

Project Description

VISP “Verwertung und Upcycling GmbH”

With Verwertung und Upcycling GmbH – short VISP – Saubermacher Dienstleistungs AG have set themselves the target of bringing long-term and young unemployed back into the labour market.

“I want to give part of the positive things that happened to me back to society”, explains company founder and Chairman of the Board Hans Roth his motives for his commitment beyond the actual core business and for the preservation of an environment worth living in.

“To me, beside the environment, a future worth living in above all also includes societal development”, Roth continues. Therefore, within the scope of VISP, people furthest from the labour market are enabled to return into working life. “With VISP, we were able to establish a sustainable recycling economy in the districts of Tulln and Krems and to reintegrate people into the working process”, Hans Roth is pleased about the successful project, which Saubermacher has been implementing since January 2006.

In that, special attention is paid to the training and placement of people furthest from the labour market in the regular labour market. Together with the funding sponsors, the Public Employment Service of Lower Austria (AMS NÖ) and the Province of Lower Austria (Land NÖ), this social responsibility is being practiced and emphasis is being put on equal treatment, appreciation as well as training and continuing education of the employees.

The success of Verwertung und Upcycling GmbH speaks for itself. Thus, in 2016, there were around 14 transit jobs, with the help of which people furthest from the labour market were made “job-fit” again within the scope of a 6-month employment relationship supported by social workers. The strict performance indicators, which are specified by the AMS on an annual basis, have so far always been complied with.

According to their mission statement, with their activities, VISP acts in line with a sustainable recycling economy. Under economically expedient aspects, customer needs are fulfilled and simultaneously, a contribution to resource conservation is made, by producing high-quality raw materials from waste.

The project sticks to the principle of considering and promoting the skills of each individual, in order to be able to make better use of the possibilities resulting therefrom in cooperation.

Saubermacher Dienstleistungs AG
Hans-Roth-Straße 1
8073 Feldkirchen bei Graz
T: 059 800, F: 059 800 1099
E: office@saubermacher.at

Saubermacher
für eine lebenswerte Umwelt

Despite this social orientation, for VISP, too, the customers with their wishes and needs take the centre stage. High quality in all areas is a predominant concern, with the objective: satisfaction of the customers and partners.

With the participation in this non-profit organisation, there are no economically exploitable yields. Any profits may not be distributed, but are offset with the AMS. From the point of view of the VISP association and Saubermacher, the participation in VISP is the assumption of social responsibility, not only proclaimed, but put into practice. This is a responsibility, which any company has depending on its own possibilities.



Conclusion

on the basis of SozialMarie criteria for social innovation

1. Innovation in the project idea – Novelty

VISP takes up the current topic of unemployment, and above all of long-term unemployment, and finds solutions for re-entry into the labour market. With the employment of up to 6 months and the support by social workers, not only work-related skills are developed, but also placement obstacles eliminated and the self-esteem enhanced. Thus, the VISP project links socio-political and social responsibility with ecologically and economically expedient aspects.

2. Innovation in access to the target group – Participation

The VISP project pursues the benefit of giving people furthest from the labour market an opportunity for reintegration into the labour market with meaningful activities in the environmental area. The employees benefit from the intensive support by social workers and simultaneously make a positive contribution to waste management. The principal focus lies on individual coaching for the preparation of application documents and job search. The employees are also supported for appointments with agencies, authorities, finances, and in special family situations, etc. With the products produced from recycling materials, the (reuse) needs of the customers are satisfied and the environment protected.

3. Innovation in implementation – Effectiveness

The success stories about persons reintegrated into the labour market demonstrate the effect of the VISP project. Each individual former VISP employee, who finds a job after the end of the project, may thus be seen as a positive effect. To altered outline conditions, e.g., increasing unemployment figures in the over 50-year-olds, VISP reacts with respective measures. In addition, the specifications of the AMS with regard to performance indicators (placement quota, rate of employment amongst women, etc.) are being complied with.

4. Innovation in visibility – Setting an example

VISP has meanwhile become an essential non-profit organisation with its headquarters in Lower Austria, district of Tulln. It was founded at the initiative of the Waste Management Association Tulln. Thanks to the continued support of AMS NÖ, VISP has become a socioeconomic operation. With Saubermacher, a long-term partner of the Waste Management Association Tulln, a substantial participant in the waste management area with comprehensive specialist know-how was found. VISP maintains continuous contact to companies in the region. With in-company training, the companies can convince themselves of the fact that the employees offer good potential for their operation.