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# EURIBOR

Promoting sustainable actions for empowerment of vulnerable groups of youth women, nr: 2020-1-0049

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## INTRODUCTION

Support area project - Transfer of know-how and good practices.

EURIBOR focused on the transfer of know-how and good practices regarding external relations initiatives, employability and work activation initiatives. The best proven methodologies of the Vocational Training Centre of the Employers' Association of Saxony-Germany and the Austrian Young Workers' Movement were implemented by the partner organisations involved in the Project.

The project was aimed at 385 women aged 24-29, not in employment, education or training, who were in a vulnerable situation: they were long-term unemployed, came from a migrant or minority background, lived in small towns or rural areas, **were** mothers with family responsibilities.

Through transnational and regional cooperation between project partners and relevant local stakeholders, and employability programmes including on-the-job training, online courses and online entrepreneurship programmes complemented by mentoring, the EURIBOR project improved the employment situation of young women, increased the number of young women experiencing social inclusion and improved transnational cooperation on labour market issues.

A success factor was the project partners who worked at regional level with disadvantaged young people.

Project Partners:

1. Formac Limited Company limited joint-stock partnership – Poland,  
<https://formac.co>

An international consultancy and training company with extensive experience in project implementation, leader - coordinator of activities in the EURIBOR project,

2. Agency for Regional and Economic Development - Bulgaria,  
<https://www.arir-vratsa.org>

A not-for-profit organisation that aims to create a strong regional economy, restore and protect the environment, assist local government and support the effective operation of social mechanisms.

3. PCO - Vocational Center Obala – Slovenia, <http://www.pco.si>

Vocational training centre, support centre for disadvantaged groups

4. State Enterprise "Bulgarian German Center for Vocational Training" (DP BGCPD) - Bulgaria <https://dp.bgcpo.bg>

Bulgarian-German training centre

5. The Nationwide Convent of Employment Agencies - (Ogólnopolski Konwent Agencji Pracy - OKAP) - Poland <http://www.okap.org.pl>



A not-for-profit, sector-specific employers' organisation, it brings together labour market **entities** who offer the highest quality of service for the benefit of the parties to the employment relationship, as well as for the improvement of standards in the sector.

6. HERMES Corporation LTD – Malta <https://www.hermesmalta.com>

The company is responsible for managing mobility and international training for young students, graduates, teachers, young workers both incoming and outgoing from Malta.

It organises internships, training, exchanges in several professional areas, in companies, NGOs, schools, colleges and universities.

7. REATTIVA - Regione Europa Attiva - Italy <http://www.reattiva.eu>

A non-profit organisation active in the sectors of European planning, international mobility, training, orientation and reintegration into the labour market, with the aim of promoting the European dimension of learning, social inclusion with respect for diversity and employment policies geared to **an** international context.

8. Institute of the Brothers of the Christian Schools - La Salle Andalusia - Spain, <https://www.lasalleandalucia.net>

An organisation that runs a network of 20 schools and 6 social entities throughout Andalusia, which is committed to social action, support for disadvantaged groups and is also involved in educational activities.

9. Austrian Young Workers Movement – (ÖJAB) – Austria  
<https://www.oejab.at>

An organisation that is widely involved in promoting people's education and integration: from vocational orientation and training, to international networking, to helping refugees. All activities are aimed at connecting people and also providing them with opportunities.

10. Bildungswerk der Sächsischen Wirtschaft gGmbH – Germany,  
<https://www.bsw-sachsen.de>

An education provider that recruits and develops staff for Saxon companies, regardless of industry or company size.

Tolerance and diversity are important values for them. Regardless of faith, skin colour or background - they support all interested people who want to integrate socially and professionally in Saxony.

11. Harmony of Life Foundation – Poland, <https://harmoniazycia.org/>

The Foundation, a non-profit organisation, is involved in a wide range of educational, training, career and psychological counselling activities.

### **Expertise partners**

- Österreichische Jung Arbeiter Bewegung / Austrian Young Workers Movement – ÖJAB – Austria
- Bildungswerk der Sächsischen Wirtschaft gGmbH – Germany

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## Project implementation period: 01.11.2021 – 31.01.2024

The idea of the project was born from the cooperation of organisations from different European countries, when during meetings it turned out that the organisations were dealing with similar problems, concerning a group of young people and especially young women.

