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**STRATEGIC PARTNERSHIP IN THE FIELD OF
VOCATIONAL EDUCATION AND TRAINING**

PROJECT

PACETRAINING

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**I.O. 3 Design, planning and implementation ad
hoc communication strategy addressed to
Companies**



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1) INTRODUCTION

This research focuses on how employing people with special needs provides an added value to the company's overall organisation, and act as a natural team building process. In this way, this theme focuses in the Corporation Social Responsibility and how important is for the company and for the employees, the integration of people with special needs (SN). A number of studies demonstrate that employing people with special needs provides benefit to companies overall organisation, and act as a natural team building process. Such researches however, also show that a limited number of companies understand the benefits arising from employing special needs.

This project aims at designing an ad hoc awareness raising and communication strategy targeted at companies with, as a key message, the benefit for them and the overall social benefits, such as improvement of the quality of life for SN and their families, social and health care costs reduction and especially, social inclusion.

First theme of the research is about the definition of Corporate Social Responsibility, and the implementation of this concept in the EU Agenda. Then we try to explain the normative definition of disabled person, we focus on the definition given by international organisations such as OMS and UN. The obligation in accordance with the local and national law for the employment of disabled people is another subject of this research, where we talk about the different normative of each country that participates in this project. The law about the equality of treatment is another topic we talk in this research.

Then we focused more on the benefits for the company and for the employees on how important is the employment and the integration of people with special needs. Our research also tries to explain how to create a teamwork, after the integration of special needs people, this topic we talk about in the Risks and impedimental to meet people with special educational needs.

The final themes of this research are about employment stats of the labour market in each of the partner countries.

All this final report, has a previous background of researching from each country whose member in this project.

2) CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate social responsibility is defined by the Communication of the European Committee of 25th October 2011 it refers to companies voluntarily going beyond what the law requires to achieve social and environmental objectives during the course of their daily business activities. The initiatives of CSR arise from the commitment of the respective company and are based on initiative and personal responsibility. How a company assumes its social responsibility depends on the industry, the size and the markets in which the company operates. Today companies are expected not only to be committed to CSR, but also to demonstrate that they live up to their responsibilities, this means adopting a corporate policy that knows as to conciliate the economic aims with the social and environmental ones, in a perspective of future sustainability. The social responsibility includes internally the management of human resources, rights of the workers, health and safety at work, the management of natural resources and effects on the environment, and externally the local communities, the customers, the consumers, the respect of human rights and the environmental and social expectations. In times of digitization and worldwide availability of information, companies are potentially under permanent surveillance and unable to escape the demand for CSR or the evaluation of their activities, this raises the challenge of demonstrating social responsibility with words and actions.

The Corporate social responsibility is therefore referable to several aspects and activities about four areas of intervention of the corporation:

1. At the workplace, the corporation should adopt specific policies about HR that contributes to improve the working conditions: making easier the reconciliation with the private life; guarantee more safety in health and welfare terms; facilitate the access to categories of disabled workers and consider the growth and the satisfaction of the worker.
2. For the market can be adopted policies for a responsible management of the supplying chain. They can make ethical choses for the supply of products or services and the communication.
3. For the community and the territory interventions to support the research, the economic and cultural growth, the employment and social integration can be carried out.
4. Concerning about the environment, corporations can act with responsibility reducing the energy consumption, using waste disposal and recycle that protect the environment, favoring virtuous suppliers paying attention to the environmental impact and the related innovations.

The EU included CRS on the agenda since the Lisbon European Council of March 2000 as one of the strategic instrument to realize a more competitive and cohering society and to modernize and strengthen the European social model. In the Green Book of the European Committee, published in 2001, the social responsibility was defined as "The voluntary integration of the social and environmental concerns of the corporations in their business and relationships with the involved parts." The new definition is included in the

revision of the European strategy about the corporate social responsibility 2011-2014 as added value of some standards of the “responsible corporations” to relaunch the European economic and social growth.

3) NORMATIVE DEFINITION OF DISABLED PERSON.

