

CONCEPT FOR THE PROMOTION OF SOCIAL INNOVATIONS FOR THE INTEGRATION OF NON-EU NATIONALS

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Pilot Area: DEE08



1. Title of the Pilot Action Project

EMI BLK – Empowering Migrants’ Integration in Burgenland District

2. Main characteristics

- A. Please describe briefly the main characteristics of the pilot territory (the main demographic and economic characteristics of the region, challenges and opportunities brought by the immigration of non-EU nationals; max 2,000 characters).

During the last decades, small towns and villages in Germany, but especially in the East of the country, suffer from demographic changes. This is attributable to the aging of population but also to the emigration of young local people to urban areas, despite of the high level of investments in social and technical infrastructure in these regions during the last 30 years, which is still insufficient and does not fulfill the expectation of local population.

In this context, the Burgenland District is not an exception. This area is part of the central German economic area of Halle-Leipzig-Dessau and is an important business location in the south of Saxony-Anhalt. The region can draw on a traditionally good economic structure with a broad mix of sectors ranging from industry to small and medium-sized businesses and crafts. However, since the reunion in the early 1990’s, the levels of social and economic development in both East and West Germany remain very uneven. In September 2019, the Burgenland District counted 179.239 inhabitants, which shows a significant decrease in the population compared to the 231.315 inhabitants in 1995.

Since 2014, rural areas in Germany have been receiving a big number of refugees and asylum seekers due to the “Königsteiner Schlüssel” ruling, that regulates the even distribution of refugees in every federal state. This enables solving the ongoing depopulation crisis in rural regions, if the latter are able to successfully integrate upcoming immigrants.

In Burgenland District live at the present time 10.074 migrants: 6.326 EU nationals and 3.748 non-EU nationals, the latter from the Middle East, Eastern Europe and Africa in their majority. As soon as they receive the permanent

residence permit, they use to move out of the rural municipalities to urban areas. This fact is caused, among other things, by the absence of a welcoming culture, which hinders their social integration.

Concerning the companies in Burgenland District, these have a need for new personnel in the short, medium or long term. The language barrier and the lack of knowledge of social norms are a central hurdle to an adequate integration into the company. In this context, companies that already have experience in employing foreign skilled workers and migrants would like to see better offers in this regard.

Successful labor and social integration of migrants does not represent a one-sided adaptation effort on the part of the immigrants, but requires the creation of appropriate regional working conditions and the implementation of appropriate measures to promote integration. All groups of people involved in the project should be helped in this respect.

B. Please describe your pilot action idea (max 1,000 characters).

Due to the migration changes the last decade, the German government has approved a lot of projects and programs in order to help asylum seekers and refugees to learn the German language or find a job or an apprenticeship.

However, although all these projects have proved to be very successful in matters of labor integration, it seems that the social integration of newcomers is a forgotten part. Many migrants who are already labor integrated through work and/or apprenticeship are not integrated into society. As a consequence, the integration progress is not fulfilled and therefore unsuccessful. Without knowing how the host country works, which rules they have to follow, which are their rights and duties, which values are important and which customs prevail in this new society, they cannot feel as a part of them.

For migrants from Burgenland District it is very difficult to find local friends and have relations with local people. This could be the main reason why young migrants don't want to stay in rural areas and prefer to move into larger cities.

The idea for this pilot action is to organize weekend camps with both young migrant and German adults, in which following activities would take place:

- Teambuilding
- Sport activities while discovering the landscape of the region

- Outdoor and indoor relevant activities for the Burgenland District, such as boot trips, cheese or grape juice production, etc.
- Division of the participants in mixed groups and competitions against each other, award of points considering different aspects, such as punctuality, teamwork, creativity, responsibility, etc.
- Organization and preparation in teams of the meals for the whole group

After the first camp, the best participants will be chosen in order to coach them separately and with professionals in team leadership, event organization, etc. This way they would have a motivation to lead the future teams of the upcoming camps and also to have an interesting certificate in their CVs.

- C. Please identify and describe the groups of non-EU nationals that are targeted by the pilot action / expected to benefit from the pilot action (max 1,000 characters).

The target group of this pilot action are not only young migrant adults but also young German adults. Both should interact and learn from each other, at the level of equality, rights and duties during the camps. Expected is a group of 20-25 participants per camp.

