



Document: Draft Local Action Plan
5th January 2010
Original: Italian

Rome Ist Local Action Plan

ACTIVE A.G.E. - Urbact II Thematic Network

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1. Introduction

Population ageing is affecting society at both national and at European level in many different ways. Moreover, in the coming decades, the size and the age-structure of Europe's population will undergo dramatic changes due to low fertility rates, continuous increase in life expectancy and the retirement of the baby-boom generation.

Ageing populations will pose major economic, budgetary and social challenges, that are expected to have a significant impact on growth and will probably lead to significant pressures to increase public spending, making it difficult for Member States to maintain sound and sustainable public finances in the long term. Worldwide, the proportion of mature people and the more aged is growing faster than any group. In the European Union Member States the share of over 64-year-olds will be 22% in 2025 (up from 17% in 2008) and the share of over 55 will be 31%, with peaks of 39% in Italy and 37% in Slovenia and Finland.¹

Demographic changes (such as increased longevity), and the phenomenon of a counter ageing society (that is a population that lives longer and feels younger)² present both challenges and opportunities to promote active ageing. While longer life expectancy entails the need to postpone retirement in order to guarantee the sustainability of the welfare system and citizens well-being, counteraging allows for the promotion of longer working lives, and the integration of various sources of income in old age. To achieve the goal of a longer working life, however, it is necessary to overcome the main barrier which is represented by age-related discrimination. The new welfare should also provide for very effective health systems in order to improve the working and living conditions of mature people. Finally, older people must be recognised as active citizens and must have their interests promoted as such – in the labour market, in health and care and in community activities and in the society.³ It means that policies need to be reviewed in order to tackle with these challenges. Planning policies aimed at empowering elderly people, economy could be strengthened avoiding the spreading of poverty and social exclusion conditions.

The socio-demographic framework emerging from the Municipality of Rome is very similar to that described above. More specifically, the background analysis has pointed out the problems related to the unemployment of people aged over 45, as well as the heterogeneity of this population target: comparing people aged 45 and 65 years it immediately comes into evidence that the reasons why they are out of the labour market can be quite different; that the needs they are facing at can have various nature; that the implications stemming from their condition are different.

¹ COM(2005) 94 final 16/03/2005: Green Paper “Confronting demographic change: a new solidarity between the generations”. SEC(2007) 238 final 11/05/2007: Europe’s demographic future: facts and figures.

² Cagiano de Azevedo R.(2004): “The European Welfare in a counter ageing society”, Kappa Edizioni, publication of articles presented at the international conference on active ageing, organized by the University La Sapienza of Rome. See also <http://eng.newwelfare.org/>.

³ See Activage, “Overcoming the barriers and Seizing the Opportunities for Active Ageing Policies in Europe”, Project funded by the European Community under the HPSE programme ‘Improving the Socio-Economic Knowledge Base’ (1998-2002).



For this reason, thinking about the development of a Local Action Plan on the subtheme “Age and Economy”, the identification of both specific population targets to whom address the actions and problems to be met is needed. When considering women, the main problem concerns the persistent spread of inactivity often due to family-care needs. It means that generally, in best cases, many women have experienced an early exit from the labour market to support family care needs; in worst cases they have never worked because, when they could and would have the opportunity to, the reconciliation of work and family was too difficult. On the other hand, there is the problem of those, mainly men, who have lost their job in a phase of their lifecourse when it is very difficult to re-enter into the labour market. Moreover this target of population is often low skilled, has a poor education and finds it difficult to identify its own training need.

2. Rome: focusing on the context in light of the current economic crisis

Rome, a city of about 3 million inhabitants, has an economy mainly oriented to the services sector. For this reason, the crisis, that at national level has had a strong impact on the industry sector, has delayed its effects on the Capital. A conjectural survey carried out during the 2008 by the ISAE (Institute for economic studies) in partnership with the Municipality of Rome has shown some interesting trends affecting businesses belonging to different production sectors. A growing negative assessment of the current economic situation as well as of its future development has been noticed. In the last three months of the 2008 the production activity has shown relevant decreases in all the main economic sectors. The businesses trust indicator has sharply drop down falling from 81,0 to 61,9. As a consequence of the global crisis the data noticed in 2008 on the number of businesses in the Capital are the worst over the last 10 years. More specifically, the businesses mortality rate, already increasing in 2007, has reached the 5,9% and at the same time the start-up rate in 2008 (7,8%) has been the lowest among those surveyed in the last 5 years. The sectors mainly hit by the global crisis are the trade, the building and the services areas.

A reason of concern is due to the impressive trend of ordinary and extraordinary lay-off (cassa integrazione) hours allowed by the National Institute for Social Security (INPS) starting from the second half of 2008 until the first quarter of 2009. The recourse to this measure represents an indicator of the difficulties that the businesses are facing at. Comparing the data of January 2009 with those of the same period in 2008, a severe escalation has to be pointed out. The number of extraordinary lay-off hours registered in May 2009 has grown of +972,6% if compared with the previous year. If we consider the time taken to complete the administrative cycle to have full access at this measure, it is reasonable to believe that the first difficulties have started emerging since the second half of 2008.

Moreover the well-known crisis of the Alitalia Airline has added to this context a further weight, noticed since March 2009, when the total number of lay-off hours allowed by INPS reached the pick of 2million and 818thousands (the previous year in the same month they were set at 14thousands). Other significant increases in the number of lay-off hours allowed have been registered in the mechanic, chemical and paper industries sector, as well as in the building and trade sector.