The disability (or handicap) is the condition of a person who, because of one or more disablements, has a reduced ability to interact with the social environment, therefore he/she is less independent in daily activities and he/she is often disadvantaged to take part in social life.

It does not exist an univocal definition of the word, even if the concept of disability was discussed during the UN Convention for the rights of disabled people, drawing up a final document approved by the General Assembly of 25th August 2006.

The International Classification of Impairments Disabilities and Handicaps of 1980 of the OMS distinguished:

- Impairment defined as loss or abnormality of a psychological, physiological or anatomical function and represents the extension of a pathological condition. If this disorder is congenital is called defectiveness;
- Disability or any limitation of the ability of acting, as a natural consequence of an impairment condition;
- Handicap or disadvantage lived by a person with disability or impairment.

In the 90s, the OMS asked to a team of experts to formulate again the classification considering these concepts. The new classification, ICF (International Classification of Functioning), defines the health of people rather than the limits, stating that the “healthy” person is “an individual in a state of psycho-physical wellness”, reversing the concept of health. Moreover, it introduces a classification of environmental factors.

The concept of disability changes and becomes a term that identifies the difficulties of the person both at personal level and in the social participation.

In this classification, the biomedical and pathological factors are not the only ones to be considered, but also the social interaction is involved; the approach becomes multi-perspective: biological, personal, social. The same used vocabulary is indicator of this change of perspective, because the words impairment, disability and handicap (that attested a medical approach) are replaced by Body Structures, Activities and Participation.

The standard is becoming more and more complex because the social factors are considered too, and not only the organic ones.



The ICIDH was coherent with an organicist perspective and the starting point is always the morbid condition (congenital illnesses, accident) that gives origin to an impairment, as a functional, physical or psychic loss against the body. Such an impairment can become disability, a restriction of the person in the daily activities, while this can become handicap, or the social disadvantage shown in the interaction with the environment.

The ICF has a multi-dimensional perspective that is not only limited to organic factors, defined as body functions and structures. In fact the whole ICF is mainly a division in two categories, that can be further subdivided:

- Part 1 : functioning and disability, including organic factors;
 1. Body structures (organs and anatomical structures)
 2. Body functions (the physiological functions performed by these structures)
- Part 2: Contextual factors;
 1. Environmental factors (i.e. of the physical-social environment)
 2. Personal factors, i.e. the ability of interaction with the physical –social environment.

Every factor interacts with the other, and the environmental and personal factors are not less important than the organic factors. The general pattern is: body functions and structures <-- >Activities < -- > Participation.

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The ICIDH assessed the factors of disability starting from the impairment, while the ICF assess the remaining abilities of the person (this is clear from the name of the standard, i.e. international classification of functioning), replacing the concept of “functional threshold” to the one of “degree of disability”.

What is really different is the field of application: while the ICIDH is limited to the area of disability, the ICF describes the different degrees of functioning starting from the interaction of its factors and providing also several subclasses of the same parameter.

- Body structures
- Mental functions
- Global mental functions
- Orientation functions
- Orientation to the person
- Orientation to oneself

So the disability is seen from a dynamic point of view because it does not only depend on chronic pathological conditions, but also on psychic and social factors, in incessant development.



4) OBLIGATION IN ACCORDANCE WITH THE LOCAL AND NATIONAL LAW FOR THE EMPLOYMENT OF DISABLED PEOPLE

Each country has its own laws according to the employment of disabled people, therefore in this topic we are going to discriminate each country, and explain the current laws about this subject.

In Germany, the employers with an average of at least 20 jobs a year, are required to fill at least five percent of these positions with severely disabled people (§ 71 (1) SGB IX). For each unoccupied work position, between 105 and 260 euros have to be paid per month.

The amount depends on the size of the company and the degree of fulfilling the employment rate. For small businesses, special rules apply. By 31 March each year, employers must report to the Federal Employment Agency whether they have sufficiently fulfilled their employment obligations.

