

INTERREG SIV

D.T4.4.1

Growth Potential Report

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1. Introduction

The Social Impact Vouchers project (SIV) is in the final months of its implementation. The deliverables currently being prepared have two main goals - to map the course (and success) of activities so far - primarily focused on the establishment and operation of the fund and the implementation of the voucher program in participating project countries. The second goal is to evaluate the effect of the tested measures on the basis of the activities implemented so far and to prepare for the period after the end of the project - at the time of project sustainability.

The SIV project has had the opportunity to pilot various approaches and concepts under Interreg Central Europe funding, aimed at creating an ecosystem to support the employment of job seekers from disadvantaged groups - through a system of vouchers funded by the Fund (national funds or a joint international fund).

The voucher program varies in each of the participating countries. Each country has chosen different target groups from among job seekers as well as other target groups among employers. This deliverable represents a list of addressed employers who have been offered the opportunity to participate in the voucher program. In this respect, too, the approach differed from country to country. As this deliverable proves, individual countries vary in number, size and type of employers addressed. This deliverable does not only serve as a catalogue of addressed (and involved) employers. Based on the data provided from individual countries, an analysis was made of which types of employers showed the greatest interest in our voucher program. This will make it easier for us to plan sustainability activities after the end of the project - we already have a better idea of which groups of employers have the greatest potential to use our voucher programs even after the end of project implementation.

Originally, this deliverable was to present a list of SMEs. During the project, the project partners decided to expand employment opportunities and not just limit themselves to SMEs, but to expand the involvement for different types of employers - private companies, government institutions, NGOs, churches and others.

Each subchapter presents a list of employers who have been offered participation in the voucher program through both vouchers and mini-vouchers (informative).

Based on the overview of the addressed employers and the degree of their responsiveness, it was possible to deduce which types of employers have the greatest potential to use the voucher program within the framework of sustainability.

Project partners naturally collect all data continuously. In order to prepare the submitted deliverable, all partners provided the data in a unified form so that it was possible to compare the data between countries.

2. Growth potential in participating countries

2.1. AUSTRIA

2.1.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Microsoft	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Recruiting event	positive	yes
2.	Axians	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Direct mailing	positive	no*
3.	Enio	Private business organization	medium	IT services 62	Austria	Vienna	Vienna	Direct mailing	positive	no*
4.	Open Force	Private business organization	medium	IT services 62	Austria	Vienna	Vienna	OTHER	positive	no*
5.	BMA Bundesministerium für Arbeit	National public body	big	HR management and labour market services 78	Austria	Vienna	Vienna	Direct mailing	positive	no*
6.	ITSV	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Direct mailing	positive	no*
7.	XXXL Digital	Private business organization	medium	IT services 62	Austria	Vienna	Vienna	Recruiting event	positive	no*
8.	EBCONT	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Third party (chamber, ...)	positive	no*
9.	ARZ	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Direct mailing	positive	no*
10.	Rotable	Private business organization	small	IT services 62	Austria	Vienna	Vienna	Recruiting event	positive	no*
11.	tietoEVRY	Private business organization	medium	IT services 62	Austria	Vienna	Vienna	Calling	positive	no*
12.	Wiener Wohnen Kundenservice GmbH	Regional public body	big	accommodation services 55	Austria	Vienna	Vienna	Direct mailing	positive	no*

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
13.	Accenture	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Recruiting event	negative	no
14.	Bundesrechenzentrum	National public body	big	IT services 62	Austria	Vienna	Vienna	Direct mailing	negative	no
15.	TTTech	Private business organization	big	IT services 62	Austria	Vienna	Vienna	OTHER	negative	no
16.	Nagarro	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Recruiting event	negative	no
17.	Paysafe	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Direct mailing	negative	no
18.	Zühlke	Private business organization	big	IT services 62	Austria	Vienna	Vienna	Direct mailing	negative	no

*Although this employer has not been engaged in the voucher programme, currently employs at least 1 graduate from training

2.1.2. Forecast for vouchers uptake

The Austrian partner also has a specific model for the operation of the voucher program. It primarily organizes a 9-month training for disadvantaged groups and then seeks to place graduates with employers. The list of addressed employers includes 18 addressed employers - all employers are based in Vienna and the main majority operates in IT services. From the point of view of the size of the company, these are rather large and well-known companies. The Austrian partner used different channels when addressing - and we can see that their success is almost identical. Microsoft, as the only employer, is directly involved in the voucher program. The other 11 companies are not directly involved in the voucher program, but currently employ at least 1 graduate who has completed training within the voucher program.

