



EU-LAC Foundation
Fundación EU-LAC



Call for the presentation of successful experiences

"Good practices and innovations for the Inclusion of Young
Women from Latin America, the Caribbean and the
European Union in the World of Work"

2017

Information for Applicants

This Initiative is funded by:

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Federal Foreign Office

1. Introduction

The EU-LAC Foundation in Hamburg, composed of the 61 countries of the European Union (EU), Latin America and the Caribbean (LAC), and the European Union itself, has among its objectives the promotion of spaces for reflection on the challenges faced by EU and LAC in order to achieve higher levels of well-being for its societies and better routes for the future. In this regard, promoting an informed and purposeful debate on the inclusion of young women in the world of work is at the heart of the Foundation's interest and of the bi-regional actors that promotes inclusive and sustainable development

On the other hand, the EUROsocial+ PROGRAMME is the third phase of the European Union's cooperation programme driven to the eve of the conclusions of the CELAC-EU Summits of the Heads of State and Government. Its objective is to support the national public policies of 18 Latin American countries with impact on social cohesion, through the exchange of experiences and knowledge and technical assistance actions between the countries of Latin America and Europe. The Programme has three main areas of public policy: social policies, good governance and gender equality. In this context, promoting the integration of young women into the world of work is a key area of supporting activities to the countries. The Programme is also space for bi-regional dialogue on public policies between institutions in Latin America and Europe and seeks to promote reflection on the issues of its intervention agenda.

This call for submission of "good practices and innovations for the inclusion of young women in the world of work" is an effort to collect and share among social organisations, business actors, public institutions and decision makers, positive experiences that have succeeded to diminish the gender and generational gaps that still persist in the economic, political and social systems in both regions.

We believe that the initiatives, projects, models and reforms that have been successfully implemented in LAC countries and the EU and which could be transferred to other countries of the bi-regional partnership, should be shared with all those stakeholders who are interested in this issue and enrich the bi-regional dialogue on the subject of gender relations, as cross-learning is an extremely important instrument for those who define or implement social policies and initiatives.

2. Precedents

2.1. Labour market

The labour market has undergone drastic changes and many experts are trying to predict its evolution and particularly the role of technology in it. It is recognized that technology has come to accelerate processes in the economy and society based on the speed, complexity and relevance with which resources and people are linked in the processes of production of goods and services. Those who are unable to keep abreast of these dynamics and advances take the risk, from the perspective of employers, of becoming "non-employable".

It is becoming increasingly clear that there is a gap between education and work. Many of the young graduates of the education system do not have the knowledge and skills that the market needs. In the same vein, there are professions that are disappearing from market interest, and others that are emerging, without training centres and universities keeping pace with the demand for knowledge.



Another feature that has deepened in the behaviour of the labour market is the volatility of formal employment: what is known nowadays as stable employment with social protection is declining; and it is increasing employment by products, services, or limited period (on a piecework), usually without rights and performed mainly by vulnerable groups, such as low- and middle-skilled young people, women, migrants, adult workers in a situation of poverty, or elderly people in need of increasing their very limited pensions.

2.2. Youth and employment

One of the main population groups that have been affected by changes in the characteristics of employment at the global level is young people. It is considered a "young person" a person who is between 15 and 24 years old according to the United Nations and between 15 and 29 years old according to the European Union.

Although a slight improvement in world economic growth is expected in 2017, the youth unemployment rate is increasing: Between 2015 and 2016 the rate rose from 12.9 to 13.1 per cent. Between 2015 and 2016 the increase in the unemployed youth population was half a million, adding up 71 million in the world (ILO 2017: 2). One of the reasons for the reduced youth participation in the workforce has to do with their greater involvement in secondary and higher education - a trend that itself can be considered very positive (ILO 2015: 2).

However, among the young people in the world - those between 20 and 29 years of age - the main cause of lack of participation in the labour market is the lack of employment opportunities. First, unemployment rates are high; second, the transition period between being in education or training and employment is lengthening. An increasing number of young people are in a situation where they are neither working nor studying (youth NEET). This condition can lead to deterioration of skills, underemployment and deterrence.

Data from a survey carried out in 28 countries around the world show that nearly 25 per cent of young people between 15 to 29 year old can be classified as NEET. The proportion of NEET grows as the age of the young increases. Despite access to higher education opportunities, in developed countries youth NEET over 20 years old outnumber those between 15 and 19 years old (ILO 2017: 3). One of three young EU citizens (35.5%) sought employment for more than a year in 2014, percentage that increased by 32.6% in 2012 (ILO 2015: 7).

