarding the seminar (programme, objectives and contents) was sent together with the invitation letter to those National Societies part of the Mediterranean Conference, as well as to other partners and components of the Movement. Prior to the event, the CCM also promoted the Seminar in several occasions through its quarterly Newsletter.

In the closing session all presentations were compiled in a CD which was distributed to participants. In addition, all information about results (report, key inputs and presentations) will be disseminated among participants and partners, such as the members of the Steering Committee of the Mediterranean Conference and of Governing Board of the CCM, and will be made available on [CCM's website](#).

3. EVALUATION

3.1 Evaluation by the CCM

The evaluation from CCM's point of view is very positive as the objectives were met and all participants showed great interest and commitment to the programme.

Amongst the greatest achievements of the seminar was the promotion of intercultural dialogue and future collaborations schemes, as well as the reinforced joint commitment to build stronger National Societies to face the humanitarian and social challenges posed by the current economic crises.

The collaboration with the Portuguese Red Cross contributed to the positive outcome of the exchange and the achievement of the objectives. All staff and volunteers were very helpful both in the logistic organization and in the carrying out of the encounter, collaborating in the reception of participants and in providing technical equipment and support in the sessions.

As far as the contents and methodology are concerned, the CCM is very satisfied with the dynamic approach given by the facilitators in every session.

All participants showed great interest and involvement in the seminar and in all the programmes introduced.

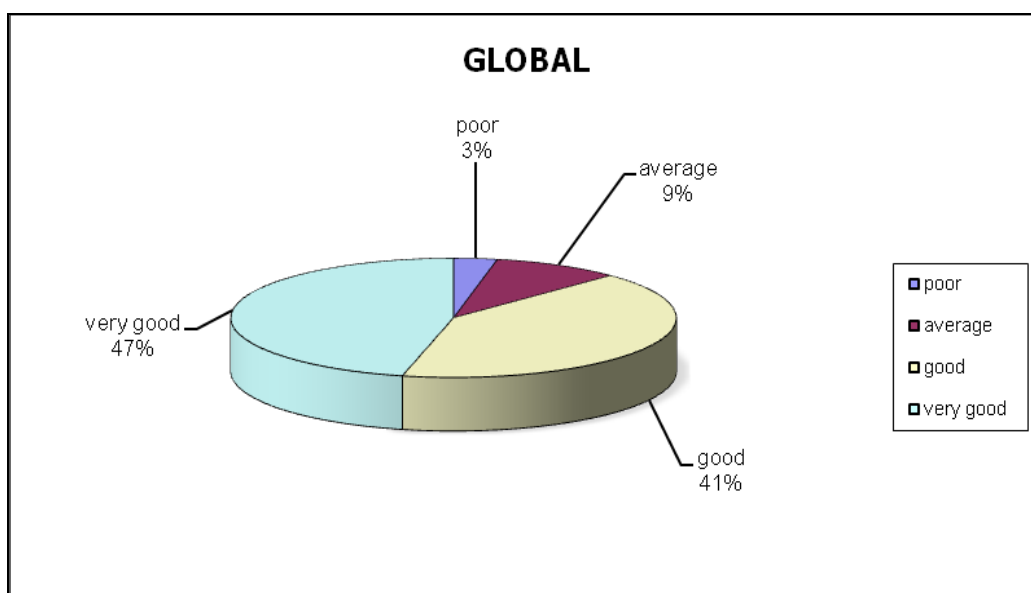
3.2 Evaluation by participants

A questionnaire was drafted and handed out after the Seminar in order to obtain an evaluation regarding the satisfaction of participants on various levels. It asked questions about the highlights of the seminar as well as the areas which needed improvement. In addition, the questionnaire included rankings for the level of satisfaction regarding both contents and logistics for participants to measure.

Overall participants concluded that their expectations concerning the seminar **had been met** and their **evaluations were very positive**.

As we can see from the chart below, the percentage of participants who evaluated the seminar as **good or very good was of 88%**.

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As far as the **contents** of the seminar are concerned, the percentage of participants who evaluated it as **good or very good was of 85%.**

The questions they were asked aimed at finding out:

If the exchange had met their expectations

How they would rate the content

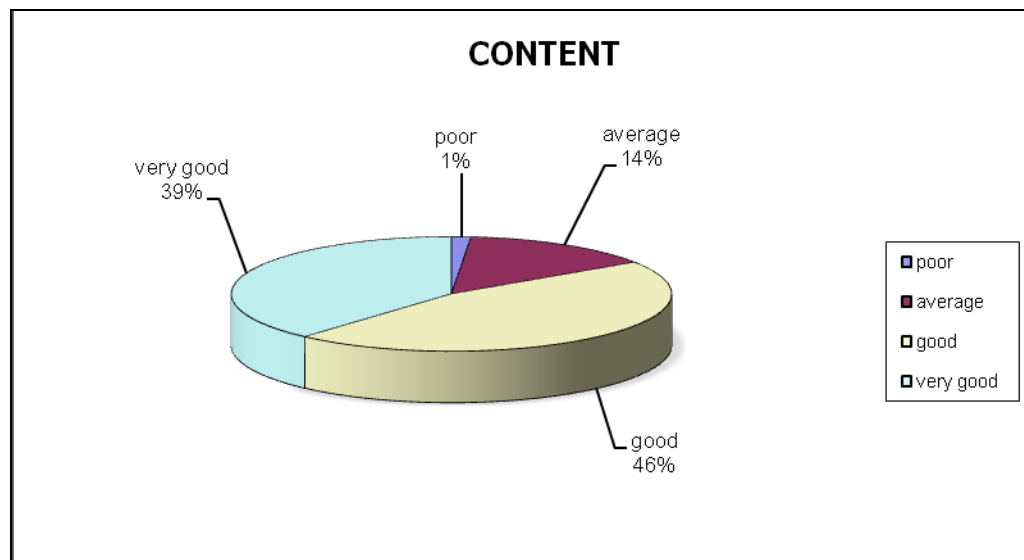
About the methodology

If they found the exchange relevant or useful and to what degree

About the dynamism

If they would recommend it

The detailed evaluation of contents is as follows:

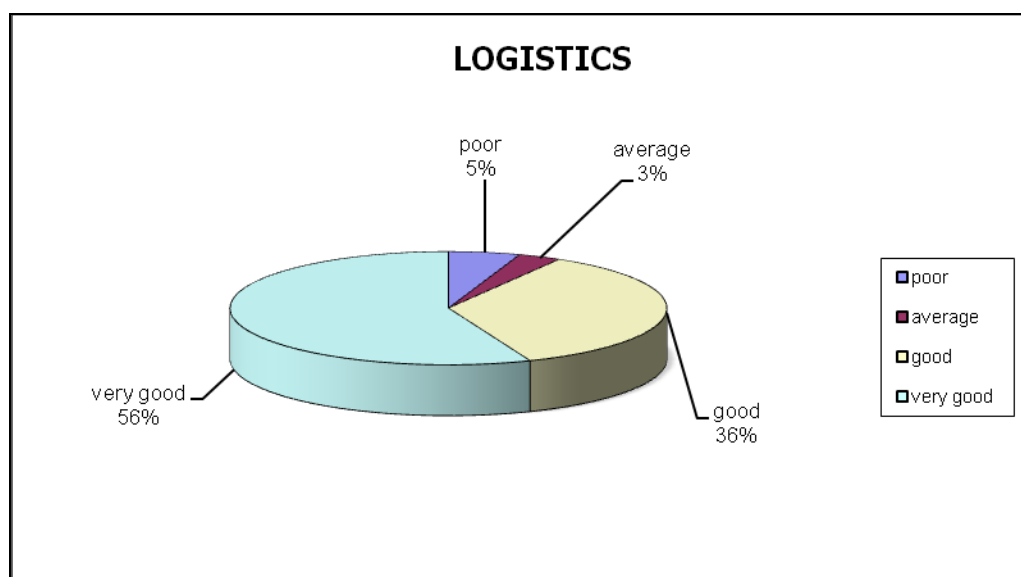


As far as the **organization and the logistics** of the seminar are concerned, the percentage of participants who evaluated them as **good or very good was of 92%**.

For this section participants were asked about:

- accommodation
- meals
- transport
- lecture rooms
- welcoming

The detailed evaluation of logistics is as follows:



4. Follow up

We hope that the seminar will have the positive outcomes foreseen. In the long term, its success will rely on the rate of new cooperation schemes and the building of stronger networks among Mediterranean National Societies, both reinforcing their outreach towards those communities most directly stricken by the current crisis, and sharing, at the same time, knowledge, know-hows and skills to respond to new and yet unknown scenarios.

The final report of the Seminar *'Building Nets: employability promotion in times of economic crises'* will be spread among RC/RC societies and other stakeholders.

The organization would like to underline that the CCM is working on and disseminating an ongoing web-based initiative regarding a ["Collection of Best Practices"](#). Such a technical tool will give users the possibility to access any programme submitted by National Societies, divided according to the Mediterranean Conference priorities. It will also stand as a landmark for the Centre in its follow up mandate, compiling all those programmes regarded as relevant by National Societies, identifying possible strengths and weaknesses and working together to turn them into efficient means to reach the aims set.

ANNEXES

ANNEX 1

Terms of Reference

Terms of Reference

“Building nets: Employability promotion in times of economic crises”

Portugal, 15th- 16th November 2011

Summary

The Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies (IFRC) - unanimously adopted during the 17th General Assembly of the IFRC (Nairobi, November 2009) - aims to develop sustainable approaches in three key areas of action, among which social inclusion stands out.

In this line, the Centre for the Cooperation in the Mediterranean (CCM) together with Portuguese Red Cross will organize this seminar focused on social inclusion of the most vulnerable, in particular, addressing migration and employment programmes. The seminar will count on the collaboration of “la Caixa” Foundation.

The seminar will also be in line with the United Nations Millennium Development Goals, with special regards to the fight against poverty and gender equality. On the other hand, according to the European Commission, inclusive growth means empowering people through high levels of employment, investing in skills, fighting poverty and modernising labour markets, training and social protection systems so as to help people anticipate and manage change, and build a cohesive society.

The seminar will provide a follow up to the commitments of the 11th Mediterranean Conference of the Red Cross/Red Crescent Movement celebrated in 2010 in the city of Dubrovnik, Croatia. During this Conference the National Societies of the Mediterranean region agreed that the social effects of the world economic crisis among the most vulnerable are seen as a humanitarian issue of great significance that needs to be highlighted. Employment can be seen as a key factor towards improving the living conditions and livelihood of vulnerable populations and to encourage their social inclusion.

This proposal aims at promoting humanitarian diplomacy to facilitate the social inclusion of the most vulnerable groups through practices and strategies of integration and through the building of capacities and opportunities. In such a context, a key element is therefore to increase employment opportunities when looking to reduce social exclusion.

This seminar will be developed under a holistic approach towards the most vulnerable people and their problems, including aspects related to the access to the labour market and the support for the vulnerable people in risk of social exclusion, the fight against poverty, health aspects, housing, professional and scholar integration, and development of social and personal skills.

Since its creation in 2005 the CCM has focused on Social Inclusion, and the promotion of employability, as per mandate of the RC/RC Mediterranean Conference. In this line the CCM has organized a number of seminars and international encounters among RC/RC volunteers and technical staff. Noteworthy were the **exchange on best practices** concerning programmes of social inclusion by the various National Societies of the Red Cross/Red Crescent throughout the Mediterranean, organized by the CCM in November 2010; the seminar on Youth and labour market organized in Algeria in 2009 and the Seminar on Employability organized in Tunisia in 2008.

On the other hand, the Portuguese RC has developed a real know-how regarding migrants assistance and employment programmes. The Portuguese RC supports the promotion and dissemination of social programmes especially focused on the development of prevention activities; the participation in the solidarity complementary actions and the promotion of the quality of life; the research, the dissemination, the education, the training in the fields of public health, health care and social solidarity.

The Portuguese Red Cross supports the fight against social exclusion and promotes social and economic integration developing the following activities: actions of Social and Community Development aiming to promote the improvement of the living conditions of the most vulnerable people, the enhancement of the right of citizenship and social cohesion; social interventions directed to groups and to

specific issues, including addiction, the homeless, ethnic minorities and women victims of gender violence; the promotion of employability through active employment schemes such as the collaboration with social firms, the participation in programmes of social employment market and the supporting of women's entrepreneurship; training activities aiming to give the possibility of an effective socio-professional integration to the most vulnerable.

