



LOCAL ACTION PLAN: CELJE

Developing women's role in local services for family well being

City of Celje has been working on strategies to support women's involvement in enterprises, quality employment and innovation. The city has developed a local action plan for the development of quality services for older people and families through the training and employment of women for family support services, either within the public sector or in private welfare enterprises.

Problems to be addressed

The Local Support Group in Celje comprises members of the local Social Services, The Employment Department, the Chamber of Commerce and NGOs. It considers greater gender equality in employment and entrepreneurship as well as the improvement in the quality of the lives of families living in times of demographic and economic change, as two of the most important priorities of the city. These priorities are capable of making a contribution to both the economic growth and social inclusion. It was for this reason that the city became the lead partner in the URBACT II WEED project and is producing, within this framework, a Local Action Plan to meet the gap between the needs of families and the public sector capacity to meet these needs: a gap that has been growing with the economic crisis and wide ranging changes in traditional family structures. Based on an initial analysis of families, unemployed women in the city and local social services, training and employability resources, the LSG worked on a project proposal for a Centre for Information, Consultancy and Education.

Aims and Objectives

The proposed project has three main objectives:

- ✓ To promote family well-being and the well-being of the elderly by planning and promoting quality services at a reasonable cost;
- ✓ To develop a training centre and curriculum for those wishing to work in home based elderly support, family crisis support and financial inclusion i.e. areas essential for well-being ;
- ✓ To equip trainees to work in the public sector services or to develop an entrepreneurial structure coherent with the 'public' purpose of such services.

In 2005 the Ministry of Labour, Family and Social Affairs in Slovenia agreed on 'The Strategy for care for the elderly till 2010—Solidarity, good inter-generational relations and quality ageing of the population'. It called for greater cooperation between state and civil society to meet the needs of an ageing society and to respond to the European demands for new solidarity between the generations. The proposal from the LSG is valuable for the country insofar, as it will develop a new type of an integrated model of development, which will demonstrate how local responses to local problems can be generated.

Actions Proposed

The proposal is complex and consisted of several elements developed over a period of two years. They are to:

1. Develop an analysis of the quality and quantity of existing social service for the elderly, families in crisis and financial exclusion ;
2. Establish a new Centre for Information, Consultancy and Education alongside the existing Intergenerational Centre;
3. Prepare and implement educational programmes for support for the elderly, families in crisis and financial exclusion;
4. Strengthen the quality of work and workers in the sector by recruiting and implementing education of unemployed women (target groups);
5. Register trainees as part of a bank of quality workers that employers will prefer;



European Union
European Regional Development Fund

Connecting cities
Building successes



6. Develop and deliver education/ training for self-employment in social services in cooperation with ZRSZ and including financial management, management support, vocational training and financial tools;
7. Capitalise on the learning of the project through two meetings with line ministry, two transnational meetings, one expert excursion in Slovenia and a conference for Slovenian municipalities as a transfer of good practice.

Stakeholders involved

The project will be implemented in close partnership with the following stakeholders:

- The Social service division of the Municipality of Celje.
- The Centre for Social Work – training agency
- JZ Socio - municipal company responsible for supporting women and families need
- The Home for elderly people Celje
- The Multigenerational centre Hudinja, Celje
- The Employment Department – Republic of Slovenia
- The Municipality of Celje- Department for Social Affairs.

Key steps

1. Submitting an application for resources to The Ministry for Work, Family and Social Matters for funding of ESF in 100% of eligible costs, for the value of 300.000 EUR.
2. If successful, the project will start in 2011 and run till January 2013.
3. Developing and implementing indicators of success. These include:
 - 45 women recruited, 70% under 25
 - The creation of 4 workplaces
 - The creation and implementation of 3 main educational programmes
 - The creation and implementation of 1 self-employment programme
 - The development of an Information, advisory and education centre for family support.

How has transnational work contributed to the ideas for local action plan?

The local action plan has been prepared on the basis of local analyses of needs and issues during the economic crisis. Transnational work on different projects has contributed through indirect influence; it helped us to see new opportunities during the exchange of good practices and knowledge.

Contact:

Alenka Vodoncnik, prof,
Agencija Ave, Alenka Vodončnik s.p.

Telephone: 00386 3 620 97 06

e-mail: alenka@agencija-ave.si