In Italy, the Art.1 of the Law 68/99 states, "The present law has the aim of promoting the insertion and the working integration of the disabled people in the world of work through support and targeted employment services". The Law 68/99 states that the public and private employers with more than 15 employees are legally bound to hire workers belonging to the protected categories (disabled people) enrolled in special lists managed by the Job center. Moreover, the article 18 of the Law 68/99 provides for a system of shares for the employers hiring more than 50 people, requiring them to employ, according to the number of the hired workers, some disabled people. The share is 7% for the corporations exceeding 50 employees; for the ones with 36-50 employees 2 disabled people and 1 disabled person if the employees are 15-35 (for the ones with less than 15 employees the number is restricted to the new employments). The Law 68/99 provides also for incentives and tax allowances for the corporations hiring disabled people, and above all a series of policies targeted to the work insertion of disabled people. For the corporations that do not employ disabled people the law provides for administrative sanctions, decided by the "direzioni provinciali del lavoro".

The Spanish Constitution, in order to facilitate labour integration, established Law 13/1982 a series of mechanisms, such as the need for companies with more than 50 workers to have 2% of the jobs occupied by persons with disabilities; or the existence of special employment centres where people, who are disabled are employed. For its part, Article 15.d) of Law 31/1995, on Prevention of Occupational Risks, establishes the adaptation of the job to the person. This means that it is the obligation of the employer, and, therefore, correlative right of the worker, the adaptation of the job to the personal circumstances of the worker.

The Finnish law does not recognize any obligation for Finnish enterprises to employ disabled – there is no quota system as in many other European countries. However, nowadays Corporate Social Responsibility is seen beneficial to the brand of the enterprise. Companies are entitled to provide a CSR report that can promote and enhance their public image.

The Ministry of Welfare of Latvia considers the possibility to make a system of quota of employment for people of disability. It is planned that, initially, the quota system could be

extended to public administrations and public enterprises, but a precise proposal has yet to be discussed

5) LAW ABOUT THE EQUALITY OF TREATMENT

The awareness that the disabled people need protection against the discrimination is a recent acquisition. Traditionally, the disabled people have been considered as objects of welfare, health service and assistance programs more than individual with rights.

The Treaty of Amsterdam includes in the UE Treaty the art. 13, clause anti-discrimination that, for the first time forbids the discrimination for sex, race, origin, and religion, personal believes, age and handicap as well, and that delegates the Council to take measures against the discriminations.

Neither the EU law nor the international law establish new rights for disabled people, but they consider disability as an issue of human rights and participation to social life and no more welfare issue.

The Directive 2000/78/CE of 27th November 2000 states that the employment and the working conditions are key elements to grant equal opportunities to every citizen and that the discrimination based on religion or personal believes, handicap, age or sex tendencies can be prejudicial to the attainment of the CE Treaty and in particular to the reaching of an high employment and social protection level, to the improvement of the quality of life, to the economic and social cohesion, to the solidarity and the free people circulation.

In Italy, the Law n. 68/1999 considers the positive actions for the working integration of disabled people, as it represents the targeted employment of disabled people as a series of technical instruments, supports and positive actions allowing to assess disabled people properly and to employ them with a suitable position.

One of the main tasks of the Integration Offices in Germany is to support companies and administration offices in the creation and maintenance of jobs for people with severe disabilities. For this purpose, a wide range of financial, technical and personal assistance is available. In addition, employers and severely handicapped people in the company are supported by the company's integration team. It consists of the disability representatives, the works or staff council and the representative of the employer. For the Integration Office, the operational integration team is a kind of link between the Integration Office and employer.

The services of the integration offices are financed by the quota compensation levy. The integration offices charge the compensation to employers who do not or only partially fulfil their employment obligations. The balancing output has two functions: a balancing and a drive function. On the one hand, it has the task of providing financial compensation to employers who fulfil their employment obligations and thus incur additional costs. On the other hand, the countervailing charge should motivate employers to employ severely disabled people.



The Constitution of the Republic of Latvia (1922) states that "everyone has the right to freely choose their employment and workplace according to their abilities and qualifications." (Article 106).