The participants must already be working or attending an apprenticeship. Because there is already several projects that work with children and teenagers, the age of the participants for this pilot action should vary between 18 and 25, in order to give young adults an opportunity to learn how German society works. However, if someone who is already above 25 but still around 30, shows high interest in the camp activities, she/he will be welcomed to join the project.

- D. What are the goals of your pilot action? (min. 3 goals).

- For participants of the camps to improve their social integration:

General goals:

- Making the Burgenland District more attractive to young migrant adults
- Improving their social integration

Specific goals:

-Self-confidence: migrants must feel they are part of a group and have responsibilities within a community

-Familiarizing migrants with German customs, values, laws and rights (both social and professional)

-Consistency: migrants shouldn't interrupt their apprenticeship or quit their jobs because of a lack of integration into society

-Interaction among the participants in order to learn from each other in a mediation space and in an equal way regardless of origin, cultural and religious background or legal status

-Training and coaching the distinguished participants in fields such as team leadership, management, teambuilding, etc.

- For stakeholders:

- Networking the most important stakeholders of the region both with each other and with professionals in matters of *interculturalism* and conflict management

- Direct involvement of stakeholders participating actively in the camps activities and holding an important role as "godparents"

- For all parts involved:

- Improving cultural awareness and sensitivity among society

3. Pilot Methodology

- A. Please provide a justification why your pilot action can be seen as a social innovation (please refer to the Transnational Strategy; max. 2,000 characters)?

As we said before, there is already existing projects working either with adult migrants in their labor integration or with children and teenager in their social integration, but until now, there was no program available for young working migrants that work in their social integration. Therefore, this would be the main innovative idea.

Besides, this project involves both public and private actors and its input, in order to improve social services, as the EU Commission proposed. All stakeholders involved are given the opportunity to freely develop and propose their own ideas and activities, which they might not be able to realize otherwise because of lack of funds or strict guidelines. Thereby stakeholders are more motivated to join the pilot action and to feel as an active part of the Alliance.

The fact that this pilot action not only works with migrants but also with Germans living a few days altogether in camps, would help solving the barrier of unfamiliarity and unawareness existing between both parts of the society. The idea of the 3-days-camps instead of one-day-activities is more effective, efficient and sustainable, as new friendships among the camp participants could emerge.

- B. Which recommendations of the Transnational Strategy will be tested in the pilot action (please refer to Chapter 4 of the Transnational Strategy; max. 2,000 characters)?

As we described before, this pilot action is based on the social integration of already worker migrants. For this reason, the recommendations regarding both the intercultural dialog and its welcoming culture, and the develop of soft skills are the most relevant ones for this aim.

Therefore, providing support in situations of misunderstanding and cultural conflicts through working groups, maps of all the organizations dealing with the topic of intercultural dialog or creating tools to support the implementation of small social projects focused on the topic of integration can improve the social integration of non-EU nationals in Burgenland District. Besides these recommendations, the public bodies should also ensure the dialog and prevention of intercultural conflicts among local communities in order to empower migrants to develop voluntary organizations.

In this regard, the civil society could provide its expertise organizing training courses focused on stereotypes, prejudice and discrimination but also on the topic of conflict management. To improve the knowledge about the receiving society among the migrants, regular adaptation courses and meetings concerning such topics as safety, communication, national culture or regional customs would be appropriate.

In order to develop migrants' soft skills, i.e. social and communication skills, character or personality traits, attitudes, social and emotional intelligence quotients among others, we will organize courses, workshops, debates within the frame of intercultural education, as part of sport and integration events for the target group of the pilot action. Furthermore, courses for leaders will be arranged.

All these recommendations are also based in the methodology used to run the project "Ny pa landet" in Sweden, which we visited in the frame of the study trips of Arrival Regions. This visit and the develop of the pilot action EMI BLK will enable a cooperation between the Swedish project and the Burgenland District beyond Arrival Regions.

C. Please provide a brief SWOT-analysis of your pilot action idea (please provide the answers in the form of bullet points).

