



## ***INTEGRATED ACTION PLAN***

***JZ SOCIO Celje***



**GenderedLandscape**  
Gender + Equal + Cities

**May, 2022**

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## 1 The City Municipality of Celje

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The Municipality of Celje is one of eleven urban municipalities in the Republic of Slovenia. It is bordered on the north by the municipality of Vojnik, on the east by the municipality of Šentjur, on the southeast by the municipality of Štore, on the south by the municipality of Laško and on the west by the municipality of Žale. Municipality Celje, which is part of the Savinjska statistical region, measures 95 km<sup>2</sup>; this ranks it 75th among Slovene municipalities.

The town of Celje is the center of the municipality and lies at the confluence of the rivers Savinja and Voglajna in the Lower Savinja Valley. Celje is a dynamic and developmental city. It is the administrative, administrative, cultural, educational, economic, fair and tourist center of the region. The biggest tourist attractions are the Old Castle of Celje and the Rector's Palace (where the Regional Museum of Celje is headquartered), a cultural and historical treasure of the city, which shines in a renewed image and testifies to the rich history of Celje. Other recognizable tourist spots are the Water Tower, the Quaternary House, the Slovenian National Theater Celje, the National House, the Celje Center, the Old Pisker, the Celje Museum of Recent History, ... Many opportunities for relaxation, recreation and bicycle or hiking are offered by the City Forest, Šmartinsko jezero and Celje hut in the immediate vicinity.

Statistical data for 2019 reveal the following:

In the middle of 2019 about 49,600 people (about 24,950 men and 24,660 women) were living in the municipality, which ranks Celje 5th among Slovene municipalities. The population density was 523 people per square kilometre, which was higher than the national average of 103 people per square kilometre.

The number of live births was lower than the number of deaths, which means that natural increase per 1,000 population in the municipality was negative. It was -1.9 (in Slovenia -0.6). The number of people who moved from the municipality was lower than the number of people who moved into the municipality, so net migration per 1,000 population in the municipality was positive. It was 3.3. The sum of natural increase and net migration per 1,000 population in the municipality was positive. It was 1.4 (in Slovenia 7.2).

The mean age of people in Celje was 44.1 years, which was higher than the national average (43.4).

As in most Slovene municipalities, in Celje the number of old people was higher than the number of young people: there were 141 people, aged 65 or more, per 100 people aged 0–14. This ratio shows that the value of the ageing index was higher than the national average of 133. It also shows that the mean age of people in Celje is growing more rapidly than in Slovenia as a whole. Data by sex show that the ageing index for women was in all municipalities except in two (Jezersko and Loški Potok) higher than the ageing index for men. In Celje – as in most Slovene municipalities – more women were 65+ years old than 14 or less; for men the situation was the same.

Celje had 20 kindergartens. They were attended by 1,943 children or 81% of all children aged 1–5, which was the same as the national average. In the school year 2019/20 elementary schools in Celje were attended by about 4,280 pupils, while various upper secondary schools were attended by about

1,520 pupils. There were 33 students and 8 graduates per 1,000 people in the municipality; in Slovenia the averages were 37 per 1,000 and 8 per 1,000, respectively.

Among people aged 15–64 (i.e. working age population) about 67% were persons in employment (i.e. persons in paid employment or self-employed persons), which is more than the national average (66%).

In Celje, average monthly gross earnings per person employed by legal persons were about 4% lower than the annual average of monthly earnings for Slovenia; net earnings were about 3% lower.

Among 100 inhabitants in the municipality, 53 had a passenger car. The car was on average 10 years old.

In 2019, 454 kg of municipal waste per person was collected in Celje, which is 95 kg more than on average in Slovenia.

DATA FOR 2019	Celje	Slovenia
Surface area (sq. km) - 1 January	95	20,271
Population - Total - 1 July	49,602	2,089,310
Population density - 1 July	523	103
Mean age (years) - 1 July	44.1	43.4
Total increase per 1,000 population	1.4	7.2
Number of persons in paid employment (by work place)	28,395	801,909
Employment rate (%)	67.3	66.0
Average monthly net earnings per person (EUR)	1,093.56	1,133.50
Turnover of enterprises (1,000 EUR)	4,132,461	121,356,615
Average age of passenger cars - 31 December	9.9	10.2

Generally speaking, women in Celje are more at risk of poverty than men. Elderly women who live alone are at particular risk. Women from ethnic minorities, elderly unemployed women, retired women, disabled women and single mothers are also at increased risk of social exclusion.