The partners had similar problems but different experiences, so FORMAC from Poland, which has a lot of experience in coordinating different projects, and experts was chosen as a group leader: - organisations from countries that are good at organising support for a group of young people from difficult backgrounds - partners from Austria and Germany.

The project is the result of partnership cooperation and provides support for women from the NEET group (**not in employment, education, study or training**) aged 24-29.

## Aim of the Project

The aim of the project is to comprehensively support women from the NEET group to return to education, training and work through professional and social activation.

Bearing in mind how important the psychological side is, the project also includes support in overcoming various types of barriers and building self-confidence and motivation to act.

Despite the progress made in various government actions and programmes, support has not yet reached all young people. "Long-term" NEET youth are invisible to the system, and these circumstances affect psychological, financial and personal wellbeing in situations of social exclusion. An important risk factor for being NEET is living in areas where youth unemployment rates are higher: rural areas and smaller cities and also in some regions of countries. In addition, the NEET rate for 25-29 year olds is much higher than for 15-24 year olds. Due to motherhood with family responsibilities, the rate is much higher among young women aged 25-29 than among young men of the same age. A particularly disadvantaged group of women are those from migrant and minority backgrounds, most of them poorly educated and without previous work experience. Vocational Training Centres from Germany and Austria, who work with the most disadvantaged young people, supported partners from the regions of Poland, Bulgaria, Slovenia, Malta, Spain and Italy to build inclusive partnerships at a local level to support NEET women experiencing social exclusion.

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## Target group, final beneficiaries

Target groups in the project:

1) Organisations operating regionally or locally:

1. Formac Limited Company limited joint-stock partnership – Poland, <https://formac.co>
2. Agency for Regional and Economic Development - Bulgaria, <https://www.arir-vratsa.org>
3. PCO - Vocational Center Obala – Slovenia, <http://www.pco.si>
4. State Enterprise "Bulgarian German Center for Vocational Training" (DP BGCPD) - Bulgaria <https://dp.bgcpd.bg>
5. The Nationwide Convent of Employment Agencies - (Ogólnopolski Konwent Agencji Pracy - OKAP) - Poland <http://www.okap.org.pl>
6. HERMES Corporation LTD – Malta <https://www.hermesmalta.com>
7. REATTIVA - Regione Europa Attiva - Italy <http://www.reattiva.eu>
8. Institute of the Brothers of the Christian Schools - La Salle Andalusia - Spain, <https://www.lasalleandalucia.net>
9. Harmony of Life Fundation – Poland, <https://harmoniazycia.org/>

The partner organisations were supported through know-how transfer activities by the Vocational Training Centre of the Saxon Employers' Organisation and Education and the Austrian Young Workers' Movement.

2) Final beneficiaries:

Young people who are at risk of becoming NEET and other long-term NEET young people from the participating countries and regions.

young women aged 24-29, not in employment, outside the formal and informal education system, who were in a vulnerable situation: long-term unemployed, from a migrant or minority background, living in small towns or rural areas, mothers with family responsibilities.

3) Indirect target groups were companies and local stakeholders who participated in project activities.

## Description of target groups

Young adults (20-29)

Young women aged 24-29 with long-term NEET status (more than 12 months), not registered with the office, with different social and geographical backgrounds, women mothers, from smaller towns or rural areas, with a migrant or minority background (e.g. Roma) who face numerous barriers in their social and working life.

The plan was to recruit 385 women.

Women

The project takes into account the gender dimension. Data shows that activity is clearly linked to gender. The partners come from countries with the highest NEET rates among young women, so the project aimed to change these figures. For example, in Italy, one in three women aged 25-29 is NEET.



## Civil society organisations

The partners in the project are non-governmental organisations, public and private entities whose main activities are to support the development of the business environment and to contribute to the improvement of formal, informal and non-formal education, as well as to increase the employability and working situation of young people and adults.

## Support to beneficiaries

### AREAS

1. Cooperation between Partners
2. Support of NEET women
3. Communication and information activities (promotion)

1. The cooperation between the Partners was based on the coordination and management of the project by the Leader - FORMAC.

Project administration was The Leader's responsibility as well as organisation of regular meetings of the Partners, coordination of educational activities for all Partners, settlement of the project, monitoring, evaluation and promotion.

The Leader oversaw the project and responded to any deviations and problems on an ongoing basis. The Leader's tasks also included liaising with the institution representing the fund operator.