<p>Strengths:</p> <ul style="list-style-type: none"> • The Burgenland District already is an example for integration in Germany • Several current integration projects and programs run by the Burgenland District as a reference to recognize the real needs and social gaps to fill within the pilot action • Actively participation and commitment of stakeholders 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Reaching the target group, as they aren't participating in any integration program anymore • Inclusion of young migrant women, as some cultural backgrounds could hinder their participation in the pilot action • Possible insufficient budget to carry out all activities stakeholders propose
<p>Opportunities:</p> <ul style="list-style-type: none"> • Creation of a Stakeholder Alliance to facilitate the 	<p>Threats:</p> <ul style="list-style-type: none"> • Competitiveness among stakeholders, as some of

<p>cooperation among important actors of the region in matters of integration</p> <ul style="list-style-type: none"> • Improving and learning other contexts and backgrounds through the peer reviews as a transfer possibility to our region • Making the Burgenland District attractive for other people from the social sphere of participants of the pilot action, who might find in this region a better place to live with opportunities they don't have in their current places of residence • Transferring the idea of the pilot action to other rural areas in Germany 	<p>them could want to be better than others within the Stakeholder Alliance</p> <ul style="list-style-type: none"> • Participants could show interest for some activities but none for others in the same camp, which could demotivate them to participate • Target group could lose interest in their participation in the pilot action if their current labor situation isn't stable
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4. Stakeholder Involvement

- A. Please summarize briefly how external stakeholders are going to contribute to the pilot action (max. 1000 characters). Please also specify whether and how migrant representatives had an opportunity to impact the pilot concept.

Due to the practical nature of the camps, participation of stakeholders in this pilot action must be very active. Therefore, it's foreseen that stakeholders that want to get involved not only participate in the discussions about what activities could take place during the camps.

For this reason, while carrying out meetings with them, they were directly asked for a preparatory short document, in which they would specifically expose in what way they would want to get involved in the activities, after presenting them the idea for the pilot action.

Stakeholders have here the opportunity to carry out and develop innovating activities that they couldn't implement otherwise (e.g. due to a lack of funds). This is, at the very least, a high motivation for them to get involved. In addition, all stakeholders already have a wide experience working in the fields of integration: they have firsthand seen the problems the migrants have regarding their social integration into East-German society, and it is in their interest too to solve this problem.

Migrant representatives, such as the Volunteering Forum, have a precise insight into the social problems we talked about before, and therefore the capacity to guide us through the right path and to keep us focused on the goals of the pilot action.

- B. Who are the members of the regional stakeholder alliance (please only provide details on external stakeholders)? Please enter their data in the table below:

#	Institution name in original language	Institution's English name	Category*	Main field of activities of the institution
1	BBI Bildungs- und Beratungsinstitut GmbH (im	BBI Consultancy and Education Institute Ltd (in	Business support organization /	Work with Germans and migrants in their labor market integration, they

	Burgenlandkreis)	Burgenland District)	Educational institution	offer several qualifications, consultancy about internships and retraining
2	BVU GmbH (im Burgenlandkreis)	BVU Ltd (in Burgenland District)	Business support organization / Educational institution	Work with Germans and migrants in their regional integration, they offer language tests and several qualifications, as well as profiling and professional orientation
3	Internationaler Bund (im Burgenlandkreis)	International Confederation (in Burgenland District)	Business support organization / Educational institution	Work with young German and migrants in their labor integration, offering them consultancy and professional orientation. Social work with seniors and disabled. They offer language courses, federal voluntary service and several qualifications
4	Forum Ehrenamt	Volunteering Forum	Other (ecclesiastical group, charity)	Honorary post with volunteers to help migrants, seniors, hospital patients
5	Allsports – Weißenfels e.V.	Allsports Weißenfels registered society	Sport Association	Sport activities with both migrants and German
6	KulturVilla Kolorit	CultureVilla Kolorit	Sociocultural and pedagogical Theatre centre	Theater and shows with both migrants and German
7	Kampfsportgemeinschaft Jodan Kamae e.V.	Association for Martial Arts Jodan Kamae, registered society	Sport Association	Mostly for children and teenager: Self-defence, federal voluntary service, fitness, violence prevention project,

				member of the program "Integration through sport"
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*) Please choose: local public authority / regional public authority / national public authority / NGO / educational body / research institution / SME / large business / other

*) Please note that sub-branches of institutions should only be indicated if they have a own legal personality (e.g. do not enter data about other branches from within your institution)

C. Which activities will be carried out by the members of the local stakeholders' alliance? (max 1,000 characters)

-BBI Consultancy and Education Institute Ltd: they will ensure the direct contact to the potential participants in several cities of the Burgenland District, organizing relaxed meetings to present them the project. In addition, they will develop some innovative activities that can be carried out during the camps. They will also help the pilot action in its sustainability and durability beyond the project. They might accompany some of the camps on the premises.