Moreover, the Portuguese Red Cross is setting up a global program "Portugal Inclusive" in order to provide a comprehensive response in line with the challenges arising from the IFRC Strategy 2020 regarding the impact of the financial crisis on the most vulnerable and the social realities faced by the local branches into their daily work with the communities. This program will stand along the following axes of action: promoting the autonomy of the most vulnerable people, promoting vocational and scholar training, enhancing insertion in active life and financial support for self-employment.

Action Frame

"Social exclusion is a multidimensional process of progressive social rupture, detaching groups and individuals from social relations and institutions and preventing them from full participation in the normal, normatively prescribed activities of the society in which they live".¹ In order to prevent this it is important to raise awareness about the dangers of social exclusion and to teach skills that help overcome the effects of discrimination within communities.

Red Cross and Red Crescent National Societies reflect the diversity of their catchment populations, ensure effective participation by vulnerable groups, strive for gender equality, promote intercultural dialogue and harmony, advocate the Fundamental Principles, disseminate International Humanitarian Law, and build capabilities in humanitarian diplomacy to address public policies and practices that exclude and alienate. Respect for differences is promoted through

¹ [Hilary Silver, "Social Exclusion: Comparative Analysis of Europe and Middle East Youth." Middle East Youth Initiative Working Paper \(September 2007\), p. 15](#)

countering prejudice and encouraging non-violent approaches to bridging these differences.

Promoting Social Inclusion aims at letting everyone develop their full potential and lead productive and creative lives in dignity, according to their needs and choices, while discharging their obligations and realising their rights. This requires changing the attitudes and mindsets that drive our ways of living, and building associated social and institutional capacities.

Employment is nowadays one of the most important ways to integrate oneself and to participate in the social processes of society. Unfortunately, employment is not equally accessible for all people. This vulnerability becomes even more intense in terms of four variables: gender, age, origin, social class, and their different combinations. Still in our society, women, people over 45 years, immigrants and socioeconomically disadvantaged people have to go a long way towards equal opportunities. Such social inequalities are at the basis of a series of processes that ultimately can lead to social exclusion.

For the European Commission this will also be one of the main priorities of the Europe 2020 Strategy: promoting “inclusive growth” through fostering a high-employment economy and delivering social and territorial cohesion. This means that “benefits of growth and jobs are widely shared and people experiencing poverty and social exclusion are enabled to live in dignity and take an active part in society.”

Objectives of the Seminar

To provide information sharing and practical tools to those RC/RC volunteers and technical staff coming from the Mediterranean Societies involved in social inclusion policies, and promotion of employability

The specific objectives of the seminar are:

1. **Exchange experiences** and discuss the challenges related to social inclusion/social exclusion and employability
2. Analyze the main **causes of social exclusion in the Mediterranean region** and focus on the programmes that lead to their reduction.
3. Strengthen **partnership** among Red Cross/Red Crescent National Societies through the exchange of best practices related to social inclusion and employment.
4. Enhance the fulfilment of the **United Nations Millennium Development Goals**

Nowadays, it is well known that RC/RC Societies are playing an essential role into the development of a culture of mutual understanding and social inclusion in the Mediterranean region.

In such context, the knowledge acquired by volunteers and staff during the seminar will allow participants to play a double role in their National Societies: first through dissemination of best practices to other volunteers and local civil society organisations and giving this approach to all existing social programmes. Furthermore, the seminar will promote specific information networks for the promotion of social inclusion, employment and the fight against poverty.

Format and methodology

The seminar will be hosted by the Portuguese RC in the second half of 2011 and co-organized with the CCM. On the other hand, for the development of programme and contents, the seminar will count on the support of experts from the RC/RC National Societies, the IFRC, and the IEMed on their role as associates in the project as well as other relevant and sectoral stakeholders.

The participation of National Societies from the Mediterranean region is expected, as well as the one of other public and private stakeholders and policy makers (such as Euro-Med platforms, private foundations, universities, European Commission, NGOs, as well as local authorities).

The methodology to be implemented will be interactive and participative, with theoretical contents and practical sessions. It will consist in plenary sessions, round tables, and working groups in which, choosing a participative approach, the various initiatives proposed by/for the representatives of the National Societies will be discussed, putting forward the possible problems that may arise from their implementation and the related solutions.

The seminar will last two days and will be divided into several thematic sessions. Among others, special attention will be given to:

- Factors of social exclusion in the Mediterranean
- Employability and social inclusion
- Euro- Mediterranean policies and strategies
- Interventions with groups at risk of social exclusion (migrants, youth, women, prison inmates)
- Empowerment of disadvantaged groups (autonomy promotion, scholar and vocational training, self employment)
- Awareness campaigns
- Best practices in the frame of employability

The seminar will last 2 days, each day having the morning focussed on plenary sessions and the afternoon on working groups.



**Centre for the Cooperation
in the Mediterranean**



Duration

2 days

Location

The Seminar on Social Inclusion and Employment will be hosted by the Portuguese RC, and will take place in November 2011.

Period

15th – 16th November

Working language

English

With simultaneous translation into French and Portuguese

June 2011

ANNEX 2

Programme

INTRODUCTION

The Centre for the Cooperation in the Mediterranean (CCM) and the Portuguese Red Cross organize this seminar focused on social inclusion of the most vulnerable, in particular, addressing migration and employment programmes. The seminar will count on the collaboration of "la Caixa" Foundation.

The seminar is aligned with the Strategy 2020 of the International Federation of Red Cross and Red Crescent Societies which aims to develop sustainable approaches in three key areas of action, among which social inclusion stands out. It will also be in line with the United Nations Millennium Development Goals, with special regards to the fight against poverty and gender equality.

The seminar will provide a follow up to the commitments of the 11th Red Cross and Red Crescent Mediterranean Conference, celebrated in 2010 in Dubrovnik, Croatia. During this Conference the National Societies of the Mediterranean region agreed that the social effects of the world economic crisis among the most vulnerable are seen as a humanitarian issue of great significance that needs to be highlighted. Employment can be seen as a key factor towards improving the living conditions and livelihood of vulnerable populations and to encourage their social inclusion.

This seminar will be developed under a holistic approach towards the most vulnerable people and their problems, including aspects related to the access to the labour market and the support for the vulnerable people in risk of social exclusion, the fight against poverty, health aspects, housing, professional and scholar integration, and development of social and personal skills.

