



WORKSHOP ON GOOD PRACTICES IN PROMOTING RESPONSIBLE BUSINESS CONDUCT

Polish craft and SME organizations for socially responsible solutions

**Edyta Doboszynska,
Polish Craft Association (ZRP)**



Budapest, 20 June 2016

POLISH CRAFT ASSOCIATION

ZRP – Związek Rzemiosła Polskiego

Established: 1933

by the decree of the President of Poland under a statute defined in the Regulation of the Minister of Industry and Trade

Organisation of craft economic self-government

Law on crafts (*voluntary membership in general / 1 exemption*)

Employers Organisation

Law on the Social Dialogue Council and other social dialogue institutions

Law on employers organisations

POLISH CRAFT ASSOCIATION (ZRP)

What does distinguish ZRP from other employers' organisations?

- own independent dual vocational training system based on apprenticeship and work-based learning as well as cooperation with public or private craft vocational schools.
- own independent system of validation of craft vocational skills and competences (including confirmation of qualifications in the form of journeyman certificates and master diplomas)
- Own supervision over the organization and performance of dual vocational training in craft enterprises.
 - *on the basis of the law on crafts (1989 + further amendments including the 2015 one) ZRP supervises activities of the examination boards of craft chambers conducting exams for master and journeyman professional titles and so-called checking exams.*
 - *on the basis of the law on integrated system of qualifications (2016), ZRP plays the role of external entity toward craft chambers, responsible for quality assurance.*

ZRP STRUCTURE



POLISH CRAFT ASSOCIATION

since 1991
member of



CRAFTS IN POLAND

Definition of craft activity

according to the Law on craft

Economic activity conducted by a natural person or a civil partnership
of natural persons, on his/her or their behalf

- ➔ With personal involvement of the craftperson in work and use of his/her professional competences
- ➔ With employment up to 250 employees (*since 2015; before 50 employees*)

Trade, hotel, transport, medical services, freelancers' services, services of artists and photographers are not included into craft activities.

CRAFTS IN POLAND

- ➔ Majority: micro-enterprises rooted and operating locally
- ➔ Over 100 of craft professions
- ➔ Growing number of service-providers
- ➔ Decreasing number of manufacturing enterprises
- ➔ the strongest craft branches: building, automotive, food-processing, carpentering, metalworking, personal services ...
- ➔ a wide range of activities: from the unique, artistic and traditional ones - to those using advanced technologies

CRAFTS IN POLAND

Common questions:

Can small businesses act for social responsibility?

Do small businesses want to act for social responsibility?

What are the preconditions?

CRAFTS IN POLAND

Question No 1 for ZRP:

Do small businesses understand social responsibility?

CRAFTS IN POLAND

2006 – EC Communication

Implementing the partnership for growth and jobs: making Europe a pole of excellence on corporate social responsibility

2008 - Responsible Entrepreneurship in SMEs,

UEAPME project, EU funded

Main objective:

„help small business organisations in the implementation of the recommendations of the Multi-Stakeholder-Forum in order to promote the take up of effective and credible CSR practices among European companies and in particular SMEs, as a means to enhance their long-term competitiveness”;

Target area:

Germany, Belgium, Portugal, France, Lithuania, Romania, United Kingdom, Czech Republic, Italy, Bulgaria, Hungary

CRAFTS IN POLAND

Polish crafts response / 2006:

- EC initiative - out of touch with the reality of SMEs;
- CSR is the extra burden

CRAFTS IN POLAND

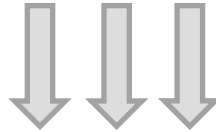
Polish crafts response / 2016:

- Crafts have been socially responsible for ages.
- CSR is not a one shot choice, it is deeply engrained in crafts activities and accompanied by values identification - important for businesses, their customers, suppliers, local neighborhood, employees, apprentices and their families.
- Business ethics of craft enterprises has been changing in response to needs and awareness of the local community as well as „business models”, but it has always been the backbone of craft activity supported by craft organisations.
- Today, crafts are still embedded in the local community, highly depended upon this community and voluntarily support the values of this community, including environmental and social ones

CRAFTS IN POLAND

Polish crafts response / 2006 - 2016:

- In-depth conversations about CSR themes
- Participation in various awareness raising projects
- Involvement of craft organisations, building partnerships



- CSR implies some burdens but does not hamper the economic success of the company, on the contrary
- Once CSR has been a backbone of craft activity we should not discuss how to implement this concept, but
 - how to make it stronger
 - how make it more visible
 - how to develop SMEs capacities and competences