Rome is experiencing a stagnation phase at occupational level as an effect of the economic crisis. The total employment rate is stable at 49,2% while for women it is softly growing moving from 39,3% in 2007 to 39,7% in 2008. However, the Municipality of Rome has generally shown better trends in occupation than those registered at national level. It is mainly due to the relevant presence of immigrants who have set their residence in Rome, especially among women. But if we look at the unemployment trend we can observe that in 2008 the rate has reached a pick of 7%, marking a regression to the levels registered in 2006. The most relevant increase has been noticed among women, whose unemployment rate has moved from 7,1% in 2007 up to 9,1% in 2008. The number of people looking for a job is also growing, due to the lost of a previous occupation (45,1% vs 43% at national level). The forced exit from the labour market of this population is mainly due to both firing or mobility among regular employee and expiring of fix term contract among flexible/precarious workers. 85% of the jobs have been lost for these reasons. The number of people who have been fired in 2008 has counted an increase of +156% if compared with 2007.

The quota of women looking for a job coming from an inactivity condition is 12,3 points higher than the one registered among men. This fact could be explained as an effect of the important reduction of available family budget due to the unemployment of the main earner of the households. The need to counterbalance the lost of men salaries has driven many inactive women to enter the labour market. This could represent an indirect positive effect of the economic crisis in the Municipality of Rome that should be accompanied by adequate work and family reconciliation policy measures.

3. Focusing on policies at local level

In the light of all the overmentioned aspects, the policies adopted by the Municipality of Rome during last years have been oriented to two main intervention areas:

1. elderly workers (aged over-45) employment active policies, aimed at avoiding their exit from as well as at supporting their re-entry into the labour market;
2. active ageing policies aimed at engaging health and assistance services oriented to the elderlies who have problems of self-sufficiency and mobility.

Moreover, the Municipality of Rome has given a particular attention to permanent education and re-qualification training of workers aged over-45 to facilitate their re-entry in the labour market, through the following initiatives:

- a) the creation of two Labour Guidance Services (COL) and of an Employment front-office Desk ("Sportello lavoro over 40") aimed at giving a high quality consultancy to workers aged over-45;
- b) the development of a project of "Education for Adults" (Eda) to assess the training programs managed at local level as well as to integrate formal and informal education.

Active ageing policies seem to be characterized by interventions aimed at strenghtening and increasing the active citizenship and social participation of this target of population in order to guarantee a stronger social cohesion. In accordance to these aims, the Municipality of Rome



has also worked to develop a network of “daily centres” for weak elderly people (men and women over-60), who have reduced autonomy capabilities and need a help not replaceable by home care. These centres are oriented to prevent elderly people from psycho-physical diseases as well as from depression due to loneliness. These centres host a number of activities related to spare time, socialization and cultural needs. Moreover, this network is supported by an informative system called “Rete Penelope”, whose activities are mainly focused on giving advices and information to citizens to orient them at local level among the offer of services that can better fit their needs.

4. Guidelines

The guidelines inspiring the realization of this Local Action Plan can be summarized as follow:

- **to support to self-entrepreneurship as an active answer to problems related to social inclusion** of unemployed and inactive people, especially women, forced to abandon the labour market due to home-care needs (children and elderlies), to be realized through integrated actions aimed at:
 1. developing an entrepreneurial culture in the urban context of the Capital;
 2. supporting the new businesses in the start-up phase as well as *in itinere* activating consultancy services to strenghten the enprepreneurial activity;
 3. creating the basic conditions and formal cooperation protocols to facilitate the small businesses in the access to credit;
- **to make the most of both competencies and professional re-qualification** of those who are at risk of being forced out of the labour market or the ones that would wish to go back to work;
- **to improve the offer and the opportunities of information and training for citizens**, enhancing the quality of vocational guidance services as well as the planning of a development strategy through;
 1. **the streghtening of consultants’ competencies**;
 2. **the start-up of a close institutional cooperation** to make the most of those competencies spread among different social actors who are engaged in labour activie policies at local level;
 3. **the development of integrate informative systems** to favour the dissemination and sharing of knowledge;
- **to support the knowledge management and the dissemination in the territory of best practices** to improve both inclusion processes and the matching between supply and demand of work;
- **to stimulate the participation of the managing authorities and of the main primary and secondary stakeholders** in planning projects and in the assessment of measures and interventions included in the Local Action Plan 8Lap). The active involvement in this process of the managing authorities plays a crucial role in the creation of a sustainable Lap maximising its opportunities for funding.



5. Problem analysis

According to the analysis of the scenario described above, there are two main problems to which address the policies at local level:

1. the widely spread of inactivity among women aged 45-55 years due to family-care needs (children or parents/relatives);
2. unemployed men aged 45-55 years, who have lost their job or who are in mobility list due to the shut down or to the structural re-organization of companies and firms where they were employed.

As the conceptual map in figure 1 shows, the background analysis based on the baseline study as well as on a brainstorming session carried out with an équipe of experts has highlighted the connections between the core problems, their causes and effects. On the one hand, a lack in the entrepreneurial and self-employment culture has come into evidence, probably associated to the low social prestige that self employment solutions have in our society. Moreover, a high risk aversion emerged linked to the difficulties in access to credit. On the other side, a lack in qualified professional *ad hoc* training on businesses creation and management has been pointed out associated to a wide difficulty of unemployed workers in putting at stake their own capabilities. A further obstacle to self-employment solutions concerns the low professional profile of workers aged 50-60 years, who have also a low interest in training opportunities that otherwise could help them to update their skills and knowledge, preventing them from the risk to be forced out from the labour market.

