

Project description – project Livelihood

Please address in particular: goals, project implementation, key aspects of the project, results, financing (yearly budget etc) and organisational aspects. What you do – in concrete terms – in your project and how you actually work interests us most of all.

Please send the project description, a maximum of three A4 pages, as a separate WinWord or pdf document!

Project bearing institution:

Maják, civil society

Project location: Zlaté Moravce (Western Slovakia)
Project start: 2009
Total number of participants so far: cca 200

Target group of the project: Marginalized Roma community members and a long term unemployed persons with a long term social exclusion.

Identification of needs and limitations:

There are 600 Roma people in Zlate Moravce region from which 320 are adults – 180 women and 140 men, from which about 80% are people below 50 years age (Zlate Moravce municipality statistics). They live at the two town districts – Chyzerovce and 1th May Street. Also particular families are scattered in surrounding villages and one segregated settlement is located close to Kozarovce village (about 300 adults, our estimate). Almost the whole group is a long term unemployed, many people were never employed in their lives, they have no work habits. Possibility to get a job is very small, educational level extremely low – many people have not finished basic education or have finished only special basic school so they are considered to be without education at labour market. Companies Danfoss, Unitedmoore, SE Bordnetze (local branches) had been employing about 30 Roma community members. However they lost their jobs during financial crisis outbreak in 2008 along with hundreds of other people.

Present situation description:

- The target group lives in a negative stereotypes, while there is no motivation to leave them,
- Behavioural stereotypes and a social neglect prevents the social group to get a job or to keep it,
- Most of the people from the target group are deeply indebted to usurers or to non bank financial companies and accustomed to money from welfare benefits.
- Because of a potential executions from indebtedness and a benefits which are protected from the executions there is no reason or motivation to seek a job,
- The target group children are motivated to seek fast money at least effort,
- A work performance and a work quality does not fulfil labour market expectations
- The target group has a strong frustration feeling coming from insufficient work skills, from discrimination and from insufficient ability to comply with the labour code
- Reserves and resources identification by the target group and a society is lacking,
- Exclusion, discrimination, disdains and misunderstanding of the target group gets deeply rooted at upbringing in a majority culture.

Target group needs identification:

1. A need to get a job for securing a livelihood
2. Simple job and reward rules.
3. A need for a simple job motivational system.

4. A need for a job role experience
5. A need to achieve new manual and practical job experiences.

Practical model:

The project activities are focused at acquiring manual, practical skills and habits by a life experience form, with a regard to cultural differences and life image differences. This means that they start to work right from beginning no matter what knowledge they have. The target group persons do not sign a job contract; they do not have the status of an employee, what would stress them. Employee status contains obligations such as periodic work time, obligation to come every day at a particular time and other obligations. On the other hand we have an oral agreement with the target group regarding possibility to take part on a work activity with non financial reward. The work is simple – raw wood processing (e.g. fire wood preparation), textiles processing (textile waste processing, very simple home textile accessories production). Both directions include very simple repetitive tasks but also possibility to achieve more demanding and more responsible jobs for more skilled individuals.

Another project rule is that the target group is paid on daily basis. The most educational type of reward is if the part of a particular day work is provided as a reward. “A part for the organization which provides me a job, so I can come to work for them tomorrow, a part for a State which take care about me and which I am part of and a part for me so I can live.”

Life experience is the way how the target group can get to understand what people do not usually understand – own performance value. So creation of a motivation to increase owns performance and quality is possible at a hard to motivate persons. Possible rearwards include also a material for their own need which people from the target group can process or adapt further at home such as fire wood, clothing, food.

Reward is for a work already performed only. This is important project rule (target group persons leave the job premises as soon as they get the agreed reward with no regard to a working time constrains). Reward must be always in a small amount, so the target group is motivated to come “tomorrow”. This is non repressive way how the target group starts to fix simple work habits and does not feel threatened by pressure. In time some people are able to wait for a reward one week or two weeks max. Wood processing work is exterior and physically demanding work while textile processing is interior focus demanding work. So the whole spectre of possibilities is covered for the target group and also for the project bearing organization. It is interesting that many Roma women chose to work with a wood.

Results:

Target group persons value their rewards highly what is visible on the rewards handling – they do not throw away clothing wastefully as they did when they got it for free from a charity. They do not waste firewood as they used to when they stole it, they do not heat their homes on maximum with a T-shirts on and open windows. Also there is a decrease in criminal and asocial deeds because they have much less spare time, they are tired from work, and so they do not need to discharge aggression coming from boredom. The biggest added value is that they better up themselves by working, they are stopping the devastation of their own lineage, create generational role model for the own children, which will have a chance to move community development level further than their parents. To achieve these results it is necessary to make this project very long term and expand it to other neglected communities in other problematic regions. To realize such strategy it cannot be realized by politicians who are not motivated beyond their election time.