



Co-founded by the
European Union's
Asylum, Migration
and Integration
Fund



EPIC - EUROPEAN PRACTICES FOR INTEGRATION AND CARE. Improving alternative forms of care for Unaccompanied Migrant Children

N. 863767

GUIDELINES FOR SERVICE EXPANSION

April 7th 2021

Title of deliverable	Guidelines for service expansion English Version
Deliverable N	D4.2/D69
Date	07/04/2021
Version	Draft 2





Guidelines for service expansion

BACKGROUND

The project "*EPIC - EUROPEAN PRACTICES FOR INTEGRATION AND CARE. Improving alternative forms of care for Unaccompanied Migrant Children - N. 863767*" is designed to support the improvement of the alternative care system in Europe, internationally recognized as the most viable option for quality integration for the migrant children and for the whole society.

The project, implemented in Italy, Spain, Czech Republic and Sweden, has 3 objectives:

1. To encourage the exchange of good practices and methodologies for alternative forms of care for unaccompanied migrant children
2. To enhance key actors' competences and information for the expansion of care service
3. To improve the effectiveness and quality of the services offered to unaccompanied migrant children.

Pillar of the project is the exchange of good practices, through the organization of 7 field visits and quality assessments of local care systems. 120 professionals, 60 foster carers and 220 unaccompanied children benefit of training and informing sessions built up on the exchange of practices and the valorisation of the training programme developed within the EU awarded project FORUM and the IMPACT MEASUREMENT model.

Finally, an **experts' task force** ensures the expansion of the services through the improvement of the quality and quantity of care placements. A raising awareness campaign is launched to recruit families for foster care; the private sectors is also called to contribute to children integration providing vocational training and fellowship/internship opportunities.

The Project foreseen then the elaboration of **Guidelines for services expansion**, a plan for expanding the service of foster care based on a massive awareness campaign. It is edited in electronic format and in four languages: English, Italian, Spanish and Czech.



GUIDELINES/INDICATIONS

Each partner of the project in charge of this activity is responsible for the elaboration, promotion and implementation of the service expansion plan in his territory, according to each local specificity¹. The different background, territory, stakeholder present and active in each country and Municipality, create different situations and needs.

Also, each partner follows the project indications and the financial guidelines.

With UaM we also include young adults and careleavers, as they are often UaM in administrative continuation or with the same difficulties of integration, reception and inclusion.

These Guidelines are detailed for the following activities of WP4:

1. BUILDING TASK FORCE FOR SUPPORTING CARE AND INTEGRATION SERVICES

"FADV facilitates and supports partners to expand services in order to transfer skills and opportunities for unaccompanied migrant children well-being. Two aspects are taken into consideration: care placements and integration effectiveness. FADV- thanks to its roster of experts and professionals - create a task force to support the piloting for the Municipality of Palermo and provides guides for ACCEM and OPU. The task force is composed by: a legal adviser, an ethno psychiatric, a community mobilizer to support the local campaign and private sectors engagement."

TIPS:

- *Each partner (ACCEM, OPU and Municipality of PALERMO) assess the needs in the territory and in his services in order to identify the most needed profile, either **legal adviser**, an **ethno psychiatric**, a **community mobilizer**, OR other profiles that can support in expanding the service. Indeed, according to the situation, a psychologist supporting the families may be more useful, or the HR expert for job placement and CV evaluation, as well as a Corporate Social Responsibility to dialogue with the private sector. Furthermore, each partner*

¹ And according to the project indications and the Grant Agreement.



assesses and shares with the EPIC Project Coordinator whether it is better to have three or two figures.

- *These 3 expert must be engaged since the beginning of this activity (a letter of engagement is signed by them to strengthen the importance of their role and engagement). The selecting criteria are the following:*
 - o *knowledge of the territory, and of the migrant context,*
 - o *experience in working with migrant,*
 - o *knowledge of the stakeholder present in the territory*
 - o *motivation,*
 - o *availability.*
- *These 3 expert should be supported in their joint work, and the PM of each of the 3 partners should promote meetings and spaces for confrontation and the creation of synergies and a stronger engagement. Periodic meetings with the PM and the other staff involved are promoted to define the activities and check weakness and strength, as well as the following steps to be taken.*

2. AWARENESS CAMPAIGN AT LOCAL LEVEL ORGANIZED IN ITALY, SPAIN, CZECH REPUBLIC

"Each partner launches a local campaign to promote foster care for unaccompanied migrant children. The activity is a conditio sine qua non to expand the foster care services. The campaign is tailored on regional contexts outreaching 5000 citizens through: local radio, newspapers and social media."

TIPS:

- *Each partner elaborate a campaign according to the following steps:*
 - 1. Identification of the campaign objectives**

To make sure they are in line with the project objectives and the European project visibility guidelines
 - 2. Identification and involvement of campaign stakeholders**

The planning of a promotional campaign should start with identifying and involving all stakeholders in the development of the campaign.
 - 2. Development of the campaign description**



The campaign must be in line with the project objectives and taking care to follow the European project visibility guidelines (art. 22 of the Grant Agreement: information on the use of European funds and disclaimer).

3. Choice of the most suitable channels (poster, FB, Instagram, local television, national television, radio, etc.). Visibility will certainly be given through the EPIC project website and all project partners (websites and social media), if it helps the target audience.

