



Socio-professional inclusion of the disabled through Art and Culture



SOCRATES Project co-funded by the European Union

Agenda

Introduction

Related stakeholders

Implementation strategy

Long-term vision



Addressing a major socio-economic responsibility

Background information

- 10% of the European population has some degree of disability
- The 8,6% of the Spanish population is a disabled person
- The social cost of the disabled through aids to the families is of 602,15 € per month
- 27,8% of the population in Spain is directly involved in the care of a disabled.
- Only 5562 (0,15%) of disabled integrate into the working environment even though companies must hire a disabled person for every 50 employees by law.

Objectives

- Open the arts and culture field as a new area of socio-professional activity for the disabled
- Promote a mechanism that fosters the transversal commitment of all agents, to guarantee the sustainable social and professional integration of the disabled through the art and culture in the future
- Create awareness of the imperative need of the social integration of the disabled
- Help the disabled in
 - Developing self-esteem
 - Achieving financial self-sufficiency
 - Integrating in the work-life environment

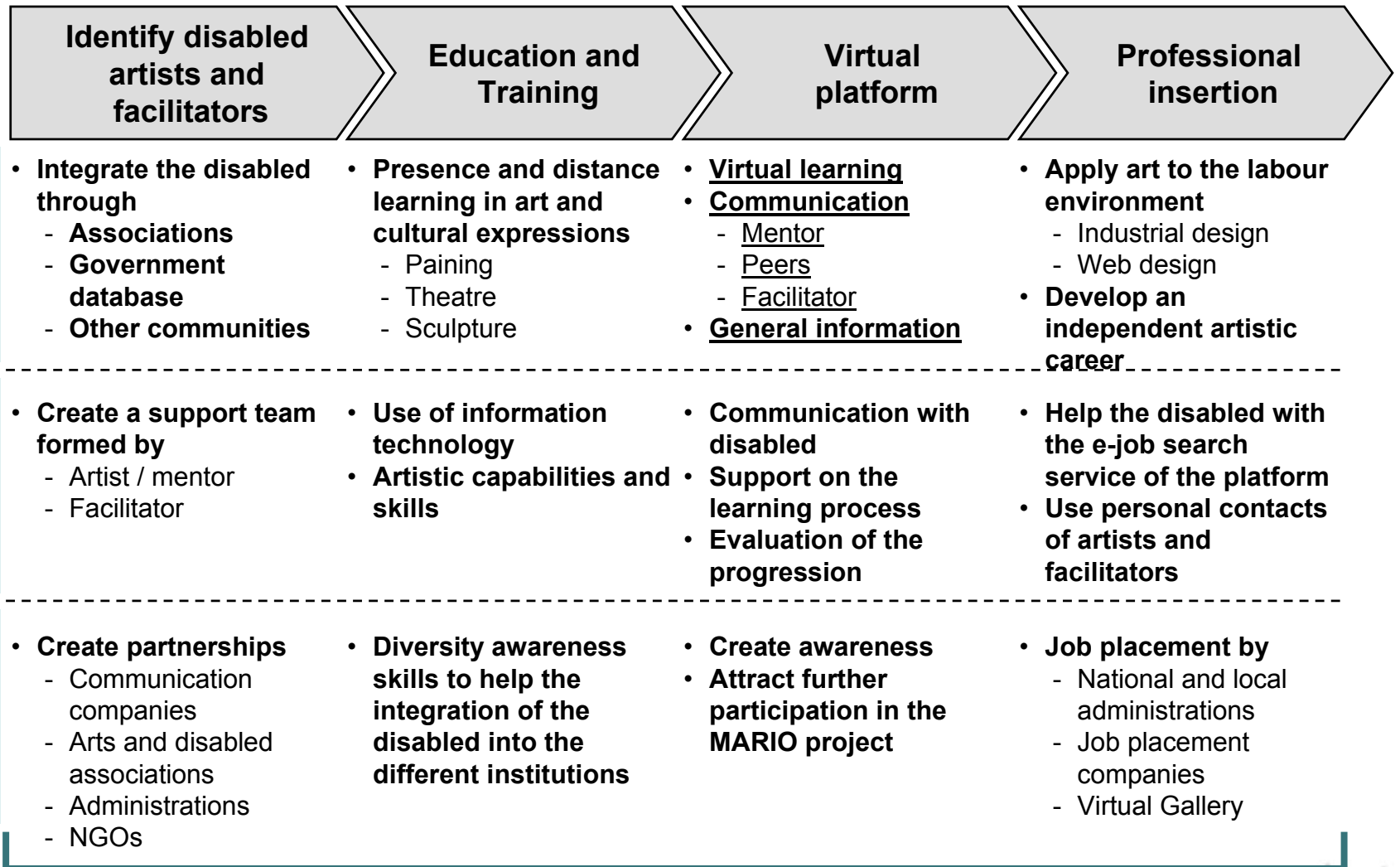
Philosophy of the Project

- Use art-therapy to favour the personal development of the disabled
- Provide the opportunity of acquiring competencies and skills in art and culture to broaden the career path opportunities