The partners carried out tasks related to the support of NEET women.

The expert partners were responsible for transferring know-how and good practices on outreach initiatives, employability and professional and social

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activation. Their best proven methodologies were transferred and implemented by the partner organisations.

Throughout the project, the Leader organised meetings with Partners and strengthened cooperation.

Partners met stationary:

Krakow, Dresden, Rome and online via the ZOOM platform and kept in touch by phone and email on an ongoing basis.

Project result:

Increased transnational cooperation on labour market issues.

2. The project's support was aimed at the final beneficiaries - NEET women aged 24-29. In the course of the project, the age range from 16 to 29 was extended due to the large number of young women in need of support.

The NEET phenomenon is a pan-European problem. Across the EU, 7.5 million young people, i.e. 12.9% of young Europeans aged 15 to 24, are not in employment, education or training. According to a study by SILC 2017, NSI, Institute for Market Economics, the highest number of inactive young people is in the 25 - 29 age group. At the same time, there are significantly more inactive women in the 15 - 19 age group, likely due to the reluctance of some ethnic groups, especially Roma, to allow older children to attend school. (Handbook Profile of Beneficiaries and their Barriers, op. within EURIBOR <https://euribor-platform.eu/pl/materials/podrecznik>, <https://euribor-platform.eu/en/materials/handbook>

[https://euribor-platform.eu/files/06099d5e/podrecznik\\_beneficjenta\\_en.pdf](https://euribor-platform.eu/files/06099d5e/podrecznik_beneficjenta_en.pdf) )

A major value was that the women recruited to the project were comprehensively supported.

The project partners developed **Feasibility Studies that included** an assessment of the adaptability of specific programmes, methodologies and legal frameworks from the partner countries. The documents were presented and discussed at the 2nd stationary partner meeting in Dresden.

Subsequently, all Partners developed a **Recruitment Plan**, defining the recruitment method, outreach and formal conditions for participation in the project.

The next step after recruiting the women was to survey their needs, on the basis of which the specialists developed an individual plan for women's empowerment (in other words, an individual development plan).

**Mobile teams** were set up in each country to provide psychological support, career counselling and social services to the beneficiaries.

Depending on the needs, the mobile teams consisted of a psychologist, a skills/training assessment specialist, a welfare support counsellor, an employment specialist, a job broker, a career counsellor, a lawyer, etc.

The mobile teams worked according to *the* Methodology created by an expert from Poland - *Guidelines for mobile teams on task division, communication and work plan between teams, members.* <https://euribor-platform.eu/en/materials/handbook>

The methodology was presented and discussed in detail at the 1st Partnership Meeting in Kraków.

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The women who were recruited for the project were from difficult backgrounds, often from national minorities, often not speaking the language of the country they lived in, uneducated, with difficult financial situations, with pathological family situations. Some of them were depressed, anxious, with many barriers. The work of the team of specialists meant that most of these barriers were overcome to such an extent that the women opened up to action.

**PROJECT SUCCESS:**  
INCREASED NUMBER OF NEET YOUTH/TARGET GROUP EXPERIENCING SOCIAL  
INCLUSION - 201 WOMEN

After the stage of social activation, psychological strengthening and motivation of the women, they were directed to the stage of professional activation.

Vocational activation consisted of education, preparing women for work.

Training was provided in various forms:

online training,

hybrid training,

on-site training,

on-the-job training.

Training was to be based on work in non-traditional occupations (but not only), the direction of training was selected after skills assessment, psychological tests, profile tests, etc.

Some of the training was conducted online.

Training courses were delivered by trained national experts

- transfer of the full course methodology from BSW (Expert Partner from Germany). The importance of remote working increased during the coronavirus pandemic and continues after the crisis. New technologies can increase opportunities for people who face barriers to finding work, especially opportunities for people living in areas away from large urban centres are increasing.

1. EURIBOR - Virtual Training for Multipliers in the EURIBOR project, Entrepreneurship Training and Mentoring Programme Methodology. Training took place online, on the Zoom platform.
2. Training on E-commerce, including Social Media, SEO and Content Marketing. Training took place online, on the Zoom platform.

An expert from Austria developed the methodology and trained the partners' experts and mentors in entrepreneurship.

Each partner provided entrepreneurship training, but for the female beneficiaries of the project this was the most difficult form of activation.