Those young people who are working have to deal with the quality of such employment. In the emerging and developing countries, including the Latin American and the Caribbean countries, about 156 million employed youth live in extreme poverty (living on less than US\$ 1.90 per day) or moderate poverty (between US\$ 1.90 and US\$ 3.10 per day). In addition, the proportion of working poor is higher among young people than among adults. In 2016, 37.7 per cent of young people in employment were living in extreme or moderate poverty, while among adults in employment the ratio was 26 per cent (ILO 2017: 2).

In 2014, 43.3% of EU youth were employed under a temporary employment contract, a figure that increased by 40% in 2005 (ILO 2015: 7). In that year, 12.7 per cent of young people from EU were considered at risk of poverty (living on less than 60 per cent of the median income) although they had a job; whereas among adults this percentage was 9.6 per cent. Low wages are accompanied by poor job quality. Among the young people, approximately 29 per cent of those who were working part-time and 37 per cent of those with temporary employment contracts in the EU-

28 indicated that they would have preferred to work full-time and long-term (ILO 2017: 2).

This is compounded by the problem of informal work, which is not usually reflected in official statistics and affects young people and adults in Latin America and the Caribbean to a large extent. Informal work has serious implications for the career path, such as lack of social protection coverage, difficult access to financial services, precarious working conditions, and uncertainty about income.

One of the exit strategies of unemployment and precarious, inequitable or informal working conditions that have been adopted by the youth is migration. In 2015, 20 per cent of the world's population in this age group were willing to move permanently to another country; in Latin America and the Caribbean the respective percentage was 38 per cent, followed closely by young people in East Europe with 37 per cent (ILO 2017: 3). One of the destinations for migration is usually Europe; however, the figures indicate that in that continent young migrants are twice as likely to remain unemployed compared to young Europeans nationals (European Commission 2016: 15).

Simultaneously, the global economic crisis of 2008 caused a large number of European citizens to migrate to Latin America and the Caribbean. For the first time in 14 years, in 2010, the flow of Europeans to LAC was higher than the flow of migrants from LAC to the EU. In 2012, there were around 181,000 departures from the EU to the LAC, compared with 119,000 entries from LAC to Europe. According to the International Organisation for Migration (IOM), Spain has been the most emigrant European country in recent years to LAC, followed by Portugal and France. Young professionals and university students often constituted the European migrant population who did not find work opportunities or were dismissed in their countries of origin (IOM 2015).

2.3. Gender gaps and employment

Looking more closely at labour market indicators, there are also notable disparities in employment and job quality among young men and women, which results in socio-economic inequalities in adulthood and old age, especially with regard to social protection and the risk of being affected by economic poverty. Factors of gender inequality in employment are defined as 'different elements that produce (or reproduce) and explain the inequalities that exist between women and men when accessing, keeping, promoting and benefiting from the same conditions in the labour market' (Alonso Cuervo et al 2012: 10).

Despite notable advances in overcoming gender gaps in young girls' and teenager girls' education in the last two decades, young women - regardless of the level of education attained - find more difficult to find work after finishing their cycle of education or training (ILO 2015, UN Women 2015). This in turn implies losses of investment in education and also losses of non-generated income that not only affect women but also economies and societies as a whole.

Many factors continue to hamper young women's equal access to employment and their economic empowerment:

- **Occupational segregation:** due to prevalent social norms and gender stereotypes, women tend to choose fields of study and find jobs more easily in lower income segments such as agriculture, education, health, the manufacture of low cost items, or services (e.g., trade, customer service, administrative support, etc.);

- **Transition from the educational system to the first job:** the transition period between the educational system and the labour market tends to be longer for young women than for young men. In 2014, labour market participation of young women in Latin America and the Caribbean was 42.6%, compared to 62.1% of young men, and young women were still more affected by unemployment than men at the same age (ILO 2015: 9, 22). In EU countries and other developed economies, the participation of young women in the labour market in 2014 was 45.5% compared with 49.1% of young men (ILO 2015: 9).