Introduction

Methodology



Agenda

Introduction

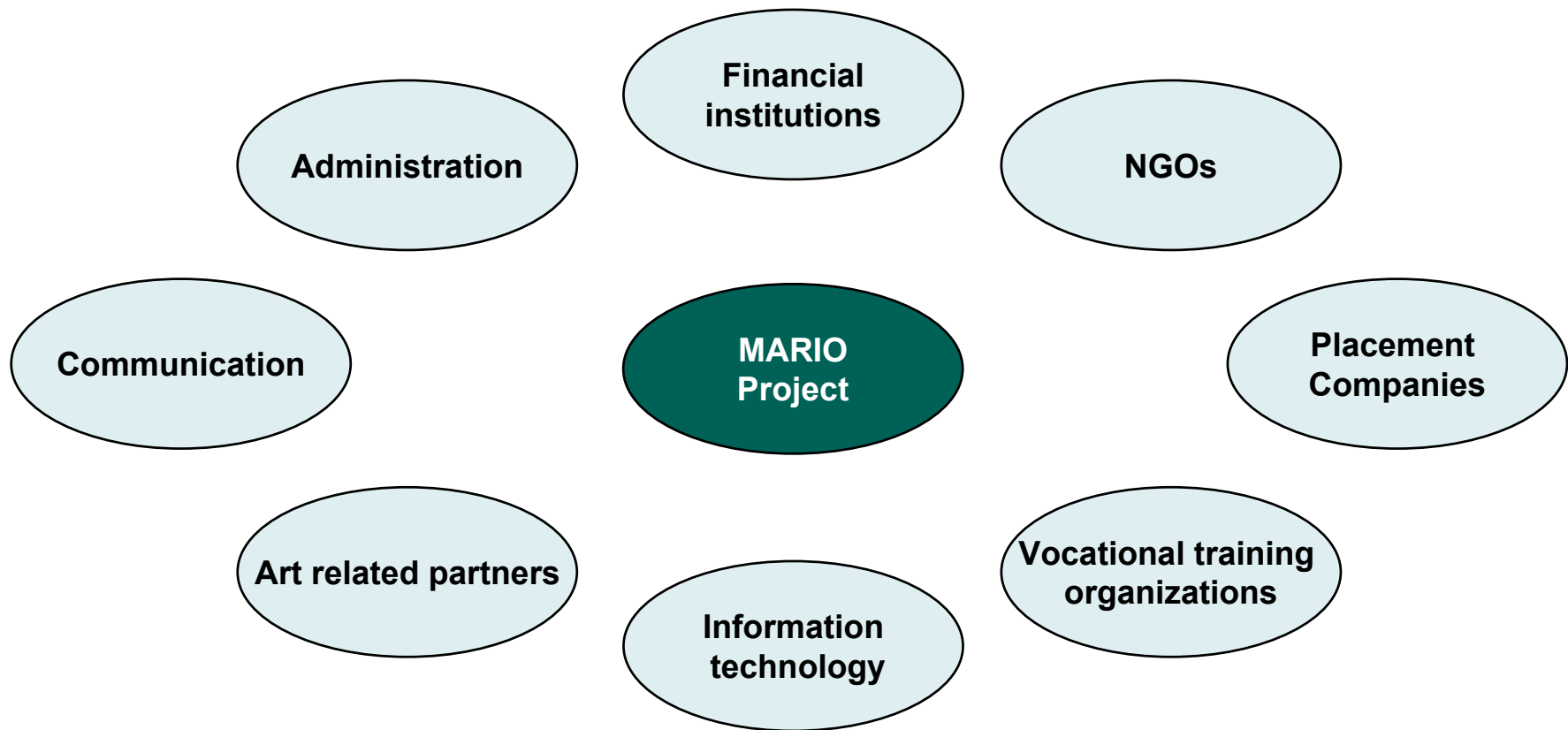
Related stakeholders

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Related stakeholders



Profile requirements

Capability to perform the activity

Need to project an image of social responsibility

Obtain return on investment



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Process matrix

Pilot project

- **Implement the mentoring methodology to train disabled people in arts**

Support activities

- **Research for related stakeholders**
- **Information technology**
- **Communication companies to create awareness of the project**
- **Professional insertion**



Actions

- **MARIO model development**
- **Detect support agents**
- **Training, mentoring and tutoring**
- **“Socio-economic inclusion of the disabled through the arts “**

Expected results

- **Project Design**
- **Implementation**
- **Evaluation**
- **Duplication**



Actions

- **Identify org. Active in support to disabled**
- Identify project's beneficiaries
- **Detect Edu Art Centers**
 - Search for tutors
- **Find Committed institutions**
 - Expand to
 - Art / disabled
 - Department of Labour / Social Affairs
 - Foundations
 - Etc...
- **Identify Financial Institution with Social activities**
- **Identify local legislation for professional insertion of the disabled**



Expected results

- **Develop system to attract disabled**
- **Develop system to attract artists for training and mentoring**
- **Expand to art activities the support that institutions already provide to the disabled**
- **Attract funding for sustainable development of MARIO project into the future**
- **Adapt the MARIO methodology to local legislations**

Actions

- **Company that can develop and manage Virtual Platform**
- **Company that can supply IT equipment**
- **Company that can train the disabled in the use of IT**



