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STRATEGIC PARTNERSHIP IN THE FIELD OF VOCATIONAL EDUCATION AND TRAINING

PACETRaining

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A communication strategy to help SN employability



What was developed in PACETRAINING

The consortium of the Project developed a series of deliverables that will ensure to every potential interested party, **key information** regarding the employability of SN individuals.

This presentation objective is to share the tools and efforts made by the Partnership to help raise the employability of SN people.



Our key message to pass employers based on research

A company paying attention to the needs and the difficulties of its employees, respecting their differences, is more competitive, attracts more easily talented young people and increases the trust in customers and other interlocutors that are aware of dealing with a responsible corporation.



OUR COMMUNICATION EFFORTS

Our **Online** communication strategy followed this main axis:

Type of Activity	Primary aim
ONLINE	
Project Website	To present the benefits of hiring SN People. /Online Platform where communication tools will be available
Videos	Audiovisual tool to raising awareness on the added value that hiring SN people has in a company.
Project LinkedIn	Point of contact with potential employers, where all partners post information on the benefits of hiring SN People, such as: articles, videos, etc.
Partners Social Media	Point of contact with potential employers, where all partners post information on the benefits of hiring SN People, such as: articles, videos, etc.



OUR COMMUNICATION EFFORTS

Our **Offline** communication strategy followed this main axis:

Type of Activity	Primary aim
OFFLINE	
Face to face meetings with companies in the field of Tourism and Culinary Arts.	Presentation of the “Pacetraining Kit to employers”, showing the benefits of hiring SN People. / Create Network
Events and conferences attended by all partners.	Create Network and collaboration with Companies in the field of Tourism and Culinary Arts
Workshops	To raise awareness at a local/national level about the social inclusion options of SN people.
Leaflet	To reach interested stakeholders presenting them the benefits of the hiring of SN people.



To reach employers

The consortium efforts to reach employers was cross-sectorial and through different tools.

We synthesize here some of the resources available to everyone to raise SN employability.



Promotional Leaflet:



ABOUT THE PROJECT

The Project aims to counteract the dependency people with special needs have on their family to support them. This will be done by promoting the active citizenship of the targeted group by acquiring skills which they may use for the labour market, in this case the project will focus in the culinary arts and hotel services field.

To reach this goal, the main activities the core activities the project will design are:

- Design and piloting of a friendly training path based on learning outcomes addressed to people with special needs
- Design and piloting of an ECVET friendly training path addressed to Trainers
- Design and delivery of a strategic communication campaign addressed to Companies
- Identification of the necessary condition to replicate the Pacetraining model outside the project partnership.

DO YOU KNOW THAT...

- Many employers report that their **staff team morale increases** as a result of working with their colleagues with a learning disability.

- Employees with a learning disability stay with one employer for a longer time than most other employees, and take less time off work. This **saves time and money for employers.**

- 77% of the public **think more highly** of companies that make an extra effort to employ people with a disability.

- Your staff are likely to respond well to a more **diverse team**, particularly if they are given the chance to "buddy" or line manage the person.

- Providing equal opportunities for people from all background is **key to company's ethos.**

- Improvement of the business atmosphere: a common orientation toward the disabled person inclusion increases the **sense of belonging** to a group and creates a real improvement of work relations.

CONSORTIUM

The Project involves the cooperation of 5 partners from 5 different European Countries, each with previous expertise in the field and willing to upskill their competence to work with people with special needs:

- AFP Colline Astigiane from Italy as the coordinator of the project.
- VHS Cham from Germany
- CECE from Spain
- Briedriba Malpis Tautskola from Latvia
- Ammattiopisto Live from Finland

www.pacetraining.eu



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List of Companies:

- ***More than 120 companies to push SN employability***

To present our resources and potentiate the labour insertion of SN individuals.

List of SN institutions:

- ***More than 50 SN institutions***

To present to any interested Company in hiring a SN individual in the partners countries.



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Thank you very much!