CRAFTS IN POLAND

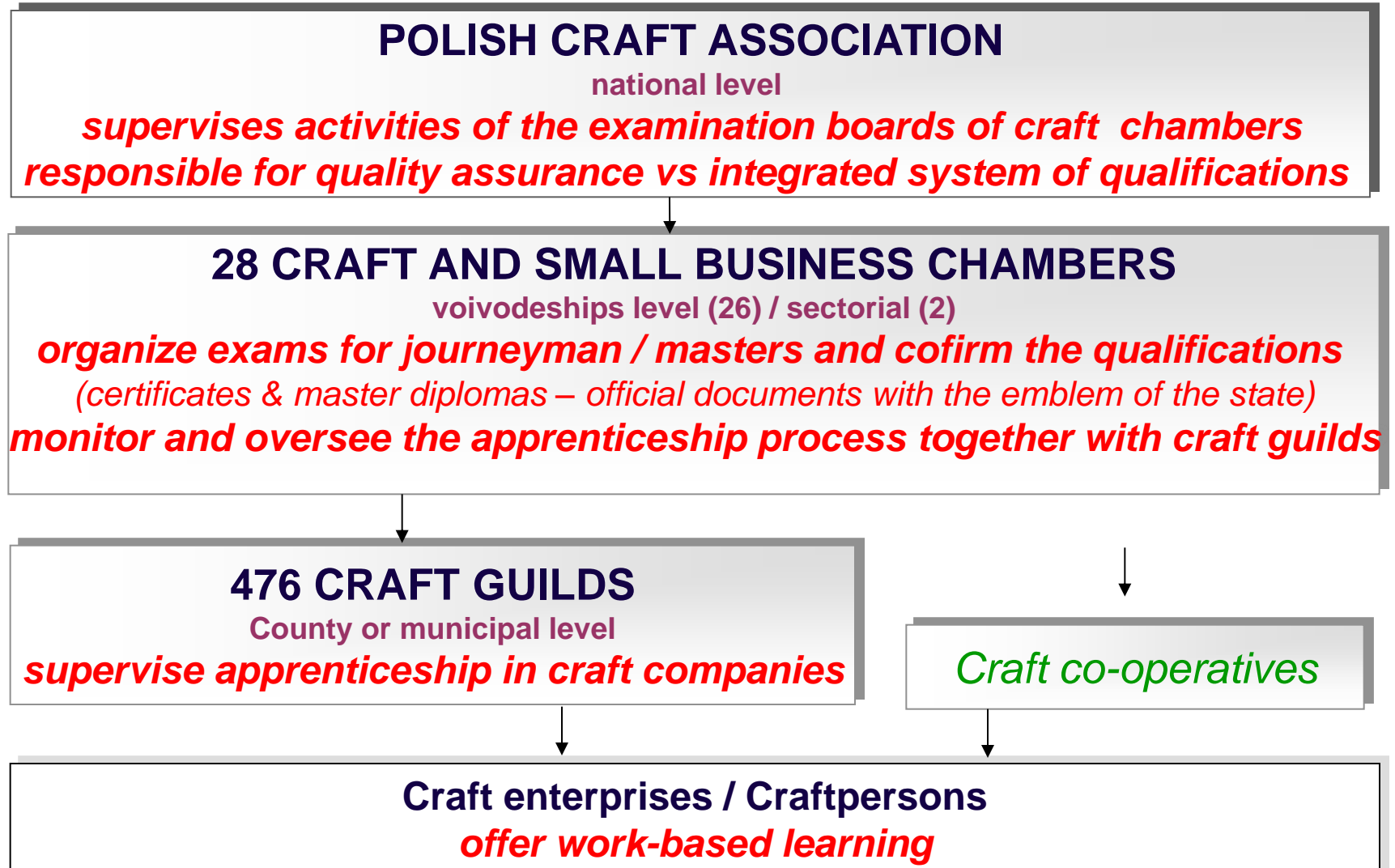
Polish crafts response / 2006 - 2016:

EXAMPLES

Polish crafts response / 2006 - 2016:

Investment in skills development, life-long learning
and employability

Polish crafts response / 2006 - 2016: skills development, life-long learning and employability



Polish crafts response / 2006 - 2016: skills development, life-long learning and employability

- Training Fund of the Polish Craft Association
- Public support for craftpersons offering work-based learning for apprentices
- Systemic project funded by EFS under OP Knowledge 2014-2020

-
- The guard of dual vocational training

Polish crafts response / 2006 - 2016: skills development, life-long learning and employability

Cooperation with:

- vocational schools
- the government and local authorities
- labour market institutions
- VET institutions and organisations
- labour inspection
- junior high schools
- parents and local communities

Main goals:

- improving the efficiency of VET and shaping the culture of LLL, dual training as well as respecting the principles of safe work
- Strengthening competitiveness of craft companies

Polish crafts response / 2006 - 2016: skills development, life-long learning and employability