- **Distribution of care and housework tasks:** women spend more time on family tasks and unpaid domestic work, which implies less time dedicated to education and economic opportunities when compared to men; combining paid and unpaid work time, women often work more hours a day than men;

- **Modality of employment:** the lack of decent job offer- understood as a work context in which the fundamental rights of workers are respected, including safe and healthy working conditions, observation of the hiring procedures, promotions, vocational training, reasonable limitation of working hours, the right to form and join trade unions, social security, and remuneration that enables workers to live and ensure the lives of their families - implies that many women have to work in informal, unsafe and poor quality employment arrangements;

- **Salary gap:** for the same job or equivalent, men tend to receive higher income than women. On average, women opt for fewer hours of paid work and perform more in part-time jobs. Most leadership and management positions - which involve higher incomes - continue to be occupied by men;

- **Social protection:** compared to men, women have lowest social protection coverage because women's unpaid work is not covered by social security. Besides, women earn less than men and they are affected by more career interruptions due to maternity and childcare (European Commission 2016, UN Women 2015, ILO 2015). This is also reflected in the pensions inequality between women and men.

Considering that "access to good quality and paid employment outside the home is perhaps the factor that most contributes to the economic empowerment of women" (UN Women 2015: 70), the EU and LAC countries are facing the challenge of increasing their efforts and to find viable, relevant and creative solutions - in cooperation with public and private partners - to meet their commitments under chapters 5 (Education and Employment) and 7 (Gender) of the EU-CELAC 2015 Action Plan 2017.

The same can be said with regard to the commitments made under the 2030 Sustainable Development Objectives, and specifically:

- Goal 4.4: substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship
- Goal 5.1: End all forms of discrimination against all women and girls everywhere;
- Goal 8.5: achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
- Goal 8.6: substantially reduce the proportion of youth not in employment, education or training

2.4. Good practices, innovation and entrepreneurship



Diverse authors have signalled that might be considered as good practices that successful initiatives that have achieved effective and sustainable changes in order to improve a state of things and follow certain criteria and established and identifiable standards. Good practices in the process of social changes are sustained within achieved changes on the ability of individuals or social groups who have been taken part as beneficiaries of an initiative.

It is considered innovative practices those shaped by its orientation towards transformation of the usual form to solve improvable situations that encourage new patterns of mind and action when requested, and succeed to introduce these new patterns bringing changes with additional benefits. With the development of information and communication technologies, innovation has been associated with their use; nevertheless, innovative methods can be implemented in the process of social changes through the shift of the focus or mind of the actors involved.

The enterprises are aimed at the creation of wealth in an efficient way, experimenting new methods and practices of production, and having their origin in the willingness of economic actors to take risks through new ways of acting. Entrepreneurial initiatives are those that have managed to reform a pattern of production of a good or service by means of inventions or innovations.

Establishing good, innovative and entrepreneurial practices necessarily involves identifying what are the criteria and characteristics that have allowed their evaluation as such.

3. Objectives of the Call

The general objective of this activity is to enrich the bi-regional purposeful dialogue on the inclusion of young women in the world of work. For this purpose, the present call is being launched in order to present experiences of "good practices and innovations for the inclusion of young women in the world of work".

The purpose is to offer to the bi-regional community interested in the promotion of gender equity and youth a range of positive experiences on the inclusion of young women in the workplace, that can be replicated and/or adapted to the contexts of each country or organization that wants to benefit from them, and in that sense, to provide relevant information and spaces for bi-regional dialogue on the most relevant keys to success of the initiatives identified.

First phase

The first phase of this activity - the present call -, it is an effort to collect the largest possible number of experiences through projects, initiatives, interventions, reforms or laws that have been implemented in the last decade (from 2008 onwards) by public or private entities or civil organizations that have managed to promote a better insertion of young women in work spaces and thus reduced the gender and generational gaps in Latin America, the Caribbean and the European Union. Regarding the definition of "young woman", the broadest definition of the European Union (from 15 to 29 years old) will be applied, but not in a restrictive way. It will also be considered experiences of inclusion of women outside this age group who have returned to the world of work after maternity.

In order to an intervention - whatever be at the level of public policy, of a programme of a public entity, a project of a civil organization, or of entrepreneurial initiative - be considered a "good practice", it must be demonstrated – through a pre-



established form - that as consequence of its implementation, it has been introduced transformations with positive, measurable and visible results for the inclusion of young women in quality employment.

