

INTERREG IV C PASE PROJECT PUBLIC POLICIES AND SOCIAL ENTERPRISES

COMPONENT 4 Local Mainstreaming Meetings REGIONE MARCHE

Introduction

Within the PASE Project, an European interregional cooperation project part-financed by the INTERREG IV C and the European Regional Development Fund and promoted by Marche Region – Education, Training and Labour Unit, a sharing and dissemination activity has been planned (**Local Mainstreaming Meeting**). This activity aims to share the main results achieved so far with the local community, especially policy makers and stakeholders. The Local Mainstreaming Meeting **will focus on new methodologies and tools, jointly developed, in order to allow the collaboration between public authority and social enterprises**.

The thematic seminars, will be replaced by co-planning laboratories-workshops (participatory design) which will be aimed at deepening themes related to horizontal subsidiarity. Furthermore they will be aimed at the definition of one or more suitable proposals to be addressed to the Marche Region on the various aspects related to the social economy.

The workshops will be addressed to representatives of institutional bodies of social entrepreneurship of Marche Region working in the northern and central region (District of Ancona and Pesaro-Urbino) as well as centre-Southern (District of Macerata, Fermo and Ascoli Piceno). The joint reflection on the issues reported below aims to improve and facilitate future opportunities for public - private collaboration

In order to disseminate the results coming from the workshop activities, a round table will be organised. The round table will present the main findings produced which will be collected in the “Guidelines for the development of social enterprise”.

Calendar and topics study

Each workshop will last **7 hours**, to total amount to 28 hours.

In order to contextualize the activities carried out, the co-planning laboratory will be repeated twice. The venues, where the workshops will be held, are:

- **ANCONA:** Sede della Regione Marche Via Tiziano 44 (c/o Palazzo Leopardi Sala Verde)
- **SANT'ELPIDIO A MARE (FM):** Centro Locale per la Formazione Professionale, via Prati, 3.

<p>May 5th, 2011 Sant'Elpidio a Mare</p> <p>May 13th, 2011 Ancona</p>	<p>May 16th, 2011 Sant'Elpidio a Mare</p> <p>May 17th, 2011 Ancona</p>	<p>May 24th, 2011 Sant'Elpidio a Mare</p> <p>May 25th, 2011 Ancona</p>	<p>May 30th, 2011 Sant'Elpidio a Mare</p> <p>May 31st, 2011 Ancona</p>
<p>Laws and legislation on social services to support the development of social enterprises</p> <p>EXPERT Antonella Panetta</p>	<p>Analysis of services market for social enterprises</p> <p>EXPERT Emmanuele Pavolini</p>	<p>Integrated local system of services and social interventions: relations between public administration and no-profit organizations</p> <p>EXPERT Ugo Ascoli</p>	<p>Social impact of investments on the local community (Social return on investment)</p> <p>EXPERT Emmanuele Pavolini</p>



Local Mainstreaming Meetings

Themes in details

Laws and legislation on social services to support the development of social enterprises

Presentation of findings related to activities carried out by the partnership of the PASE project, focused on the joint development of new methodologies and tools for collaboration between public authority and social entrepreneurship at community, national and regional levels.

Using supporting materials so far produced by the PASE project, the current regulatory framework on social services will be discussed and the legislation to support the development of social enterprises at the Community, National and Regional levels will be analysed .

CONTENTS:

- Brief overview of the legislation;
- Regional Governance and the organizational structure of territorial;
- The impact of Law No. 328/00 on the Regions;
- Analysis of documentation, research and benchmarking;
- Identification of the roles, responsibilities of the institutions;
- Comparative Case Studies on some Italian regions with special emphasis on the Marche Region;
- Discussion on the proposed reorganization of the social health system of the Marche Region;

Analysis of services market for social enterprises

The main context results will be presented and needs and opportunities for growth of the Third Sector will be discussed. The Third Sector has resisted to the economic crises better than others, integrating the staff made redundant in other sectors.