Expected results

- **Offer to this company**
 - Co-finance of the project, complementing the balance from the European Union SOCRATES program.
 - Possibility to obtain advertising or other incomes from the platform
 - % of sales of artistic expressions through the virtual gallery

Actions

- **Alliance with communications media to create awareness within the general population**
- **Project visibility of social responsibility of the partners and institutions collaborating in the project**



Expected results

- **Attract disabled**
- **Attract artists /mentors**
- **Attract sponsors**
- **Attract volunteers**
- **Attract visitors to Virtual Platform to buy art created by disabled**
- **Attract other committed organisations**
- **Give visibility to the collaborating companies and organisations**

Implementation strategy

Professional insertion

Actions

- **Employment company**
- **Vocational training**
- **Promotion companies to sell art**
- **Virtual Gallery**
- **Physical Galleries**
- **Retailers**



Expected results

- **Placement in companies**
- **Job placement through web site**
- **Life long learning facility given by State and education system**
- **Include disabled artists work in gift catalogues**
- **Sell art of disabled**



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Long-term vision

- **Create a transeuropean NGO or Foundation in charge of the management and self-financing of the MARIO insertion model of the disable through the arts**

Mission

- **Create a group of Founding Members in each Member State**
- **Create an environment for the collaboration of other types of companies or institutions**
 - Create awareness of social responsibility
 - Build the necessary mechanisms to attract private and public funding
 - Access further EU funding

In order to achieve long-term sustainability, the MARIO project has to be self-financed.