O Centro para a Cooperação no Mediterrâneo (CCM) e a Cruz Vermelha Portuguesa organizam conjuntamente este seminário com enfoque na inclusão social dos mais vulneráveis e abordando – em especial – programas de migração e emprego. Esse seminário conta com a colaboração da Fundação "La Caixa".

O seminário está alinhado com a Estratégia 2020 da Federação Internacional das Sociedades da Cruz Vermelha e do Crescente Vermelho que procura desenvolver abordagens sustentáveis em três áreas de acção, entre as quais se destaca a inclusão. Também está em linha com os Objectivos de Desenvolvimento do Milénio das Nações Unidas, no que se refere em especial à luta contra a pobreza e igualdade de género.

O seminário dará seguimento aos compromissos da 11ª Conferência do Mediterrâneo da Cruz Vermelha e do Crescente Vermelho, celebrada em 2010 em Dubrovnik, Croácia. Durante esta Conferência, as Sociedades Nacionais da região do Mediterrâneo chegaram a concordar que os efeitos sociais da crise económica mundial, entre os mais vulneráveis, são uma questão humanitária de grande preocupação que precisa ser destacada. O emprego pode ser visto como um factor-chave para a melhoria das condições de vida e meios de subsistência das populações vulneráveis e encorajar a sua inclusão social.

O seminário será desenvolvido com base numa abordagem holística em relação às pessoas mais vulneráveis e os seus problemas, incluindo aspectos relacionados com o acesso ao mercado de trabalho e apoio a pessoas vulneráveis em risco de exclusão social, luta contra a pobreza, questões relacionadas com a saúde, habitação, integração profissional e escolar, e desenvolvimento de capacidades sociais e pessoais.

Venue / Local:
Espaço Inframed
Av. do Brasil, 53
Lisboa (Portugal)

Organized by / Organizado por:



Centre for the Cooperation
in the Mediterranean



With the support of / Com o apoio da:



Obra Social "la Caixa"

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Portugal, 15th - 16th November 2011



Centre for the Cooperation
in the Mediterranean



15 November / 15 Novembro

8.30 **Registration / Recepção dos participantes**

9.00 **Opening Session / Sessão de Abertura**

9.30 - 11.00

The Euro Mediterranean scenario: an overview
O Cenário Euro-Mediterrâneo: uma visão global

Chaired by: Centre for the Cooperation in the Mediterranean, Marta Corachan, Vice-president
Moderador da mesa: Centro para a Cooperação no Mediterrâneo, Marta Corachan, Vice-Presidente

-FEMISE (Euro Mediterranean Forum of Economic Institutes), Constantine Tsakas, Economist
-OECD (Organisation for Economic Co-operation and Development), Cristina Martinez, Senior Policy Analyst
-Economics and Management School of Minho University, Manuel Caldeira Cabral, Professor
-FEMISE (Fórum Euro Mediterrâneo de Institutos de Ciência Económica), Constantine Tsakas, Economista
-OCDE (Organização para a Cooperação e Desenvolvimento Económico), Cristina Martinez, Analista
-Escola de Economia e Gestão da Universidade do Minho, Manuel Caldeira Cabral, Professor

11.00 - 11.30 **Coffee Break / Pausa para café**

11.30 - 13.30

Impact of the economic crisis on the most vulnerable groups
Impacto da crise económica nos grupos mais vulneráveis

Chaired by: Portuguese Red Cross, Cristina Louro, Vice President
Moderador da mesa: Cruz Vermelha Portuguesa, Cristina Louro, Vice-Presidente

-IFRC - Europe Zone, Tore Svenning, Special Adviser, Humanitarian Diplomacy
-UNDP/ILO (United Nations Development Programme/International Labour Office), Daniela Zampini, Chief Technical Adviser
-Ideiateca Consultores, Manuel Forjaz, Consultant
-IFRC - Europe Zone (Federação Internacional das Sociedades Nacionais da Cruz Vermelha/Crescente Vermelho - ZonaEuropa), Tore Svenning, Conselheiro Especial para a Diplomacia Humanitária
-UNDP/ILO (Nações Unidas/ Organização Internacional para o Trabalho), Daniela Zampini, Conselheira Técnica
-Ideiateca Consultores, Manuel Forjaz, Consultor

13.30 - 15.00 **Lunch / Almoço**

15.00 - 17.30

Workshop 1: Social inclusion through employment
Workshop 1: Inclusão social através do emprego

-Spanish Red Cross Employment Plan, Marina Arnau, Head of Employment Programme
-Cruz Vermelha Espanhola, Plano de Empregabilidade, Marina Arnau, Chefe do Programa

Workshop 2: Entrepreneurship promotion
Workshop 2: Promoção do empreendedorismo

-IES (Institute of Social Entrepreneurship), Miguel Alves Martins, Executive Director
-IES (Instituto de Empreendedorismo Social), Miguel Alves Martins, Diretor Executivo

17.30 **End of the day / Fim das actividades**

16 November / 16 Novembro

9.00 - 10.30

Poverty Reduction and Development Promotion
Redução da Pobreza e Promoção do Desenvolvimento

Chaired by: Centre for the Cooperation in the Mediterranean, Amelia Marzal, Director
Moderador da mesa: Centro para a Cooperação no Mediterrâneo, Amelia Marzal, Diretor

-Portuguese Red Cross, Portugal Mais Feliz, Daniela Costa, Coordinator
-"La Caixa" Foundation- INCORPORA Programme, Roser Viñas
-Livelihoods Resource Centre of the International Federation of the Red Cross/Red Crescent Societies, Adriana Estrada, Officer
-ASHOKA - Social Entrepreneurship and Innovation, Representative
-Andorran Red Cross, Esther Pamies Lamarca, Social Intervention
-French Red Cross, Pascal Charcossete, Programme Coordinator
-Cruz Vermelha Portuguesa, Portugal Mais Feliz, Daniela Costa, Coordenadora
-Fundação "La Caixa" - Programa Incorpora, Roser Viñas
-Centro de Recursos de Meios de Subsistência da Federação Internacional das Sociedades Nacionais da Cruz Vermelha/Crescente Vermelho, Adriana Estrada, Técnica
-ASHOKA - Empreendedorismo Social e Inovação, Representante
-Cruz Vermelha de Andorra, Ester Pamies Lamarca, Intervenção Social
-Cruz Vermelha Francesa, Pascal Charcossete, Coordenador do Programa