The areas of interest for the purposes of this call, all focused on young women, are the following:

1. Vocational orientation and choice of higher education that successfully changes gender stereotypes about professional careers,
2. labour insertion in marginal areas and with low labour market dynamism,
3. specific services for young women in public and private employment services,
4. promotion of female entrepreneurship with characteristics of innovation either in traditionally male sectors or the type and modalities of economic activities, or to promote access to credit in a non-discriminatory way,
5. formalisation processes of informal work, especially in the care sector (domestic workers and collective care centres)
6. experiences for conciliation of working time and family time,
7. experiences linked to communication technologies, internet, or non-traditional high productivity and innovation sectors.

Once these experiences have been collected, the EU-LAC Foundation and EUROSociAL+ will offer visibility and promote the selected experiences, both online and through a presentation and dialogue event about them, besides making it available through a digital free access compendium that will be published on the Foundation and EUROSociAL+ webpages.

Simultaneously, at the beginning of the first phase, a call will be published to select a team of experts in the subject of gender and employment, in order to prepare the foundations of the call, evaluate and systematize the experiences collected. Once the team of experts is selected, they will be responsible for reviewing and selecting those experiences with good and better results achieved by a quality analysis, according to the pre-established selection criteria, and those which have the greatest potential to be replicated in similar contexts or similar challenging situations.

Based on this evaluation and systematization, the team will develop an analysis identifying the conditions to lift the constrains and the factors that favour the better insertion of young women in Latin America and the Caribbean and the European Union in the world of work, and exploring the way in which all the countries and sub-regions of the bi-regional Association CELAC-EU could benefit from the innovative practices generated.

The EU-LAC Foundation and EUROSociAL+ will convene a presentation and dialogue event around the experiences gathered, and the analysis carried out by the experts hired for that purpose. For this occasion, organizations whose initiatives are considered innovative and with potential to be replicated will be invited, as well as relevant institutions from both regions.

At the same time, the experts will prepare a compendium of the most interesting experiences (up to a maximum of 40), which, after a quality analysis review, will be published in a digital form by the EU-LAC Foundation and EUROSociAL+, who will be responsible for their wide dissemination in appropriate spaces and events to deepen and contribute substantially to the bi-regional dialogue on gender and employment. The publication will have an introduction on the topic and a section at the end with analysis of trends and recommendations.

Second phase

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In a second phase of this activity, based on the analysis carried out by the experts (first half of 2018 – to be confirmed at the end of the preparatory process), around 10 experiences will be selected to be systematized by the entities that represent them, with the support of the team of experts. The objective of this selection and systematization is to identify the keys to success in the most innovative and with the best results experiences, and to guarantee that the important information be identified for other organizations that want to use it as a reference to their work.

The team of experts will define the method of systematization, and the format of the written report to be presented, focused on the success factors or difficulties overcome. For greater diffusion, especially in social networks, each selected organization will be advised during the elaboration of a video-clip script, and in its realisation by young professionals in a simple format in the language of each country. It will be provided the resources (amount to be defined) for the execution of the fieldwork and expenses related to the production of the video-clips.

Once the process of reviewing and analysis of the systematized experiences has been completed, these will be published and distributed among the participating organizations – those interested on the topic and the relevant institutions, in both regions.

4. To whom is this call addressed?

All institutions that are involved in the definition, reform, implementation and analysis of laws, policies, programmes, projects, interventions, and initiatives aimed at improving the inclusion of young women in the labour world in the EU and LAC countries are invited to participate in the present call. Explicitly, we extend this invitation to:

- Organisations of the civil society;
- State institutions and agencies, including employment services;
- University centres;
- Vocational and technical training centres;
- Research centres;
- Big-, medium-, small-, or micro-sized business;
- Enterprise networks;
- Business chambers;
- Banks and credit institutes.

Priority will be given to experiences in which there is a significant inter-institutional work effort.

All these institutions must have their headquarters in one of the countries of Latin America, the Caribbean or the European Union and may be either public or private in nature, with a municipal, federal, national or regional scope.

International public bodies cannot participate. In the case of an experience has been financially or technically supported by an international organization, it can be presented by the national actors that executed the programme or project, explicitly recognizing the role played by the international entity.

The organization presenting the experience must be able to demonstrate that the experience is attributable to its work, or if it is not its own experience, they must have the written consent of those who led the initiative.

5. Application Process

Period of diffusion of the present call: November 21, 2017 to January 10, 2018.

Applications must be submitted in English or Spanish.

Documentation to be submitted:

- Form of presentation of the successful experience
- Description of the institution
- **Letter of confirmation of presentation of the experience and institutional affiliation** (one for each applicant).