Looking at the services supply system, a wide weakness of both vocational guidance services and assistance in competencies analysis comes into evidence. In fact, the consultants have often not an adequate knowledge of measures and means available at institutional level to answer to the need of their clients. Moreover, a weak communication strategy among social actors engaged in tackling with unemployment at different institutional levels put a further critical point on the table. It often happens that those unemployed elderly workers who would take advantage from these services are not aware of their existence. It means that the informative system does not work as it would do. Information, even if available, it is not easily accessible.

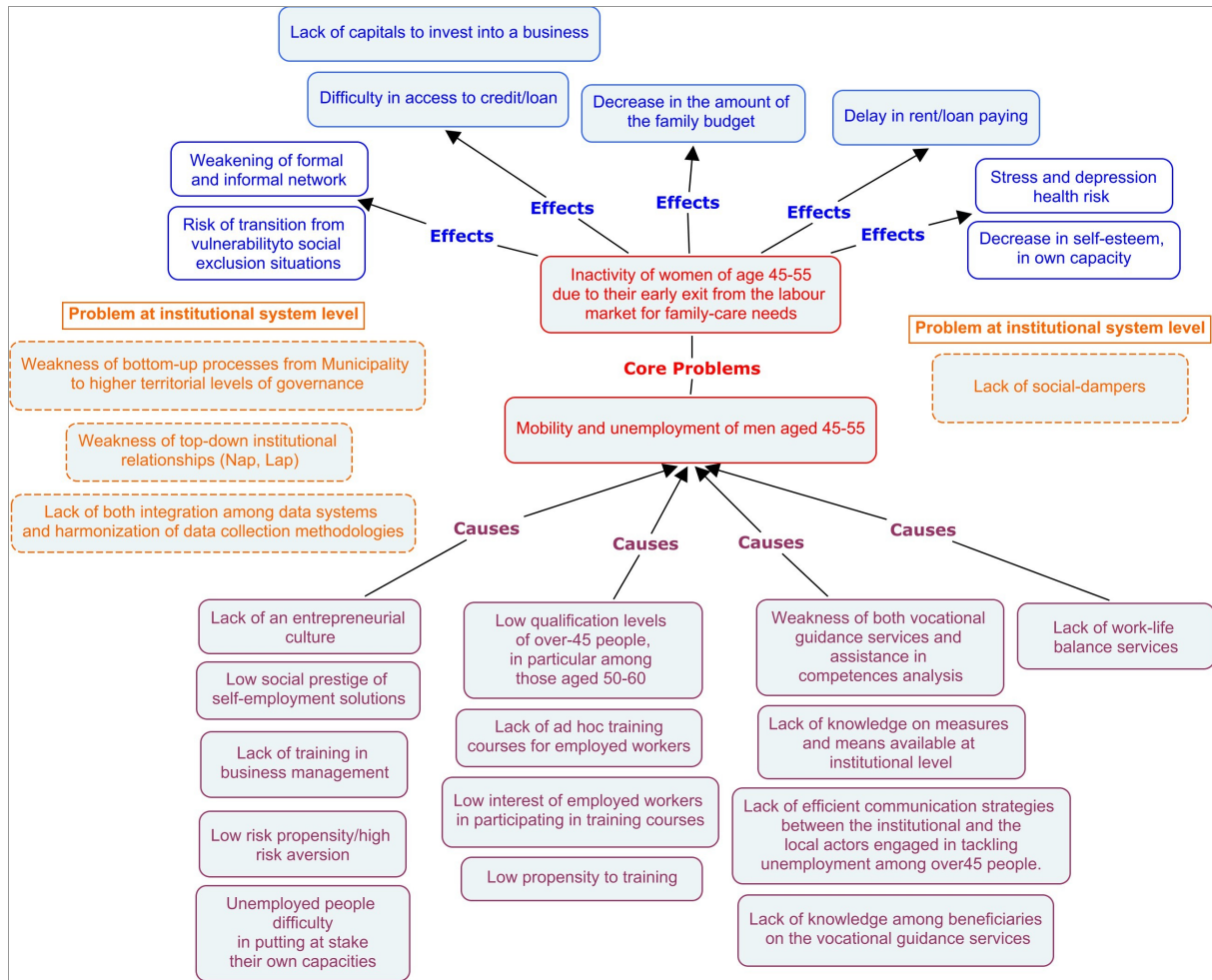
Then, when the structural level is considered, a weakness in activating both bottom-up and top-down processes among different institutional levels (for instance, the Municipality and the regional levels) come immediately into evidence. This problem affects also the informative networking system: in fact, the information is not shared among different level of governance and social actors, putting further obstacles to the abovementioned processes.

Finally, the inactivity condition widely spread among over 45 years women as well as the unemployment of men who have lost their job have a strong impact in terms of socio-economic condition of families: the decrease in the amount of budget available to the family can be followed by a growing difficulty in rent and loan paying; the lost of a job and the consequent decrease in self-esteem can bring stress and depression exposing unemployed



elderly workers at severe health risks; economic problems can weaken formal and informal relationships favouring the transition from vulnerability to social exclusion.