From the above overview, we can state the following factors for success in order to gain interest from employers:

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) private business organization (eg. LTD), (2) national public body / regional public body
- EMPLOYER SIZE: (1) big, (2) medium, (3) small
- SECTOR / INDUSTRY: (1) IT services, (2) HR management and labour market services / accommodation services
- COMMUNICATION CHANNEL: (1) direct mailing, (2) recruiting event, (3) third party / calling / other

2.2. CZECH REPUBLIC

2.2.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Tydli Mydli, z.s.	NGO	micro	Sports and leisure activities 93	Czechia	Olomoucký	Šumperk	Calling	positive	Yes
2.	Mlín Plav s.r.o.	Private business organization (e.g. LTD)	small	Other	Czechia	Jihočeský	Majdalena	OTHER	positive	Yes
3.	Spolek Pětka	NGO	small	Other	Czechia	Jihočeský	Malonty	OTHER	positive	Yes
4.	Psychiatrická léčebna Červený Dvůr	Private entrepreneur (sole proprietorship)	medium	Human health care 86	Czechia	Jihočeský	Český Krumlov	OTHER	positive	Yes
5.	Farma pod Mohylou, s.r.o.	Private business organization (e.g. LTD)	small	Agriculture 01	Czechia	Jihomoravský	Brno	OTHER	positive	Yes
6.	Barbora Vodová	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Jihomoravský	Podolí	OTHER	positive	Yes
7.	MD Job Brno s.r.o.	Private business organization (e.g. LTD)	small	Personal services 95, 96	Czechia	Jihomoravský	Brno	OTHER	positive	Yes
8.	Arpitha z.s.	NGO	small	Other	Czechia	Jihomoravský	Podolí	OTHER	positive	Yes
9.	JK Vítovice z.s.	NGO	small	Agriculture 01	Czechia	Jihomoravský	Vítovice	Direct mailing	positive	Yes
10.	IQ Roma Servis z.s.	NGO	small	Social work and other social services - 89	Czechia	Jihomoravský	Brno	OTHER	positive	Yes

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
11.	Město Luže	Private entrepreneur (sole proprietorship)	medium	Building management 81	Czechia	Pardubický	Luže	OTHER	positive	Yes
12.	MS Robotics, s.r.o.	Private business organization (e.g. LTD)	medium	Fabricated metal product manufacturing 25	Czechia	Olomoucký	Kolšov	Direct mailing	positive	Yes
13.	Jiří Zaoral	Private entrepreneur (sole proprietorship)	small	Wholesale 46	Czechia	Olomoucký	Šumperk	Calling	positive	Yes
14.	Rodinné centrum Krteček	NGO	micro	Sports and leisure activities 93	Czechia	Vysočina	Pelhřimov	OTHER	positive	Yes
15.	DK Šumperk	Private business organization (e.g. LTD)	small	Cultural activities (library, archives, museums and others) 91	Czechia	Olomoucký	Šumperk	Direct mailing	positive	Yes
16.	RC Vikýrek	NGO	small	Sports and leisure activities 93	Czechia	Olomoucký	Vikýřovice	Direct mailing	positive	Yes
17.	Jan Libánský	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Jihočeský	Křišťanov - Arnoštov	OTHER	positive	Yes
18.	MUDr. Iva Pousková	Private entrepreneur (sole proprietorship)	micro	Human health care 86	Czechia	Olomoucký	Jeseník	Direct mailing	positive	Yes
19.	Recyklace - sociální podnik s.r.o.	Private business organization (e.g. LTD)	micro	Other	Czechia	Moravskoslezský	Ostrava	Direct mailing	positive	Yes
20.	Vítězslav Crha	Private entrepreneur	small	Land transport 49	Czechia	Olomoucký	Staré Město pod Sněžníkem	Direct mailing	positive	Yes

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
		(sole proprietorship)								
21.	David Patera	Private entrepreneur (sole proprietorship)	small	Telecommunication 61	Czechia	Olomoucký	Šumperk	Calling	positive	Yes
22.	Menssana, z.ú.	NGO	small	Social work and other social services - 89	Czechia	Moravskoslezský	Ostrava	Direct mailing	positive	Yes
23.	Marcela Kotrčová	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Jihočeský	Nové Hrady	OTHER	positive	Yes
24.	MAS Horní Pomoraví o.p.s.	NGO	small	Other	Czechia	Olomoucký	Hanušovice	OTHER	positive	Yes
25.	Kateřina Meisterová	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Olomoucký	Staré Město pod Sněžníkem	OTHER	positive	Yes
26.	Ivo Pich	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Olomoucký	Staré Město pod Sněžníkem	OTHER	positive	Yes
27.	Varner Jan	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Olomoucký	Staré Město pod Sněžníkem	OTHER	positive	Yes
28.	Horský hotel Paprsek, s.r.o.	Private business organization (e.g. LTD)	small	Accommodation services 55	Czechia	Olomoucký	Staré Město pod Sněžníkem	OTHER	positive	Yes
29.	Experior, s.r.o.	Private business organization (e.g. LTD)	medium	Fabricated metal product manufacturing 25	Czechia	Olomoucký	Štítý	OTHER	positive	yes
30.	Kamil Drechsler	Private	micro	Other	Czechia	Olomoucký	Jindřichov	OTHER	positive	Yes