CONTENTS:

- Starting from statistical sources, Changes in family needs will be analyzed: how to use institutional databases in order to understand changes in demand for services;
- Data on supply and demand of social services in Italy and Marche Region;
- The supply and demand of services in childhood: is there a mismatch?;
- The supply and demand of services in the area of social and health needs compared to not self-sufficiency: such as places for social enterprises in a context of increased demand, the strong presence of informal markets and insufficient supply from public authority;
- The possible impact of the crisis on demand for services in the context of a potential reduction of the public supply;
- Discussion on training and employment needs - Excelsior Report on social enterprises;
- Presentation of experiences / best practices and PASE products (slides) along with experience of networking of services in different areas of need.

Integrated local system of services and social interventions: relations between public administration and no-profit organizations

Themes related to horizontal subsidiarity will be analysed especially with regard to award of social services to cooperatives.

CONTENTS:

- The concept of 'privatization' in the context of welfare;
- The 'welfare mix' between substitute and complementary of the public sector;
- The 'model' that comes from the Law 328/2000 and DPCM 30/03/2001 "Policy on systems for the award of personal services under the clause 5 of Law November 8, 2000, n. 328";
- Regional routes, with particular reference to the Marche Region case;
- The main government decisions in terms of social policies;
- Critical issues and innovations in the regulation of the supply system: the 'award of social services including public procurement, provision and accreditation process';
- Is it possible a new story line 'public - private', able to deal effectively with old and new risk profiles that characterize the social demand?

Social impact of investments on the local community (Social return on investment)

Analysis related to SROI indicator (*Social Return on Investment*) which quantifies the social value in economic terms.

CONTENTS:

- Overview on the theme of welfare as a form of "social investment";
- VAS – Social Added Value: definition and examples;
- Social Return on Investment: definition, calculation methods and examples.

Timetable

	09:00 (30')	Presentation of participants and workshops cycle (only during the first seminar). Remind and remarks on issues and results of the previous seminar, opportunely developed - METHODOLOGY Teacher – centred lesson - WHO Tutor - AIM Introduction to the themes, methodology, aims. Creating a group environment
TO LEARN	9:30 (75')	Introduction to the theme - METHODOLOGY Teacher – centred lesson - WHO Expert - AIM Informing the group on concepts, notions, patterns and main experiences.
	10:45 (15')	Coffee break
TO UNDERSTAND	11:00 (60')	Case studies - METHODOLOGY Teacher – centred lesson - WHO Expert - AIM Informing the group on significant experiences. Encouraging the knowledge of critical factors, capabilities, innovation, transferability
	12:00 (60')	Own regional context: SWOT analysis - METHODOLOGY Team work (30') and plenary session(30') - WHO Tutor, expert - AIM Understanding the operational context. Developing shared understandings in the group
	13:00 (60')	Lunch
TO ELABORATE	14:00 (60')	Innovative scenarios - METHODOLOGY Team work and plenary session. Developing problem trees and analysis - WHO Tutor, expert - AIM Identifying the causal connections between social norms and economic development (problem tree)
	15:00 (60')	Innovative scenarios - METHODOLOGY Team work and plenary session: definition of recommendations and proposals for actions - WHO Tutor, expert - AIM Identify possible innovations (recommendations and proposals for action)
	16:00	End of day

Methodological note

Each workshop will be divided in three sections of learning/elaborating which follow a progression from knowing to doing:

At first, in the morning, the workshop will be focused on **learning**: through lectures and presentation of case studies, participants will be introduced to the topic. The learning objectives of this phase are:

i) Informing the group on concepts, notions, patterns and main experiences. The methodology to be used is a teacher – centred lesson;

ii) Informing the group on significant experiences. Encouraging the knowledge of critical factors, capabilities, innovation, transferability. The methodology to be used is the analysis of case study.

Later in the morning, an “**understanding the context**” section will take place. This section aims to understand the territorial and professional context, through the activation of participants’ knowledge, experiences and through a team work.

The classroom will be divided into 4 small groups to whom will be required to produce a SWOT analysis of one’s territory. This activity will lead to drawing the widest possible interpretation of strengths, weaknesses, opportunities and threats of the situation faced.