MARIO

**Project Model MARIO
Process Methodology**

SOCRATES project co-funded by the European Union

Process

Introduction

Environment agents involved in the project

The Model : Strategic Implementation

Transeuropean Partnership and Associated Institutions



Phase I of the process

- **Detect and list the environment agents that presently give support to the disabled (public and private institutions, companies, organisations, etc.)**
- **To develop the MARIO project, the agents involved must be included as part of the insertion process of the disabled through the arts and culture**
- **Commit the agents in the successful development of the project and invite them to assume the responsibility of fulfilling their specific areas expertise within the process of the socio-professional insertion project for the disabled**
- **Develop a self-financing methodology aimed at the long term participation of these agents to guarantee the sustainability of socio-professional insertion of the disabled through the arts and culture.**

Process to develop the socio-professional integration of the disabled through Art and Culture



Process

Introduction

Agents of the environment involved in the project

The Model : Strategic Implementation

Transeuropean Partnership and Associated Institutions



Agents

- **Institutions that presently give support to the insertion of the disabled**

- **Institutions that group artists**

Project Integration

- **Department of Labour and Welfare**
 - State Level
 - Local level

- **Associations and Foundations that give support to the Disabled**

- **Invite artists to Mentor / Tutor the disabled to complement their vocational training and optimise their professional insertion as well as their artistic personal development**

Involved Agents of the environment

Pilot Project

Agents

- Organisations of Vocational Training
- Facilitators

Project integration

- Centres of vocational training in art which provide artistic expression education to the disabled. Conventional as well as distance learning centers for disabled with lack of mobility.
- Facilitators, psychologists who link and coordinate the disabled beneficiary of the project with the vocational training centre and the Mentor



Process

Introduction

Agents of the environment involved in the project

The Model : Strategic Implementation

Transeuropean Partnership and Associated Institutions



The Model: Implementation Strategy

Pilot Project

Agents

- **The disabled beneficiaries and the Artist / Mentors.**

Create a supportive structure for the development of the socio-professional insertion model to facilitate the insertion of the disabled in the art and culture

Integration Project

- **Detect and list the disabled population as well as the artist / mentors who will be the beneficiaries of the pilot project MARIO**



The Model: Implementation Strategy

Pilot Project

Agents

- **Information Technology**
 - Virtual Platform
 - Equipment
 - Training



Integration Project

- **IT training module for:**
 - Disabled
 - Artist / Mentors
 - Facilitators
 - Vocational Training Centre,
 - e-learning
- **Virtual Platform in 8 languages**
 - Information on MARIO project oriented to attract the different agents to participate in the program
 - Virtual learning space
 - Chat for participants
 - Virtual gallery
 - Job placement service



The Model: Implementation Strategy

Pilot Project

Agents

- **Training Model: Mentoring**
 - Mentor Artist
 - Disabled beneficiary
 - Facilitator
 - Vocational Training Centre



Integration Project

- **Mentor:**
 - scheme for interaction between the artist and the disabled beneficiary of the project
- **Disabled:**
 - artistic vocation, commitment to develop artistic skills as a professional insertion
- **Facilitator:**
 - Coordination between Artist and the Disabled beneficiaries
 - Coordinate the disabled and the vocational training centre until the disabled participant acquired artist skill to the point of achieving professional insertion – all with the use of the virtual platform of the MARIO project



The Model: Implementation Strategy

Pilot Project

Agents

- Vocational training in Art and Culture
- Training module for the integration



Project Integration

- Vocational Training Centre – training in a given artistic and/or cultural expression
 - Presence and distance learning
 - Training in the arts with the objective of developing professional skills for professional insertion
- Training for professional insertion: Diversity awareness training module for the students of the vocational training centre to integrate in a positive way, the disabled beneficiary of the project



The Model: Implementation Strategy

Pilot Project

Agents

- Professional insertion in the art world and /or in sectors of applied arts and culture

Project Integration

- Professional insertion
- MARIO Virtual Gallery
- Virtual work search and offer
- Job placement organisations
- Public institutions responsible for professional insertion