The Labor Law (in force since 2002) is a law regulating the legal relations between employers and employees established on the basis of an employment contract. Article 7 emphasizes the principle of equality: "Everyone has an equal right to work, to fair, safe and healthy working conditions, as well as to fair work remuneration." These rights "shall be ensured without any direct or indirect discrimination – irrespective of a person's race, skin colour, gender, age, disability, religious, political or other conviction, ethnic or social origin, property or marital status, sexual orientation or other circumstances. In order to promote the adoption of the principle of equal rights in relation to disabled persons, an employer has a duty to take measures that are necessary in conformity with the circumstances in order to adapt the work environment to facilitate the possibility of disabled persons to establish employment legal relationships, fulfil work duties, be promoted to higher positions or be sent for occupational training or the raising of qualifications, insofar as such measures do not place an unreasonable burden on the employer."

6) CORPORATIONS THAT AIM AT BEING SOCIALLY RESPONSIBLE TOWARDS DISABILITIES

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The purpose of social enterprises is to create jobs in particular for the disabled and long-term unemployed.

Social enterprises are no different from other companies, as companies. They produce goods and services for the market and try to make a profit, the same as any other business. A social enterprise can operate in any sector or line of business. It pays all its employees a salary under a collective bargaining agreement and it always has an entry in the Finnish Trade Register.

The difference from other companies lies in the fact that at least 30% of the employees in a social enterprise are disabled or all are disabled or previously unemployed in the long term. In addition, the company must have an entry in the register of social enterprises held by the Ministry of Economic Affairs and Employment. Only a company with an entry in this register can use the name and business ID of a social enterprise in its business operations and marketing.

The corporations whose aim is to be socially responsible towards the disabilities are aware about their role. Among the elements that encourages the insertion there are also the methods adopted by the corporation, especially a good internal atmosphere, the attention towards the disabled person, the sensitivity of the other workers and the presence of the tutor.

The tutor is a very important figure, able to promote and encourage positive attitude and relationships.

On the other hand, we can consider what does not encourage the insertion: the lack of mutual acquaintance between the individual and the corporation, ineffective matching

individual-corporation, difficult relationship with the sending services. Generally, these are elements determining a management that does not give importance to the characteristics of who is involved in the insertion process.

So for the socially responsible corporations, we can consider a priority the presence of the services as a point of reference for the corporate referents. Consequently, there is a more precise knowledge of the kind of disability and a more effective strategy for the successful insertion.

As the socially responsible corporations assert, pioneers in the field of disabled people insertion, the CSR is not an optional: planning the sustainability of a corporation means adopting a strategy to compete on labour market.

The advantages are tangible from several points of view:

- Corporate atmosphere;
- Production competitiveness;
- Relationships with the local community;
- Reputation and customer retention
- Relationships with the financial institutions.

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7) BENEFITS FOR THE CORPORATIONS

The management model that is being implemented at the international level is the Corporate Social Responsibility model. With a better reputation and activating investments, companies achieve an improvement in the business situation an economic and financial level. The practice of socially responsible management motivates and increases the productivity of workers. Social responsibility guarantees customer loyalty. Customers admire those companies that value their employees, develop social projects, and care about the environment and put efforts against corruption.

Each country has its owns subsidies and tax deduction to promote the employment of people with special needs. It's really important to implement effective polices that motivates employers to hire people with such needs.

In Italy, the employer who hires a disabled person with a disability exceeding 50% can obtain a lump-sum refund for the met expenses to adapt the workplace or to purchase technology devices for teleworking and to eliminate the architectural barriers.

The incentive is due to all private employers, including the professional offices and the public bodies and is due to the co-ops and the Work Agencies. It is due even if the employer, public or private, is legally bound to hire a disabled person (compulsory employment).

The work ratio with incentives are both the ones activated from 1st January 2016 and the ones to be formalized until funds last.

In Germany, the Integration Offices, Employment Agencies or other rehabilitation agencies check the conditions for granting a grant to employers to promote the employment of people with disabilities. They are granted with: financial subsidies for training people with severe disabilities; financial subsidies for the recruitment of people with severe disabilities; financial subsidies for assistance in the working life of people with a disability.

The federal states also regularly present temporary special subsidy programmes in which primarily those employers receive subsidies that hire people with disabilities without employment or employment obligations (§ 71 SGB IX).

