



Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only) _____

Project Idea Form

Date of submission 05/06/2025

1. Project idea identification

Project idea name Inclusive Job Brokering Services to improve Open Labour Market Access for People with Disabilities in Rural Areas

Short name of the project INCLUSIVE JB SERVICE

Previous calls yes no

Seed money support yes no

2. Programme priority

1. Innovative societies

3. Programme objective

1.2. Responsive public services

4. Potential lead applicant

Name of the organisation (original) Gesellschaft für soziale Unternehmensberatung mbH

Name of the organisation (English) Company for social enterprise consulting

Website www.gsub.de

Country DE



Type of Partner	Sectoral agency
	local or regional development agency, environmental agency, energy agency, employment agency, etc.
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Which organisation(s) in the planned partnership take part in a project within the Interreg Baltic Sea Region Programme for the first time? Please list the respective partners.

Senate Department for Labour & Social Affairs
gsub mbH

(Finland - Not yet clear at this time)
(Lithuania - Not yet clear at this time)
(Poland - Not yet clear at this time)

5.1 Specific challenge to be adressed

Citizens with disabilities face considerable difficulties & barriers in their daily lives & especially in accessing the open labour market as labour market statistics show clearly. Inclusion is a continuing challenge to address in the next decades, particularly in view of the ageing population & the increase in the number of people affected by disability. Being in a job is a crucial factor to participate in a society & guarantees a certain independence and autonomy in life.

Our action is focused on the level of capacity of public employment services (PES) & their staff in job placement. All partner countries (GER, PL, LT, FI) have taken policy action to foster inclusion of PwDs into the labour market, but statistics show that a successful implementation is challenging in many cases and gaps persist.

In 2022, Poland's PwDs employment was 32.2%, with a 32.5% gap to non-disabled people. Lithuania's PwDs employment rate was 30.5%, with a 35% gap. Support focuses more on care than employment. In Finland, the employment rate of PwDs is above the EU average (56.9%) (EDF 2023), however, with 25% at poverty risk. In Germany (2022), PwDs' employment was 51% vs. 79% general; PwDs' unemployment is 11%, double the general rate.



Analyses highlight that PES staff are not well prepared to provide qualitative services to PwDs & often need additional training or expert support on the topic. Our goal is to improve specialised services & institutional capacity, innovating service design & qualifying practitioners working with clients with special needs, based on good practices.

Learning & cooperation between institutions & providers of different levels are key to ensure that services can take up effective intermediation between labour supply & labour demand. An effective matching that provides opportunities for initial contact between employers and jobseekers, increased awareness in the workplace & ongoing assistance for jobseekers' after a placement is crucial (cf. Eurofund 2021).

The project will build PES capacities to support PwDs by enhancing matching & intermediation between employers & disabled jobseekers. It combines job brokering profiles with Finland's inclusive methods, to develop a training curriculum tailored to rural labour markets & PwDs' needs. The overall goal is to improve PwDs social & economic status & support the objectives of the European Disability Strategy 2021–2030. The curriculum will be publicly available as a transferable blueprint for adoption.

5.2 Focus of the call

Although people with disabilities face challenges regardless of where they live, barriers in rural areas can be even higher. Often, fewer and less diversified job opportunities are available, unemployment may be higher, and poor or missing public transport further limits labour market access. While infrastructure-related challenges are beyond the scope of this project, our concept takes regional labour market conditions into account.

The job broker concept is a holistic, individualistic approach. A key aspect is creating sustainable, tailored job placements for both job seekers and employers (including job carving). Job brokers also connect with other relevant services if needed. Thanks to this flexible, appreciative approach, job brokers can operate in various settings.

We consider the concept suitable for specialisation to better support people with disabilities or neurodiversity, who particularly benefit from a holistic, needs-based perspective in job search. Coupled with good practice from Finland, the concept shows strong potential, especially in rural areas. Enhancing job coaching and matching within job brokering can improve employment services, making them more accessible, effective, and sustainable. Better labour market inclusion will promote social inclusion, reduce welfare dependency, and help in meeting the demand for skilled and unskilled labour in the regions.

6. Transnational relevance

All four countries in the partnership aim to enhance employment opportunities and inclusion of PwDs into the labour market. By exchanging experiences and good practices on a transnational level, they can develop a solid model to address common challenges and improve the capacity of their PES services for PwDs.

The certified Berlin Job Broker training and Finland's achievements in making the open labour market more inclusive have the potential to expedite and improve the labour market situation of PwDs in the Baltic Sea Region. With a result- and quality-driven approach, these good practices can be elevated to serve capacity building in all partner countries and beyond.