Process

Introduction

Agents of the environment involved in the project

The Model : Strategic Implementation

Transeuropean Partnership and Associated Institutions



FRANCE - Partner

- **Aster Ego pour Insertion personnes Handicapées (AEIH)**
- **Type** : Association for the insertion of the disabled

✓ **Principal activities** : artistic activities – gardening – professional insertion

✓ **Workshops** : 33 disabled -30 qualified personnel

Experience :creation and development of artistic international environments

- Participation in insertion activities at national level to promote disabled artists to development in artistic expressions and culture
- Internal training : painting - theatre - music



FRANCE - Associated institutions

- **AFRATAPEM** : 1^a university to create art-therapy discipline– Pr FORESTIER
- **EUCREA FRANCE** (member of **EUCREA EUROPE**) access of disabled to the arts.
- **CREAHM PROVENCE** (1997) founded by Luc Boulangé (founded and developed by Creahm Belgium – pioneer in Europe in the promotion of the disabled in the arts. - certified as the national institution for the insertion of de disabled in the arts (CAT artistic). Disseminate PACA
- **CASA** (1989) disseminate and recognize the creation of contemporary plastic arts. Organises conference. Train the trainer in Arts - Associated to the Ministry of Culture.
- **L'AMICALE** –Active association in programs oriented to psychiatric patients who leave the hospital; socio-cultural workshops.
- **PASSEPORT EUROPE** – development and o-ordination of transeuropean projects
- **FOYER HUBERT PASCAL** (Languedoc-Roussillon) Vocational training centre for adult disabled in Nîmes, artistic creations, train the trainer, protection of art copyright .
- **FONDATION ROUX association** - workshops for the disabled (theatre, dance, painting) Lesparre (33)



ITALY - Partner

- **TRAINING 2000 snc**, Mondavio (Itallia)
- **Type** : Vocational training centre
 - ✓ **Workshops** : 6 persons full time – 20 professors part time
 - ✓ **Experience**: vocational training and life-long learning in the central region of Italy - Áreas: ICT, Communications, Textile for disadvantaged groups of disabled. Important collaboration with the University of Urbino, DagoMedia – IT and visual communication, Mission (centre of vocational training in equal opportunities for disabled , needs analysis and assessment n professional insertion; development of training tools, basic training and life-long training modules)



ITALY - Associated institutions

- RÉGION DES ABRUZZES (regional council) – social welfare department
- DEPARTEMENT SOCIO-CULTUREL DE LA COMMUNE D'AQUILA
- ACCADEMIA DI BELLE ARTI, participation in musical groups; experience in music in general
- ASSORI (Foggia) – Training in arts, certified by the Ministry of Education and Culture.



SPAIN - Partners

- **European Institute for Managing Diversity (Barcelona, Spain)**
- **Type: ONG**
 - ✓ **VISION:** Inclusion of all diversities peoples - generate innovation, efficiency and quality of life - which contribute to sustainable development
 - ✓ **MISSION:** Give support to companies and institutions - both at local as well as global level - to develop diversity strategy programs which tend to integrate and optimise the diversities of all its publics (employees, clients, shareholder, suppliers, stakeholders) with the objective of creating a supportive environment where employees can contribute to corporate results through their satisfaction in the workplace and through Work / Life programs which allow harmonizing personal and professional life for all the corporate Human Capital
 - ✓ **Activities:** Research the impact that differs profiles has of corporate results. Design programs to manage the positive inclusion of all the human capital of the organisation; internal and external communication schemes to align all peoples behind corporate objectives;. Training and awareness modules to integrated diverse personnel and optimise their efficiency while improving labour environment; Evaluate the diversity policies to measure their efficiency and ROI; Audit the perception of all stakeholders regarding the Diversities policies implemented by the organisation

Leonardo da Vinci.- Research on Diversity in Europe



SPAIN - Partner

- BDF (Mallorca, Spain)
- Type : SARL
- ✓ **Principal Activities** -. Collaboration with organisations and institutions involved in Research and Development, training, social insertion, to improve the skills and competence in the work place (quality and innovation) - contribute to improve the social environment through the development of education systems, programs, tool, services and methodologies. Research in the field of quality, education, information technology support, teleworking, new organization of work, physical and logical aspects; multimedia and electronic education tools. EDF participates in life-long-learning education, basic training and vocational training; in trainers and student exchange programs.