	2013	2014	2015	
Crafts involved in apprenticeship	Zakłady szkolące uczniów	24 702	23 819	23 087
No of apprentices in crafts	Uczniowie w rzemiośle (nauka zawodu i przyuczenie)	75 045	73 575	71 170 + przyuczenie 2 553
No of journeyman certificates issued	Świadectwo czeladnicze	32 890	29 457	26 539
No of master diplomas issued	Dyplom mistrzowski	3 400	3 496	3 889

Polish crafts response / 2006 - 2016:

**Active involvement in labour market and
social inclusion policies**

Polish crafts response / 2006 - 2016:

Labour market and social inclusion

- Vocational training area
- **All tasks and duties of representative social partners**

ZRP as a representative social partner



ZRP as a representative social partner



BUSINESSEUROPE



Polish crafts response / 2006 - 2016:

more rational use of natural resources
and reduced levels of pollution

Polish crafts response / 2006 - 2016: rational use of natural resources



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Project

Good practices

Seminars

Materials

Recommended

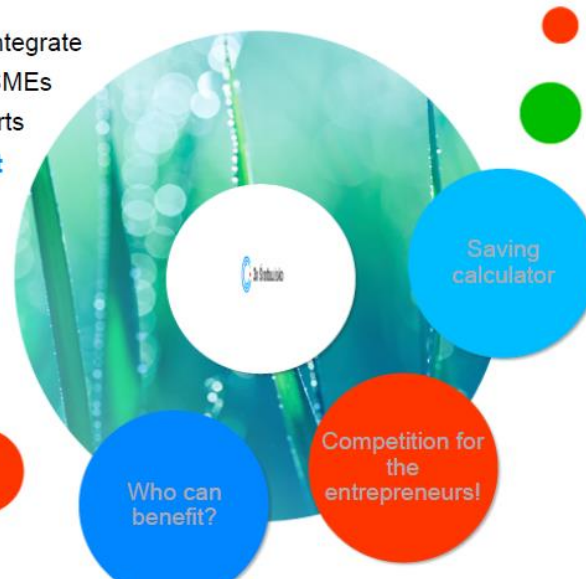
Results

FAQ

Forum

AAA

Three campaigns that integrate
the sector of SMEs
and their surrounding in efforts
to protect **the environment**



News

Raport "Badanie Świadomości ekologicznej Polaków 2010 ze szczególnym uwzględnieniem energetyki przyjaznej środowisku"
źródło: Instytut na rzecz Ekorozwoju
[more >](#)

Conferences and seminars

Within the scope of the project there have been various seminars, workshops and webcast trainings planned, which would bring closer the types of activities enabling environmental protection in the enterprises. We invite you to follow the announcements.
[more >](#)

Materials

We want to share with you the knowledge and experience gained by various organizations during the implementation of other projects related to the topics of ecology in enterprises, sustainable development and conducting a responsible business. In this section you can find legal documents, reports as well as links to key institutions.
[more >](#)

3xenvironment
[3xenvironment faq](#)
[for media](#) [forum](#) [materials](#) [news](#)
[privacy](#) [project](#) [recommended](#)
[regulations](#)



The "Three campaigns integrating the SMEs sector and their surroundings in the efforts to protect the environment" is co-financed by the financial instrument of the European Union LIFE+ and the National Fund for Environmental Protection and Water Management.



Polish crafts response / 2006 - 2016: rational use of natural resources

Objective of the Project

To increase awareness of SME employees to make efficient use of resources by inspiring managers and employees of 3000 craft companies (and their environment) to the efforts to reduce the consumption of resources.



Polish crafts response / 2006 - 2016: rational use of natural resources

ZRP main actions:

- * Cooperation with 27 ecological education animators – from craft chambers and guilds
- Recruitment of 100 craft companies as reference companies in which we plan have minimum 10% savings on water, electric power, wood, etc.
- Preparing best practices and dissemination for 6 branches in order obtain savings (even up to 30%)
- Webinars for specific branches



Webinar organizowany jest w ramach projektu „Trzy kampanie integrujące przedsiębiorstwa sektora MSP i ich otoczenie w działaniach na rzecz ochrony środowiska” dofinansowanego z udziałem Instrumentu Finansowego Unii Europejskiej LIFE+ i ze środków Narodowego Funduszu Ochrony Środowiska i Gospodarki Wodnej.

Webinar 21 stycznia 2015 r.