Socio VGC, the local social institution, offers a range of programs to address these groups, including psychological especially for long term unemployed and long-term recipients of social transfers women, support groups for women, psychosocial workshops, “anti-violence” workshops, individual counselling, preventive programs, and support groups for breastfeeding mothers. Many of these

programs take place at the Intergenerational House, a “one-stop-shop” for social support, trainings, and workshops located in the city centre.

However, the city still faces the challenge of implementing equal opportunities policy into political and, above all, economic structures and motivating women, especially those at risk of exclusion, to participate in gender equality programs.

Thus, the city seeks to activate the long-term unemployed (especially women) to work in the care of elderly women at risk of social exclusion and poverty as a first step to re-joining the labour market. There have been several national and EU projects on aspects of this topic; these are however mostly short-lived and only partially successful. A large proportion of the women who have been activated through these programs return to the labour market only temporarily. This is especially the case for Albanian-speaking non-Slovene women. This is particularly true for the program for social activation mentioned above, which seeks to establish a comprehensive model of social activation, empower target groups to move closer to the labour market, prevent poverty and social exclusion and reduce health inequalities. The main issue with this program is lack of support following the end of the program, which leads to an eventual loss of the progress gained during the program.

There are a range of stakeholders already working on this topic, but, according to the professionals, they are chronically understaffed and limited with some demands, which makes cooperation difficult. The main stakeholders are governmental and non-governmental organizations, especially in the fields of education, health and social affairs; civil society, women from ecologically and socially oriented companies. The relevant stakeholders have been incorporated into Celje’s URBACT Local Group and are listed below.

In Celje there is also good political support for social issues, specifically from the mayor, and there is good quantitative data. Qualitative data is largely missing and could be helpful to better assess the situation. Those working “on the ground” with the long-term unemployed and elderly women state that, despite a number of positive policies and projects in this field, it is difficult to connect with policy beneficiaries. They lack the opportunities for fieldwork and especially qualitative data collection, during which they could also additionally activate women to participate in these programs. They need stable financing of this program which includes their experience from the field (practice) and steady funding with permanent programs.

The professionals in Celje are specifically looking for ways to motivate and involve long term unemployed and long-term recipients of social transfers and go beyond the logic of being stay-at-home mothers so that they are active co-creators of their employment strategies and integration into society and have more power and freedom within the Slovenian society and help design their own future.

On a municipal level, Celje boasts a wide range of resources which will be relevant to the successful implementation of an integrated action plan. They are one of the only Slovenian municipalities which has a strategy and legal paper for economic development. It is also the only city in Slovenia with a dedicated social institution (JZ Socio, the partner in this project). A series of programs and institutions which work with a diverse range of issues related to women, gender, and gender equality have been established in Celje.

The entry point for reaching the target group will be based on good existing cooperation between governmental and nongovernmental sector; especially in combination with community organizing, as well as good experiences with reaching long term unemployed and long-term recipients of social transfers through the multigenerational centre mentioned above. Here, we provide a lot of good projects that support equal gender roles, mutual support, exchange of experience and knowledge and creation of joint projects for the benefit of everyone involved.

## 2 The process of action planning

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In order to address the policy goal, we intend to work with the target group on both individual and group levels to help them integrate into society by participating in the labour market. An initial idea was to link with existing programmes and train them to be involved and employed with the care for vulnerable elderly economically deprived women. This idea has been ruled out since it could be difficult to get access to the elderly. As a result, we have decided to take a co-creation approach which engages and empowers the target group to discover their individual needs and wants with regard to labour with the intention of making work more enjoyable and thus longer term. We would like to support long term unemployed and long-term recipients of social transfers to know where to find help, to have support with raising their children (educational workshops and support group), to have the possibilities to find employment, etc. We would also like to organize the group of women that come from specific communities to have the internal network for support inside their cultural specifics.

Our key strategy is the exchange of knowledge and experiences of good practice based on our SSA. Through workshops, projects, seminars, trainings and various group work techniques we would like to create new good practices in organizing and supporting long term unemployed and long-term recipients of social transfers from the beginning of their work journey all the way until and after their return or entrance to the work place. We would like to put in practices that work for them specifically and inform all of the stakeholders about the value and advantages of this process. We would like to propose a different way of addressing this issue on a long-term basis and inform the professional public, educate the wider public and include and inform the business partners. Above all we want to create projects where long term unemployed and long-term recipients of social transfers as excluded group will have the opportunity of being heard and listened to in creating projects and jobs based on their needs and wants, develop ways to empower them to be able to integrate better into the work place and society.

We also want to improve cooperation between the government sector, the non-governmental sector and the general population; we especially want to create and implement good practices at all levels of our society and to create a quality network of mutual communication at different levels. Process and also provide after care follow-up and thus also connect different sectors and facilities.