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
		entrepreneur (sole proprietorship)								
31.	OKIN FACILITY, a.s.	Private business organization (e.g. LTD)	medium	Cleaning services 81	Czechia	Praha	Praha	OTHER	positive	Yes
32.	Kostka - kolobka, s.r.o.	Private business organization (e.g. LTD)	medium	Other manufacturing 32	Czechia	Olomoucký	Hanušovice	OTHER	positive	Yes
33.	Ladislav Ščuka	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Olomoucký	Šumperk	OTHER	positive	Yes
34.	Miroslav Hanák	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Olomoucký	Staré Město pod Sněžníkem	OTHER	positive	Yes
35.	Hruška, spol. s r.o.	Private business organization (e.g. LTD)	big	Food production 10	Czechia	Moravskoslezský	Ostrava	OTHER	positive	Yes
36.	Tomáš Malachta	Private entrepreneur (sole proprietorship)	micro	Other manufacturing 32	Czechia	Olomoucký	Jeseník	OTHER	positive	Yes
37.	OMB composites EU a.s.	Private business organization (e.g. LTD)	medium	Other manufacturing 32	Czechia	Olomoucký	Králíky	OTHER	positive	Yes
38.	Botumy, s.r.o.	Private business organization (e.g. LTD)	small	Social work and other social services - 89	Czechia	Moravskoslezský	Ostrava	Calling	positive	yes

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
39.	Obec Slezské Pavlovice	Local/district public body (municipality)	small	Cultural activities (library, archives, museums and others) 91	Czechia	Moravskoslezský	Slezské Pavlovice	Direct mailing	positive	Yes
40.	BEC Družstvo	Cooperative	small	Business and management consultancy 70	Czechia	Olomoucký	Šumperk	Direct mailing	positive	Yes
41.	Prádelna PRAPOS, s.r.o.	Private business organization (e.g. LTD)	small	Land transport 49	Czechia	Moravskoslezský	Ostrava	Direct mailing	positive	Yes
42.	TED Group, s.r.o.	Private business organization (e.g. LTD)	medium	Other	Czechia	Moravskoslezský	Český Těšín	Calling	positive	Yes
43.	Stocked, s.r.o.	Private business organization (e.g. LTD)	medium	Other	Czechia	Praha	Praha	OTHER	positive	Yes
44.	Anglická jazykovka - Alfa kurzy	Private entrepreneur (sole proprietorship)	micro	Other	Czechia	Jihočeský	Český Krumlov	OTHER	positive	Yes

2.2.2. Forecast for vouchers uptake

The Czech partner has achieved the highest number of employers involved in the project so far. The Czech partner addressed various types of employers and it obviously worked. As the only partner in the project, he also focused on the sale of proprietorship, which is significantly represented among its organizational form, the second rare organizational form is also Cooperative. In addition, the Czech partner focused on up to 8 different regions in the Czech Republic. Within the communication channels, he used mix calling, direct mailing and other methods.

The Czech list of addressed employers gives the opportunity to deduce the following factors for successful contact with employers:

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) private entrepreneur (sole proprietorship), (2) private business organizations (eg. LTD), (3) NGO
- EMPLOYER SIZE: (1) micro, (2) small, (3) medium
- SECTOR / INDUSTRY: (1) other
- COMMUNICATION CHANNEL: (1) other, (2) direct mailing (3) calling

2.3. CROATIA

2.3.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Martinov plašt	Cooperative	micro	Social work and other social services - 89	Croatia	Grad Zagreb	Zagreb	Recruiting event	positive	yes
2.	Stijena Resoc	NGO	micro	Social work and other social services - 89	Croatia	Grad Zagreb	Zagreb	Recruiting event	positive	yes
3.	Sferavisia d.o.o.	Social enterprise	micro	Social work and other social services - 89	Croatia	Grad Zagreb	Zagreb	Direct mailing	positive	planned for later
4.	Brlog	Cooperative	micro	Beverage industry 11	Croatia	Zadarska	Zadar	Newsletter	no response yet	planned for later
5.	Helb d.o.o.	Public business organization (eg. PLC)	medium	Manufacture of electronic products and electrical equipment 26, 27	Croatia	Zagrebačka	Dugo Selo	Direct mailing	positive	no
6.	HZZ	National public body	big	Public administration 84	Croatia	Grad Zagreb	Zagreb	OTHER	no response yet	planned for later
7.	Deša d.o.o.	Social enterprise	micro	Social work and other social services - 89	Croatia	Dubrovačko-neretvanska	Dubrovnik	Newsletter	no response yet	planned for later
8.	Atlantic Grupa d.d.	Private business organization (e.g. LTD)	big	Wholesale 46	Croatia	Grad Zagreb	Zagreb	Direct mailing	no response yet	planned for later