Praktyczne aspekty wdrażania dobrych praktyk w zakresie oszczędzania zasobów w zakładach fryzjersko-kosmetycznych
Prelegent: Piotr Szażewski
Studio Fryzaz Szażewski Hair Design



Związek
Rzemiosła
Polskiego

Polish crafts response / 2006 - 2016: rational use of natural resources

Among other actions we have conducted:

- 4 branch articles
- 23 informational meetings with 796 participants
- 3 consultation meetings
- 27 workshops with 367 participants from 311 craft companies
- 112 apprentices have submitted posters for the competition „Craft apprentices for the environment”



UCZNIOWIE RZEMIOSŁA DLA ŚRODOWISKA

Zapraszamy do udziału w ogólnopolskim konkursie plakatomym

Zależy Ci na życiu w zdrowym i czystym środowisku? Lubisz wyzwanie, jesteś kreatywny? Wykonaj plakat przedstawiający korzystne zmiany, które mogą zajść w firmach rzemieślniczych i Twoim otoczeniu w wyniku zastosowania proekologicznych rozwiązań. Weź udział w konkursie! Na laureatów czekają cenne nagrody!

Termin nadsyłania prac:
8 czerwca 2015 r.
do lokalnej Izby Rzemieślniczej lub
10 czerwca 2015 r.
do Związku Rzemiosła Polskiego.

Finał konkursu w Związku Rzemiosła Polskiego w Warszawie: 16 czerwca 2015 r.

Szczegóły na temat konkursu można znaleźć w regulaminie konkursu oraz na stronie internetowej projektu

www.3xswrodowisko.pl

3x Środowisko
REFA
PRANSFER

Przygotowano w ramach projektu LIFE12 IT/000009/3xŚrodowisko/PL, dofinansowanego z udziałem Instrumentu Finansowego Unii Europejskiej LIFE+ i ze środków Narodowego Funduszu Ochrony Środowiska i Gospodarki Wodnej

Press conference



- meeting with journalists and media
- introducing the project
- introducing the eco ambassador
- introducing the project's experts
- the result = over 60 publications in media

Polish crafts response / 2006 - 2016: rational use of natural resources

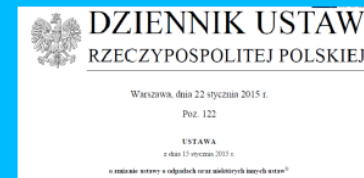
On the page

<http://www.zrp.pl/tabid/394/Default.aspx>

**you will find some discoveries from 1082 comments
made by craftsmen on environmental law and their
duties (collected by ZRP)**

**We also have prepared recommendations for Ministry of
Economics, Ministry of Environment, Chief Labour
Inspectorate and Chief Sanitary Inspectorate**

We also disseminate ZRP's and UEAPME positions



Polish crafts response / 2006 - 2016: rational use of natural resources

Day to day activity

Jeśli nie dla przyrody, to dla siebie

Polskie przedsiębiorstwa z różnych sektorów gospodarki mają obowiązek zmniejszenia negatywnego oddziaływania na środowisko. Zachowania proekologiczne mogą jednak stanowić również o ich przewadze konkurencyjnej, zarówno w kraju, jak i na stawiających wysokie wymagania w zakresie ochrony środowiska rynkach międzynarodowych



Składnik o środowisko jest jednym z najważniejszych elementów jakości zrównoważonego rozwoju. Kluczem jest nie tylko zapobieganie, ale także skuteczne odciążenie środowiska. W Polsce to przedsiębiorstwa muszą być gotowe na zmiany, które przyniosą im nowe możliwości, ale także nowe wyzwania. W Polsce to przedsiębiorstwa muszą być gotowe na zmiany, które przyniosą im nowe możliwości, ale także nowe wyzwania.

Ekologiczne fryzjerstwo jest coraz bardziej modne. Klienci chwalą jakość usług, a właściciele salonów oszczędzają



Włoszyskie fryzjerstwo jest jednym z najważniejszych elementów jakości zrównoważonego rozwoju. Kluczem jest nie tylko zapobieganie, ale także skuteczne odciążenie środowiska. W Polsce to przedsiębiorstwa muszą być gotowe na zmiany, które przyniosą im nowe możliwości, ale także nowe wyzwania.

Ekologia w firmie
Zamieszczony przez użytkownika Marta Krzyżanowska (9) 15 stycznia Edytowany

Przyjrzyjmy się razem, ile można oszczędzić zmieniając swoje nawyki i sposób korzystania z urządzeń elektrycznych!
Na początek sprawdzimy, czy w naszej firmie oraz domu nie ma poborów fantomowych. tzn czy występuje zużycie energii gdy wyłączone są wszystkie sprzęty. Więcej o oszczędzaniu energii elektrycznej przeczytacie w wywiadzie z naszym ekspertem dr. inż. Pawłem Kurtaszem
<http://www.3xsrodowisko.pl/aktualnosci.html>

Aktualności
O energii elektrycznej dlaczego i jak można ją oszczędzać w pracy oraz w domu – rozmowa z ekspertem projektu „3xŚrodowisko” dr inż. Pawłem Kurtaszem. więcej >

3XSRODOWISKO.PL | OO. BUSINESS TANK, DOBREST...