Our IAP goal is to support long term unemployed and long-term recipients of social transfers in communicating their needs in transitioning into work market successfully and on more long-term basis, not just for the duration of some project. We want to help assist them in this process individually and with different group work and workshops. We will assess their needs in the survey and then we will test our approach during our small-scale action. We will communicate about our plans and results in our core group and in the wider population with different methods such as some short clips, some animated videos about successful approaches or successful employment, we might encourage our target group to write some poems and print them on the cards and share them amongst general public to inform them about our work and gender inclusion cases/practices etc.

A large emphasis in our SSA will also be on the last step of integration of long term unemployed and long-term recipients of social transfers in a form of some after care and follow up plan. We will adjust

our scale of goals for SSA according to our sense of what is doable in the current time period so we have not yet decided whether we will address the issue of addressing the topic of reaching more girls for work in technical fields. We might do that but further discussion is needed in the ULG group.

Our main goals in the IAP are:

- establishing and developing an info spot “SOCIO POINT” for long term unemployed and long-term recipients of social transfers to reach labour market
- psychological and practical support for target group reaching labour market
- individual guidance and group work for target group reaching labour market
- creating monthly or quarterly interdisciplinary meetings with different potential employers, companies, private and public sector stakeholders
- informative meetings for educational professionals (formal and informal education) about spotting and guiding our target group early on
- proposing a policy change to municipality and Ministry of labour and social affairs about prolonged funding
- sharing the benefits of social and gender inclusion of Albanian women by providing them

Our stakeholders are:

- Core ULG Group
- Albanian women
- Municipality of Celje
- Centre for social work Celje
- VGC multigenerational centre and Tanja Petelinšek
- psychologist Tanja Peček who works with Albanian women in VGC
- JZ Socio Celje
- Employment service: Zavod RS za zaposlovanje – UE Celje - core ULG group
- Primož Božnik – NGO consultant working on social activation of the long term unemployed and other social issues
- Alenka Vodončnik – NGO founder and female entrepreneur active in women’s business issues

Additional stakeholders who will be involved in thematic meetings, single events and public consultation

- Public university Celje, LUC
- media – newspaper, local tv station and the wider general public
- Youth Centre Celje
- Regional Chamber of Commerce and Industry: OOO- UE Celje
- Regional development Agency Celje
- University of Ljubljana, Faculty of Social Work
- Faculty of Social Sciences - University of Ljubljana
- Social protection institute of the Republic of Slovenia
- The Advocate of the Principle of Equality
- Governmental and non-governmental organizations: NGO Racio, CRI
- Public and private companies

With some of our stakeholders we will coordinate regularly, with some will we host ULG occasional events and with others, according to the need, we will arrange one-time events. Long term unemployed and long-term recipients of social transfers are the focus of our work and small-scale action. Since they already attend some classes with our psychologist in the Multigenerational centre



VGC we will work with them through VGC. Different media events will be held at different stages to include the wider public and spread the message. Other stakeholders will be included and needed in different stages but they will be very important in the last stage when we will open a space to discuss about one-on-one needs of long term unemployed and long-term recipients of social transfers in the employment process and the building of new social structures. They will be crucial partners in helping organize resourcing and measuring results.

It will be important for us to also look at the issue from a wider perspective. Not just focus on the individual solutions for the individual women, but also look at the structures in place and how they can create conditions that unevenly create disadvantages for certain groups. At least we will try to open a space for discussion and critical analysis of decisions, structures, and policies currently in place. That is something that we will talk about at our ULG meetings after the survey and especially after our SSA with our public and private companies and other who come in touch with our target group.

### 3 Focus and objectives of the Integrated Action Plan

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**The policy challenge that Celje will tackle is integrating long term unemployed into the labour market with establishment of a "SOCIO POINT".**

The basic purpose of the "SOCIO POINT" is to help the (very) long-term unemployed and long-term recipients of social transfers with a variety of complex problems and circumstances to resolve their problems and (re) actively engage in society and, if possible, employment. So it goes for an approach that addresses the issue of the long-term unemployed and long-term recipients DSPs, which have a variety of complex social (and health) problems, are in vulnerable situations, often marginalized and socially excluded (non-integrated into social life and social systems), and are difficult to employ due to their situations and characteristics, but also passive and often unmotivated for life changes or changes in behavioral patterns. It's important also include individuals and families who, due to a combination of living and objective (employment) have been unemployed for a long time and / or in financial difficulties (including over-indebtedness) and are therefore situations in which they risk slipping into social exclusion. It is so necessary to combine both curative and preventive approaches.