All documents and forms can be downloaded from

- EU-LAC Foundation website at: <https://eulacfoundation.org/es/concursos>
- EUROsociAL + website at: www.eurosocial.eu

All application documents must be submitted exclusively in PDF or MS Word format.

The EU-LAC Foundation and EUROsociAL+ are committed to keep all personal data strictly confidential.

The deadline for the submission of successful experiences for this call is:

- January 10, 2018 (23:59 German local time)

All the complete proposals received within this period that meet the requirements will be considered for the selection.

The proposals must be sent to the following email: call@eulacfoundation.org

The subject of the email must include: "Young women and the labour market"

6. Selection Process

To evaluate the experiences presented in the framework of this call, a review committee will be set up; composed of officials of the EU-LAC Foundation, the EUROsociAL+ PROGRAMME and the team of experts hired for this purpose, the committee will be responsible for reviewing the experiences presented regarding their eligibility, their quality according to the established criteria, and their potential to be replicated in similar contexts or similar challenging situations.

The eligibility criteria will consider only those proposals that are submitted before the deadline, whose documentation is complete, from applicant(s) with citizenship of a EU or LAC country, and whose experience refers to at least one of the countries of Latin America, the Caribbean, or the European Union.

The team of experts will define the quality criteria, but it will at least contain:

- **Comprehensibility of the experience (20%)**
 - Presentation and comprehensibility of the proposal
 - Explanation of why it is considered "good practice and innovative"
- **Relevance of experience (30%)**
 - Relevance of the initiative for the purpose of this call
 - Sustainability of the changes
 - Measurement of the results achieved, both quantitative and qualitative
- **Replicability of experience (30%)**





- Replicability of experience - or some of its fundamental elements - in other countries or (sub) regions of the EU and LAC
- Clear presentation of the keys to success of the initiative
- **Qualification of the applicant / team of applicants (20%)**
 - Applicant(s) proven experience in the subject of the present call

It will be excluded from the present call the applicants who:

- a) have made false statements when providing the information required to participate in the present call or have not provided such information (including the non-recognition of authorship or technical, financial or other contributions to the experience presented);
- b) have committed a serious professional misconduct found by any means during their current or previous employment or position;
- c) are in judicial intervention or have been felony convicted by non-appealable Court judgment that affects their professional honesty.

Applicants must prove that they are not in any of the situations mentioned above (see the presentation of the successful experience form).

The team of experts will propose a work schedule that should consider a response time of around seven (7) weeks to announce to the applicants the selection result in the category of "40 good practices". During this period please do not contact the Foundation or EUROsociAL+ regarding this call. The decision of the review committee will be final and binding.

7. Dissemination of results of the call

To the experiences positively reviewed during the *first phase* of the activity will be given visibility through a digital free access compendium that will be published on the Foundation and EUROsociAL+ webpages.

A maximum of 40 selected experiences will be published in hard copies in English and Spanish.

Another element of the dissemination will be carried out through the organization of the aforementioned event around May 2018; and it will promote the bi-regional exchange and debate of best practices in the inclusion of young women in quality employment. For this occasion it is planned to invite an author from each experience to present; other actors and institutions interested in the subject will also attend the event. The sheets of the selected experiences can be exposed in the event itself and/or in other opportunities.

Among those successful experiences and with potential for replication, 10 will be selected as the most illustrative. These will receive support from the team of experts during the *second phase* of the activity, and will be disseminated in an analytical document, in order to present their main keys to success or main factors to overcoming difficulties. The Foundation and the EUROsociAL+ PROGRAMME will cover the production and translation costs.

The video clip of dissemination of the 10 best practices will be produced under the responsibility of the winning institutions, advised by the team of consultants, who will support the elaboration of the script and make recommendations of the elements to be highlighted, guaranteeing their publication in, at least, English or Spanish. Financial support will be given for the production of the video clips, which should preferably be done in a participatory manner or by young women video makers.





The points of view and the contents of the experiences and documents published within the framework of this call are the responsibility of the authors and do not necessarily reflect the points of view of the EUROsociAL+ PROGRAMME, the EU-LAC Foundation, of the European Union, or of any of the Member States of the Foundation.

The accomplishment of all the programmed activities - in particular the number of experiences selected in each category, invited to the exchange event and supported for the production of a video - is subject to the organizing institutions availability of resources.

Annex

Guidelines for the presentation of experiences.

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