Polish crafts response / 2006 - 2016: rational use of natural resources

Poster Competition for apprentices in craft



 3x Środowisko

Polish crafts response / 2006 - 2016: rational use of natural resources



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Raport dla laika/Layman's report

[Raport_dla_laika__Layman_s_report.pdf](#)

Newslettery

[3xsrodowisko_newsletter_4en.pdf](#)

[3xsrodowisko_newsletter__3en.pdf](#)

[3xsrodowisko_newsletter_2en.pdf](#)

[3xsrodowisko_newsletter_1en.pdf](#)

Wybierz język ▼ Technologia Tłumacz

Informatory ekologiczne dla małych i średnich przedsiębiorstw:

Informator_budowlana.pdf	7.7 M
Branża budowlana - Informator ekologiczny dla małych i średnich przedsiębiorstw	
Informator_drzewna.pdf	10.3 M
Branża drzewna - Informator ekologiczny dla małych i średnich przedsiębiorstw	
Informator_motoryzacyjna.pdf	15.5 M
Branża motoryzacyjna - Informator ekologiczny dla małych i średnich przedsiębiorstw	
Informator_poligraficzna.pdf	7.0 M
Branża poligraficzna - Informator ekologiczny dla małych i średnich przedsiębiorstw	
Informator_spozywcza.pdf	7.7 M
Branża spożywcza - Informator ekologiczny dla małych i średnich przedsiębiorstw	
Informator_uslugi_osobiste.pdf	11.4 M
Branża usług osobistych - Informator ekologiczny dla małych i średnich przedsiębiorstw	
Podrecznik_ekologiczny.pdf	57 M
Podręcznik ekologiczny dla małych i średnich przedsiębiorstw	

Polish crafts response / 2006 - 2016:

Improving working conditions

Polish crafts response / 2006 - 2016: working conditions

- Activities of social partners on legislative measures
- **Other initiatives – awareness raising and training activities**

Polish crafts response / 2006 - 2016: working conditions

Competition for apprentices on
Employment and Health & Safety Law

15.000
UCZNIÓW Z ZAKŁADÓW RZEMIEŚLNICZYCH



Prezes Związku Rzemiosła Polskiego
i Główny Inspektor Pracy
zapraszają do udziału w konkursie

Bezpiecznie od startu!

XVI edycja ogólnopolskiego konkursu wiedzy
o zasadach bezpieczeństwa
i higieny pracy dla uczniów z zakładów
rzemieślniczych

Na laureatów czekają
nagrody!

Etap regionalny
do 18 kwietnia 2016
Finał w Warszawie
19 maja 2016



Regulamin konkursu
www.pip.gov.pl
www.zrp.pl

Klaudia Liwosz
laureatka konkursu z 2015 roku

<http://www.zrp.pl/Dzia%C5%82alno%C5%9B%C4%87ZRP/Konkursyiodznaczenia/Konkursy/tabid/187/language/en-US/Default.aspx>

Polish crafts response / 2006 - 2016: working conditions

Competition: "Employer - organizer of safe work" organized by the National Labour Inspectorate (since 1994). One of the organizers is ZRP



In 18 editions of the competition - 50 craft employers were awarded, mainly in the category „up to 50 employees”. Majority: the pastry shops and bakeries [16], the automotive repair services, joiners [7], meat plants [4]

[//www.zrp.pl/Dzia%C5%82alno%C5%9B%C4%87ZRP/Konkursyiodznaczenia/Konkursy/tabid/187/language/en-US/Default.aspx](http://www.zrp.pl/Dzia%C5%82alno%C5%9B%C4%87ZRP/Konkursyiodznaczenia/Konkursy/tabid/187/language/en-US/Default.aspx)

Polish crafts response / 2006 - 2016: working conditions

Cooperation with National Labour
Inspectorate /PIP/
(cooperation agreement)



A training dedicated to SMEs and the initiative called "Get Diploma of PIP", which is based on the self-assessment of the safety of the plant by the employer - with the assistance and guidance of labor inspectors. After a positive verification employers receive a special certificate of the National Labour Inspectorate.

Polish crafts response / 2006 - 2016: working conditions



FORUM
LIDERÓW
BEZPIECZNEJ
PRACY

Forum of Leaders of Safe Work

XVIII Conference of the Forum of Safe Work Leaders 2015:
- Polish Craft Association received the **Silver Card of the Safe Work Leader** for the years 2016-2017.