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
9.	Grad Križevci	Local/district public body (municipality)	OTHER	Public administration 84	Croatia	Koprivničko-križevačka	Križevci	Calling	positive	planned for later
10.	Bioblok d.o.o.	Social enterprise	micro	Construction of buildings 41	Croatia	Istarska	Kanfanar	Newsletter	positive	planned for later

2.3.2. Forecast for vouchers uptake

Based on the assessment success fields, the following factors can be stated for a successful voucher uptake in Croatia:

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) social enterprise, (2) diverse
- EMPLOYER SIZE: (1) micro, (2) small / medium / big
- SECTOR / INDUSTRY: (1) social work and other social services, (2) diverse
- COMMUNICATION CHANNEL: (1) recruiting event, (2) direct mailing, (3) newsletter/calling

2.4. GERMANY

2.4.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Aufbaugilde Heilbronn gGmbH	NGO	medium	Social work and other social services - 89	Germany	Baden-Württemberg	Heilbronn	Direct mailing	positive	Yes
2.	Bruderhausdiakonie	NGO	Big	Social care (elderly, disabled and child care) 87, 88	Germany	Baden-Württemberg	Reutlingen, Tübingen	Direct mailing	positive	Yes
3.	Diakonieverband Nördl. Schwarzwald	Church organization	small	Social work and other social services - 89	Germany	Baden-Württemberg	Calw, Nagold	Direct mailing	positive	Yes
4.	Diakonieverband Ulm/Alb-Donau, Diakonieladen Langenau	Church organization	medium	Social work and other social services - 90	Germany	Baden-Württemberg	Ulm	Direct mailing	positive	Yes
5.	Diakonieverbund Dornahof & Erlacher Höhe e.V.	NGO	medium	Social work and other social services - 91	Germany	Baden-Württemberg	Backnang, Calw, Freudenstadt, Großlarch, Nagold	Direct mailing	positive	Yes
6.	Diakonische Bezirksstelle Marbach	Church organization	small	Social work and other social services - 92	Germany	Baden-Württemberg	Marbach	Direct mailing	positive	Yes
7.	Ev. Kirchengemeinde Güglingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Güglingen	Direct mailing	positive	Yes
8.	Evang. Gesellschaft e.V., Stadtteiltreff OASE	NGO	Big	Social work and other social services - 89	Germany	Baden-Württemberg	Stuttgart	Direct mailing	positive	Yes
9.	Evang. Kirchengemeinde Bopfingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Bopfingen	Direct mailing	positive	Yes
10.	Evang. Kirchengemeinde Conweiler	Church organization	OTHER	Other	Germany	Baden-Württemberg	Conweiler	Direct mailing	positive	Yes
11.	Evang. Kirchengemeinde Ebingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Ebingen	Direct mailing	positive	Yes
12.	Evang. Kirchengemeinde Gelbingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Gelbingen	Direct mailing	positive	Yes

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
13.	Evang. Kirchengemeinde Güglingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Güglingen	Direct mailing	positive	Yes
14.	Evang. Kirchengemeinde Heubach	Church organization	OTHER	Other	Germany	Baden-Württemberg	Heubach	Direct mailing	positive	Yes
15.	Evang. Kirchengemeinde Hirschau	Church organization	OTHER	Other	Germany	Baden-Württemberg	Hirschau	Direct mailing	positive	Yes
16.	Evang. Kirchengemeinde Ludwigsburg West	Church organization	OTHER	Other	Germany	Baden-Württemberg	Ludwigsburg	Direct mailing	positive	Yes
17.	Evang. Kirchengemeinde Riedlingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Riedlingen	Direct mailing	positive	Yes
18.	Evang. Kirchengemeinde Spraitbach - Ruppertshofen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Spraitbach	Direct mailing	positive	Yes
19.	Evang. Kirchengemeinde Stuttgart-West	Church organization	OTHER	Other	Germany	Baden-Württemberg	Stuttgart	Direct mailing	positive	Yes
20.	Evang. Kirchengemeinde Ulm, Paulskirche	Church organization	OTHER	Other	Germany	Baden-Württemberg	Ulm	Direct mailing	positive	Yes
21.	Evang. Kirchengemeinde Unterkochen-Ebnat	Church organization	OTHER	Other	Germany	Baden-Württemberg	Unterkochen-Ebnat	Direct mailing	positive	Yes
22.	Evang. Kirchenpflege Waiblingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Waiblingen	Direct mailing	positive	Yes
23.	Evang. Paul-Gerhardt-Kirchengemeinde Stuttgart	Church organization	OTHER	Other	Germany	Baden-Württemberg	Stuttgart	Direct mailing	positive	Yes
24.	Evang. Pfarramt Böbingen-Mögglingen	Church organization	OTHER	Other	Germany	Baden-Württemberg	Böbingen-Mögglingen	Direct mailing	positive	Yes
25.	Evang. Verein Schwäbisch Gmünd	NGO	small	Social care (elderly, disabled and child care) 87, 88	Germany	Baden-Württemberg	Schwäbisch Gmünd	Direct mailing	positive	Yes
26.	Evang. Zinzendorfsgemeinde Heidenheim	Church organization	OTHER	Other	Germany	Baden-Württemberg	Heidenheim	Direct mailing	positive	Yes
27.	Kreisdiakoniestelle Tuttlingen	Church organization	small	Social work and other social services - 89	Germany	Baden-Württemberg	Tuttlingen	Direct mailing	positive	Yes