To promote the employment of people with disabilities in Spain among the economic advantages resulting from hiring a person with a disability, these three stand out:

1. Bonuses in Social Security quota that range from 3,500 Euros and can amount to more than 6,000 Euros depending on the degree of disability, sex and age of the worker, in addition to the type of contract and working day. Logically, temporary contracts will receive a bonus lower than the indefinite contract.
2. Deduction of the Corporation Tax of € 6,000 in the full fee for each person hired.
3. Subsidy of up to 901 Euros for the adaptation at the workplace and the elimination of architectural barriers for the disabled.

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In Finland a subsidy is granted for employers aimed at promoting the employment of unemployed job seekers. An employer hiring an unemployed job seeker may receive financial assistance in the form of pay subsidy that covers 30, 40 or 50% of the payroll costs. The purpose of the subsidy is to compensate for the employee's lower productivity. The pay subsidy is also a compensation for the fact that the employer uses more time for guiding the employee. The TE Office can enhance the employment of a person with partial work ability by granting a subsidy for arranging working conditions.

As an employer, one may be eligible for a subsidy for arranging working conditions if the disability or illness of the person to be hired or a person already in employment requires:

1. New tools or furniture
2. Alteration work at the workplace
3. Assistance from another employee to carry out work tasks.

In Latvia, subsidized jobs are financed from the state budget with the co-financing of EU project "Subsidized unemployed worker", in addition to attracting employer funds. The employer can receive:

1. One-time grant for the production and purchase of technical aids to adapt the work place to the disabled unemployed person according to the type and severity of his functional disorder, based on the conclusion of ergo therapist;



2. The grants for the payment of the disabled unemployed person in the amount of the minimum wage for the first 12 months, 75% of the minimum monthly wage for the 12 months in the time of measure implementation period; the grant for the mentor's wage.
3. One-time grant for the costs of compulsory medical examinations provided in regulatory enactments.

8) BENEFITS FOR THE EMPLOYEES

Social Corporation Responsibility, contributes to inclusion and integration of people with special needs to the workforce. The integration of those employees gives benefits for the current staff and also benefits for the disabled hired people in the corporation.

Starting from the benefits for the employees of a corporation socially responsible towards the disability, we have to point out the strong impact and the consequences for the internal atmosphere: an easy-going place for the disabled person encourages the communication and the involvement of all workers with positive consequences on the psycho-physical welfare of the human resources. The staff has a very important role in the CSR; the human resources are essential to create value. A positive workplace can encourage the deployment of energies and talents of people working in the corporation and improve corporate performances.

The social responsibility towards the disability is first an ethical choice. When a corporation decides to become socially responsible, its management cannot limit itself to the economic and financial aspect. The benefits can concern several aspects. The social responsibility in fact:

If we analyze the point of view of disabled people hired by a socially responsible corporation, we can point out a clear improvement of self-confidence of the individual and a real support to his/her family.

The disabled person can see him/herself as an individual able to interact both in a private and working context, experiencing roles that only a working organization can make them hold. From anger, frustration, boredom and uselessness they can challenge disability and overcome their limits. People with disabilities, who are struggling in daily life, often bring new ways of thinking and acting into working life, and through cooperation and compromise with other employees, they promote the social skills of all those involved. Due to their limitations - depending on their severity and degree of disability - disabled people offer a highly motivated and efficient way of working and usually show above-average loyalty to their employer.

9) RISKS AND IMPEDIMENTALS TO MEET PEOPLE WITH SPECIAL EDUCATIONAL NEEDS

The targeted employment uses flexible instruments considering the needs of both corporations and disabled people. For disabled people with major difficulties to be admitted in the labor market, a working integration convention can be agreed; the

employer can choose the person and the disabled person can have some benefits, for example a training period, a longer probation period or a temporary contract.

These instruments are even more important for the work insertion of people with mental disorders. In fact, the experience of social coops, but also of parents and teachers tells that people with mental disorders need support through vocational training activities, experiences of guided work. For this reason the school, the health services and the families keep on promoting the work insertion of new categories of disabled people especially the ones with mental disorders. Channels of communication with interest groups within the organisation must be created and used. It is also important to evaluate the findings of such tools for communication.