While Finland aligns well with CRPD standards and ensures employment access through municipal



legal obligations, other partner countries face challenges. In Poland, despite reintegration systems and funding, transition to open labour markets is limited. Lithuania supports employment schemes and social enterprises, but struggles with implementation, especially in rural areas and for people with high support needs. In Germany, although PwD employment exceeds the EU average, a significant disability employment gap remains, with structural weaknesses in rural regions like Brandenburg. Therefore, we seek to further develop the job broker training curriculum by integrating a specialization addressing specific and individual needs related to disabilities, supporting clients and employers in the matching process. Finland's advanced and progressive practices will serve as a key source of know-how and methods. Transnational cooperation will be decisive for mutual learning and tailored development of job brokering practices that strengthen public employment services for PwDs. This will have short-, mid- and long-term effects by (a) bringing more PwDs into work, (b) enabling PES providers to offer more effective and appropriate services, and (c) reinforcing a mindset of inclusion on an institutional level.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

Partner organisations will share their experiences with the implementation and continue the exchange after the end of the project. Partners will promote the curriculum and training developed in the project and its transfer or adaption to other regions. Study visits, peer reviews or training can be offered on their national levels as well as on transnational level cooperations. On micro- and meso-level, the intersectional character of job brokering naturally comes with cooperating with employers and - in this context - likely rehabilitation and assistance services or training centres. Moreover, services for employers of the PES or similar contact points are key actors to build trust and cooperate with.

Initiating and keeping networks that are important for the BSR

The main action to initiate in and keep networks beyond the partnership, important to the BSR, will be the set up and work of the Communities of Practice. These are an elementary pillar of the project, representing all relevant stakeholders in the development and further stages of the inclusive curriculum and by its co-creative design. It is an explicit aim to make the CoPs lasting beyond project lifetime and to open the transnational CoP for practitioners from further Baltic Sea regions.

Bringing the Programme closer to the citizens

N/A

Allowing a swift response to unpredictable and urgent challenges

N/A



8. Target groups

- 1) Public service providers in the field of job placement
- 2) Services providers assigned by public authorities to address client-centred or employer-centred job placement / coaching

Public Employment Services (PES) providers are usually responsible for services such as counselling, coaching and job placements for jobseekers, either directly or by assigning other providers. Moreover, they usually offer services to employers. Their daily business is characterised by the diversity of jobseekers and adapting to different needs and prerequisites. However, even though trained for the job, their typical description does not equip them for comprehensive counselling, coaching, or job placement for PwDs or neurodiversity. This includes not only severe disability, but also lower degrees and neurodiversity (e.g. AD(H)S or ASD), which jobseekers may raise and need to be included individually. The inability or overstrain to properly assess and work with these conditions often results in mismatch, non-sustainable job matching, or failure to provide a job - frustrating for both clients and job brokers.

Both target groups will benefit from the holistic job brokering approach, as staff participating in training will be enabled to understand the different challenges related to work for certain disabilities or neurodiversity. They become competent to consider individual needs and competences of the job seeker, the setting and needs of employers, additional assistance or support, and job carving to make matches work and last.

The target groups will be involved at all project stages, as partners or associates, participating in transnational or national Communities of Practice. They will have a key role in determining skills needed for competent inclusive job brokers and identifying good practices from Finland to integrate into job brokering. Ultimately, this will increase successful job coaching and placements and improve participation of PwDs in the open labour market.

Please use the drop-down list to define up to five target groups that you will involve through your project's activities.	Please define a field of responsibility or an economic sector of the selected target group	Specify the countries and regions that the representatives of this target group come from.
1. Infrastructure and public service provider	public employment services	Brandenburg, Berlin, Finland, Lithuania, Poland
2. Sectoral agency	employment services and career guidance	(if relevant for the respective region) Berlin, Brandenburg, Finland, Lithuania, Poland



3. Regional public authority	responsible for the organisation and implementation of area market policy	Brandenburg, Berlin, Finland, Lithuania, Poland
4. NGO	organisations that are committed to social inclusion, employment conditions and good work, and /or to the interests of people with disabilities	Brandenburg, Berlin, Finland, Lithuania, Poland

9. Contribution to the EU Strategy for the Baltic Sea Region

Please indicate if your project idea has the potential to contribute to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (<https://eusbsr.eu/implementation/>).

yes no

Please select which policy area(s) of the EUSBSR your project idea contributes to most.

PA Education

The MA/JS may share your project idea form with the respective policy area coordinator(s) of the EUSBSR. You can find contacts of PACs at the EUSBSR website (<https://eusbsr.eu/contact-us/>).

If you disagree, please tick here.

10. Partnership

GERMANY

SENATE DEPARTMENT OF LABOUR & SOCIAL AFFAIRS BERLIN

SenASGIVA is a key partner in Berlin's labour market, managing job opportunities, policies & diversity initiatives. It handles job listings, recruitment, and supports job coach networks for this project.

SenASGIVA aims to share its job brokering approach with further regions to improve inclusion & accessibility for PwDs and to develop a curriculum tailored to disability & neurodiversity.