Safe Work Leaders Forum is an initiative of the **Central Institute for Labour Protection – the National Research Institute** (since 1998). Currently, the group of Safe Work Leaders consists of 123 enterprises and institutions, chosen as models to follow by other companies and stakeholders on issues related to the safety at work

https://www.ciopp.pl/CIOPPortalWAR/appmanager/ciop/pl?_nfpb=true&_pageLabel=P30002831335688236754&html_tresc_root_id=11193&html_tresc_id=11535&html_klucz=158&html_klucz_spis

Polish crafts response / 2006 - 2016: working conditions



Wielkopolska Izba Rzemieśnicza
w Poznaniu

- 0 Nas
 - Zasięg i działania WIR

Jesteś w: Start / Wiadomości / Programu Poprawy Warunków Pracy

Programu Poprawy Warunków Pracy

2015-11-02 00:00:00, wyświetleń: 662,

Lubię to! 0



Uwaga przedsiębiorcy!

Szanowni Państwo

Związek Rzemiosła Polskiego – Zespół Oświaty Zawodowej i Problematyki Społecznej przekazuje w załączeniu do wiadomości i wykorzystania informację dot. Programu Poprawy Warunków Pracy

Zakład Ubezpieczeń Społecznych w ramach programu obejmującego działania na rzecz poprawy bezpieczeństwa i zdrowia w miejscu pracy, aby pomóc pracodawcom przygotował ofertę, z której korzystając można uzyskać wymierne finansowe wsparcie – zwrot kosztów finansowych zainwestowanych w bezpieczeństwo pracy. Program skierowany jest do wszystkich przedsiębiorców ze szczególnym uwzględnieniem sektora małych i średnich przedsiębiorstw.

Zachęcamy Cechy oraz rzemieślników do zapoznania się z załączoną informacją i skorzystania z proponowanego dofinansowania w celu poprawy warunków pracy



[Programu Poprawy Warunków Pracy](#)

Poleć



Cooperation with
ZUS – the Social
Insurance Institution
in implementation of
the ZUS Program
for Improvement of
working conditions

Polish crafts response / 2006 - 2016:

**cultivate more favourable attitudes towards
entrepreneurship**

**a more positive image of business and
entrepreneurs in society**

Polish crafts response / 2006 - 2016: locally oriented and not only

- **Craft chambers projects**
- **Craft Guilds initiatives**

Polish crafts response / 2006 - 2016: locally oriented and not only



CSR SMEs
Corporate Social Responsibility for SMEs



This project has been funded with support from the European Commission.
This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



LUND UNIVERSITY



Consultations and the transfer of results took place with all 50 members of the Hanseatic Parliament from 11 Baltic Sea countries and 15 members of the Baltic Sea Academy from 9 Baltic Sea countries in

November 2011 in Warsaw
November 2012 in Brussels
June 2013 in Hamburg

"Further vocational training: Corporate Social Responsibility for SMEs" has been selected as a "success story" by a panel of experts from the Directorate-General for Education and Culture of the European Commission. It has also been marked as such in the Erasmus+ Project Results Platform

<http://www.csr-smes.eu/outcomes/>

Polish crafts response / 2006 - 2016: locally locally oriented and not only



ELEMENTARZ SPOŁECZNIE ODPOWIEDZIALNEGO BIZNESU



ABC-book of socially responsible business

Partnership project of Craft and
SME Chamber in Gdansk
and NSZZ Solidarnosc



NARZĘDZIE DO SAMOCENY FIRM W ZAKRESIE SPOŁECZNEJ ODPOWIEDZIALNOŚCI PRZEDSIĘBIORSTW

NARZĘDZIE DO SAMOCENY FIRM W ZAKRESIE SPOŁECZNEJ ODPOWIEDZIALNOŚCI BIZNESU
(z ang. Corporate Social Responsibility – CSR)

Projekt „Elementarz Społecznie Odpowiedzialnego Biznesu”, współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego.



Człowiek - najlepsza inwestycja



Projekt „Elementarz Społecznie Odpowiedzialnego Biznesu”
współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego



www.efi.gov.pl

<http://www.elementarzbiznesu.pl/>

Polish crafts response / 2006 - 2016: locally oriented and not only



Dobre praktyki w zakresie społecznej odpowiedzialności biznesu

na przykładzie wielkopolskich firm rzemieślniczych

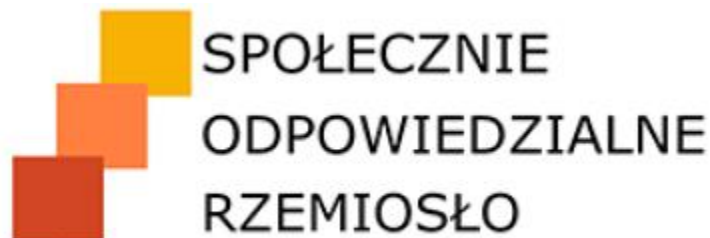


KAPITAŁ LUDZKI
NARODOWA STRATEGIA SPÓJNOŚCI

UNIA EUROPEJSKA
EUROPEJSKI
FUNDUSZ SPOŁECZNY



Projekt współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego



Projects of the Craft Chamber in Poznan focused on

*Training needs of artisans
Various forms of employment and organization of working time
Active labor market policy
Relations with consumers and business partners
Flexible forms of employment
Methods of skills identification*