This measure aims to establish channels for information and dialogue to facilitate mutual knowledge of expectations, to explain decisions taken and to involve interest groups in projects and initiatives, leading to mutual commitment and constructive cooperation.

For disabled people the major difficulties start after the compulsory education. When they leave school, they become almost invisible. Often young adults and adults stay at home, with reduced opportunities of social interaction and they do not assert their right to equality. If we talk about The Down Syndrome, we can see that only 31, 4% over 24 work. And 60% of workers have not standard contracts. In most cases, they work in social coops, without a real contract and without earning a salary. Even worse is the situation of autistic people: only 10% over 20 works.

The real pivot of welfare cannot be the family, on which the burden of taking care of the disabled person, especially in adulthood, falls. The welfare cannot focus only on economic support. Italy invests less money than other European country in disability.

According to Censis surveys, the risks of work insertion of disabled people increase, as they get older.

Another concern for the families of disabled people is about the future of their sons, especially when they will not be able to look after them. This situation should make thinking about all families looking after a disabled person and feeling it as a burden.

10a) STATISTICS OF THE LABOUR MARKET AT A LOCAL LEVEL

In Germany, according to the Employment Agency, the number of severely disabled employees resulting from the notification procedure under SGB IX has risen significantly in recent years. From 2007 to 2015, this number increased by 224,000 to 1.03 million. This growth is largely attributable to an increase in the number of elderly, severely disabled employees: employment in the 50+ age group has risen by 52 percent (240,000) since 2007. At the same time, the number of middle-aged workers (35 to under 45) declined by 26 percent (40,000).

The average employment rate of severely disabled people has not changed in recent years. For 2015, the notification rate was 4.7 percent. For public employers, it was 6.6 percent for the fourth year in a row. The highest employment rates, in turn, reached the

federal authorities with 10 percent. Among private employers, the employment rate was 4.1 percent. Although they did not meet the statutory quota of 5 percent, they were able to repeat the good result of 2014.

According to *Encuesta de Población Activa*, in Spain, the employability of people with disabilities is increasing. In 2016, the activity rate of people with disabilities stood at nearly 36%. This good performance is the result of a series of measures adopted to promote the employment of workers with disabilities, which include those aimed at encouraging ordinary employment. The measures are created well through incentives such as subsidies, bonuses and reductions in contribution quotas; well through the establishment of a reserve quota in companies for the employment of disabled people.

According to EU-SILC (European Union statistics on income and living conditions), the employment rate of disabled in Finland is as high as 55 %. However, the Finnish estimates on the employment rate of adult disabled vary significantly from the EU-SILC statistics. The Finnish estimates of the employment rate is approximately 17 to 20%¹. The Finnish number is based on various register data whereas the EU-SILC rate is based on survey. The Finnish estimates also includes only work with paid salary so the estimate does not include work practice or work like activities without salary. According to a study by Kehitysvammaliitto (Finnish Association on Intellectual and Developmental Disabilities FAIDD), there are 25000 working age mentally disabled people in Finland. Approximately 500 mentally disabled people working in the open labor market; 2000 in the supported employment and 6000 in sheltered workshops. An estimated 3000 mentally disabled would be able to get a work in open labor market with right kind of support.

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In Latvia, according to data reported in conference on the accessibility of the labor market for people with disabilities on 29 November in 2017, there are about 1/3 of disabled people that are unemployed in and the rate of unemployment is rising. Only 37 % of disabled people are in working relationship.

According to Italy, The data of the Job Centre in Asti (2015 Report) state that only 155 out of 926 job insertions of the CPI in Asti, from 2016 up to now (employment contracts and training), involve psychic disabled people (17%). In this group 46 people (30%) are involved in the guiding and support activities provided by the "Agenzia Piemonte Lavoro "(regional system of employment). In the specific instance they are called activities of the "Gruppi di Parola" (Word Groups).