10.30 - 11.00 **Coffee Break / Pausa para café**

11.00 - 13.30

Empowerment of disadvantaged groups: autonomy promotion, scholar and vocational training, self employment

Empoderamento de grupos desfavorecidos: promoção da autonomia, formação escolar e vocacional, auto-emprego

Chaired by: ANIMAR Association, Carlos Ribeiro, Director and Project Consultant
Moderador da mesa: Associação ANIMAR, Carlos Ribeiro, Director e Consultor de projectos

-Portuguese Association for Supported Employment, Augusto Sousa, President
-Agha Khan Foundation, K'cidade Programme : Claudia Marques, Education and Training for Adults
-Carina Larsen and Cristina Nunes, Community Development and Employability
-Capital Semente Lda., Oscár Bernardes, Consultant of Mina Projects (women entrepreneurship)
-Moroccan Red Crescent, Mohamed Assouali, Programme Coordinator
-Montenegro Red Cross, Marta Sjekloca, Programme Coordinator
-Hellenic Red Cross, Maria Michael and Malama Nakopoulou, Social Welfare Department
-Associação Portuguesa de Emprego Apoiado, Augusto Sousa, Presidente
-Fundação Agah Khan - Programa K'CIDADE: Cláudia Marques – Educação Formação de Adultos
-Carina Larsen e Cristina Nunes – Desenvolvimento comunitário e empregabilidade
-Capital Semente Lda., Oscár Bernardes, Consultor dos Projectos Mina (empreendedorismo feminino)
-Crescente Vermelho de Marrocos, Mohamed Assouali, Coordenador do Programa
-Cruz Vermelha do Montenegro, Marta Sjekloca, Coordenadora do Programa
-Cruz Vermelha Helénica, Maria Michael e Malama Nakopoulou, Departamento de Ajuda Social

13.30 - 15.00 **Lunch / Almoço**

15.00 - 17.30

Workshop 1: Social inclusion through employment
Workshop 1: Inclusão social através do emprego

-Spanish Red Cross Employment Plan, Marina Arnau, Head of Employment Programme
-Cruz Vermelha Espanhola, Plano de Empregabilidade, Marina Arnau, Chefe do Programa

Workshop 2: Entrepreneurship promotion
Workshop 2: Promoção do empreendedorismo

-IES (Institute of Social Entrepreneurship), Miguel Alves Martins, Executive Director
-IES (Instituto de Empreendedorismo Social), Miguel Alves Martins, Diretor Executivo

17.30 **Closing session / Sessão de encerramento**

ANNEX 3

Key Issues

KEY ISSUES OF THE SEMINAR

The Seminar was organized by the Centre for the Cooperation in the Mediterranean¹ together with the Portuguese Red Cross and it counted on the collaboration of 'La Caixa' Foundation.

As per CCM's mission to provide the follow up on the Mediterranean Conference's resolutions, the seminar took place in the frame of the 11th Mediterranean Conference's priority area which tackles the social effects of the current economic crises that is seizing communities throughout the Mediterranean region². The general objective of the two-day seminar was to strengthen existing patterns of cooperation among RC/RC National Societies and, at the same time, set the floor to build new networks which include external actors. The aim was pursued through the sharing of knowledge, practical tools and best practices among RC/RC volunteers and technical staff as well as other institutions accountable in this field.

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IFRC Strategy 2020, in its strategic aim 1, focuses on saving lives, protecting livelihoods, and strengthening recovery from disasters and crises. The current economic crisis has once more shown how quickly the wealth of communities at large can drastically change in a very short period of time. Yet, in this occasion, the change happened in the context of a phenomenon the RC/RC were not prepared to counter due to its novelty.

1 Hereafter 'CCM'

2 Among the other priority areas as recognized by the 11th Mediterranean Conference held in Croatia in 2010 are: the role of Youth; Environment and climate change; Migrants.

During the days of the seminar, we have seen that the crises is having a much farther outreach than expected, and a prompt response beyond known actions is mandatory. Economic recovery and growth is - more than ever - the challenge at stake that needs to be overcome in order to improve the living conditions of the most vulnerable groups in our societies.

Yet, as underlined by UNDP, economic growth *per se* will not reduce poverty, improve equality and produce jobs. A sustainable growth has to be an inclusive growth, a feature that is also necessary in the achievement of the Millennium Development Goals (MDGs). We have to find suitable responses in order to assist the most vulnerable groups who were cut out from job opportunities and society in the past, and those who nowadays find themselves in the same situation.

In such a context, a key response is increasing employment opportunities when looking to reduce social exclusion. In order to do so, the promotion of employability - that is the knowledge, skills and abilities individuals possess, the way they use those assets and present them to employers, as well as the context (e.g. personal circumstances and labour market environment) within which they seek work – is essential.

The Mediterranean region has been unequally affected by the crisis, yet its consequences are fast spreading, influencing - and often worsening - communities' standards at large.

According to ILO recent studies, among those groups in society who are particularly affected by the social consequence of unemployment is youth. Notwithstanding the current economic crises, in the southern shore of the Mediterranean, unemployment among Arab youth stands as the highest in

the world (23.6 per cent in North Africa and 21.1 per cent in the Middle East, compared to a world average of 12.6 per cent). Young people's risk of unemployment is four times higher than for adults, affecting the current and future overall growth throughout the region.

Employability promotion is a crucial factor in those scenarios where vulnerabilities merge into patterns of exclusion and isolation. A productive employment contributes to the achievement of decent life standards, social and economic integration and –last but not least– social development. As experience shows, the longer people are cut out from a job environment, the more their employability deteriorates, making it progressively harder to get back into work and enjoy the process and the fulfilment of social development.

The two-day debate highlighted the fact that creating new networks among Red Cross/Red Crescent National Societies and external entities, as well as combining fields of knowledge, can help us build stronger and more effective responses. Existing programmes, through the incorporation of creative and cutting-edge approaches, can lead the way to the setting up of more effective ones, able to better cope with rising challenges and better respond to new and unforeseen scenarios.

The debate focused on the promotion of employability as the key factor to encourage social inclusion and to face the economic crisis, taking into account different perspectives: the Euro-Mediterranean context; the impact of the economic crisis on vulnerable groups, their access to employment; innovative cross-cutting approaches to counter the social effects of the crisis, the exchange of information on ongoing programmes of National Societies in the region and other major players concerning

poverty reduction, development promotion and the empowerment of disadvantaged groups.

