

# OUTPUT FACT SHEET

## Strategies and action plans

Version 2

Project index number and acronym	CE 1345 SIV
Output number and title	O.T1.2. Voucher Action Plan
Responsible partner (PP name and number)	WU (Wirtschaftsuniversität Wien)
Project website	<a href="https://www.interreg-central.eu/Content.Node/SIV-.html">https://www.interreg-central.eu/Content.Node/SIV-.html</a>
Delivery date	12.2019

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

The voucher action plan was one of the outputs developed within the first period of the project and focuses on facilitating the smooth implementation of the voucher programs in the 8 partner countries in a structured and coordinated way. The voucher action plan builds on the voucher strategy and operationalizes the planned activities within the implementation process. It represents therefore a major step towards one main objective of the SIV project, which is to bridge gaps between (long-term) unemployed and employees. This also addresses the EU horizontal principle of equal opportunity and non-discrimination, as employers are strengthened in their capacities to acquire labour and at the same time disadvantaged job seekers are granted opportunities to enter the labour market independent of their specific ethnic, social, physical or intellectual disadvantages. This applies to the selected target groups, among which disabled people, graduates with little to no work experience, single parents or 50+ year old unemployed are represented.

The action plan gives on one hand general guidance about important milestones regarding the implementation of the voucher strategy. On the other hand, it provides specific information to the partners about how to tailor and adapt this general framework to their individual national contexts. Specifically, the action plan supports the partners to analyze the conditions in their national environment for the implementation of the voucher system, to then set up and test a registration system for voucher participants, to launch campaigns for job seekers and employers in form of recruiting events and voucher distribution as well as to develop and apply an algorithm for improved match-making. Furthermore, it gives guidance on conceptualizing the training and coaching components of the voucher programs as well as to periodically evaluate their results and improve the systems based on these findings. In the final phase, a sustainability plan for the continued roll-out of the vouchers will be conducted.

The voucher action plan was developed within the framework of a collaborative process involving all partners. The transnational fund, planned by four partners (Austria, Croatia, Germany, Slovenia), will facilitate the transfer of successful voucher models from one national context to other countries involved.

The voucher action plan is currently being implemented in the 8 partner countries in various forms. The process is ongoing, and especially in view of the covid19 pandemic, is being regularly checked and adapted to the changing frameworks.

### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The developed voucher action plan covers the 8 partner countries represented in the SIV partnership. Concretely it is being implemented in the following regions:

- Austria: Vienna
- Croatia: Zagreb, other regions
- Czech Republic: Ostrava, other regions
- Germany: Baden-Württemberg
- Hungary: several rural areas
- Poland: Warsaw and Rzeszow
- Slovakia: Bratislava, other regions
- Slovenia: Ljubljana, other regions

### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The voucher action plan has enabled the project partners to tailor and implement voucher models suitable for their respective national contexts as well as for the needs of the target groups that they wish to pursue. It includes various feedback loops in order to improve the voucher models based on the experiences made in the course of the implementation of the voucher models. This allows for more targeted approaches that enhance the impact for the target groups. The employers and job seekers are the primary beneficiaries of the program, which has a positive social and economic impact on them. The employers benefit from acquiring a better understanding for the needs of the job seekers belonging to specific target groups. Through participating in the program, the employers reduce financial risks of employing them because the vouchers provide various forms of support (e.g. training, coaching, labour costs) in the initial period of the employment. Furthermore, the program also triggers impact on an individual level for job seekers from all mentioned disadvantaged target groups, as through regular employment and participation in social activities, they gain a new purpose, profit from an improved daily structure as well as from improved psychological well-being, as preliminary results of our analyses show.

### Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

The sustainability of the voucher program was a goal that we pursued from the start, when developing the voucher action plan. By developing several models that are flexible and can fit to different frameworks, we make sure that these are easily transferrable to other territories and thus allow for scaling the current project. Also, we decided to establish a transnational fund with a sustainable structure (e.g. a European Cooperative Society) to be used beyond the scope and runtime of the SIV project for implementing vouchers in different countries. We also involved external partners in this process, which benefit from knowledge transfer. Other stakeholders that benefit from the action plan are organizations and institutions interested in adopting innovative tools for labor market integration. One important learning was that the initial course of action needs to constantly be revised and adapted to the newest needs, as the labor market is highly susceptible to exogenous influence and thus constantly changing.

### References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The current output is based on the preparatory activities conducted by the partners within the framework of a collaborative process in the first phase of the SIV project. Specifically, the output builds upon the five different voucher models developed within the deliverable "Draft Voucher Strategy" (<https://www.interreg-central.eu/Content.Node/SIV/D.T1.2.3.-Draft-Voucher-Strategy.pdf>) as well as on the concrete defined steps for implementing the voucher models, as described in the deliverable "Voucher Pilot Action Plan" (<https://www.interreg-central.eu/Content.Node/SIV/D.T1.3.1-Voucher-Pilot-Action-Plan-final.pdf>).