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
28.	Kreisdiakonieverband im LKR Esslingen	Church organization	medium	Social work and other social services - 90	Germany	Baden-Württemberg	Esslingen	Direct mailing	positive	Yes
29.	Offene Behindertenarbeit Isny e.V.	NGO	small	Social care (elderly, disabled and child care) 87, 88	Germany	Baden-Württemberg	Isny	Direct mailing	positive	Yes
30.	Sozialunternehmen Neue Arbeit gGmbH	NGO	medium	Social work and other social services - 89	Germany	Baden-Württemberg	Stuttgart	Direct mailing	positive	Yes
31.	Start GmbH	NGO	small	Social work and other social services - 89	Germany	Baden-Württemberg	Isny	Direct mailing	positive	Yes

2.4.2. Forecast for vouchers uptake

The German partners were the initiators of the SIV project, so they have the longest experience in reaching out to employers and motivating them to participate in the voucher program. The list also includes employers with whom Diakonie (Neue Arbeit) has been cooperating for a long time and some of whom were involved in the program even before the start of the SIV project. But this deliverable is intended to serve as an inspiration for other partners as well, what types of employers can be reached in their country.

Based on the data of the surveyed employers, we can see that in Germany the survey focused exclusively on NGOs and church organizations, which operate in different sectors and are also of different sizes. At the same time, all the organizations contacted showed interest in participating in the voucher program and are currently using it successfully. All the organizations contacted are based in Baden-Württemberg, with a few exceptions in various cities. Direct mailing has proven to be the most successful addressing channel in Germany.

Based on the assessment success fields, the following factors can be stated for a successful voucher uptake in Germany:

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) church organization, (2) NGO
- EMPLOYER SIZE: (1) other, (2) small / medium / big
- SECTOR / INDUSTRY: (1) other (*resulting from the specific focus of church organizations*), (2) Social work and other social services
- COMMUNICATION CHANNEL: (1) direct mailing

2.5. HUNGARY

2.5.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Hungarian Charity Service Association of the Order of Malta	Church organization	Big	Other	Hungary	Northern Great Plain	Tarpa, Nyírkáta, Nyírmihálydi, Tiszabura	Third party (chamber, ...)	positive	Yes
2.	Tranzit Food Ltd.	Private business organization (e.g. LTD)	Big	Food production 10	Hungary	Northern Great Plain	Nyírgelse	Third party (chamber, ...)	positive	Yes
3.	Balmaz Pasta Social Cooperative	Social enterprise	Micro	Food production 10	Hungary	Northern Great Plain	Balmazújváros	Calling	positive	planned for later
4.	Fény Felé Foundation	NGO	Small	Social care (elderly, disabled and child care) 87, 88	Hungary	Northern Great Plain	Nyíregyháza	Calling	positive	planned for later
5.	Strázsa Tanya Social Cooperative	Social enterprise	Micro	Accommodation services 55	Hungary	Southern Great Plain	Szabadszállás	Calling	positive	planned for later
6.	Alliance of Hungarian Social Farms	NGO	OTHER	Other	Hungary	Northern Hungary	Miskolc	Calling	positive	planned for later
7.	TESCO Global PLC	Private business organization (e.g. LTD)	Big	Retail 47	Hungary	National	Budapest	Calling	positive	planned for later
8.	JOYSON Safety Systems Hungary Ltd.	Private business organization (e.g. LTD)	Big	Other manufacturing 32	Hungary	Northern Hungary	Miskolc	Calling	positive	planned for later

2.5.2. Forecast for vouchers uptake

The Hungarian partner has also focused on a smaller number of potential employers. They have chosen the appropriate employer selection when all the addressed partners expressed interest in the voucher program. The Hungarian partner approached a mix of different employers in terms of legal status, both in terms of size and in terms of the sector. The most common communication channel to address was calling.

Although the number is a small sample, we can also read from it the factors of success and potential for the next voucher uptake.