In order to address those issues, the seminar was structured in four thematic sessions as follows:

- An overview on the Euro-Mediterranean scenario, providing an up-to-date analysis on the topic at issue
- The impact of the economic crisis on the most vulnerable groups, tackling the situation of the most affected communities
- Poverty Reduction and Development Promotion, based on the exchange of best practices and programmes both from RC/RC National Societies and external actors
- Empowerment of disadvantaged groups: autonomy promotion, scholar and vocational training and self employment, also based on the exchange of best practices on those specific areas.

4

The above mentioned topics were dealt in independent sessions with a chairperson who introduced speakers and encouraged the debate. Each table was set up by several speakers who contributed with practical work experiences - both from the Red Cross and Red Crescent and from other invited national and international organisations, specialised in each of the topics raised.

The sessions' format offered a floor for participants to share their knowledge, experiences, and best practices, while including a time for open debate at the end of every session.

The seminar also counted on the deployment of two workshops.

The first one, under the name of *Social inclusion through employment* was carried out by the Spanish Red Cross in Catalonia through practical sessions focusing on case studies, while the second, *Entrepreneurship promotion* - by the Institute of Social Entrepreneurship and the ANIMAR Association - offered new perspectives for NGOs and humanitarian organizations at large to apply in the setting up of employability programmes, relying on the constructive and innovative tools that employability programmes can adopt from the field of entrepreneurship. It is first of all about adopting a positive attitude towards change and be able to transmit such attitude to communities so as to promote the first steps for new solutions.

The result of the information displayed, as well as that of the subsequent debates and the conclusions gathered by the chairpersons, led to the drafting of the key lines hereafter, which are not meant to be exhaustive, but that gather the main points of the work carried out during the meeting.

5

As a general idea we should mention that the sessions have underlined how challenging the prospects of the current economic crisis are for both the northern and southern shores of the Mediterranean. Yet great challenges stand for greater opportunities and in such a context, both the RC/RC and those institutions representing and advocating for civil society and communities in need, ought to create new networks, strengthen their partnership, learn from best practices and adopt new schemes of interaction in order to take a stand and counter the dramatic consequences of the crisis.

If inequalities and limited employability put societies to the test, education and inclusive growth are the tools for the improvement of communities' and society's living conditions. In this context, according to FEMISE's studies, vocational training is the most promising sector.

In this vein, the Red Cross/Red Crescent may work in three main areas:

1. Keep advocating for humanitarian diplomacy in order to join forces at local level among different actors of both the public and private sector, so as to provide more and diverse training programmes to a larger number of communities - which could not only improve workplace insertion, but also stimulate employment creation.
2. Strengthen the network among National Societies at regional level and thus foster the exchange of best practices to be taken into account when planning new responses.
3. Underline, in the above mentioned programmes, the approach of autonomy promotion as one based on the enhancement of each person's skills and aspirations, as well as the incorporation of entrepreneurship skills as part of the process of self employment and training programmes, which stand as a must when aiming to counter unemployability.

In a time of economic crisis, the above mentioned elements may be the turning points for RC/RC National Societies and other entities to respond to a job market which is more and more competitive, and that requires a comprehensive – and creative – approach which proves to be better prepared to counter the constant changing dynamics that society at large is undergoing.

We will hereby introduce the main ideas presented in each session. All the presentation delivered by participants are available on the CCM website: www.cruzroja.es/ccm.

Opening session. “Building Nets: employability promotion in times of economic crises”

Chaired by:

- Mrs. Cristina Louro, Vice-President of the Portuguese Red Cross

Participants:

- Mr. Luis Edoardo Barbosa, President of the Portuguese Red Cross
- Mrs. Marta Corachán, Vice-President of the CCM

After welcoming participants, the speakers highlighted the importance of the theme of the Seminar. Mr. Barbosa underlined the essential need to professionalize education in order to match the offer to the new demand of the labour market, while Mrs. Corachán pointed out the global aspect of the actual economic crisis and the importance to find common solutions both at local and regional level, focus on individuals' and communities' capacity building as well as on humanitarian diplomacy to reduce vulnerabilities in a globalised world.

Session 1. The Euro-Mediterranean scenario: an overview

Chaired by:

- CCM, Ms. Marta Corachán, Vice-President

Participants:

- Femise (Euro-Mediterranean Forum of Economic Institutes), Dr. Constantine Tsakas, Economist
- OECD (Organization for Economic Co-operation and Development), Ms. Cristina Martinez, Senior Policy Analyst
- Minho University, Faculty of Social and Human Sciences, Ms. Ana Santos Pintos, Professor

FEMISE: 'Mediterranean Partner economies and the employment challenge'

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In the current scenario, education and vocational training have been identified by FEMISE as key tools to face the crisis, through the increase, for example, of 'second chance' schools for drop-outs.

Due to the mismatch between school qualification and real market needs, at regional level the need to improve education systems and vocational training for better employment results is a must.

Moreover, a common core of basic skills relating to business creation and management could be delivered at the end of the period of compulsory schooling. Vocational training centres, together with the professional insertion of women and youth are also mandatory as women are gradually becoming the main protagonists of rural economies in the region.

At national level the following were highlighted: the importance of supporting the creation of small business; increasing the productivity of

individual industries and the formalization of economy by integrating informal activities into formal economy.

For further information: www.femise.org

OECD LEED: 'Skills and Employment. Strategies for the Mediterranean Region: new sources of growth'

Ms. Cristina Martinez-Fernandez, after providing some regional data regarding population growth, youth unemployment, the ageing of population, the skills mismatches, adduced four new sources of growth:

- Knowledge economy, which refers to the use of knowledge technologies, such as knowledge engineering and knowledge management to produce economic benefits as well as job creation
- Green economy, that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. A green economy is an economic development model primarily based on sustainable development.
- Silver economy, one which is based on a specific industry regarding those areas related to the elders' necessities concerning new products/services to get a better quality of life.
- White economy, focused on the increased demand for health and care industries especially - but not exclusively- for the elderly, as the balance of population of the aged increases.

Ms. Martinez also underlined the need for integrated strategies for skills and employment at local level: local labour market information, anticipation and planning.