In these groups you can talk about:

- your own work experience, alone or in group;
- how you see yourself as an employee;
- How you behave with the other people;

These groups assume:

- the sharing of a perception of the group as a place in which action is suspended;



- the offer of a space where everyday problems, relations with colleagues and other people in the organizational net you belong to, are taken into consideration;
- the working out of operative events, starting from real experience through debate.

The number of psychic disabled people enrolled in the CPI of Asti increases from 357 to 420, from 2009 to 2015. The average of job insertions on the total enrolled people in that period is 5%, while the average of people taking part to the "Gruppi di Parola " on the total employed people is 29%.

10b) INTEGRATION IN THE LABOUR MARKET AS AN ELEMENT OF VALUE

Good education is very important indicator to receive a job, especially the professional or vocational education, and it is even more important among disabled people that are socially disadvantaged group. We cannot talk about work insertion without talking about training. To go to work you have to feel adult and, working, you keep on building your adult identity. It is necessary to build a course, before and during the work experience, helping young disabled people to feel and behave like adults, to learn to work and then to perform a specific task.

Companies need to have good knowledge of government anti-discrimination, access and equity, and equal employment opportunities policies and practices to ensure individuals rights are not violated or negated. However, companies and employers need more information and awareness on the employment of disabled although there are guidance and training material available for the employers and the work community to encounter and support an employee with disabilities.

Diversity in the work community enriches the whole organization. Individuals from diverse backgrounds can offer a selection of different talents, skills and experiences, that may be of benefit to the organisation and their work performance. It is a win-win situation for both the employer and the disabled employee.

11) KEY MESSAGE

Although in the last years there was an improvement in the employment of people with special needs, there are lot more things we should do to live in a better society where inclusion and integration are seen as normal things. Based on Eurostat calculation and European Down Syndrome Assocation, 1% of the EU population has got some health related learning difficulties. In 2014 the population of EU was estimated approximately in 507 million people, which means that nearly 5 million people in the EU27 has some health learning difficulties.

To improve the integration and inclusion in the labour market, raising the awareness of the youth immediatly in the education system is fundamentall in order for next generation see and assimilate integration as a natural process and that everyone despite of his/her disabilities should have the same opportunities.



Public States can have an important paper in this integration system, giving more facilities at the hour of employing SEN people, and giving more subsidies and put more effort controlling the obligated cuotas of SEN people in companies.

Education and conscience are the most important aims for us, and those are the goals for Pacetraining project.

12) PURPOSE OF THIS DOCUMENT

This document outlines the external communication strategy for the Pacetraining Project. We strive to communicate clearly with our target group, i.e. companies in the tourism and culinary arts sector, about the added value for them and the overall social benefits of employing people with mental disabilities. This has allowed us to:

- Prepare a powerful communication strategy in accordance with the key messages found in the research made by all partners.
- Show results and impact society to ensure that our communication tools are translated into policies and practices.
- Creating a strong network to create a higher impact on our main target group (companies in the field tourism and culinary arts).
- Spread a positive and powerful message showing the benefits of hiring SN people.

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The key messages found by all partners in the research were:

- **Increasing team spirit and ensure an improvement in the business environment.**
- **Improvement of work relations among the staff.**
- **Loyalty of a SN employer to a company.**
- **Improve the reputation of the company through a Corporate Social Responsibility (CSR) campaign.**
- **Reinforcement of the corporate identity, the intangible value of the company.**
- **Providing equal opportunities for people from all background is key to company's ethos.**

13) COMMUNICATION TOOLS

13.1 Online:

The [Pacetraining Project website](#) includes information on the benefits of contracting SN people and a set of tools developed by the consortium. The following tools have also been published on the website:

- Database of Institutions, from all partner countries, that promotes social and labour inclusion of SN people.
- The video made by the Spanish partner in collaboration with Iberia is available on the website, also in versions with subtitles in all languages of the partnership to increase views.

13.2 Offline

- A flyer was created and presented at the EFVET 2018 Conference in Como and at the EFVET 2019 Conference in the Azores Islands, where the partners booked a table to present and inform potential entrepreneurs about the project and its objectives.