4. Create a campaign timeline for content dissemination

Defining the timing according to the channels chosen for dissemination

5. Printing/production

The directions for printing or video-editing the material must be carefully studied and the chosen material must be tested in advance to achieve the desired results. The format for video reproduction with smartphones, the quality of the video, the audio, the printing quality of the eventual posters. All must be accurately adequate to the channel chosen to promote it.

It is important to follow the European project visibility guidelines (art. 22 of the Grant Agreement: information on the use of European funds and disclaimer).

6. Campaign distribution

Remember that all the hard work of planning can be wasted if the advertising is not visible to everyone or if it is placed in the wrong location. Also, the closer the message can be to the product being promoted, the more effective the campaign will be.

Choosing the right materials can help in distributing the campaign to all the different locations and ensuring that the materials are easily and correctly installed.

7. Monitoring and Evaluation

To understand whether the campaign is achieving the objectives that were identified at the beginning and to correct the focus if it is not effective.

- According to the document "*Minimum Standards for foster care of UaM in Italy*"², **word-of-mouth among individuals/families and foster families** is the best way to promote an increase in the number of foster care cases. The testimonies of foster families, the story of their experiences, and the network between experiences are fundamental and unavoidable elements to show how foster care is an experience that can be shared by all and how foster care is a possible and feasible experience. It is the family itself that becomes the promoter of the foster

² Forum Project:

<https://forum-project.alberodellavita.org/wp-content/uploads/2019/10/National-standard-ITA.pdf>



care service and the message to focus on is that foster care is an experience that families are able to do. This is always within the limits of privacy, the sensitivity of individual families or children, and the country context.

- **A good awareness-raising campaign should therefore focus on:**
 - o organising **meetings with direct testimonies** from foster of families and minors in foster care, facilitating word-of-mouth and networking;
 - o meetings and **presentation of services and network**;
 - o another fundamental element for a good information and awareness campaign is the **deconstruction of the collective image of unaccompanied foreign minors**: deconstruction should lead to telling the children for what they are and that the story of foster care is possible because they are children.

This above point, even if not directly foreseen as activities in the project must be considered when organizing meetings, scheduling events, and defining the text of the campaign.

- It is also important to provide **information on the variety of proposals for foster care**. In addition to full-time foster care, there can also be part-time foster care or so called "supportive families" limited to a few hours during the day or at weekends, as well as promote proposals for "bed and breakfast" accommodation, which can bring the young person closer to a family-type experience, but with an agreed study or work project outside the host family.

3. ENGAGEMENT OF PRIVATE SECTOR

"The engagement of the private sector, also involved in the WS1 for the identification of good practices for the integration of minors, starts through contacts and direct visits managed by the partners in order to stipulate agreements and therefore the launch of new opportunities."

TIPS:

- Each partner (ACCEM, OPU and Municipality of PALERMO) elaborate a mapping of the private sectors/institutions/other CSO- Civil Society organizations, etc. the criteria to prioritize the contacts are: 1. Previous knowledge with the partner; 2. Sector of intervention; 3. Geographical criteria; 4. Other experiences and support given. Among these contacts are the participant to the



e-Roundtable, or the partner in CSR- Corporate Social Responsibility sector of the same organization.

- The list is constantly updated. All contacts' list are involved in the project, sending the Newsletter, mentioning them in the post (if an agreement is signed and they do agree to be mentioned), and inviting to the events and field visits.
-

4. LAUNCH OF VOCATIONAL TRAINING FOR UNACCOMPANIED CHILDREN

*"Short vocational trainings are organized for migrant children/young adult to orient them for a smooth integration in the labour market. In each context and based on the beneficiaries needs, overall they include: general skills (how to behave in a workplace and time organization) job searching channels, CV preparation and job interview simulation, Microsoft office package, types of employment contracts. Target beneficiaries: **60** unaccompanied and accompanied migrant children. Furthermore, **5** internships/fellowship are activated."*

TIPS:

- Each partner (ACCEM, OPU and Municipality of PALERMO) define the vocational training activity (residential, meeting One to One, plenary meetings) and elaborate contact the private sectors' actors that could support the integration of UaM in the labour market.
 - Professionals from the task force support and orient the training and scout for agreements among the organization and the private sector to include these UaM to their database and to involve them as internships/fellowship.
 - The private sector's actors are constantly involved in the project, informed about the activities, mentioning them in the post (if an agreement is signed and they do agree to be mentioned), and inviting to the events and field visits.
-

5. Evaluation of service expansion

"The task force provides a baseline of the consultancy and a final evaluation. The task force asses the expansion of the service at quality and quantity level. Given the different care and migration patterns, in each country implementing partner's targets



Co-founded by the
European Union's
Asylum, Migration
and Integration
Fund



*unaccompanied and accompanied migrant children by design **Personalized Life Projects** in relation with care placement and/or integration patterns.*

*In **Italy**, the Municipality of Palermo activates 5 new placements in foster families and 10 labour/school placement.*

*In **Spain**, ACCEM activates 5 new placements in foster care and 10 labour/school placement.*

*In **Czech Republic** OPU activates 5 new placements in foster care and 10 labour/school placement.”*

TIPS:

- Each task force (ACCEM, OPU and Municipality of PALERMO) provides a baseline of the consultancy and a final evaluation. Part of the information needed are the following:
 - Number of contacts with private sector
 - Number of meetings with private sector
 - Number of UaM placed in foster care/alternative care
 - Number of UaM placed in labour/school placement
 - Other to define

 - The list is constantly updated and shared among the 3 experts and with the PM of each partner.
-