For further information: www.oecd.org

Minho University

Ms. Ana Santos Pintos highlighted the role of the EU policies and of the Euro-Mediterranean partnership in facing the economic crisis. She underlined the need of sharing the same principles and values and of building democratic institutions: it would be important to create an inclusive Euro-Mediterranean partnership aware of the particular needs at local level. She also identified several solutions to help facing the current crisis: supporting micro-credit and urban renewal, creating easier residence permits allowing education in Europe and simplify the equivalence of foreign qualifications.

For further information: www.ics.uminho.pt

Session 2. Impact of the economic crisis on the most vulnerable groups

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Chaired by:

- Portuguese Red Cross, Ms. Cristina Louro, Vice President

Participants:

- IFRC Europe Zone, Mr. Tore Svenning, Special Advisor on Humanitarian Diplomacy
- Ideiateca Consultores, Mr. Manuel Forjaz, Consultant

IFRC Europe Zone: Red Cross /Red Crescent Response to Economic Crisis

Mr. Tore Svenning gave participants an overview on how the economic crisis is perceived by the European RC National Societies and the IFRC, what are the sources of vulnerabilities (unemployment, loss of remittance, underinvestment in the social sector, financial insecurity) and which responses National Societies have been putting into place: continuation and expansion of existing programme activities (food, clothing, social assistance, support for medical attention), psycho-social support programmes, increasing role of and demand for cash, innovative partnership with utility companies, intensified policy dialogue with governments and international institutions.

For further information: www.ifrc.org

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Ideateca Consultores

Mr. Manuel Forjaz aimed to make participants ponder on the cyclic dimension of crisis: economic crisis have always been part of our history and society is used to surviving them and becoming stronger. In order to face the current crisis we need to know that civil society has sufficient resources to support the most vulnerable: it is essential to take advantages of the several free resources and guarantee distribution.

For further information: <http://ideiateca.com>

Session 3: Poverty reduction and Development Promotion

Chaired by:

- CCM, Ms. Amelia Marzal, Director

Participants:

- Portuguese Red Cross, Ms. Daniela Costa, Programme Coordinator of the "Portugal Mais Feliz" project
- 'La Caixa' Foundation, represented by Ms. Marina Arnau, Head of the Employment Programme, Spanish Red Cross in Catalonia
- IFRC Livelihood Resource Centre, Ms. Adriana Estrada, Officer
- Egyptian Red Crescent, Ms. Magda ElSherbiny, Director General
- Andorran Red Cross, Ms. Esther Pamies Lamarca, Social Intervention Volunteer
- French Red Cross, Mr. Pascal Charcossette, Programme Coordinator

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Portuguese Red Cross: 'Portugal mais Feliz' Project

The project 'Portugal mais Feliz', presented by Ms. Daniela Costa, aims to promote autonomy by supporting the most vulnerable social groups, enhancing their personal and social skills, and at improving their quality of life and economic, social and cultural inclusion; the promotion of school and professional education; the promotion of the inclusion in an active life through the support of job creation and entrepreneurship, of the creation of new small businesses that give rise to self-employment and jobs for unemployed people, of the use of micro-credit, of the actions promoting the empowerment of disadvantaged groups for the active search of a job.

For further information: www.cruzvermelha.pt

*'La Caixa' Foundation and the Spanish Red Cross in Catalonia:
'INCORPORA' Programme.*

Ms. Marina Arnau, Head of the Employment Programme of the Spanish Red Cross (partner of INCORPORA), presented the programme which is an initiative of "La Caixa" Foundation.

This project contributes to the improvement of the quality of life, especially of the most vulnerable, in view of a sustainable social change, through the workplace insertion in several enterprises. The majority of investments of the programme are destined to people at risk of social exclusion, mostly migrants and youth.

For further information: <http://obrasocial.lacaixa.es>

IFRC Livelihoods Resource Centre

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Ms. Adriana Estrada, IFRC Officer, presented the IFRC Livelihood Resource Centre, a very useful platform to find compiled information and share best practices. It includes four specific services: knowledge creation and sharing (general information about economic development, news and events, knowledge repository), policy and strategy (develop policy and strategic approaches to economic support and livelihoods programming), technical assistance (membership programme, volunteering, National Societies' expert support network – social network), capacity building (job aid, in person training, e-learning, economic development methodologies and tools).

For further information: www.livelihoodscentre.org

Egyptian Red Crescent

Ms. Magda El Sherbiny, Director General of the Egyptian Red Crescent, illustrated her National Society's strategy to promote employability and social inclusion. The Egyptian Red Crescent carried out several projects focused on vocational training (villages development project in Upper Egypt), women empowerment (vocational trainings, support of working girls, literacy classes, IT training, income generating projects), youth empowerment (workshops and seminars, national and international experiences, language and computer skills).

For further information: www.egyptianrc.org

Andorran Red Cross

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Ms. Esther Pamies Lamarca, a Social Intervention volunteer of the Andorran Red Cross, presented a project of labour counselling that her National Society is going to implement. The counselling will consist in an interview to the beneficiary to identify his objective and plan together a personal project.

For further information: www.creuroja.ad

French Red Cross

Mr. Pascal Charcossette, Programme Coordinator of the French Red Cross, gave participants an overview of the French RC strategy about employability and social inclusion based on both the socio professional

insertion of vulnerable groups in national enterprises and in the French Red Cross itself. The programme is implemented through assisted contracts, socio professional accompanying and insertion workshops.

For further information: www.croix-rouge.fr

Session 4: Empowerment of disadvantaged groups: autonomy promotion, scholar and vocational training, self employment

Chaired by:

- Animar Association, Mr. Carlos Ribeiro, Director and Project Consultant

Participants:

- Portuguese Association for Supported Employment, Mr. Augusto Sousa, President
- Agha Khan Foundation, Ms. Sandra Almeida and Mrs. Cristina Nunes, Community Development and Employability
- Capital Semente_Mina Project, Mr. Óscar Bernardes, Consultant
- Moroccan Red Crescent, Mr. Mohamed Assouali, Programme Coordinator
- Montenegro Red Cross, Ms. Marta Sjekloca, Programme Coordinator
- Hellenic Red Cross, Ms. Maria Michael and Mrs. Malama Nakopoulou, Social Welfare Department
- CASES (*António Sérgio Cooperative for Social Economy*), Mr. Antonio Curto

Portuguese Association for Supported Employment: 'Employment Network and Integrated Pathways: An example'

Mr. Augusto Sousa, President of the Portuguese Association for Supported Employment, presented an example of employment network and integrated pathways developed in Vale de Amoreira. He underlined the importance of networks among workers and enterprises and the essential role of the empowerment of vulnerable groups.