SPAIN - Associated Institutions

- CAMF (Seville) - Andalusian Confederation of Physical Disabled
- FEDERACION CATALANA PRO-PERSONES AND DIMINUCIO PSIQUICAS (Barcelona) – Federation specialised in the search and follow-up of disabled persons



HOLLAND - Partner

- **ARNHEM-NIJMEGEN UNIVERSITY OF PROFESSIONAL EDUCATION (Arnhem)**
Hogeschool (Dutch), University of Professional Education: Area of expertise: Engineering, Technology, and education in Sanitary and Social
- **Type : University**
 - ✓ **Workshops** : 1700 facilitators, 16000 students
 - ✓ **Principal activities / expertise** : With the help of the professional facilitators, the students are initiated in dance, visual expression, art, design, music, games and sports. The objective is to maintain the disabled in a constant learning process through creativity in the arts and to integrate them in applied disciplines which will allow them to develop professionally and socially.
 - ✓ The participation of our institution in this project is very logic, as we focus the training of disabled students toward social integration through the arts, until the age of 35 . Pays-Bas is specialised in the insertion of disabled people through the arts (association of very special people) Very Special Arts promotes less favoured persons. Many institutions are advancing in this area. Nevertheless there are still many disabled people who do not have access to this support., particularly in isolated regions.



HOLLAND - Associated Institutions

- **HEEREPLAATS** : centre for disabled artists in Rotterdam
- **ASSOCIATION VERY SPECIAL ARTS et KUBES** : foundation for the blind
- **Dutch Magazine for disabled people :**
 - **SPH** – manual for students ,professors. And social workers. Members of ISSN 1381-5296.
 - **PASSAGE** : manual for rehabilitation ISSN 0927-2658
 - **AS** : magazine that features therapeutic systems



UNITED KINGDOM - Partner

- Heathcote International Limited (UK – Lancaster)
- **Type** : Private education centre – SARL
 - ✓ **Workshop** : 5 employees + 5 consultants
 - ✓ **Activities / Expertise** : HIL is a private education centre with a very solid experience in the management of transeuropean project and their evaluation. HIL holds a strong commitment to develop the competence as well as personal and social skills, working with diverse peoples in the area of basic education and training.. Training involves activities such as historical narrative, toy manufacturing and production of other audiovisual animation. Graphic animation as well as computer aided design for illustration. HI is presently involved in a COMENIUS project :” Arts for Empowerment ”and in the development of some technical training and tools to leverage the potential of socially discriminated groups; through training in arts.



UNITED KINGDOM – Associated Institutions

- **MANCHESTER METROPOLITAN UNIVERSITY** (Manchester) - Pr Gaye HEATHCOTE – Faculty of Humanities and Social Sciences
- **EDINBURGH'STELFORD COLLEGE** (Crew Toll - Ecosse) – Continued training
 - to give education support to the disabled
- **MODO** –quality auditing organizations involved in cultural activities .



GREECE - Partner

- **ZEUS CONSULTING S.A (ΖΕΥΣ ΣΥΜΒΟΥΛΩΝ Α.Ε) - Patras**
- **Type :** Private company
 - ✓ **Experience:** ZEUS Consulting S.A. Is a companies leader in Information Technology with headquarters in Patras since 1992. It has expertise in two sectors:
 - ✓ **A. Consulting :**
 - Presentation and implementation of national and European projects. Projects funded by the European Union.
 - Information research and supplier, technical assistance, and services to the administration infrastructure; as well as to public and private Small and Middle Sized companies Cooperation in multiple European Projects.
 - Cooperation with local experts and regional authority, SMEs, UETPS,, EICs, Federation of Consumers, NGOs in social sectors (for example: association for disabled teleworkers)
 - **B. ZEUSnet NTIC**
 - ZEUS has high expertise and specialization in the information technology field.
 - E-Commerce
 - Network solutions (Internet, Intranet)
 - Multimedia / Hypermédia/ Advanced GUI A
 - Teleworking
 - IT support