13.3 Audiovisual

- A video was recorded to promote the advantages of hiring SN staff. Interviews were made with SN employees and the employers of these persons, who showed through real facts that hiring SN staff can be an added value for companies, and that it generates natural feelings of team building among their regular staff. To do this, the main partner of this O.I. (CECE), contacted some companies that have SN persons in their staff, and based on a prepared script a positive and dynamic video was created with a focus on the added value of SN personnel in a company.

The video was presented at events and conferences, and was also uploaded to the project website and social media of each partner institution.

14) SCOPE OF THE COMMUNICATION STRATEGY

14.1 Objectives

The short-term objectives were as follows:

1. Ensure our communication material is in English and in all partner languages to make it easily understandable to the general public.
2. Successfully Transmit the message that hiring an SN person can be an added value for the company.
3. Create a network among Companies in the field of Tourism and Culinary Arts.
4. Monitor and evaluate the effectiveness of our communications and be flexible to change, improve and evolve the strategy based on learnings.

The long-term objectives were:

1. Enlarge the communication strategy to other economic sectors.
2. Stimulate a consciousness in society on a new labourmarket policy reform, facilitating the access of SN people to the labour market.

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14.2 AUDIENCE

- Companies in the field of Hotel Management and Culinary Arts.
- SN families
- Insititutions that promote Social and Labour Inclusion

The aim was to reach as many interested entrepreneurs as possible and to involve them in this communication strategy. They were able to improve the research by explaining what the main obstacles are when recruiting SNS staff, so that the project could get direct feedback from the target group. This helped to ensure that the research is relevant to that audience and that the projects are designed in the best possible way.

This also allowed us to strengthen our link with the companies. We wanted to create an effective communication strategy to help build partnerships and convey the project's main message about the added value of hiring SNS staff.

15) IMPLEMENTATION PLAN

Pacetraining communication strategy involved a combination of offline and online communication means. Please see the table for a list of potential communication means and activities.

Offline	Online
<ul style="list-style-type: none"> • Face to face meetings with companies in the field of Tourism and Culinary Arts. • Events and conferences attended by all partners • Workshops • Leaflet • Bookmarks 	<ul style="list-style-type: none"> • Project Website • Videos • Partners Websites • Partners Social Media • Mailing List • Newsletter

The first outcome produced by CECE, the leaflet, was presented during the EFVET conference 2018 in Como (Italy).

Several communication tools were uploaded on the project website, which is also an intermediary between the stakeholders and the project.

A network of potential employers has been created by each partner in order to facilitate the dissemination of the project's objectives.

The further implementation will be discussed among all partners and deadlines will be set to continue with the communication strategy.



16) EVALUATING OUR COMMUNICATION STRATEGY

The following table, showing indicators to measure the effectiveness of the communication strategy, was used to test the achievement of the project's primary objectives.

Type of Activity	Primary aim	Indicators
OFFLINE		
Face to face meetings with companies in the field of Toursim and Culinary Arts.	Presentation of the advantages in recruiting SN staff / Networking	<ol style="list-style-type: none"> 1. Feedback from potential employers 2. N° of Meetings 3. N° of letters of engagement
Events and conferences attended by all partners.	Create Network and collaboration with Companies in the field of Tourism and Culinary Arts	<ol style="list-style-type: none"> 1. Feedback from the participants 2. N° of letters of engagement
Workshops	To raise awareness at a local/national level about the social inclusion options of SN people.	<ol style="list-style-type: none"> 1. Feedback from the participants
Leaflet	To reach interested stakeholders presenting them the benefits of the hiring of SN people.	<ol style="list-style-type: none"> 1. Number of Leaflets given



ONLINE		
Project Website	To present the benefits of hiring SN People. /Online Platform where communication tools will be available	<ol style="list-style-type: none"> 1. Visits to the website 2. Google analytics
Videos	Audiovisual tool to raising awareness on the added value that hiring SN people has in a company.	<ol style="list-style-type: none"> 1. Number of views 2. Number of likes and comments under Youtube videos
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.	<ol style="list-style-type: none"> 1. Post statistics

The views expressed are only those of the author and the Commission is not responsible for any use that may be made of the information contained therein.