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) private business organization (eg. LTD), (2) NGO / social enterprise, (3) church organization
- EMPLOYER SIZE: (1) big, (2) micro, (3) small, (4) other
- SECTOR / INDUSTRY: (1) food production, (2) other, (3) social care / accommodation services / other manufacturing
- COMMUNICATION CHANNEL: (1) calling, (2) third party

2.6. POLAND

2.6.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Data Consult	Private business organization (e.g. LTD)	big	Other	Poland	Malopolska Region	Cracow	OTHER	negative	planned for later
2.	Ericsson	Private business organization (e.g. LTD)	big	Telecommunication 61	Poland	Mazovia	Warsaw	OTHER	negative	no
3.	Akamai	Private business organization (e.g. LTD)	OTHER	IT services 62	Poland	Malopolska Region	Cracow	OTHER	positive	planned for later
4.	Soneta	Private business organization (e.g. LTD)	medium	IT services 62	Poland	Malopolska Region	Cracow	OTHER	positive	planned for later
5.	MC2 Innovations	Private business organization (e.g. LTD)	small	IT services 62	Poland	Mazovia	Warsaw	OTHER	negative	no
6.	BNP Paribas	Private business organization (e.g. LTD)	big	Financial intermediation and other financial services 64, 66	Poland	Mazovia	Warsaw	OTHER	no response yet	
7.	Moovem	Private business organization (e.g. LTD)	OTHER	IT services 62	Poland	Mazovia	Warsaw	OTHER	positive	planned for later
8.	Minstream	Private business	OTHER	Education 85	Poland	Mazovia	Warsaw	OTHER	negative	no

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
		organization (e.g. LTD)								
9.	SKK	Private business organization (e.g. LTD)	big	IT services 62	Poland	Malopolska Region	Cracow	OTHER	positive	no
10.	Transporeon	Private business organization (e.g. LTD)	big	IT services 62	Poland	Malopolska Region	Cracow	OTHER	positive	planned for later
11.	Adamed	Private business organization (e.g. LTD)	big	Pharmaceuticals 21	Poland	Mazovia	Czosnów	OTHER	positive	no
12.	Scalac	Private business organization (e.g. LTD)	big	IT services 62	Poland	Pomorskie Voivodeship	Gdańsk	OTHER	positive	no
13.	PwC	Private business organization (e.g. LTD)	big	Business and management consultancy 70	Poland	Mazovia	Warsaw	OTHER	positive	no
14.	Mindtree	Private business organization (e.g. LTD)	OTHER	IT services 62	Poland	Malopolska Region	Cracow	OTHER	positive	no
15.	Sapiens	Private business organization (e.g. LTD)	OTHER	IT services 62	Poland	Silesian Voivodeship	Katowice	OTHER	no response yet	
16.	TikTok Central Europe	Private business organization (e.g. LTD)	big	Marketing and advertising 73	Poland	Mazovia	Warsaw	OTHER	no response yet	

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
17.	Accenture	Private business organization (e.g. LTD)	big	Business and management consultancy 70	Poland	Łódź Voivodeship	Łódź	OTHER	positive	no
18.	Nordea	Private business organization (e.g. LTD)	big	Financial intermediation and other financial services 64, 66	Poland	Pomorskie Voivodeship	Gdynia	OTHER	positive	no
19.	Objectivity	Private business organization (e.g. LTD)	OTHER	IT services 62	Poland	Lower Silesian Voivodeship	Wrocław	OTHER	no response yet	
20.	BGK	Private business organization (e.g. LTD)	big	Financial intermediation and other financial services 64, 66	Poland	Mazovia	Warsaw	OTHER	no response yet	
21.	Comarch	Private business organization (e.g. LTD)	big	IT services 62	Poland	Malopolska Region	Cracow	OTHER	no response yet	
22.	Asseco	Private business organization (e.g. LTD)	big	IT services 62	Poland	Łódź Voivodeship	Łódź	OTHER	no response yet	
23.	Deloitte	Private business organization (e.g. LTD)	big	Business and management consultancy 70	Poland	Mazovia	Warsaw	OTHER	negative	no
24.	Vital Voice	NGO	OTHER	Other	Poland	Mazovia	Warsaw	OTHER	negative	no
25.	ABB	Private business organization (e.g. LTD)	big	Manufacture of electronic products and electrical equipment 26, 27	Poland	Łódź Voivodeship Malopolska Region	Łódź Cracow	OTHER	negative	no
26.	Selvita	Private	OTHER	Pharmaceuticals 21	Poland	Malopolska Region	Cracow	OTHER	positive	no