Forum for the social responsibility of crafts in Wielkopolska

Contest „Socially responsible craftperson

„City games”

www.razemdlarzemiosla.pl

<http://www.spoecznerzemioslo.pl/>

Polish crafts response / 2006 - 2016: locally oriented and not only



Partnerstwo Szansą
Rozwoju MŚP



Projekt współfinansowany przez Unię Europejską w ramach Europejskiego Funduszu Społecznego

Lider
projektu:



Związek
Rzemiosła
Polskiego

Partnerzy
projektu:



Mazowiecka Izba
Rzemiosła
i Przedsiębiorczości

Training project of the Mazovia Craft and SME Chamber and ZRP including e-learning on: *Economic change management; Flexible forms of work organization; Public-private partnership and Corporate Social Responsibility / ISO 26000,*

Mazovia + Lublin, Białystok and Łódź regions

<http://www.mirip.org.pl/plik,2213,prezentacja-celu-projektu-realizowanych-dzialan-oraz-oferowanych-mozliwosci-wsparcia-dla-msp-pdf.pdf>

Polish crafts response / 2006 - 2016: locally oriented and not only



Projekt współfinansowany przez Unię Europejską, w ramach środków Europejskiego Funduszu Społecznego

CSR – the remedy for the crisis; ESF project of the Craft and SME Chamber in Katowice & the Craft Chamber in Lodz

CSR – a competitive advantage of entrepreneurs
ESF project of the Craft and SME Chamber in Katowice & the Craft Chamber in Wroclaw



Polish crafts response / 2006 - 2016: locally oriented and not only

Elastycznie i odpowiedzialnie - promocja dobrych praktyk w województwie



**Elastycznie
i odpowiedzialnie**
– promocja dobrych praktyk
w województwie śląskim



Współpraca
międzysektorowa

na
rzecz

CSR

na

Śląsku



IZBA RZEMIEŚLNICZA
ORAZ MAŁEJ I ŚREDNIEJ
PRZEDSIĘBIORCZOŚCI
W KATOWICACH

Polish crafts response / 2006 - 2016: locally targeted initiatives

Kuyavian-Pomeranian Chamber of Crafts and SMEs own initiatives:

- Integrating crafts and the local community (trips, picnics, contests, sports competitions, ex. Championship of the Polish craftsmen in hunting.
- Discounts for blood donors
- Cooperation with orphanages
- Seniors' Day celebration – youth&seniors - social gatherings + other attractions, like „hairdressing for seniors”
- Professional competitions /ex. *Craftsman of the Year*/
- Competition „Tax offices friendly for entrepreneurs”
- Setting up craft vocational schools (Bydgoszcz, Inowroclaw, Grudziadz)
- Field games, ex. "Where is the work in Bydgoszcz?"
- Certificates ("Good Installer")
- Monitoring the graduates in the labor market.
- Promoting the use of natural raw materials in the food industry
- Promoting waste separation and recycling in craft companies.

pierwsza edycja GRY MIEJSKIEJ W RZEMIOŚLE

"GDZIE JEST PRACA
W BYDGOSZCZY?"

KONIEC

MIASTO TO PLANSZA!

Poznaj zawody
rzemieślnicze,
w których jest praca!

WEJDŹ DO GRY!

KTO?

- uczniowie gimnazjów – Bydgoszcz
i okolice

JAK?

- zgłoś swoją drużynę (opiekun + 4 osoby)
- przyjdź na miejsce startu
przy ul. Piotrowskiego 11 w Bydgoszczy

POCZĄTEK

Kiedy?

17 marca 2016
godz. 9.00

- zgłoszenia przyjmujemy do dnia 29 lutego 2016 roku
- regulamin, formularze oraz więcej informacji na stronie www.izbarzem.pl

Polish crafts response / 2006 - 2016: locally targeted initiatives

Chamber of Crafts and SMEs in Bialystok

„Network of cooperation for the promotion of social
responsibility of SME”

„Labour market innovations



LMI: LABOUR MARKET INNOVATIONS

PROJECT TITLE:

LABOUR MARKET INNOVATIONS – testing and implementing new methods of promoting employment in niche, disappearing and unpopular trades

PROJECT LEADER:

Białystok Foundation of Professional Training (Poland)

NATIONAL AND SUPRANATIONAL PROJECT PARTNERS:

Chamber of Craftsmanship and Enterprises in Białystok (Poland); Hanse-Parliament E.V. – Partner supporting the creation and implementation of educational solutions for disappearing, unpopular and niche trades and craftsmanship education with the use of experiences of Hanseatic countries of the Baltic Sea region (Germany).