Despite the efforts and support of the team, business plans were ultimately prepared in Slovenia, Bulgaria, Italy, and Poland, but few women started a business.

LA SALLE from Spain abandoned this form of support and activation in this direction after diagnosing the beneficiaries.

The low interest in starting their own business was due to the young age of the participants, most of them uneducated, at risk of social exclusion, often struggling with depression and difficult personal circumstances.

In Spain, there were additionally formal and legal problems in setting up businesses by refugees from other countries, and such women were also beneficiaries of the project.

On the other hand, the more activated women, who increased their professional activity and self-esteem as a result of the support, developed very interesting business ideas.

The success of the project was that it managed to break down social and psychological barriers etc. in women. The women gained self-confidence and the training provided them with knowledge on how to start and run a business. During the training and working with the mentors, business plans were created to mark the beginning of their ventures.

These ideas were presented at follow-up meetings in each country.

The support in the project activated the beneficiaries so much that their business ideas, using their talents and skills, really made an impression. The training and mentoring was complemented by meetings with institutions supporting the unemployed (e.g. labour offices) and presentations of support programmes to be used at a later stage of the business.

Job preparation training was more popular among young women.

Training topics were related to new professions that have recently emerged on the market as well as traditional professions such as manicurist.

Vocational training also took place at the place of future workplace. This form of vocational adaptation was beneficial for both women and future employers. Such training leads to the acquisition of specific skills for the job in question.



Also, work placements with specific employers provided an opportunity to acquire competences and to learn how to work in a given company.

Such forms of training were possible thanks to the cooperation of the Partners with employers from the local labour market, with organisations and offices that deal with employment and professional activation.

During the training, the women had the support of their mentors at all times (mentoring was one of the forms of support in the project), they were also provided with financial support in the form of reimbursement of travel costs and internship scholarships.

Mentoring ensured that most of the women did not become discouraged, did not drop out of the project and did not return to previous habits. When difficulties or crises arose, there was always a mentor to support, motivate and not allow them to give up.

In turn, an employment specialist took care of the contacts with employers. He oversaw the employer teaching process, the placement process, searched for jobs for training and also looked for positions to employ women.

Contact was made with business women who supported the young women in the entrepreneurship/mentoring programme. The beneficiaries had the opportunity to tangibly experience the taste of success. This was a motivation for them.

Thus, it can be said that various forms of motivation for professional activation were applied in the project.

Thanks to this comprehensive support and the care of the specialist teams, the women were activated socially and professionally. Even if they did not take up

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employment immediately after participating in the project, they are motivated to work or study and are active in pursuing their goals.

As part of the labour market analysis, guidelines for the integration of future-oriented occupations into training offers and employability were developed: *Guidelines - Practice for integrating future-oriented occupations into training offers and employability in the European context.*

(<https://euribor-platform.eu/en/materials/handbook>).

PROJECT SUCCESS  
201 WOMEN WHO PARTICIPATED IN VARIOUS FORMS OF EDUCATION  
ACQUIRED NEW SKILLS AND COMPETENCES.

The aim of the project was to support and activate young women and introduce them to the labour market.

The beneficiaries were prepared for employment, they were also trained in job search, supported until the end of the project in the job search process, recruitment and even in the initial phase after taking up a job.

One important form of support in the job search process was the creation of a job fair web portal.

The <https://euriborvirtualjobfair.eu/> platform was created to facilitate the recruitment process by creating a virtual job fair. Participation in the fair was free of charge.

The platform offered innovative tools and features that enabled both employers and candidates to communicate and collaborate effectively.

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The platform featured virtual booths of companies that offered employment for various positions. The platform was international, with exhibitors from different countries.

Through the platform it was possible to contact an employer about a job offer.

Women did not have to leave their homes, waste time and money travelling to submit a CV.

The platform made it possible to apply for job offers by sending a CV and cover letter through the platform.

The platform also included a knowledge base on entrepreneurship and advice from a psychologist and a lawyer on topics concerning employment (forms of employment, contracts, employer contacts, recruitment interviews, labour law, etc.). Through the platform, women could also ask questions to the lawyer and psychologist.

The platform is a modern tool to support the process of professional activation and is easy to use, especially for the young generation, to whom the project was directed.

