

# ACCELERATING CHANGE FOR SOCIAL INCLUSION



Acta Vista

France

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[www.actavista.fr](http://www.actavista.fr)

## SUPPLEMENTING INNOVATION



An employment integration programme through vocational training courses on restoration of historical monuments. Participants develop skills related to heritage professions and are accompanied to solve other potential hindrances to employment.

## SOLUTION

The programme offers certified training courses in prestigious restoration sites, whereby participants acquire relevant skills to find a job in dignified professions related to the historical monuments sector. By working on prestigious sites, participants develop job skills while restoring life to exceptional places and making communities more dynamic.

## PROMISING EVIDENCE



### Outputs:

- Every year, the organisation recruits and trains 450 unemployed people.

### Outcomes:

- 65% of participants find a job or continue their training after participating in the programme, a success rate four times the national average for professional rehabilitation programmes<sup>1</sup>.
- For each person recruited and trained, the project generates a net gain for the community of €6,900 to €10,500<sup>2</sup>.

**Sources:** <sup>1</sup> Data gathered by the organisation through participants' surveys and the follow-up carried out through the ActaBase platform until three months after the programme is completed. <sup>2</sup> Ashoka and McKinsey & Company (2012) "Etude d'impact de l'entrepreneuriat social".

## RECOGNITIONS AND AWARDS

Ashoka fellowship (2010). Prix de la création d'entreprise (2009). Social Entrepreneur of the year, Schwab Foundation (2006).

## HOW IT WORKS

The programme recruits young people who have difficulty finding a job and long-term unemployed people based on their motivation to undertake a new career path. Participants take part in a daily training scheme in a variety of heritage professions (stone cutting, carpentry, ironwork, etc.) delivered by trained craftsmen and women. This practical training takes place on site at the restoration projects of prestigious historical monuments. After the training, participants undertake an examination to achieve the relevant qualification for each profession.

## TOOLKIT FOR IMPLEMENTATION ACTA VISTA

Each employee is accompanied individually in a professional project and in his/her particular social situation to overcome barriers to finding a job (housing, mobility, health, etc.).

### REGIONAL ADAPTATION



Initially developed in Marseille. Implemented in six other French regions.

### THE OPPORTUNITY FRAMEWORK

Far from being the central goals of the project, the daily training scheme and its corresponding certification are seen as additional tools for participants to reach employment. The main objective of Acta Vista is to restore the self-esteem and motivation of the long-term unemployed, in order to help them get a job afterwards. This is achieved by engaging them in the development of dignified professions that bring prestigious sites back to life, stimulating the local economy and the community life. The signature of a labour contract with Acta Vista is also key for participants to feel valuable and involved as real workers, not as beneficiaries of a project.

The holistic approach of the initiative brings together trained craftsmen and women, who prepare participants to develop skills and gain qualifications, and social workers with experience in the private sector, who help trainees find internships, jobs, and overcome existing barriers to employment. Once participants are employed, society benefits from savings in social benefits and employment subsidies, from new taxpayers entering the labour market and cultural and historical heritage having been enhanced.

Thus, the challenge of long-term unemployment is being tackled by closing the skills gap in the labour market.

### INCOME MODEL: ESTABLISHED IN ORIGIN



The organisation receives financial support from companies, institutions, and individuals. The costs of the building material are covered by the historical buildings' owners.

### INCIPIENT TRANSFERENCE MODEL



Acta Vista is leading the expansion process in other French regions, sending one of their trainers permanently on the site, supported by other staff members on a regular basis.

At the international level, they are open to different collaboration schemes: sharing knowledge and supporting expansion or working through partnerships with local associations or NGOs. In any of the cases, they would support the different steps of the project's design and implementation. Acta Vista's dedication is remunerated, but the branding (based on specifications) could be given for free to projects meeting certain standards.

### KEY AGENTS AND ROLES

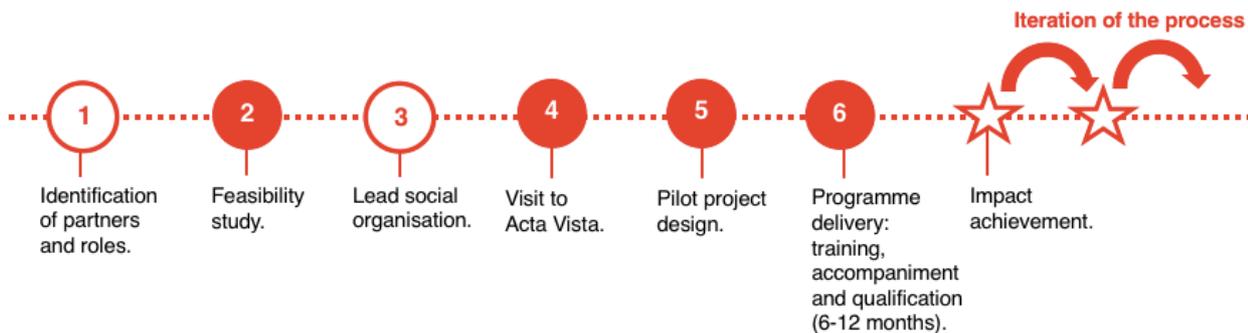
The model relies upon a specific territorial cooperation model, which brings together public and private institutions as well as an ecosystem of partners backing the project:

- A social organisation willing to learn from the Acta Vista model and take the lead in local implementation. It would be the one employing the social workers and making the links with the rest of stakeholders involved.

## TOOLKIT FOR IMPLEMENTATION ACTA VISTA

- Employment institutions acting as referral channels and following-up the participants' progresses.
- An educational organisation delivering the training to participants through heritage professionals working in the sites.
- An organisation certifying the courses.
- Communities (public institutions or individuals) owning historical buildings that need to be restored, providing the sites for the training and covering the costs of the building materials.
- Companies willing to generate a social impact through sponsoring the project or facilitating training, coaching, internships and job opportunities for participants.

### FIRST STEPS



1. Identification of partners in all needed roles.
2. Feasibility study: analysis of the local context and the restoration demand by a technical small team.
3. Identification of a lead social organisation.
4. Knowledge transfer: visit to Acta Vista's headquarters in Marseille by a group of local stakeholders.
5. Pilot project design based on the identification of a target group and a building with restoration needs.
6. Programme delivery: practical training, accompaniment and qualification (6-12 months).
7. Iteration of the process with other cohorts or target groups.

### OTHER RELATED LINKS

Video presentation

<https://www.youtube.com/embed/Uxb1wm6r-80>

Ashoka and McKinsey & Company (2012) "Etude d'impact de l'entrepreneuriat social"

[https://www.lelabo-ess.org/IMG/pdf/Etude\\_McKinsey\\_Ashoka\\_mars2012.pdf](https://www.lelabo-ess.org/IMG/pdf/Etude_McKinsey_Ashoka_mars2012.pdf)

Ashoka profile

<https://www.ashoka.org/en-US/fellow/arnaud-castagnède>

### ACCELERATING CHANGE FOR SOCIAL INCLUSION - ACSI

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