-BVU Ltd: due the crisis of the COVID-19, it wasn't possible to concrete the activities this institution would propose in the frame of its participation in the pilot action within the deadline. This will be taken up as soon as possible.

-International Confederation: they will ensure the direct contact to the potential participants in several cities of the Burgenland District, organizing relaxed meetings to present them the project. In addition, they will develop some innovative activities that can be carried out during the camps. They would like to focus the activities on the cultural aspects the Burgenland District has to offer.

-Volunteering Forum: they will provide advice, recommendations and know-how, in order to carry out a successful work with both migrants and German. They might accompany some of the camps on the premises.

-Allsports Weißenfels registered association: they will provide not only sport equipment for the activities that will take place during the camps, but also activities in fields such as team building and communication among the participants.

- CultureVilla Kolorit: they will encourage participants during the camps through theater activities in order to overcome fears and prejudices and to exploit their creativity while becoming more self-confident. They also have a long experience with theater mixed groups, e.g. Germans and migrants.

- Association for Martial Arts Jodan Kamae, registered society: they will actively participate in the camp activities. Due to their wide experience in integration

matters with children and young people, they will not only develop and help to organize sport activities and its logistics, but also some other activities like conflict and fear management, team building, intercultural dialogue, test of courage, empowering participants in so doing. They also offer its facilities in Burgenland District to organize other additional activities together with the participants.

5. Pilot Action Work Plan

- A. Please briefly describe the activities in the different phases of the pilot action. Please focus on local activities and try to give quantitative information.

Phase	Main activities (max 5 bullets points per period)
Launch phase (until July 2020 - to be reported in the Launch Report by September 2020)	<ul style="list-style-type: none"> • Presentation one-to-one the idea of the pilot action to potential stakeholders • Meetings with stakeholders to plan and organize activities • Acquisition participants for the camps • Writing the concept for the pilot action • Realization of an event for the official presentation of the pilot action
Main phase (until the end of 2020 – to be reported in the Interim Brief by February 2021)	<ul style="list-style-type: none"> • Carrying out three camps with participants and stakeholders • Realization of reciprocal peer reviews involving both stakeholders and participants (if feasible) • Organize workshops and coaching for participants who will become team leaders and members of the organization team for the next camps • Regular meetings with both stakeholders and participants to evaluate carried out camps and find a room for improvement, also regarding some lessons learnt from the peer reviews • Realization of communication events in order to inform the local community about the course of the pilot action
Final phase (to be reported in the Pilot final report by September 2021)	<ul style="list-style-type: none"> • Collective discussion and evaluation of the pilot action with all stakeholders involved • Writing a final report summarizing the achievements, participation of stakeholders, benefits for non-EU nationals, challenges faced and its solutions • Organizing meetings with both stakeholders and participants to find a way for sustainability beyond the project • Realization of local events to officially present the results of the pilot action and to contribute to its mainstreaming of successfully tested social innovation approaches

- B. How will local events (see AF, Activity A.C.5 - three local events per pilot area) flank the implementation of the pilot action? Which target audiences will be addressed and which outcomes are anticipated? (max 1,000 characters)

The first organized event will take place on June, 10th 2020, in order to officially present the pilot action not only to stakeholders but also to other relevant actors in matters of integration. It is expected that besides the project partner and project leader, a number of stakeholders actively involved and of participants explain their role in the project and their expectations. This event will mainstream the goals and purpose of the pilot action.

In addition, other events will be organized in the main phase of the pilot action. These local events will help to inform the target audience described before and give them an opportunity to get involved in the ideas, challenges and possible solutions regarding the camps. This fact will help to improve upcoming activities within the pilot action.

