

EU PHARE YOUTH EMPLOYMENT PROJECT- ESTONIA

General details

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Details of activity

Background to the case study	<p>Aims and objectives</p> <ul style="list-style-type: none"> To enhance employability of Estonian youth in labour market. To improve the capacity of public employment services in providing tailor-made services to young unemployed persons. <p>Brief rationale</p> <p>The project was implemented on two levels - national and local:</p> <ul style="list-style-type: none"> On national level the project aimed to help government bodies in the design of special active labour market measures for young unemployed aged between 16-24 & set up motivation schemes to encourage employers to actively participate in the programme. The project also included a capacity building element for the staff of public employment service. On local level the project piloted new approaches to enhancing youth employment through special training programmes to young unemployed; work practice opportunities and subsidized work places in three regions – the Islands, North-East and South-East Estonia. In parallel the project tested individual and group based job-coaching methods. <p>Implementing organisation</p> <ul style="list-style-type: none"> Consortium of 8 organisations from private and 3rd sector, with BDA Estonia (Bradley Dunbar Group) as a lead partner in close cooperation with the National Labour
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	<p>Market Board.</p> <p>Funders</p> <ul style="list-style-type: none"> • EU Phare programme and National Labour Market Board <p>When did the activity start - end date?</p> <ul style="list-style-type: none"> • The activity started on the 2nd of January and ended on the 22nd of November 2004
Description of activity	<p>Outline of programme / activities</p> <ul style="list-style-type: none"> • The project elaborated several reports to the beneficiaries including reports on labour market measures for young unemployed and motivation schemes for employers. • The project provided adjustment training for 569 youngsters (80 hours). The training was designed to support self-analyses, provide knowledge on the local labour market, legislation and elementary skills in job-seeking. • The project provided professional training for 337 youngsters (80 hours). The training was conducted by a variety of vocational schools and training institutions. In choice of training programmes both the preferences of the target group and demand in labour market were considered. The training provided the youngsters with basic level vocational skills and prepared them for work practice or subsidised work contracts. The project covered transport costs and lunch for youngsters during training. • The project provided the target group with a support structure. Each group of 20 youngsters had their own tutor who took them through the process of 10 job-club meetings, helped and encouraged them in finding places for work practice or subsidised jobs. 387 persons took part in job-club activities. • The project provided 250 youngsters with 4-month work practice or with subsidised work places (12 months). • The project provided training for 19 public employment service staff. The training contributed to deeper understanding of the young unemployed and thus improved service to the target group of young people. <p>Origins</p> <ul style="list-style-type: none"> • The overall concept and TOR of the project was developed by the Ministry of Social Affairs. However, it was the Partnership NGO in South-East Estonia who took the initiative in finding partners for the bid. • The Partnership NGO had just finished their first local



	<p>employment project in Võru county and were eager to use the experience.</p> <ul style="list-style-type: none"> • They previously worked together with the Johannes Mihkelson Centre which has an excellent reputation in training the unemployed. However, they needed a strong lead partner to cope with complicated management issues. They therefore contacted BDA Estonia, who found local partners from other regions. While working out the methodology enthusiasm and synergy of the team was obvious and the bid was successful. <p>Who was involved in the design, management and delivery of the programme</p> <ul style="list-style-type: none"> • The TOR elaborated by the Ministry of Social Affairs formed the basis of the project design. In the process of public tender procedure the team added a number of innovative elements which were based on local employment development experiences of the consortium members (mainly NGOs). They had a central role in the delivery of the project in three target areas whereas the lead partner contributed mainly with its management experience. <p>Recognition</p> <ul style="list-style-type: none"> • The project has been recognised as one of the most successful Phare projects in the social sector. This has been stated by the steering committee, beneficiaries (Ministry of Social Affairs and Labour Market Board) as well as the EU Delegation in Estonia.
<p>Policy context within which the programme operates</p>	<p>Is there an explicit relationship between policy priorities / local activities?</p> <ul style="list-style-type: none"> • Due to the fact that the programme was initiated by the ministry it was easy to feedback local issues and even influence policy agenda. However, the link is not so obvious in case of many other local employment initiatives. <p>Is the policy context supportive / prohibitive?</p> <ul style="list-style-type: none"> • In the case of the Phare Youth Project it was fairly supportive. <p>Has the policy context changed during the life of the activity</p> <ul style="list-style-type: none"> • It has changed after the end of the project. Some of the changes co-inside with recommendations of the project.



	<p>Which came first – local activities or policy priorities (i.e. is activity leading or following policy priorities)?</p> <ul style="list-style-type: none"> • Usually local activities tend to follow policy priorities. Nevertheless, there are examples of local action influencing policy agenda.
Geographical focus of the case study	The programme operated in parallel on national as well as local level. In addition coordination was provided on regional level.
Impact	<p>Outputs</p> <ul style="list-style-type: none"> • Of the 569 youngsters that participated in the project, 70% had a positive outcome at the end of the project: 53% working and 17% started or continued studies. • At local level considerable number of young people entered labour market. • On regional level the project encouraged to develop the job-coaching system further(not exclusively for youth). South-East Estonia has with the help of ESF resources created a support network of local job-coaches. • On national level work practice has been included in the list of active labour market services. As a response to project recommendations the new Employment Act has provided the unemployed with health insurance during their participation period in active measures. <p>Any impact at European level?</p> <ul style="list-style-type: none"> • No evidence
Partners' details	<ul style="list-style-type: none"> • BDA Estonia (Bradley Dunbar Associates, Paisley & Johnston Ltd)– Lead partner, overall management and coordination • Partnership NGO – coordination in South-East Estonia • Askele Development Centre - coordination in North-East Estonia • Saaremaa Training Centre - coordination on the islands • Johannes Mihkelsoni Centre – development and provision of adjustment training programme • Vocational Schools – provision of professional training • Labour Market Board –contracts for work practice and subsidised work, payments to trainees and employers • Local governments – providing target group contacts • Local employers – providing practice and work opportunities • Aarhus Business College-policy advice to central government



Theme-Specific Questions

Who was targeted by the programme?	Young unemployed people (16-24)
Which levels of government were involved, informed or consulted?	Central government County governments (administrative structures of central government) Local governments
What actions resulted in mainstreaming?	There has been interest on central level to have a second round. However this has not happened yet.
Sustainability	Partnership NGO has further developed job-coach system with ESF funding.
Successes / lessons learned	<p>What contributed to the programme's successes</p> <ul style="list-style-type: none"> • Partnership – cooperation between public-private and 3rd sector • Interest of central government in project results • Enthusiasm and commitment of local partners <p>What lessons have been learned</p> <ul style="list-style-type: none"> • Local employment development requires a more proactive approach. • The Public Employment Service misses a considerable part of the unemployed who for several reasons do not enter the system. • To fill this gap local NGOs should be encouraged to take an active role as local service providers and reach the target group on local and community level. • Subsidies are an effective tool for persuading local employers to give young people a chance to get their first work experience. However, to avoid misuse and manipulation, it is wise to use this tool selectively in cases where young job-seekers are clearly less competitive in labour market. <p>What would you do differently next time?</p> <ul style="list-style-type: none"> • This kind of a project would in normal circumstances need much more time.