Figure 1: Problem tree



6. Objective, activities and target

Starting from the core questions identified in the problems analysis, the Local Action Plan has been focused on a specific population target aged 45-55 years at risk of being forced out or excluded at all from the labour market. Women are more affected by inactivity due to the need of coping with family care needs that can not be covered by efficient work-life balance services; men are more exposed to the risk of unemployment due to the shut down or the re-organization of companies. The main objectives to be reached are the following:

1. to develop a self-entrepreneurship culture and to support the creation of small businesses projects;



2. to foster the professional training and the re-qualification of unemployed workers to increase their occupability;
3. to strengthen the network of the Vocational Guidance Centres (Col) of the Municipality of Rome, with a specific attention to the actions oriented to sustain self-entrepreneurship, to act suitable communication strategies among the actors engaged at local level in the development of labour active policies.

In the following pages each overall goal will be specified with regard to a number of operative objectives. Each operative objective will be followed by its own lines of action as well as by outcome and output indicators foreseen to assess the activities developed and their impact on the quality of the project.

6.1. Objectives 1: Development of self-entrepreneurship

This first objective is articulated as follow:

- A. Fostering and sensibilization of the target population to an entrepreneurial culture aimed at experiencing innovative forms of creation of small businesses;
- B. Guidance and support to the creation of businesses as well as consultancy to companies in monitoring their needs and in building development strategies;
- C. Sensibilization/promotion of training on business management topics;
- D. Development of network to sustain self-entrepreneurship.

6.1.1. Action line A1:

Looking at the development of an entrepreneurial culture, open to self-employment and entrepreneurship, the vocational guidance centres of the Municipality of Rome should include the organization of training courses focused on business management for men and women aged 45-55 years.

6.1.1.1. Indicators of outcome

- n. of informative meetings
- n. of participants in the informative meetings by age, working condition, gender and level of education
- level of completeness, clearness, accuracy and timeliness of information given to the service's users
- coherence between the information given and those expected at individual level



6.1.1.2. Indicators of output

- n. of participants enrolled who have completed a course on the creation of small businesses
- n. of participants to courses who have started up a new small business
- n. of businesses started up by dimension and sector of activity
- satisfaction level on the service

6.1.2. Action line B1

Set up a front-desk inside the labour Vocational Guidance Centres (Col) specifically dedicated to businesses creation. This action is aimed at accompanying the new entrepreneurs in the start-up phase of the business as well as in the following steps, offering consultancy services concerning organization and financial support.

6.1.2.1. Indicators of outcome

- n. of daily contacts
- average time to answer to demand
- adequacy of spaces (according to current legislation)
- adequacy of means
- adequacy of furnitures
- adequacy of spaces dedicated to the service

6.1.2.2. Indicators of output

- satisfaction level on the service
- n. of businesses started up by dimension and sector of activity
- n. of businesses that have been supported by consultancy and guidance services offered by the centre (access to credit, professional re-qualification of employees, etc...)

6.1.3. Action line B2

Organization of an *in itinere* monitoring service for businesses to survey their needs and get a consultancy support going, when needed. The monitoring service is aimed to decrease the mortality of new businesses and support them to stay on the market.

6.1.3.1. Indicators of outcome

- n. of businesses monitored after the start-up phase



6.1.3.2.

Indicators of output

- businesses ability to stay on the market
- businesses birth rates/employees widening/dead rates
- satisfaction level on the monitoring service

6.1.4. Action line C1

Set up a regularly updated and fully available data-bank on training courses supply related to self-entrepreneurship and businesses management, shared among the network of Labour Vocational Guidance Centres (Col).

6.1.4.1.

Indicators of outcome

- n. of daily accesses to data bank
- n. of participants to courses by age, working condition, gender and level of education
- n. of daily updating of the data bank
- level of accessibility of the data bank in terms of completeness of information, usefulness perceived, data updating, thematic classification and territorial distribution
- informative system safety level and data protection

6.1.4.2.

Indicators of output

- n. of contacts reached through the activity of dissemination of the training supply
- n. of businesses started-up by dimension and sector of activity
- users satisfaction level on the service

6.1.5. Action line C2

Outreach strategy to contact the population target based on a close cooperation among the main actors working on field (schools, Hospitals, Municipalities, means of transport, etc..) and the use of new technologies (for instance: Gis systems to create a territorial informative system).

6.1.5.1.

Indicators of outcome

- n. of actors engaged in the project at local level

6.1.5.2.

Indicators of output

- n. of contacts reached through the GIS system
- users satisfaction level on the service



6.1.6. Action line D1

Definition of protocols and agreements of close cooperation with local partners that, as a core business, support companies and self-entrepreneurship through consultancy services to favour the access to credit (Unionfidi) and the project management (Bic lazio).

6.1.6.1. Indicators of outcome

- n. of protocols/agreements with subjects interested in the activities
- financial resources allocated for businesses creation

6.1.6.2. Indicators of output

- n. of businesses started-up by dimension and sector of activity
- users of satisfaction level on the networking service

6.2. Objective 2: Professional re-qualification of unemployed workers and inactive women"

The professional re-qualification of unemployed workers includes the achievement of the following operative objectives:

- A. Re-qualification and knowledge updating training courses specifically dedicated to unemployed workers who are, or who are not, beneficiaries of lay-off hours.
- B. Accomplishment of vocational guidance assistance to support the population target (unemployed workers and individuals looking for a job) in finding its own way among the training courses supply available at local level.

6.2.1. Action line A1

Organization of certified re-qualification and knowledge updating courses carried out by the Labour Vocational Guidance centres (Col) of the Municipality of Rome.