In the final phase, a last event will be organized in order to present the results of the carried out pilot action. This event will contribute to the following meetings with stakeholders in order to find a way of sustainability beyond the framework of Arrival Regions.

C. How are WP T1 training seminars integrated in the pilot concept? Will those carrying out the pilot action participate in the trainings? (max 1,000 characters)

In close cooperation with the contracted trainer for the trainings, Barbara Bräuer, the training seminars will focus in the better implementation of the pilot action.

The idea of the three training seminars was already presented in the stakeholder meeting in November 2019. Besides, the stakeholders who showed their interest in actively participating in the activities of the pilot action were informed in detail about the concrete process and goals of these seminars. It is expected that they participate.

However, not only these stakeholders will be invited to join the trainings. It is of utmost importance that other relevant actors in matters of integration in Burgenland District take part and participate actively in the seminars, in order to work together with other key actors and to brainstorm altogether within the workshops. This will help to identify challenges and problems and to find a common solution.

6. Resources

A. Please use the tables below to give an estimate about the resources to be spent for your pilot action. Please include in the two tables also those resources that are not co-financed by the Arrival Regions project. Please check the application form in order to check the foreseen budgets for planning and implementation of the pilot actions.

a. Personnel

#	Name of the person and her/his position	Average weekly hours to be dedicated to the pilot action	Period (from month to month)
1	Sonia Moreno, PP12	18	March 2020 – September 2021

b. External services

#	Description of the external service necessary	Approx. value (€)
1	Travel costs, accommodation and meals for participants (approx. 25), project staff + stakeholders (approx. 10) and external experts (approx. 1) for the camps (3 days/2 nights x 4 camps)	EUR 10.000,00
2	External expertise (coaching and workshops during the camps) half day + travel costs x 4 camps	EUR 1.500,00
3	Outdoor activities during the camps	EUR 6.000,00

B. Will there be other financial resources invested that are not financed by the Arrival Regions project budget (including personnel resources not financed by the project)? If yes, please describe briefly.

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| <ul style="list-style-type: none"> -Material support (e.g. for sport or theater activities) -Personnel resources of third parties to the amount of 100 working hours |
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7. Sustainability

How could your pilot action be continued when the Arrival Regions pilot phase has terminated? Which durable outputs are you expecting? (max 2,000 characters).

For this pilot action are several sustainable measures foreseen, which will be in a midterm concretely discussed, planned and developed in consultation with the stakeholders involved, regarding the necessities, course and results of the camps. However, some of these measures could already be described as follow:

- Participants: as we said before, the best participants of the first camp will be separately coached as multipliers in different matters such as team leadership or event organization. This coaching will provide them not only the necessary knowledge to help organizing the upcoming camps but also the motivation and the self-confidence to have the chance to develop their own activities and projects after the end of the pilot action. This could be, for example, carried out within sport associations, in which this coached young adults could become members of the board of directors and therefore take responsibility and decisions for upcoming new projects.
- Stakeholders: in addition, some of the stakeholders involved showed their interest in developing a separate project based in this pilot action after the final phase. Therefore, they proposed to start searching for funds in the main phase of the pilot action in order to finance this new project. Moreover, the fact that stakeholders additionally carry out some other labor and linguistic integration projects could bring an added value in matters of integration, as the latter would be thereby in its whole fulfilled (linguistic, social and labor integration).
- Stakeholder Alliance: after it is created, it could help bringing the stakeholders together which want to continue and/or create a new project.
- Peer Reviews: in this framework, stakeholders from two partnerships will get to know each other. This fact provide an opportunity for institutions and associations of both sides to come together and to build a collaboration beyond the pilot action and even the Arrival Regions project.
- Transnational Strategy and Burgenland District: as we described before, all lessons learnt during the study trips across Europe contributed to design this concept for an innovative pilot action. Therefore, the experiences gained through these visits but also the recommendations applied from the Transnational Strategy will have a

direct impact on both the Burgenland District and its Migration Agency, as such a project was never developed in the region.

- Durable outputs: the most important one would be the lessons learnt after the realization of the camps and the collaboration with the stakeholders. This experience will directly contribute to the final tool-box with relevant political recommendations for administrations and stakeholders, in order to facilitate the integration of non-EU migrants in this rural area.