GSUB

Appointed by SenASGIVA, gsub manages public funds & vocational training in Berlin, working with ministries & Senate departments. It coordinates ESF+ projects like MY TURN & Aktif Plus and participates in European programs such as ERASMUS+ and CoVE. gsub helped develop Berlin's job broker certification & leads the FTB contact point, ensuring quality disability counselling since 2017. With broad expertise in social inclusion & vocational training, gsub leads the project.



The LAND OF BRANDENBURG is a rural “Land” with low-density area relying on farming, forestry & tourism. Job coaches will be trained to address local challenges for PwDs like limited access, discrimination & support needs. Despite UN Disability Rights protections, PwDs struggle to find stable jobs. Several initiatives exist, but more structured efforts are needed to integrate PwDs into mainstream employment.

LITHUANIA promotes supported employment & social enterprises to improve labour market inclusion for PwDs, but employment rates remain low & poverty risk is high, especially in rural areas and among those with intellectual or psychosocial disabilities. The project will work with county PES & organisations supporting job seekers, using Lithuania’s experience in digital skills and assistive technologies.

POLAND has one of the largest PwD populations in the EU but faces significant employment gaps and limited access to services, especially in rural areas. Despite some improvement, labour market inclusion remains challenging. This project supports Poland’s commitments to EU and UN disability strategies by fostering innovation and cooperation with advanced systems, partnering with county PES and local organisations.

FINLAND is a leader in disability inclusion, known for individual placement & support models and inclusive policies. Finland aligns with EU standards and requires municipalities to provide employment support under social welfare laws. The project will engage with county PES and organisations working directly with jobseekers.

11. Workplan

ACTIVITIES

1. Establishing Communities of Practice (CoPs) on national & transnational level. The CoPs will convene regularly to discuss and work on the project’s contents. The CoPs will consist of the members of the project consortium (public administrations & NGOs), associated partner representatives, representatives of NGOs of PwDs & good work, experts in the field of training, counselling and disability & neurodiversity.
2. Identifying and specifying skills & knowledge needed to provide inclusive job brokering services in the PES and developing a set of competences adding or modifying the existing competence framework of Job Broker. This activity will be implemented by project partners in cooperation with the CoPs as well as experts from the job broker training in Berlin and with consultation of experts from the specialist contact point for independent providers for counselling PwDs in Germany (FTB).
3. Identifying and evaluating good practices from Finland with the CoPs, all partners and consultation of FTB and experts of the counselling service of Ohjaamos in Finland. The identified good practices will be included to the description and competence framework of the inclusive job brokering service.
4. Develop training material resources (blended learning approach) in cooperation with the CoPs. The training material resources will consider also peer-to-peer settings of job brokering.
5. Translation of the curriculum in the national languages.
6. Setting up pilot trainings to test the curriculum, addressing staff & professionals working in the public job coaching & job matching services in each country in order to prepare them for inclusive job



brokering services.

7. Evaluation of the pilot trainings

8. Transnational conference on inclusive labour market services: to present project achievements and promote the outputs for transfer; to provide key notes (a) on European agenda and status quo regarding inclusion and labour market as well as (b) focus on Baltic Sea region & rural areas; podium discussion to focus on situation in different BSR countries, to promote the transnational CoP and to present national networks; walking gallery to promote the opportunities of European cooperations & programs.

DELIVERABLES

1. National CoPs in GER, FI, LT, PL with the aim to establish a perpetuating network.
2. Transnational CoP with representatives of each of the countries with the aim to establish a perpetuating network.
3. Working paper on good practices in Finland in English.
4. Pilot phase & evaluation report for all partner countries in EN

OUTPUTS

1. Inclusive job broker curriculum in EN, GER, FI, LT, PL. Publicly & available to be adopted in other countries.
2. Inclusive job broker training resources in EN, GER, FI, LT, PL. Publicly & available to be adopted in other countries.
3. Policy recommendation paper (incl. review of experience in the project partner countries, recommendations for adoption, recommendations for social & employment policies)

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 500,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 500,000.00

13. Project consultation

Please indicate if you wish to have a consultation (online meeting) with the MA/JS to discuss your project idea

yes no

14. Questions to the MA/JS

Questions related to the content of the planned project *(max.1.000 characters incl. spaces)*



Questions related to budgeting and expenditure *(max.1.000 characters incl. spaces)*

Any other questions *(max. 1.000 characters incl. spaces)*

15. Additional information

we are in close contact with different potential partners in the respective countries, who are interested in the project idea and partnership. However, it not yet agreed specifically that is why we mostly do not name concrete partners yet.

Your account in BAMOS+

Please remember that to officially submit your application you need to access our electronic data exchange system BAMOS+. More information about the process of applying for your account in BAMOS+ you will find here:

<https://interreg-baltic.eu/gateway/bamos-account>