Applied Vocational Psychology and Policy Research Unit – Avopp – Partner supporting the creation and implementation of counselling solutions for persons over 50 years of age, handicapped persons and graduates, and career planning within craftsmanship with the use of experiences of E.U. specialists associated in AVOPP(Luxemburg).

EXECUTION PERIOD, OP HC MEASURE:

From 01.07.2011 to 30.06.2013. Innovation subject: Creating instruments supporting the development of interest in niche and unpopular trades within Operational Programme Human Capital, Priority VI. Labour market open to all, Measure 6.4 Innovation projects.

PROJECT'S OBJECTIVE:

The objective of the project is to develop or adapt/create, test and subsequently popularise/implement in Podlaskie Province 9 models of counselling, training and cooperative solutions within employment promotion in disappearing, niche and unpopular trades.

NAMES AND DESCRIPTION OF FINAL PRODUCTS (with innovation specification):

The project innovation consists in integrating interventions conducted at the level of an employee, craftsman (employer) and their environment in a single measure model. Thus, the basic innovation of the project is the model of complex measures. The other aspect of this innovation is synergic combination of groups of trades with groups of the unemployed based on the intervention matrix designating common areas of specific needs of persons over 50, graduates and handicapped persons, and the opportunities that disappearing, niche and unpopular trades offer. Apart from the innovative model of solution to the problem on the labour market, the project foresees innovations at the level of particular support instruments. In this case, innovations concern the manner of providing a counselling service on the labour market, methods of professional education in a craftsmanship and methods of local cooperation in each of 3 intervention areas, which creates 3 innovation models of support:

Model of employment promotion for persons over 50 years of age in disappearing trades: Tertiary Craftsmanship: counselling and diagnostic tools for unemployed persons 50+, tools and new solutions in craftsmanship for persons 50+, tools for initiating local cooperation of craftsmanship and labour market institutions in order to promote disappearing trades and unemployed persons over 50.

Model of employment promotion for handicapped persons in unpopular trades: e-Craftsmanship: counselling and diagnostic tools for unemployed handicapped persons, tools and new training solutions in craftsmanship for the handicapped, tools for initiating local cooperation of craftsmanship and labour market institutions in order to promote unpopular trades and handicapped persons.

Model of employment promotion for graduates up to 27 years of age in niche trades: Tailor-made Craftsmanship: counselling and diagnostic tools for unemployed graduates, tools and new training solutions in craftsmanship for the youth, including spin-off and spin-out, tools for initiating local cooperation of craftsmanship and labour market institutions in order to promote niche trades and unemployed youth.

TARGET GROUP (the addressees of final products and methods):

Persons over 50, Handicapped persons and Graduates in a difficult situation on the labour market in the context of new activation solutions. Additionally, craftsmanship and employers in the context of promoting employment in trades and cooperative solutions. Having defined 3 typical groups of barriers in 3 areas of intervention, 3 models of complex diagnostic and counselling, educational and cooperative measures will be tested. In this sense, all unemployed persons will mainly benefit from 9 integrated instruments for maintaining professional activity. Professional activity of persons 50+ in disappearing trades, of graduates in niche trades and of handicapped persons in unpopular trades is an asset in this context – an opportunity to develop for a craftsman (employer) and local society (environment).

USERS (institutions, user who can use the tool):

Three levels of intervention (counselling, education and cooperation) expand the group of potential addressees by users of innovative solutions (career counsellors, trade teachers and trainers, local leaders and representatives of the local government).

CONTACT (in order to obtain final products or detailed information):

Białystok Foundation of Professional Training, ul. Spółdzielcza 8, 15-441 Białystok, tel. +48 85 653 77 00, www.bfkk.pl, fundacja@bfkk.pl

Project coordinator: Michał Skarzyński, mskarzynski@bfkk.pl

Polish crafts response / 2006 - 2016: locally targeted initiatives

Polish crafts response / 2006 - 2016: lessons learned

- CSR in crafts and craft organisations is internally driven
- Therefore, demands recognition for efforts, applause, and the possibility to tell own stories to- and create interlinks with- partners and local and business community
- Externally driven CSR (ex. by legal means, obligations and control measures) can kill internally driven CSR – the motivation, creativity and initiative
- External public support including financial is highly recommendable
- Partnerships are highly recommendable

Thank you😊

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