



## National recommendations – Italy

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The results of the different case studies and analyses held in the framework of this project show similarities between Austria, Belgium and Italy, countries where the WISE are more institutionalized, which, varying substantially in the models of integration through work, have greater historical tradition and stronger corporate organization. The models vary considerably between countries with some specificities of the Italian model:

- Weak Welfare State. Strong primary networks of solidarity.
- Strong regional asymmetries (higher economic development in the North = larger cooperative sector).
- WISE bottom up in the 1980's, militancy for social cooperative movement and work integration (mental illness). High degree of organisation and recognition. Hybridization of local and inter sectorial networks.
- State tends to reserve coats in the public procurement policies to ensure economic development rather than direct finance of wages, coaches or investment
- Several training offers linked to jobcoaching already exist but marketing is not well developed yet

Italy is characterized by a framework where the WISE subsector is well established and the targets stakeholders for life-long learning activities are more the structure, development and acknowledge HR qualification and certification needs in the WISE subsector.

Considering the state of play of the work integration social enterprises<sup>1</sup> (WISEs) in Italy, where this type of enterprises is supported by the public sector and a strong national framework, there is a need to:

1. **Adapt the training offer of the EPP project to smaller WISEs** with a long term approach, in order to enable these enterprises to get a training offer adapted to their specificities;
2. **Promote and raise awareness about the close link between the social economy and the vocational and educational training framework at national level** to have a harmonised training offer and recognition of competencies and skills.

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<sup>1</sup> *Work Integration Social Enterprises (WISEs) are enterprises of which identifying principles are:*

- *The social and professional integration of individuals who due to their exclusion and their relegation to a marginal role in society have fallen victim to increasing social and professional handicaps.*
- *Enterprises at the core of the economic system, frequently one of the major factors in the phenomenon of exclusion.*

*Enterprises with a strong pedagogical dimension. The Work Integration Social Enterprises initiate training and educational programs designed on the basis of existing potential of the target group and develop this individual potential (at professional level and in its participation in society) within the enterprise.*



European Network of Social Integration Enterprises

The results of the EPP project, especially, the state of the art of the WISEs sector in each country and the training packages on job coaching and social marketing are relevant tools to support both of these recommendations in Italy.

These outputs could be used at two levels:

Considering that, at national level each Italian Region has its own skills framework, the definition of a job coach's professional profile, developed following the specificities of each EU partner country, can be promoted towards public institution to have a common Italian profile.

Internally to SCF's network and its linked organisations on the territory, the topic of the social marketing management will be developed and deepened, in order to enhance managers and social workers' skills and contribute to their WISE's improvement of competitiveness.