A third moment, called “innovative scenarios”, is related to the phase “**to elaborate**”. This section aims to identify concrete answers to the problems and opportunities already emerged from the previous phase. During a plenary session, under the supervision of the expert and the tutor, all the participants will be required to perform two collaborative exercises: the first one will lead to the elaboration of a problem tree which will identify the causal connections between social norms and economic development. The second one will end with the production of a list of recommendations and the drafting of operational proposals to be addressed to the public authority.

Each workshop is therefore a co-planning laboratory and all together constitute an integrated path. It is therefore important that **each participant will ensure his presence at all four workshops**.

Supporting documentation

CNEL - Committee on social and environmental policies;
Observation and proposals on social enterprise (27/ 1/ 2010);
Isfol: “la progettazione e lo sviluppo di un sistema informativo sulle organizzazioni non-profit” (the design and development of an information system on non-profit organizations) SIONP;

Legautonomie: “Gli effetti della manovra correttiva sulle politiche sociali Comunali” (The effects of corrective action on Municipal social policies) Survey - October 2010 by F. Montemurro;

Associazione Nuovo Welfare (sintesi ricerca 328) – (New Welfare Association research summary 328) by Antonella Lizambri;

Accreditamento delle strutture sociali e sanitarie (Accreditation process of social structures and health - Aspects Programs and Methodologies in comparison) by Mariadonata Bellantani;

Come cambia il welfare lombardo (How does welfare of Lombardia Region change) by Cristiano Gori;

“Il Ruolo del Welfare civile nel welfare mix Bisogni non evasi dal welfare pubblico” - (The Role of civil Welfare in the welfare mix - needs not fulfilled by the public welfare) by Giuseppe Marcon and Claudia Scilletta;

“La valutazione delle politiche sociali nelle Regioni Italiane” (The evaluation of social policies in Italian Regions) by John Paci;

Data from Istat source. (Investigation into social services of Municipalities);

“Il welfare nelle Marche” “The welfare in the Marche Region” Genova A. e Palazzo F, Carocci, Roma;

“I tagli al welfare: lo scenario 2010-2013” “Welfare cuts: the scenario 2010-2013”, Basile R.;

Data Analysis Excelsior;

Atti del Corso residenziale “Gli affidamenti dei servizi alle cooperative sociali” Acts of

Residential Course “Award of services to cooperatives”, Osimo Febbraio 2010;

Case studies related to the Italian context.

Ascoli, U - Rance, C (ed.) (2003), “Il Welfare Mix in Europa” (The Welfare Mix in Europe), Roma, Carocci;

Borzaga, C-Fazzi, L (2011) “Le imprese sociali” (Social enterprises), Roma, Carocci;

Costa, G. (ed.) (2009), “La sussidiarietà frammentata. Le leggi regionali sul welfare” (Subsidiarity fragmented. Regional laws on welfare), “Milan, Addison;

Genova, A-Building, F. (ed.) (2008) “Il welfare nelle Marche. Attori, strumenti, politiche” (The welfare in the Marche region. Actors, tools, policies) Roma, Carocci;

Dalla Mura, F (2003) “Pubblica amministrazione e non profit. Guida ai rapporti innovativi nel quadro della legge 328/2000” (Public administration and non-profit. Guide to innovative relation in the framework of the Law 328/2000), Roma, Carocci;

Kazepov, Y. (ed.) (2009) “La dimensione territoriale delle politiche sociali in Italia” (The territorial dimension of social policies in Italy), Rome, Carocci;

Madama, I. (2010) “Le politiche di assistenza sociale” (The welfare policies), Bologna, Il Mulino;

Maretti, M. (2008), “ Welfare locali. Studio comparativo sulla programmazione dei servizi sociali nelle regioni italiane” (Local Welfare. Comparative study on the planning of social services in Italian regions, “Milano, F. Angeli;

Regione Umbria (2010) “2° Piano sociale regionale” (second Regional Social Plan), Perugia, Umbria Region.

Paci M. (2005), “Nuovi lavori. Nuovo welfare”, “New jobs, new welfare” Il Mulino, Bologna.