6.2.1.1. Indicators of outcome

- n. of training courses realized
- n. of participants to training courses by age, working condition, gender and level of education
- perceived quality of lecturers
- quality of the teaching material offered to participants
- quality of teaching methodology

6.2.1.2. Indicators of output

- n. of unemployed workers who have attended courses and have found a job



-
- n. of inactive people who have started looking for a job and have found it, after attending a training course
 - n. of workers who have gone back to work in re-qualified activities
 - level of improvement and specialization of knowledge learned within the courses
 - users satisfaction level

6.2.2. Action line B1

Organization of informative seminars carried out by Labour Vocational Guidance centres (Col) of the Municipality of Rome to support unemployed workers in finding the most suitable training course according to their own needs,

6.2.2.1. Indicators of outcome

- n. of informative seminars
- n. of participants attending seminars by age, working condition, gender and level of education
- adequacy of spaces (according to current legislation)
- adequacy of means
- adequacy of furnitures
- adequacy of spaces dedicated to the service
- completeness of information given
- quality and updating of information given
- adequacy of seminars length
- communication strategies adopted to disseminate the timetable of the informative seminars

6.2.2.2. Indicators of output

- n. of participants attending seminars who have found a job by a year
- n. of participants attending seminars who have asked for a job vocational guidance consultancy
- users satisfaction level

6.3. Objective 3: Development of the Job Vocational Guidance Centres (Col) of the Municipality of Rome

The strengthening of the services offered by the Labour Vocational Guidance Centres of the Municipality of Rome is focused on the following two operative objectives:

- A. Development of a strategy of knowledge management to support services aimed at giving advice on the opportunities available on the labour market;
- B. Improvement of knowledge and exchange of experiences among actors engaged at local level in labour active policies.



6.3.1. Action line A1

Structural revision (logical and phiciscal) of the data-bank of the Labour Vocational Guidance Centres (Col)

6.3.1.1. Indicators of outcome

- n. of daily updating of the data bank
- level of accessibility of the data bank in term sof completeness of information, perceived usefulness, data upgrade, thematic classification and territorial distribution

6.3.1.2. Indicators of output

- Users satisfaction level
- n. of competencies analysis per consultant
- n. of users who have found a job after having received the vocational guidance support

6.3.2. Action line A2

Set up qualified training courses oriented to vocational guidance consultants working in the Col in the Municipality of Rome, to strenghten their competencies and knowledge on both the way to access to the available means rooted in the local active and passive labour policies and the way to suggest to their clients the most suitable measure or means to overcome their situation. They will make experience of building a competencies analysis and of knowledge sharing.

6.3.2.1. Indicators of outcome

- n. of training courses
- n. of participants attending courses (consultants of the Cols)

6.3.2.2. Indicators od output

- level of improvement and specialization of knowledge learned within the courses
- perceived quality of lecturers
- quality of teaching materials offered to participants
- quality of teaching methodology
- users satisfaction level



6.3.3. Action line B1

Definition of a communication plan to develop networks and knowledge sharing among actors engaged in the development of active labour policies at local level.

6.3.3.1. Indicators of outcome

- differentiation of the population target who should be reached by information
- differentiation of action types and communication ways
- coherence level of the strategic communication plan
- adequacy of compatibility between the communication plan and the action to develop

6.3.3.2. Indicators of output

- n. of actions completed by the timetable of the communication plan
- communication plan impact on labour market policies (% share of Col users, level of dissemination of the information among social actors engaged in labour policies at local level)

6.3.4. Action line B2

Set up a web portal hosting some main best practices on this field. In this way, this virtual space could represent the best place where sharing one's own knowlegde among the social actors engaged on this field of action.

6.3.4.1. Indicators of outcome

- n. of case studies described
- interaction level amoong the networks created (reciprocal access to data banks, n. of regular meeting among responsible of the structures)
- n. of updating of the web portal
- level of accessibility of the web portal in terms of completeness of information, level of usefulness perceived by the network actors, data upgrading, thematical classification and territorial distribution

6.3.4.2. Indicators of output

- n. accesses to the web portal
- users satisfaction level



7. Resources and Fund Raising

The following table shows the priorities of the local action plan and the funding programs from which to find resources to the economic sustainability of the plan.

Active AGE Sub themes	Operative objectives	Funding Programms	Funding procedures	Timing
AGE AND ECONO- MY	Development of self-entrepreneurship			
	Promotion of business culture to experience innovative forms of self – entrepreneurship	EIP - Entrepreneurship and innovation programme	Call for Proposal	To be defined
		PROGRESS Programm	Call for Tenders VT/ 2009/022 <i>PES to PES Dialogue</i> Call for Proposal	Deadline 6 months from 06/01/2010 opening of tenders: not before 15/01/2010 To be defined
		FSE Lazio Region Axis 1 – Adactability Objective 3	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP, interprofessional funds and law n° 236/93	To be defined
	Guidance and support to the creation of businesses as well as consultancy to companies in monitoring their needs and in building development strategies	EIP - Entrepreneurship and innovation programme	Call for Proposal	To be defined
		PROGRESS Programm	Call for Tenders VT/ 2009/022 <i>PES to PES Dialogue</i> Call for Proposal	Deadline 6 months from 06/01/2010 opening of tenders: not before 15/01/2010 To be defined