Project result

Improvement in the employment situation of NEET young people/target group

PROJECT SUCCESS

51 WOMEN TOOK UP EMPLOYMENT,  
STARTING A BUSINESS BY 18 WOMAN

### 3. COMMUNICATION AND PROMOTION OF THE PROJECT

Throughout the implementation period, information about the project was disseminated, the project was promoted, in accordance with the rules of the Programme.

All promotional materials were created in cooperation with the Partners. Informational and promotional products were created: infographics, a video summarising the project in the national languages of the Partners and in English, a gallery, success stories of participants.

Social-media, modern information channels were used for communication and information activities (<https://www.youtube.com/@euriborproject>, <https://www.facebook.com/profile.php?id=100086136798309> )

A project website has been created:

<https://euribor-project.eu/en/project/basic>

and a knowledge platform:

<https://euribor-platform.eu>

Nowadays, information is disseminated via the Internet.

The project beneficiaries, although at risk of social exclusion, also used telephones, social media and the Internet. This was the best way to communicate and disseminate knowledge about the project.

## Project impact

Throughout the project, Partners worked with local stakeholders. These included local level organisations, i.e. social service providers, employment agencies, municipalities, labour offices, foundations, associations, women's advocacy and even in some cases governmental organisations.

The pandemic changed the market significantly. A number of business support programmes emerged that were financially **more** attractive than the support offered by the project. Women opted for national programmes without being able to benefit from both.

Government programmes therefore became a problem for some Partners as there were difficulties in recruiting female participants or keeping them in the project.

Through cooperation with other institutions, efforts were made to find a way out of the situation.

Undoubtedly, the pandemic contributed to the Maltese Partner and one Bulgarian Partner dropping out of the project. There were also problems with the Polish Partner, who had carried out some of the tasks, but did not stay on to the end of the project and his tasks were taken over by a new Partner.

In spite of the difficulties and changes caused by the post-pandemic reality, cooperation with institutions involved in assisting young people has contributed to multi-level discussions at various levels, to communicate conclusions and recommendations for the creation of support programmes, youth development programmes and, above all, activation programmes.

This is very important because Europe is facing a growing problem of unemployment among young people. The problems faced by NEET youth are universal for all countries.

Therefore, there is a need to create universal programmes that respond to the needs of young people.

The project is therefore a model of transnational cooperation that can be used for further activities, widening the scope and using the experiences, studies and tools developed during the tasks.

Project result

INCREASED TRANSNATIONAL COOPERATION ON LABOUR MARKET ISSUES.

## Summary

The project's objective, as well as the intended results and outputs set out in the application for funding, have been achieved.

The greatest success of the project is the activation of women and their inclusion in social and professional life.

The words of the Beneficiary: "The project gave me a second life, it saved me" confirm that such initiatives are worthwhile and show how programmes supporting disadvantaged groups are needed.

The NEET problem, which the whole of Europe is talking about, can be mitigated and sought through international cooperation and the creation of joint support programmes based on experiences from all European countries.



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This project has laid the foundation for further cooperation between the Partners.

Project result

THE LEVEL OF TRUST HAS INCREASED BETWEEN THOSE WORKING TOGETHER  
IN THE CONSORTIUM

Partners got to know each other better during the course of the project, learnt to cooperate with each other, to exchange experiences. They will continue their cooperation, activities for the benefit of young people.

The next joint venture will be a project that builds on the good practice from EURIBOR and is a continuation of it improved by the experience gained.

## Rekomendations

- Cooperation at international, regional and local level of institutions that work for the benefit of young people,
- Creating support programmes adapted to needs as well as opportunities, taking into account mental, environmental, technical development,
- Taking into account demographic changes, rapid technological and digital advances, including the development of the use of artificial intelligence, climate change and the transformation of economies towards a low-carbon and closed loop economy,

- Supporting the improvement of professional competences in line with contemporary trends, taking into account the nature of jobs, forms of work provision or tasks performed,
- Using experience and building on good practice,
- Including in the training programme a range of soft skills, i.e.: autonomy, teamwork, communication, self-confidence, motivation, etc., psychosocial and family support, socio-professional counselling, psychological support, job placement, post-training monitoring and employment support.
- Flexibility in the design of programmes and rapid response to changing situations,

The project "EURIBOR: Promoting sustainable actions for empowerment of vulnerable groups of youth women" is funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment.



Implemented by:

