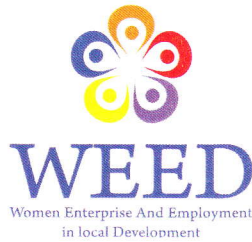


**Comune di Crotona**



## ***MUNICIPALITY OF Crotona***

### **LOCAL ACTION PLAN 2011-2013**

## **WEED Project - Women, Employment and Enterprise in local Development**

### **Introduction**

In recent decades, in Calabria and particularly the City of Crotona has undergone a major transformation in terms of economic, cultural and social life. The increase in the level of education and expansion of demand for labor in different economic sectors have led to a significant growth of interest, by women, to take up jobs. The growth of women in the labor market is not, however, the Calabrian crucial to the 'slaughter of the gap of gender inequality, in fact, the female unemployment rate exceeds 5 percentage points-the male. Thus, despite an increasing participation in economic activities, social and working conditions of women continues to be characterized by a series of negative trends: too often hold jobs, marginal, insecure, low paid and low-profile, daily seek to marry, with great difficulty, the timing of family, work and parenting

So the status of women in Calabria has not summed up in one specific category, from the point of view of the dynamics of status, social position and professional. In fact, while we are witnessing the gradual implementation of more advanced applications and cultural norms on equality and equal opportunities, on the other hand, there is the persistence of a particular difficulty for women in the selection and definition of their future career hampered by large gaps in the labor market, the sphere of citizenship and collective action. It is in this scenario that the City of Crotona has sought to lay the foundations for socio-economic change in the city., pointing out a design strategy aimed to women entrepreneurs through the integrated design of initiatives, focusing on critical issues such as : Conciliation, family and work, hardships, emergencies, women face every day, and to which local policymakers must provide concrete answers through social policies targeted and effective strategy, therefore, adopted by the Administration in formulating the Plan of Action Local was developed through phases and projects, some realized and others in the pipeline, which is closely related to each other.

## 1 SWOT.Analisis and Mapping Needs - women and work

The method of SWOT analysis is an effective tool to draw up the Local Action Plan it photographs of the territorial status quo by identifying internal factors (strengths and weaknesses) and the ability to track possible scenarios of development due to external factors (opportunities and threats).

Punti di Forza	Punti di Debolezza
<p>-Labor force characterized by the growing presence of female segment                      Presence-rate education and increasing participation of women, mostly young people, the world of the professions, culture and politics;                      Many financial and project activities have been designed over the years by local institutions and local youth and female entrepreneurship;</p> <p>High-potential in sectors characterized by the presence of women;</p> <p>Excellence in the regional production system, as well as individual business cases in some geographical areas with strong and in some productive sectors partially structured, especially in the agricultural industry                      The high live birth manufacturing business, which is accompanied by a tendency to crowd</p>	<p>- Economic and social context is marginal and weak in general terms than on entrepreneurship;                      Failure of services to people and women;                      Failure of services to the reconciliation of work and family life;                      Unemployment and the supply of labor rigidity is characterized by low participation rates in particular for the female workforce                      Weakness of the economic operators                      Le imprese hanno un elevato tasso di cessazione (6,16%).                      Fragility-the production system The production system is a closed system of Calabria. Companies are strongly linked to local markets, with obvious difficulties in accessing national and international markets                      Size of the condition of irregular employment and the continuation of conditions of social problems they see women as the principal subject of such situations of exploitation and hardship                      - Low participation of women in the labor market and high unemployment rates for both men and women;                      Crime                      Low-financing capacity of companies                      Cultural system- anchored to a traditional conception of the role of women both in family and work</p>

Opportunità	Rischi
<ul style="list-style-type: none"> <li>-Activation of new and various projects for women's participation in the labor market and the creation of women-owned businesses;</li> <li>-The Contract Area has introduced a model of intervention which increases local levels of governoin a context of partnership with the social and economic forces, streamlining of procedures, greater transparency in the management of public resources edefficacia</li> <li>- Combinations social, economic and institutional changes which have given rise to many forms of local development initiatives (Territorial Pacts</li> <li>-Local policy of social services aimed at the exploitation of female human capital;</li> <li>-Increased ability of women to exploitation of the financial incentives available in all sectors of the economy;</li> <li>-Development of new communication technologies and information society.</li> </ul>	<ul style="list-style-type: none"> <li>depletion of human capital and increase its male and female migration processes</li> <li>-Loss of competitiveness in relation to business and economic systems with low-cost labor market strengthening of undeclared work and crime;</li> <li>'inadequacy of large segments of the P.A. and the political class in the ability to process management and project development and participation;</li> <li>Development of regional and local policy toward the reduction of support to the participation of women in employment and enterprise;</li> <li>Exclusion-processes of information, dissemination of knowledge and technology</li> <li>Deterioration of the cultural and social;</li> <li>-Increased competitiveness of the municipality and also initiation of processes of cultural marginalization</li> </ul>

## The Mapping Needs

With the mapping of needs has arrived at a definition and analysis of social demand in the City of Crotona, knowing it with the "big picture" of socio-economic needs of women in the area.

The operational objectives of the study were to monitor the characteristics of the target also examined in a series of quantitative indicators (functional autonomy, leisure activities, level of use of public services, financial situation, level of quality of life, etc.). and to reconstruct the complete picture of needs / social opportunities in the municipal area, especially with regard to services and resources, formal and informal, available to women in the economic, social welfare and social health. All information has been collected, processed and disseminated at the level of municipal territorial, and this in order to provide valuable support for the preparation of a Local Action Plan and / or more generally in the definition / development of local welfare

## 2. Stakeholders

The identification and selection of stakeholders and consultation with them is a critical step in the “public relation” that you want to activate the community. After the first stages of analysis and mapping needs have been identified stakeholders to be involved in interventions for women. This decision took into account the level of decision to use; and was thus called the segmentation of classes of stakeholders, with respect to the degree of involvement in the formulation of policies to be implemented . The tables of consultation, which has enabled the City of Crotone with local stakeholders in order to define the priority objectives to be achieved, were divided into three main categories:

- public institutions: local authorities (municipalities, provinces, regions, mountain communities, etc..) functional agencies (associations, chambers of commerce, health, environmental agencies, universities, etc..) subsidiaries and associated companies;
- organized groups: pressure groups (unions, associations, political parties and movements, mass media), local associations (cultural, environmental, consumer, social, sporting or recreational groups, etc.);
- non-organized groups: citizens and community (all members of the local community citizens)

The table shows the actors directly and indirectly involved:

DIRETTAMENTE COINVOLTI	INDIRETTAMENTE COINVOLTI
<ul style="list-style-type: none"><li>▪ City of Crotone</li><li>▪ Managing public authorities (regional and provincial offices of employment)</li><li>▪ neighboring municipalities</li></ul>	<ul style="list-style-type: none"><li>▪ Associations (Artisans and Merchants)</li><li>▪ Trade Unions</li><li>▪ Camera di Commercio</li><li>▪ Sistema bancario e finanziario</li><li>▪ Organizzazioni di Terzo settore del Comune di Crotone</li><li>▪ Stampa e altri media locali</li><li>▪ Associazioni culturali</li><li>▪ Imprese</li></ul>

## Objectives

The Local Action Plan for women's employment 2011-2013 as a result of the consultation of local stakeholders with the Hall Amministrazione the awareness that in order to combat inequalities and to design a future and a sustainable urban environment is essential that the policies to be implemented, should include a gender perspective in all processes, project and / or decision-making and actions across all actions. of the different sectors (institutions, environment and sustainable city, health, education, training, work, business etc. ...) of society and everyday life. So the Local Action Plan is proposed as a contribution to the development of government policy guided by the principle of "empowerment; or pursuing actions for a real growth of women, which was implemented with a view to mainstreaming aims to identify and tackle with determination the differences through a global strategy and cross-cutting aimed at achieving equal opportunities.

The fundamental assumptions of the Plan arising from the consultation are:

- Entrepreneurship and female employment policies, which achieve equal economic independence for women and men
- a plan of action and development and employment of female workers must be based on integrated interventions, economic and social
- Analysis and definition of integrated policies for women's employment and entrepreneurship should be multidimensional, including :
  - A) .The conditions, the critical and the reasons for the supply and demand for labor;
  - B) spreading a culture of gender attentive to issues of reconciliation of life;
  - C) identification of strategies of empowerment
  - D) enhance and support the development of the female subject of the territorial capital;
  - E) Gender Violence
  - F) promoting employability as a measure to prevent social exclusion.

The priority areas of intervention identified were:

1. Policy development and support of women in productive activities (micro and small enterprise)
2. Policy guidance and information services
3. Training policies (information and training at the local school system ).

## Actions

The Local Action Plan, drawn up by the City of Crotone in the Weed project, envisages the construction of two system actions:

1. Enhancing public awareness and education through the creation of a regional laboratory system, as support for the development of models for discussion and participation, offering equal opportunities for men and women. The annual program will provide information regarding the workshop 'approach to employment and enterprise creation and an annual conference on women in the City of Crotone.

The objective is to support, through a change of mentality, the multiple pathways that can promote employment and reemployment of women, in relation to the specific needs and to the many, varied projects for women

2. Construction of: a virtual incubator, to support women in the workplace and business; a network of information between the economic, business, associations and social make up the economic fabric of the area of Crotone.

The project will be possible through an innovative management tools and methodologies growth of women entrepreneurship and promote the coordination and enhancement of all services / activities focus on establishing enterprise-oriented to employment, vocational training and to 'entrepreneurship. The project has three phases:

- The sensitization and development of innovative business models
- virtual incubator services (online information services (databases, access to documentation, bibliographies, notices, and interactive online services (targeted advice of experts, shared construction of custom actions, forum mailing list) and strata-up businesses
- Training, facilitation and access to micro-credit.

## Results

The implementation of the Local Action Plan during the three years 2011-2013 therefore provides the following results:

- Promoting a culture of equal opportunities between both public institutions and private associations that people between the operators social and unorganized also strengthening the awareness of the role of women in economic development and entrepreneurship;
- - Creating innovative pathways to employment for women entrepreneurship and self consolidating the participation of women in the world of work and enterprise,
- - The emergence of new women-owned businesses through the use of tools and actions proposed ,
- - the deployment of best practices and exchange of experiences between local area and other European countries in order to increase the level of awareness and responsibility of women in the world of work and starting new projects to women;
- Change generational and gender in traditional sectors and linked to rural and craft-system due to processes of increasing the awareness of gender equality;
- - Dissemination of a culture of equal opportunities both in training and and in the culture of 'entrepreneurship with the implementation of proposals for reconciling family and working life.

Director  
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