		FSE Lazio Region Axis 2 –Employabil- ity. Objective 1	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP	To be defined
		FSE Lazio Region Axis 4 –Human Cap- ital. Objective 1	Global grants Innovative actions Complementarity with the European Program for Employ- ment and Social Solid- arity and the Daphne Programm	To be defined
	Promotion of training on business management topics	EIP - Entrepreneur- ship and innovation programme	Call for Proposal	To be defined
		PROGRESS Pro- gramm	Call for Tenders VT/ 2009/022 <i>PES to PES Dialogue</i> Call for Proposal	Deadline 6 months from 06/01/2010 opening of tenders: not before 15/01/2010 To be defined
		FSE Lazio Region Axis 2 – Employabil- ity. Objective 1	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP	To be defined
		FSE Lazio Region Axis 4 –Human Cap- ital. Objective 2	Global grants Innovative actions Complementarity with the European Program for Employ- ment and Social Solid- arity and the Daphne Programm	To be defined
	Development of network to	EIP - Entrepreneur- ship and innovation	Call for Proposal	To be defined



	sustain self-entrepreneurship	programme		
		PROGRESS Programm	Call for Tenders VT/ 2009/022 <i>PES to PES Dialogue</i> Call for Proposal	Deadline 6 months from 06/01/2010 opening of tenders: not before 15/01/2010 To be defined
		FSE Lazio Region Axis 4 –Human Capital. Objective 3	Global grants Innovative actions Complementarity with the European Program for Employment and Social Solidarity and the Daphne Programm	To be defined
	Fostering professional re-qualifying training of unemployed workers of age 45-55			
	Re-qualification and knowledge updating training courses specifically dedicated to unemployed workers	LLP Program Leonardo da Vinci Multilateral projects Priority 3 - Develop professional competencies according to the needs of the labour market	Call for Proposal	Deadline 26 February 2010
		LLP Program Grundtvig Priority 6 - Teaching and learning for elderly people	Call for Proposal	Deadline 26 February 2010
		FSE Lazio Region Axis 4 –Human Capital. Objective 2	Global grants Innovative actions	To be defined



			Complementarity with the European Program for Employment and Social Solidarity and the Daphne Programm	
		FSE Lazio Region Axis 1 – Adactability Objective 1,3	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP, interprofessional funds and law n° 236/93	To be defined
		FSE Lazio Region Axis 2 – Employability. Objective 3	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP	To be defined
	Accomplishment of vocational guidance assistance to support the population target in finding its own way among the training courses supply available at local level.	EIP - Entrepreneurship and innovation programme	Call for Proposal	To be defined
		PROGRESS Programm	Call for Tenders VT/ 2009/022 <i>PES to PES Dialogue</i> Call for Proposal	Deadline 6 months from 06/01/2010 opening of tenders: not before 15/01/2010 To be defined
		FSE Lazio Region Axis 2 – Employability. Objective 1	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP	To be defined
		FSE Lazio Region Axis 4 –Human Capital. Objective 2	Global grants Innovative actions Complementarity	To be defined



			with the European Program for Employment and Social Solidarity and the Daphne Programm	
	Development and improvement of vocational guidance services			
	Development of a strategy of knowledge management for vocational guidance services	LLP Program Leonardo da Vinci Multilateral projects Priority 3 - Develop professional competencies according to the needs of the labour market	Call for Proposal	Deadline 26 February 2010
	Development of knowledge and exchange between local actors engaged in labour active policies	FSE Lazio Region Axis 4 –Human Capital. Objective 3	Global grants Innovative actions Complementarity with the European Program for Employment and Social Solidarity and the Daphne Programm	To be defined
		FSE Lazio Region Axis 1 – Adactability Objective 3	Global grants Innovative actions Complementarity with FERS, FEARS, II FEP, interprofessional funds and law n° 236/93	To be defined

8. Timetable



The timing of implementation of activities of the Local Action Plan are of 18 months, considering the time necessary to implement the GIS platform. The times were calculated using 20 days per month.

	Actions	Duration
1	Informative seminars	120 days
2	Self-entrepreneurship window	300 days
3	COL Database	160 days
4	Web Portal	160 days
5	Implementation of GIS	360 days
6	Users Training	120 days
7	Counselors Training	60 days
8	Communication	360 days

9. Budget

We assume that the total cost of project actions broken down by individual activities or items of expenditure is of € 300,000.00.

Project Costs		
	Expenditure Items	Total
1	Informative seminars	€ 2.000,00
2	Self-entrepreneurship window	€ 5.000,00
3	COL Database	€ 10.000,00
4	Web Portal	€ 15.000,00
5	Implementation of GIS	€ 150.000,00
6	Users Training	€ 30.000,00
7	Counselors Training	€ 20.000,00
8	Communication	€ 50.000,00
9	External expertise	€ 18.000,00
10	Other operating costs	€ 0,00
Total		€ 300.000,00

