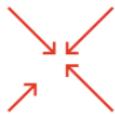


# ACCELERATING CHANGE FOR SOCIAL INCLUSION



**JobAct®**  
Germany  
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## SUPPLEMENTING INNOVATION



A programme that combines theatre training and other techniques to develop psycho-emotional and vocational skills, helping unemployed people improve their self-esteem, replace passivity with proactivity and gain employment.

## SOLUTION

Targeted at different groups of unemployed people (youth, long-term unemployed, single parents, migrants and refugees), the methodology uses the power of creative tools and arts to help participants develop their self-awareness and retake control of their lives, building a solid base to gain and maintain employment.

Projects are based on three pedagogical pillars and structured throughout the development of a theatre play. Participants first learn professional skills, which are then connected with social skills. These skills are founded on individual, creative solutions aimed at increasing self-esteem.

## PROMISING EVIDENCE



### Outputs:

- An average of 300 participants take part each year in full-time projects.

### Outcomes:

- 50% placement rate on average.
- Around 60% of participants between 20 and 24 years found employment after 12 months. Three years after attending a JobAct® project, almost 80% are working or have positive prospects.

**Sources:** Data gathered by Projektfabrik in participants' follow-up studies.

## RECOGNITIONS AND AWARDS

This Works Summit by Ashoka (2016). Verdienstorden der Bundesrepublik Deutschland (2010). Ashoka Fellowship (2009).

## HOW IT WORKS

The programme is divided into two phases:

1. For six months, participants develop a theatre play from the concept to the premiere. They also receive intensive coaching to improve communication and language skills. Professional theatre educators and specialists from other art forms and trades deliver the programme. Participants apply for internship positions, being the theatrical performance the climax of the first phase.

2. For three months, participants prepare for the internship: a stepping-stone to the transition into training or work.

Initially targeted at young people, JobAct® has diversified and adapted its methodology to other groups in need, including older workers, single parents and school 'drop-out' kids. Having also a successful track record of working with migrants, Projektfabrik offers theatre-based projects and language training to refugees.

### ISOLATED INTERREGIONAL ADAPTATION



Initially developed in Witten. Implemented in 120 places throughout Germany and in Italy. Summer courses have been performed in Turkey and Spain.

### THE OPPORTUNITY FRAMEWORK

While some programmes deal with unemployment purely through vocational skills development, JobAct® helps people develop their self-awareness and retake control of their lives, building a solid base to take new steps and decisions. Theatre is used as a tool to integrate long, holistic itineraries that help participants develop in-demand skills that are difficult to teach, such as language, communication, flexibility, empathy, curiosity and motivation.

Changes generated by JobAct® can be immediately put into practice and create an impact beyond participants themselves. The première challenges the perceptions of the whole society, presenting the unemployed (often stigmatised as social "freeloaders") as active, empowered citizens in front of an audience made up of relatives, community members, job placement agents and potential employers. In monetary terms, the positive exit from the programme reduces the burden of unemployment benefits for the public purse.

In terms of long-term unemployment, JobAct® generates change through collective empowerment, breaking isolation, loneliness, discouragement and invisibility among the unemployed through collaborative dynamics that generate new opportunities.

### ADAPTABLE INCOME MODEL



Projektfabrik is largely financed through local government funding through public tenders on a project basis (85% of total revenue) with 10% from private foundations and 5% for other sources. It raises additional funds based on projects for local programmes: a third of this funding is used to fund the promoting organisation. Part of the funding is private, for example, the JP Morgan Chase Foundation has co-financed the costs of the JobCenters, where the Projektfabrik pilot projects operate, with a total contribution of € 2.8 million over three years.

### STRUCTURED TRANSFERENCE MODEL



Depending on the needs and interests of the local counterpart, Projektfabrik provides two different schemes for the transfer of the JobAct® model's principles: training-of-trainers (ToT) and learning-by-doing.

The ToT approach includes a full-time course, led by Projektfabrik's team members and aimed at transferring its principles to a local team. Professionals from different fields (artists, pedagogues and job

coaches) take part of the training so as to be able to design and run a local project afterwards. Once the training is complete, Projektfabrik supports the local team through several visits alongside the pilot project implementation: boosting the kick-off; gathering initial impressions and providing tools to solve potential conflicts in between; and attending the première to exchange final reflexions.

The learning-by-doing scheme involves an external trainer from Germany in the project design from the very beginning. The trainer from Projektfabrik leads the project, assuming responsibilities in accordance to it, and a group of professionals from the local context integrate the team. In this way, the principles of the methodology are transferred during the run-time of the project.

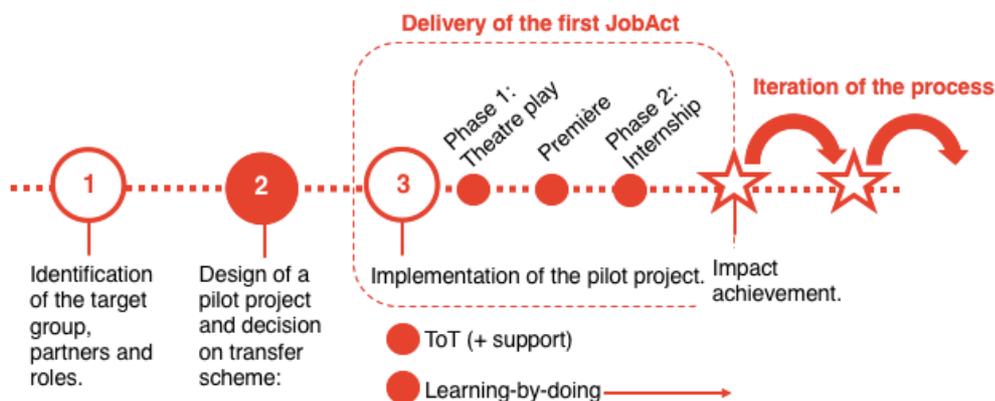
Additionally, Proekktfabrik is open to organising study visits to Germany upon demand. Thus, a delegation of professionals would have a first-hand impression on how JobAct® works in its original context.

## KEY AGENTS AND ROLES

JobAct® relies upon a specific local cooperation model that brings together public and private institutions as well as other stakeholders deemed to be relevant for finding job offers and placement opportunities. In this regard, the involvement of several profiles of agents is key to succeed:

- Service providers. A social organisation (or a group of entities) willing to learn from the original methodology in order to operate the programme through their local team, made up of professionals from both the theatre and the social fields.
- Employment services. Organisations working with unemployed people (employment consortia, public job centres, educational institutions...) that would include JobAct® programmes in their educational offer, acting as referral channels.
- Facilitators. Interactions with community agents are positive for the local integration of the programme and its results. For instance, communal spaces can be used for the theatre work.

## FIRST STEPS



1. Identification of a target group and partners in all needed roles accordingly.
2. Design of a pilot project based on the target group. Identification of referral channels and decision on the scheme to transfer JobAct® principles (ToT or learning-by-doing).
3. Implementation of a pilot project:
  - Phase 1: development of the theatre play (6 months).
  - Première.
  - Phase 2: preparation for the internship or job experience (3 months).
4. Iteration of the process with the same or other target groups.

**OTHER RELATED LINKS**

Presentation video

<https://vimeo.com/40582972>

Ashoka profile

<https://www.ashoka.org/en-GR/fellow/sandra-schürmann>

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