With "SOCIO TOČKA" we want to actively regulate the social situation / problems of persons information and support for empowerment, raising various functional competencies, dissemination social networks and contacts and raising work potential (by acquiring new skills) to support people for their reactivation, integration into various social systems and consequent reintegration into the labor market or into employment (in the open market or in social enterprises or in even more adapted ones forms of employment). In this context, social activation does not only mean inclusion in (new), specific ones activation programs, but represents a comprehensive approach that needs to be properly placed in context treatment of persons at the CSD and ESS, which also means greatly enhanced individual treatment users at the CSD in the framework of first aid services, personal assistance and family assistance for the home and enhanced coordination of activities not only between the CSD and the ESS, but also those carried out by other stakeholders (NGOs and the public sector). It is also necessary to properly connect the existing social welfare ones programs, new social activation programs, active employment policy programs, various education and training programs (outside of regular education) and the like and enable transitions between them.

In order to obtain more detailed data on the issue of target groups, we are in the first half of 2022 conducted a survey within the SAS.

The target groups addressed in the IAP are roughly temporarily unemployed people, long-term unemployed with various complex problems that make them difficult to employ and long-term and frequent recipients of DSP and extraordinary DSP. We deliberately decided on such an approach to the target groups, as they have individuals in vulnerable and problematic situations mostly complex and connected problems that cannot be reduced to a single feature, e.g. alcoholism, drug addiction, mental health problems, experience of violence, etc.

The cooperation between ESS and SWCs was formalised in the form of joint committees that deal with the unemployed, hard-to-employ people that have complex social problems or are in vulnerable

situations that make them temporary unemployable. ESS has no means to help such unemployed people, so they are (after discussion on their cases and on available options) transferred to SWC for social work treatment. SWC concludes an 'agreement on the active solution of the social situation' with such person, which is the basis for the person to continue receiving the FSA (without being an active job seeker). It is normally expected that such person would be included in a social rehabilitation programme or some other sort of social programme (provided by NGOs and funded by MLFSA).

#### **Support, motivation, guidance programs:**

- information programs (acquainting the long - term unemployed with changes employment legislation, e.g. with a new system of securities),
- empowerment programs in addiction management and solving social and other problems, - programs that include individual work with the individual in the direction of identifying his problems and difficulties and help in finding ways to solve problems or strategies for success confronting them.
- programs to provide support to unemployed people in contacts and interviews with potential employers and in the initial period of employment (inclusion in the work collective).

#### **Programs with an emphasis on increasing user independence / acquisition social skills and functional knowledge:**

- financial literacy programs (efficient use of money),
- programs of active leisure and care for a healthy lifestyle (learning for life),
- occupational training with guidance and psychosocial assistance, occupational therapy,
- programs for acquiring social skills (eg functional description, skills communication),
- literacy programs, providing assistance in completing school, learning the Slovenian language,
- programs for the use of information and communication technologies.

"SOCIO TOČKA" is a comprehensive approach that addresses the issue of the long-term unemployed persons and long-term recipients of DSP who have different complex social (and health) problems, are often marginalized and socially excluded in vulnerable situations (non - integrated in social life and social systems), and are difficult to employ due to their situations and characteristics, at the same time as well as passive and often unmotivated for life changes or. changes in behavioral patterns.

It is also important to include individuals and families who are due to the web of life and objective (employment) circumstances have been unemployed for a long time and / or in financial difficulties (over-indebted) and are therefore in vulnerable situations that threaten them to slip into social exclusion. It is therefore essential to combine both a curative and a preventive approach.

The purpose of establishing the "SOCIO POINT" is through active regulation of the social situation / problems of persons information and support for empowerment, raising various functional competencies, dissemination social networks and contacts and raising work potential (by acquiring new skills) to support people for their reactivation, integration into various social systems and consequently again integration into the labor market or into employment (in the open market or in social enterprises or in even more adapted ones forms of employment). "SOCIO POINT" therefore means a holistic approach (a new paradigm of approach) and not only programs to which we direct people.