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
		business organization (e.g. LTD)								
27.	Pelion	Private business organization (e.g. LTD)	big	Human health care 86	Poland	Mazovia	Warsaw	OTHER	no response yet	
28.	USP	Private business organization (e.g. LTD)	big	Pharmaceuticals 21	Poland	Mazovia	Warsaw	OTHER	negative	no
29.	Neuca	Private business organization (e.g. LTD)	OTHER	Pharmaceuticals 21	Poland	Kuyavian-Pomeranian Voivodeship	Toruń	OTHER	no response yet	
30.	Celon Pharma	Private business organization (e.g. LTD)	big	Pharmaceuticals 21	Poland	Mazovia	Warsaw	OTHER	no response yet	
31.	AstraZeneca	Private business organization (e.g. LTD)	big	Pharmaceuticals 21	Poland	Mazovia	Warsaw	OTHER	no response yet	
32.	Polpharma	Private business organization (e.g. LTD)	big	Pharmaceuticals 21	Poland	Mazovia	Warsaw	OTHER	no response yet	
33.	Capgemini	Private business organization (e.g. LTD)	big	Business and management consultancy 70	Poland	Mazovia	Warsaw	Direct mailing	positive	planned for later
34.	Fundacja Dominiki Kulczyk	NGO	small	Other	Poland	Mazovia	Warsaw	Direct mailing	no response yet	

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
35.	Pratt & Whitney	Private business organization (e.g. LTD)	big	Air freight 51	Poland	Subcarpathian Voivodeship	Rzeszów	Direct mailing	no response yet	
36.	Luxoft	Private business organization (e.g. LTD)	big	IT services 62	Poland	Mazovia	Warsaw	Direct mailing	no response yet	
37.	Medtronic	Private business organization (e.g. LTD)	big	Pharmaceuticals 21	Poland	Mazovia	Warsaw	Direct mailing	positive	No
38.	BSH	Private business organization (e.g. LTD)	big	Manufacture of electronic products and electrical equipment 26, 27	Poland	Mazovia	Warsaw	Direct mailing	positive	Yes
39.	Mercedes-Benz Polska Sp. z o.o.	Private business organization (e.g. LTD)	big	Manufacture of motor and other vehicles 29, 30	Poland	Mazovia	Warsaw	Direct mailing	positive	No
40.	Allegro	Private business organization (e.g. LTD)	big	Retail 47	Poland	Mazovia	Warsaw	Direct mailing	no response yet	
41.	YES	Private business organization (e.g. LTD)	big	Other	Poland	Greater Poland Voivodeship	Poznań	Direct mailing	no response yet	
42.	Ergo Hestia	Private business organization (e.g. LTD)	big	Insurance 65	Poland	Pomorskie Voivodeship	Sopot	Direct mailing	positive	No
43.	Seifert Logistics	Private business	big	Warehousing and other logistics 52	Poland	Mazovia	Warsaw	Direct mailing	no response	

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
		organization (e.g. LTD)							yet	
44.	Lewiatan	Private business organization (e.g. LTD)	OTHER	Business and management consultancy 70	Poland	Mazovia	Warsaw	Direct mailing	no response yet	
45.	Codecool	Private business organization (e.g. LTD)	small	Education 85	Poland	Mazovia	Warsaw	Direct mailing	positive	No
46.	Warsaw University Incubator	Other	small	Education 85	Poland	Mazovia	Warsaw	Direct mailing	positive	No
47.	POLIN	Other	medium	Cultural activities (library, archives, museums and others) 91	Poland	Mazovia	Warsaw	Direct mailing	no response yet	
48.	Caritas Poland	NGO	small	Social care (elderly, disabled and child care) 87, 88	Poland	Mazovia	Warsaw	Direct mailing	no response yet	
49.	Software Development Agency	Private business organization (e.g. LTD)	small	Education 85	Poland	Mazovia	Warsaw	OTHER	positive	Yes

2.6.2. Forecast for vouchers uptake

When addressing employers, the Polish partners focused primarily on private business organizations. They were the only partners who also addressed large companies. Representation varies, but is dominated by companies from IT services and Pharmaceuticals. From the perspective of the regions, the Polish partners focused mainly on the largest cities - Warsaw, Cracow, Lodz and the sub-region. Polish partners are currently waiting for a response from 22 addressed employers.

From the above overview of positive reactions, we can indicate the following conclusions of successful factors for the involvement of employers in the voucher program or at least to express their interest:

LEGAL STATUS / ORGANIZATIONAL FORM: (1) private business organizations (eg. LTD)