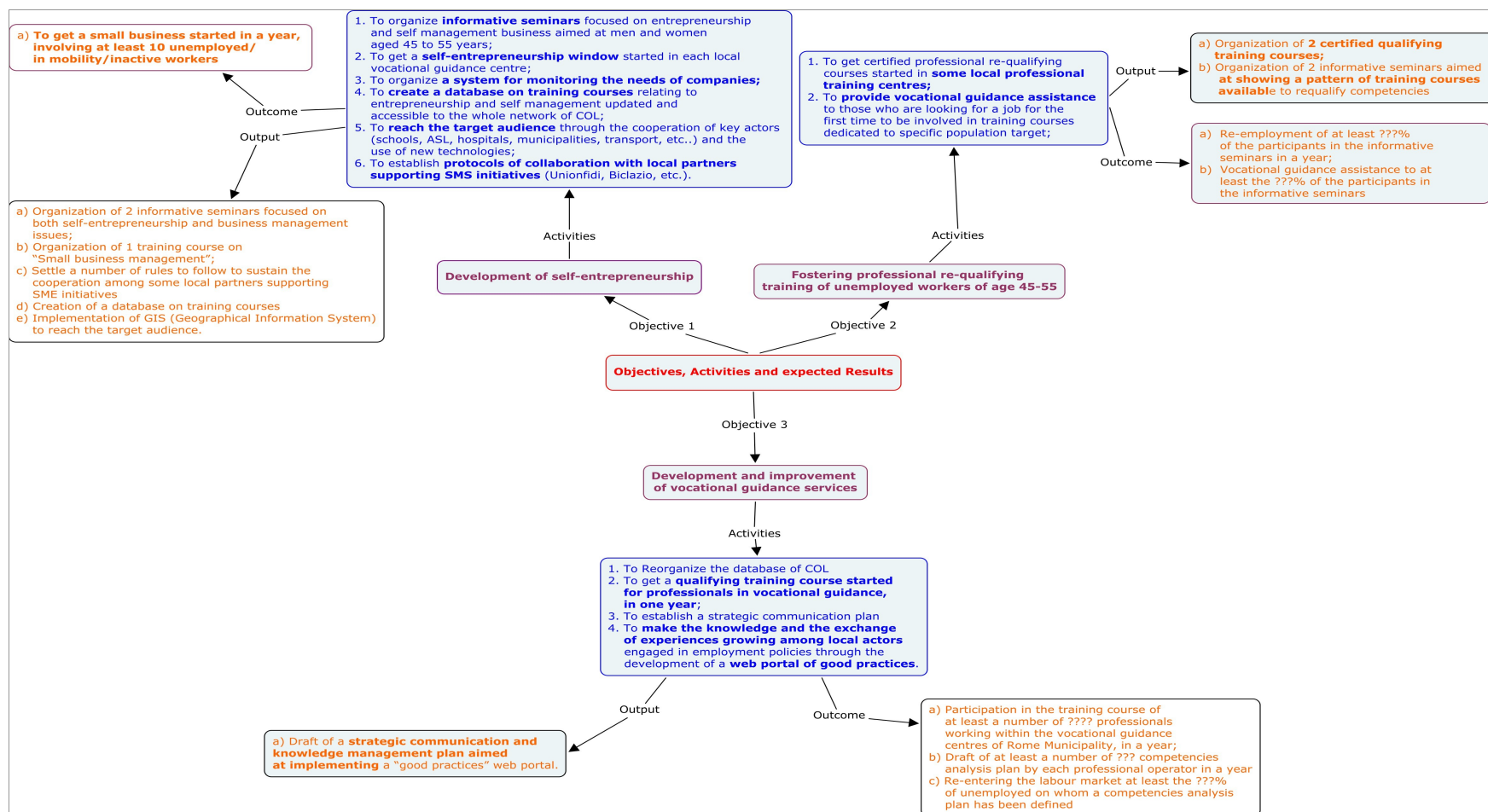




Figure 2 – Objectives, activities and expected results

APPENDIX

Summary table of the objectives, action lines and indicators of outcome and output

Objective 1	Operative objectives	Action Line	Indicators of outcome	Indicators of output
Development of self-entrepreneurship (target: men and women of age 45 – 55)	A - Fostering and sensibilization of the target population to an entrepreneurial culture aimed at experiencing innovative forms of creation of small businesses	A1 – Organization of informative seminars focused on entrepreneurship and self management business aimed at men and women aged 45 to 55 years;	<ul style="list-style-type: none"> - n. of informative meetings - n. of participants in the informative meetings by age, working condition, gender and level of education - level of completeness, clearness, accuracy and timeliness of information given to the service's users - coherence between the information given and those expected at individual level 	<ul style="list-style-type: none"> - n. of participants enrolled who have completed a course on the creation of small businesses - n. of participants to courses who have started up a new small business - n. of businesses started up by dimension and sector of activity - satisfaction level on the service
	B - Guidance and support to the creation of businesses as well as consultancy to companies in monitoring their needs and in building development strategies	B1 - To get a self entrepreneurship front desk started in each local vocational guidance centre; B2 – Organization of an itinere monitoring service for businesses to survey their needs and get a consultancy support going, when needed.	B1 - Front desk dedicated to businesses creation <ul style="list-style-type: none"> - n. of daily contacts - average time to answer to demand - adequacy of spaces (according to current legislation) - adequacy of means - adequacy of furnitures - adequacy of spaces dedicated to the service 	B1 - Front desk dedicated to businesses creation <ul style="list-style-type: none"> - satisfaction level on the service - n. of businesses started up by dimension and sector of activity - n. of businesses that have been supported by consultancy and guidance services offered by the centre (access to credit, professional re-qualification of employees, etc...)