For further information: www.empregoapoiadopt.wordpress.com

Agha Khan Foundation: Community development and employability: some experiences from the Urban Community Support Programme K'CIDADE

Ms. Sandra Almeida and Mrs. Cristina Nunes, from the Agha Khan Foundation, presented the Urban Community Support Programme "K'cidade", which is focused on immigrants and minorities and aims at strengthening civil society and promoting diversity, pluralism and inclusion. The programme is based on a person centred approach, on the empowerment in leading one's own development process and on an active participation of local based stakeholders in finding solutions. The programme promotes self awareness by uncovering hidden knowledge and interests, planning personal "growth pathways", building autonomy, self reliance and capacity for collective action.

For further information: www.akdn.org/portugal

Capital Semente - Mina Projects for Women Entrepreneurship

Mr. Óscar Bernardes , from the Mina Projects, presented the programme and brought the witness of a beneficiary of the project. The Mina project aims at supporting women entrepreneurship: after having selected a group of women, the Mina project provides them with a course to empower their skills and capacities in order to support their professional projects.

For further information: www.capitalsemente.pt

Moroccan Red Crescent

Mr. Mohamed Assouali, Programme Coordinator of the Moroccan Red Crescent, presented the “Princesse Lalla Malika” Centre, dedicated to the professional education of the Red Crescent volunteers and medical staff. He underlined the essential role of education as a response to the actual economic crisis and a tool to support the creation of new jobs.

For further information: www.croissant-rouge.ma

Montenegro Red Cross

Ms. Marta Sjekloca, Programme Coordinator of the Montenegro Red Cross, presented the project “Support to displaced RAE population through education and health activities”. This project aims at supporting RAE population in the process of social integration, through reduction of social exclusion, and at contributing to the development of their social and

professional skills. It develops through the following actions: parents' information meeting about the procedures related to children's enrolment into school; transport of children to schools; provision of school kits and healthy snacks; organization of home visits of teacher to Roma children; cooperation with school and institutions; implementation of second chance education.

For further information: www.ckcg.co.me

Hellenic Red Cross

Ms. Maria Michael and Ms Malama Nakopoulou, staff of the Social Welfare Department of the Hellenic Red Cross, presented the projects "Diadromi" and "Entelehea" that aim at the social empowerment and integration of vulnerable groups in vocational training, economic, cultural and social life and at raising public awareness on social exclusion. They also presented the following initiatives: counselling and psycho-social support service, shelter for homeless people, centre for temporary accommodation for asylum seekers, multifunctional centre of social support and integration of refugees.

For further information: www.redcross.gr

CASES (António Sérgio Cooperative for Social Economy)

Mr. Antonio Curto, from CASES, presented the Microcredit National Programme, highlighting the importance of this tool in promoting entrepreneurship. The Portuguese Government is going to improve the

number of beneficiaries encouraging the development of new professional initiatives.

For further information: antoniocurto@cases.pt

During the afternoon, the Seminar's agenda included two parallel workshops:

- ✓ **Social Inclusion through employment**, held in French on the 15th and 16th of November and facilitated by Ms. Marina Arnau, Head of Employment Programme of the Spanish Red Cross in Catalonia.

Participants, divided into groups, were exposed to the drafting of an employment plan, putting into practice methodologies and tools promoting social inclusion. They had the opportunity to reflect on which objectives an employment plan should have, which target it has to address, which methodologies it has to apply and what kind of activities it has to include. During the activities, great value was given to the active participation of the attendants.

Ms. Arnau underlined how the beneficiaries could increase their social and professional skills with regards to the results of employability. Participants were also able to consider the essential value of education and professional training in avoiding social exclusion.

For further information: www.creuroja.org

- ✓ **Entrepreneurship promotion** held in English and facilitated by Mr. Miguel Alves, General Director of the IES (Institute of Social Entrepreneurship) on the 15th of November, and by Mr. Carlos Ribeiro of the ANIMAR Association on the 16th.

Mr. Miguel Alves, after having illustrated the activities of the IES, provided participants with some examples of non profit initiatives that succeeded in the market by applying market rules. Entrepreneurship is not a tool but a mindset that the no profit organisations have to assume to become more and more competitive on the market. In order to have an entrepreneurship mindset, non profit organisations need to share several solutions, compare them and identify the best ones.

In the same vein, Mr. Carlos vale Ribeiro underlined on the second day of the workshop the need to join forces among diverse entities in order to come up with feasible ideas concerning micro projects and sustainable businesses. We should all develop new perceptions towards the private sector since 'everything is social' and the incorporation of a 'private approach' to the social sector proves to be extremely useful. Being entrepreneurship a matter of attitude, action, will power and change, by linking those aspects to the social needs, participation and non-exclusion dynamics can be the key for the development of a social entrepreneurship which can help RC/RC National Societies and communities at large counter unemployability patterns as well as markets' lack of job opportunities.

For further information:

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Closing session:

- CCM, Ms. Marta Corachán, Vice-President
- Portuguese Red Cross, Ms. Cristina Louro, Vice-President

At the end of the Seminar, Ms. Marta Corachán and Ms. Cristina Louro lead participants to consider the importance of networking and partnership in finding common solutions to face the economic crisis.

The reason why organisations and associations that are not part of the International Red Cross/Red Crescent Movement were invited to take part in the seminar is the shared belief in the importance of disseminating and exchanging knowledge and information about different programmes on Employability and Social Inclusion. In fact, in some cases such organizations may have different approaches, and the exchange can be very enriching for both parties.

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At the end of the seminar participants received a CD compiling all the documents from each presentation delivered during the seminar, as well as further relevant documents provided by the speakers.

The content of speeches and other documents are available on the CCM website: www.cruzroja.es/ccm.

Barcelona, January 2012

ANNEX 4

List of Participants

Participants List_Mediterranean Seminar *Building Nets:employability promotion in times of crises*

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ANNEX 5

Photos









**CENTRE FOR THE COOPERATION
IN THE MEDITERRANEAN
PERMANENT OFFICE OF THE RED CROSS
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