EMPLOYER SIZE: (1) big, (2) small, (3) other

SECTOR / INDUSTRY: (1) IT services, (2) pharmaceuticals, (3) education

COMMUNICATION CHANNEL: (1) other, (2) direct mailing

2.8. SLOVAKIA

2.8.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer Size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	EkonoConsult, s.r.o. r.s.p.	Social enterprise	micro	Accounting and tax consultancy 69	Slovakia	Košický samosprávny kraj	Veľké Kapušany	Direct mailing	positive	Yes
2.	Viktória Dance Servis, s.r.o.	Social enterprise	micro	Retail 47	Slovakia	Košický samosprávny kraj	Košice	Direct mailing	positive	Yes
3.	LABORE n.o.	Social enterprise	Small	Retail 47	Slovakia	Žilinský samosprávny kraj	Rajec	Direct mailing	positive	Yes
4.	Patricius.sk, s.r.o.	Social enterprise	Micro	Cloth manufacturing 14	Slovakia	Košický samosprávny kraj	Košice	Direct mailing	positive	Yes
5.	DADAVIK s.r.o.	Social enterprise	micro	Accounting and tax consultancy 69	Slovakia	Košický samosprávny kraj	Hyl'ov	Direct mailing	positive	Yes
6.	Minifarma s. r. o.	Social enterprise	small	Cultural activities (library, archives, museums and others) 91	Slovakia	Trenčiansky samosprávny kraj	Lubina	Direct mailing	positive	Yes
7.	STAVJAM s.r.o.	Social enterprise	small	Construction of buildings 41	Slovakia	Trenčiansky samosprávny kraj	Čachtice	Direct mailing	positive	Yes
8.	Matky v práci, s.r.o.	Social enterprise	small	Cleaning services 81	Slovakia	Trenčiansky samosprávny kraj	Trenčín	Direct mailing	positive	Yes
9.	AGRO SOCIÁLNY PODNIK s.r.o.	Social enterprise	small	Agriculture 01	Slovakia	Nitriansky samosprávny kraj	Tajná	Direct mailing	positive	Yes
10.	Nestor služby s.r.o.	Social enterprise	small	Social work and other social services - 89	Slovakia	Žilinský samosprávny kraj	Zázrivá	Direct mailing	positive	Yes
11.	Girmonn, s.r.o.	Social enterprise	micro	Other manufacturing 32	Slovakia	Košický samosprávny kraj	Nálepково	Direct mailing	positive	Yes
12.	Obuv LEAN, s. r. o.	Social enterprise	micro	Retail 47	Slovakia	Žilinský samosprávny kraj	Kysucké Nové Mesto	Direct mailing	positive	Yes

No.	Name of employer	Legal status / organizational form	Employer Size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
13.	NEED MORE s. r. o.	Social enterprise	micro	Cloth manufacturing 14	Slovakia	Bratislavský samosprávny kraj	Bratislava	Direct mailing	positive	Yes
14.	Peter Verníček	Social enterprise	micro	Administrative and other business services 82	Slovakia	Žilinský samosprávny kraj	Námestovo	Direct mailing	positive	Yes
15.	M and F s. r. o.	Social enterprise	small	Beverage industry 11	Slovakia	Košický samosprávny kraj	Košice	Direct mailing	positive	Yes
16.	Lúbivka s.r.o.	Social enterprise	micro	Cleaning services 81	Slovakia	Žilinský samosprávny kraj	Podhorie	Direct mailing	positive	Yes
17.	LIGADO	Social enterprise	small	Other manufacturing 32	Slovakia	Trenčiansky samosprávny kraj	Prievidza	Direct mailing	positive	Yes
18.	SVDM	Social enterprise	small	Other	Slovakia	Trnavský samosprávny kraj	Trnava	Direct mailing	positive	Yes

*Most of the social enterprises have the legal form of LTD

2.8.2. Forecast for vouchers uptake

In its voucher program, the Slovak partner has focused on social enterprises, as they mainly employ employees from disadvantaged groups. The Slovak partner has approached all social enterprises in Slovakia (515) with an offer to participate in the voucher program. The main communication channel was direct mailing. The Slovak partner currently cooperates with 18 social enterprises.

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) social enterprises (mainly LTD)
- EMPLOYER SIZE: (1) small, (2) micro
- SECTOR / INDUSTRY: (1) cleaning services, (2) accounting, (3) various
- COMMUNICATION CHANNEL: (1) direct mailing

2.9. SLOVENIA

2.9.1. Overview of approached employers

No.	Name of employer	Legal status / organizational form	Employer size	Sector / Industry	Country	Region	City	Communication channel	Response	Engagement in the voucher programme
1.	Alpinia	Private business organization (e.g. LTD)	small	Accommodation services 55	Slovenia	Gorenjska	Bohinj	Calling	positive	Yes
2.	Prizma	Other	small	Administrative and other business services 82	Slovenia	Štajerska	Maribor	Calling	positive	Yes
3.	Lidl Slovenija	Private business organization (e.g. LTD)	Big	Retail 47	Slovenia	Slovenija	Ljubljana	Calling	positive	No

2.9.2. Forecast for vouchers uptake

The Slovenian partner focuses on reaching a smaller number of employers and subsequently developing deeper cooperation with them. The Slovenian partner addressed various types of employers - also in terms of size, region, sector. All the addressed employers expressed interest in the voucher program, while two employers are already part of it. Calling seems to be the most effective way to reach out.

Although the number is a small sample, we can also read from it the factors of success and potential for the next voucher uptake.

- LEGAL STATUS / ORGANIZATIONAL FORM: (1) private business organization (eg. LTD), (2) other
- EMPLOYER SIZE: (1) small, (2) big
- SECTOR / INDUSTRY: n / a due to equality of sectors
- COMMUNICATION CHANNEL: (1) calling