				<p>B2 - Organization of an <i>in itinere</i> monitoring service for businesses</p> <ul style="list-style-type: none"> - n. of businesses monitored after the start-up phase <p>C1 - Data bank on training courses</p> <ul style="list-style-type: none"> - n. of daily accesses to data bank - n. of participants to courses by age, working condition, gender and level of education - n. of daily updating of the data bank - level of accessibility of the data bank in terms of completeness of information, usefulness perceived, data updating, thematic classification and territorial distribution - informative system safety level and data protection <p>C2 - Strategy to contact the population target</p> <ul style="list-style-type: none"> - n. of actors engaged in the project at local level 	<p>B2 - Organization of an <i>in itinere</i> monitoring service for businesses</p> <ul style="list-style-type: none"> - businesses ability to stay on the market - businesses birth rates/employees widening/dead rates - satisfaction level on the monitoring service <p>C1 - Data bank on training courses</p> <ul style="list-style-type: none"> - n. of contacts reached through the activity of dissemination of the training supply - n. of businesses started-up by dimension and sector of activity - users satisfaction level on the service <p>C2 - Strategy to contact the population target</p> <ul style="list-style-type: none"> - n. of contacts reached through the GIS system - users satisfaction level on the service
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C - Sensibilization/promotion of training on business management topics

C1 – Creation of a data bank on training courses relating to entrepreneurship and self management updated and accessible to the whole network of COL;

C2 - To reach the target audience through the cooperation of key actors (schools, ASL, hospitals, municipalities, transport, etc..) and the use of new technologies;



	D - Development of network to sustain self-entrepreneurship	D1 – to establish protocols of collaboration with local partners supporting SMS initiatives (Unifidi, Biclazio, etc.).	<ul style="list-style-type: none"> - n. of protocols/agreements with subjects interested in the activities - financial resources allocated for businesses creation 	<ul style="list-style-type: none"> - n. of businesses started-up by dimension and sector of activity - users of satisfaction level on the networking service
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Objective 2	Operative objectives	Action Line	Indicators of outcome	Indicators of output
Fostering professional re-qualifying training of unemployed workers of age 45-55 (target: men and women of age 45 – 55)	A - Re-qualification and knowledge updating training courses specifically dedicated to unemployed workers	A1 - Organization of certified re-qualification and knowledge updating courses carried out by the Labour Vocational Guidance centres (Col) of the Municipality of Rome.	<ul style="list-style-type: none"> - n. of training courses realized - n. of participants to training courses by age, working condition, gender and level of education - perceived quality of lecturers - qualità of the teaching material offered to participants - quality of teaching methodology 	<ul style="list-style-type: none"> - n. of unemployed workers who have attended courses and have found a job - n. of inactive people who have started looking for a job and have found it, after attending a training course - n. of workers who have gone back to work in re-qualified activities - level of improvement and specialization of knowledge learned within the courses - users satisfaction level
	B - Accomplishment of vocational guidance assistance to support the population target in finding its own way among the training courses supply available at local level.	B1 - Organization of informative seminars carried out by Labour Vocational Guidance centres (Col) of the Municipality of Rome	<ul style="list-style-type: none"> - n. of informative seminars - n. of participants attending seminars by age, working condition, gender and level of education - adequacy of spaces (according to current legislation) - adequacy of means - adequacy of furnitures - adequacy of spaces dedicated to 	<ul style="list-style-type: none"> - n. of participants attending seminars who have found a job by a year - n. of participants attending seminars who have asked for a job vocational guidance consultancy - users satisfaction level



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			<p>the service</p> <ul style="list-style-type: none"> - completeness of information given - quality and updating of information given - adequacy of seminars length - communication strategies adopted to disseminate the timetable of the informative seminars 	
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Objective 3	Operative objectives	Action Line	Indicators of outcome	Indicators of output
Development and improvement of vocational guidance services	A - Development of a strategy of knowledge management for vocational guidance services	<p>A1 – Structural revision (logical and phiciscal) of the data-bank of the Labour Vocational Guidance Centres (Col)</p> <p>A2 - Set up qualified training courses oriented to vocational guidance consultants working in the Col in the Municipality of Rome</p>	<p>A1 - Structural revision of the COL data-bank</p> <ul style="list-style-type: none"> - n. of daily updating of the data bank - level of accessibility of the data bank in term of completeness of information, perceived usefulness, data upgrade, thematic classification and territorial distribution <p>A2 - Training courses oriented to vocational guidance consultants</p> <ul style="list-style-type: none"> - n. of training courses - n. of participants attending courses (consultants of the Cols) 	<p>A1 - Structural revision of the COL data-bank</p> <ul style="list-style-type: none"> - Users satisfaction level - n. of competencies analysis per consultant - n. of users who have found a job after having received the vocational guidance support <p>A2 - Training courses oriented to vocational guidance consultants</p> <ul style="list-style-type: none"> - level of improvement and specialization of knowledge learned within the courses - perceived quality of lecturers - quality of teaching materials offered to participants - quality of teaching methodology



				- users satisfaction level
	B - Development of knowledge and exchange between local actors engaged in labour active policies.	<p>B1 - To establish a strategic communication plan</p> <p>B2 - Set up a web portal hosting some main best practices in the field of labour active policies</p>	<p>B1 – Definition of a communication Plan</p> <ul style="list-style-type: none"> - differentiation of the population target who should be reached by information - differentiation of action types and communication ways - coherence level of the strategic communication plan - adequacy of compatibility between the communication plan and the action to develop <p>B2 - Web Portal</p> <ul style="list-style-type: none"> - n. of case studies described - interaction level among the networks created (reciprocal access to data banks, n. of regular meeting among responsible of the structures) - n. of updating of the web portal - level of accessibility of the web portal in terms of completeness of information, level of usefulness perceived by the network actors, data upgrading, thematical classification and territorial distribution 	<p>B1 – Definition of a communication Plan</p> <ul style="list-style-type: none"> - n. of actions completed by the timetable of the communication plan - communication plan impact on labour market policies (% share of Col users, level of dissemination of the information among social actors engaged in labour policies at local level) <p>B2 - Web Portal</p> <ul style="list-style-type: none"> - n. accesses to the web portal - users satisfaction level