#### 4 Action intervention logic worksheet

ACTION	RESOURCES	MAIN OUTPUTS	RESULTS	VISION
<b>List one ACTION per row.</b> Title of each Action + very short description <i>if needed</i>	<b>What will be needed</b> to complete the ACTION? (People, money, physical resources, space, etc.) How much of it will be needed (be specific!)	<b>What will be created</b> by the ACTION or <b>what will have happened?</b> An OUTPUT should be tangible – you could measure or count it (maybe touch or see it)	Which <b>SPECIFIC OBJECTIVES</b> will the ACTION contribute to? What will be the change in the short-term? How will you measure it (how will you know)?	<b>Which part(s) of your VISION</b> does the ACTION help you to achieve? What long-term changes will happen?
<b>Establishment of a "SOCIO POINT"</b>	Arrangement of place (office) in the city centre, old town of Celje, where the info point will be. The information will be provided to the target group by an expert. Trainings, workshops and other activities will take place in the same place.	Number of long-term unemployed visiting the infopoint.	Empowering the long-term unemployed and long-term recipients of social transfers who will visit the info point.	Increased involvement of the target group in various forms of employment, volunteering, training, formal and non-formal education
<b>Individual counseling and group workshops</b>	<b>Support, motivation, guidance programs:</b> <ul style="list-style-type: none"> <li>- information programs (acquainting the long - term unemployed with changes employment legislation, e.g. with a new system of securities),</li> </ul>	Number of long-term unemployed visiting the infopoint.	Empowering the long-term unemployed and long-term recipients of social transfers who will visit the info point.	Increased involvement of the target group in various forms of employment, volunteering, training, formal and non-formal education



	<ul style="list-style-type: none"> <li>- empowerment programs in addiction management and solving social and other problems, - programs that include individual work with the individual in the direction of identifying his problems and difficulties and help in finding ways to solve problems or strategies for success confronting them.</li> <li>- programs to provide support to unemployed people in contacts and interviews with potential employers and in the initial period of employment (inclusion in the work collective).</li> </ul> <p><b>Programs with an emphasis on increasing user independence / acquisition social skills and functional knowledge:</b></p>			
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	<ul style="list-style-type: none"> <li>- financial literacy programs (efficient use of money),</li> <li>- programs of active leisure and care for a healthy lifestyle (learning for life),</li> <li>- occupational training with guidance and psychosocial assistance, occupational therapy,</li> <li>- programs for acquiring social skills (eg functional description, skills communication),</li> <li>- literacy programs, providing assistance in completing school, learning the Slovenian language,</li> <li>- programs for the use of information and communication technologies.</li> </ul>			
<b>Organization of events entitled "Work is fun"</b>	The events will be organized in the premises of the info point as a fair, where employers, job seekers, ESS,	Number of attendees from the target group and other interested public.	Possibility of employment of the long-term unemployed	Jobseekers will be able to present themselves to employers, and employers will also be able to present



	<p>CSW, etc. will exchange experiences.</p> <p>Arrangement of the event venue (tables, chairs, stands, technical equipment ...)</p> <p>Leaflets and short videos will be distributed at the event.</p>	<p>Number of new ideas emerging from these events.</p> <p>Partnership and collaborations among local firms and unemployed.</p>		<p>the various jobs they are looking for. In such an informal way, many people from the target group will be able to get a job.</p>
<p><b>Information and promotion and media campaigns</b></p>	<p>Leaflets and short videos will be made. The leaflets will be distributed at the ESS, CSW and at the info point. The videos will be posted on social media and will be played on the info point screen all the time.</p> <p>A round table and a media event will be organized where professions that are stigmatized as distinctly female or male will be presented. A cooking workshop will be organized on the same day, where tasks will be equally divided between the sexes.</p>	<p>Number of attendees from the target group and other interested public.</p> <p>Number of decision-makers at local, regional and national level.</p>	<p>Promotion of professions and info point "SOCIO POINT" and dissemination of project results and presentation of IAP to the general public and decision makers.</p>	<p>Decision makers will be introduced to a different approach to long-term unemployed and long-term recipients of social transfers. The number of employers participating in the activities will increase.</p>

## 5 Risk analysis

Description of risk	Type of risk (e.g. operational, financial, legal, staffing, technical, behavioural)	Categorisation (low, medium or high risk with regard to the successful implementation of your IAP)	Outline of steps which could be taken to mitigate the risk
COVID-19 restrictions	Operational	Medium	
Stakeholders involvement: Lack of engagement of the ULG stakeholders in the action plan deployment	Behavioural	Moderate	Work to maintain the motivation of the stakeholders have been done, following-up the meetings, informing them and contacting them. It will continue like this. Besides, specific roles are assigned to them in the activities and roles will also be assigned in relation to the plan's follow-up.
Funding: Lack of funding to develop some activities	Legal	High	The issue of funding the activities will be raised in the meetings with politicians and technical staff the will be held to present the action plan
Communication: Lack of communication of the actions that are being done in relation to the plan's deployment	Operational	Low	
Time left for the actions	Operational, staffing	Medium	Some actions will be organise in late 2022 or 2023