GREECE - Associated Institutions

- MERIMNA Specialized center for the disabled – Grèce Ouest)
- ASSOCIATION DES HANDCAPES GRECS (Athens)
- FEDERATION OF PELOPONESE & WESTERN GREECE INDUSTRIES.
- ARATOS TECHNOLOGIES SA (Patras) – development of special logistics to service the disabled - analysis and development of training methodologies
- IEK THERM (Thessalonique) – basic training for the disabled in the arts



RUMANIA - Partner

- **Asociatia "Fundatia H pentru Invatamant la Distanta Destinat Persoanelor cu Handicap", Bucharest** Association and Foundation for distance training of the disabled
- **Type** : ONG – private
 - ✓ **Activities / specialization** :
 - Educate and train disabled people. The mission is the use of the arts as a language without frontiers
 - Experience in art / therapy for the disabled and for young people with problems. (photography, craftsmanship, etc) Experience in distance training for disabled youth with the aims of professional insertion. Many contacts with artists, particularly with Ms Elisabeta Polihronia , who will be the evaluator of the project in Rumania. Ms Polihronia is member of the Union of publishers, of authors; of a TV production company , editor of a newspaper and honorary member of the International Federation of Chess, and president of the Foundation Gambit. She dedicates great part of her activity to give support to the disabled.
 - Experience in Europe :
 - Basic and Professional training for the disabled: Distance training. NTIC (LEONARDO) – Contractor of the Leonardo project together with the University 1.12.2000-1.12.2003
 - "Learn to hope together" GRUNDTVIG 2 –coordinator of the project– 01/08/2000-01/08/2002
 - "Right to learn" GRUNDTVIG 1 – Partner of Rumania - August 1, 2001-August 1, 2004.



RUMANIA - Associated Institutions

- **FIATEST CENTRU EDUCATIONAL** (Bucharest) – Private centre specialised in Information Technology education, languages, and professional insertion of groups with integration difficulties.



POLAND - Partner

- **ACADEMY OF HUMANITIES AND ECONOMIC (Lodz)**

- **Type** : Certified University by the Ministry of Education of Poland

- ✓ **Workshop** : 326 professionals –12.000 students

- ✓ **Expertise**: For many years high involved in art- therapy, our university has developed a department specialized in research, training and seminars in this subject.. We are also pioneers in the arts as a therapy for the disabled and we are therefore very interested in participating in this project and advance further in this field.. We aim at establishing lose relationships with artists that commit to participate in this project. We propose the creation of a BA diploma in computer aided design for the disabled students. We hold relevant relationship with well knows authors in the region, as well as with the Center for Young Authors and the Academy of Poets.

- ✓ **Principal Activities** :

- Education activities (over 12.000 students) High school, master and major
- Scientific research funded by external institutions (Committee of Scientific Research – Komitet Badań Naukowych)
- Information technology seminars, sciences, philosophy, ethics, anthropology of cultures and linguistic research)
- Organization of national and international conferences
- Publication of scientific books and articles, exchange with other universities, publication of scientific papers)



POLAND - Associated Institutions

- INSTYTUT POSTĘPOWANIA TWÓRCZEGO W ŁODZI - training for mentally disabled
- PAŃSTWOWY FUNDUSZ REHABILITACJI OSÓB NIEPEŁNOSPRAWNYCH - NOG that gives support to the disabled. Contact person: Jarosław Bruzda



Back-up



Objectives of the project

- **Promote the integration of the disabled people in the socio-professional environment**
 - Create a structure to train and employ the disabled people
- **Create the awareness within the social agents in order to gain their commitment on the integration of the disabled**
- **Facilitate the inclusion of the disabled in arts as a socio therapy and as a profession**

The MARIO project addresses an existing gap in the European social environment.

