

bbs

BESCHÄFTIGUNGSBETRIEBE STEIERMARK

National Conference on Social Entrepreneurship

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Moldova

**Impact Measurement for Social Business
Experiences and Examples from Austria**

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bbs – The Network of Styrian Social Enterprises

The logo for bbs (Beschäftigungsbetriebe Steiermark) features the lowercase letters 'bbs' in a bold, black, sans-serif font. The letters are set against a light orange rectangular background. The 'b's are slightly larger and more rounded than the 's'. The logo is positioned on the left side of the slide, within a dark grey L-shaped frame.

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The network of bbs has 21 member organisations who run more than 40 social enterprises (WISE) in all of Styria.

The main objectives are:

- Strengthening the role of WISE in the labour market policy
- Further developing WISE
- Quality management
- Training offers for permanent staff
- Representation of common interests in public

Work Integration Social Enterprises (WISE) in Austria



WISE in Austria work in close cooperation with the Public Employment Service

Main duty: to offer temporary employment for disadvantaged persons, mainly long-term unemployed with low or no qualification, persons aged over 50, persons with health problems

The WISE trains them on the job, gives them social-pedagogic counselling and assists them in finding a job on the regular labour market

WISE should serve as springboard to the regular labour market

Social Impact Measurement

The impact of WISE in Austria is mainly measured on the rate of people placed on the regular labour market when leaving the WISE.

The tool of measuring the social impact was developed to show that a temporary job can also change the professional attitude (Group A competences) and the personal surroundings of a person (Group B competences).

A team of managers of WISE formulated 42 different factors (25 for group A and 17 for group B) to create an individual profile of the person. Each person entering the WISE is evaluated according to these factors when entering the WISE and when leaving it – so the personal development can be measured.

The tool works on a database and allows an analysis according to different parameters

Social Impact Measurement

Group A competences

| | |
|------------------------|---|
| Working area: | Quality of work Professional knowledge Manual and craft skills Working speed Treating material and equipment Physical and mental resilience Working independently |
| Duties of an employee: | Behaviour when sick Dealing with care responsibilities Dealing with reporting obligations Professional outward appearance Recording of working hours |
| Work ethics: | Punctuality Mobility Flexibility concerning duties Flexibility concerning working hours Motivation |

Group A competences

| | |
|-------------------------------|---|
| Ability to learn and develop: | Interested/ready to learn new things Ability to accept changes Memory of new duties Ability to use newly acquired skills in different fields |
| Social competencies: | Dealing with colleagues Dealing with customers Dealing with superiors and supervisors Dealing with criticism |

Social Impact Measurement

Group B Personal Competences

Personal capabilities

Communication

Reliability

Concentration/Memory

Dealing with stress

Realistic self-perception

Knowledge of German

Basic knowledge of reading, writing and calculating

ICT knowledge

Group B Personal Competences

Orientation toward labour market:

Finding one's way on the labour market

Active search for a job (CV, application documents)

Ability to use internet, e-mail, google etc.

Personal environment:

Housing conditions, residential situation

Financial situation (debts)

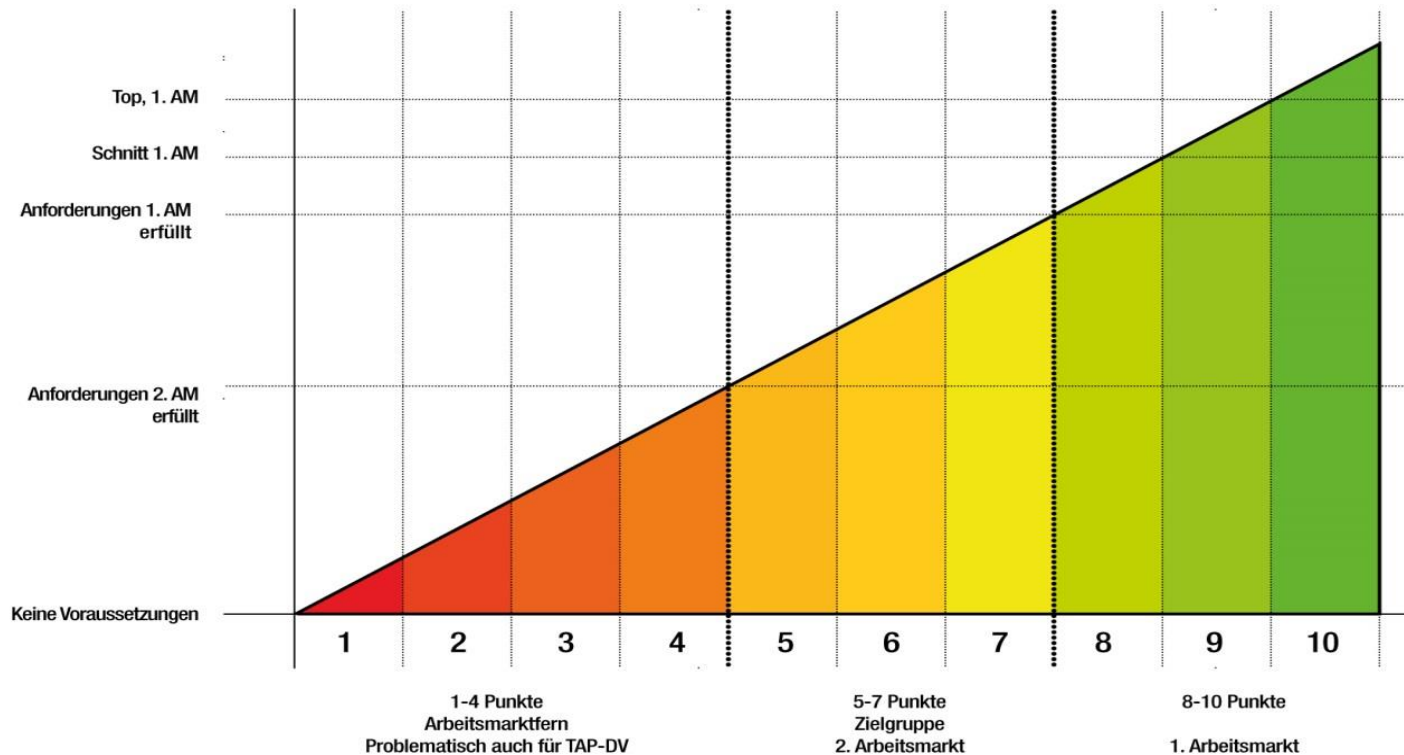
Physical fitness (lifting, carrying ability, standing during work)

Mental fitness

Addiction problems

Personal support (family, partnership, friends)

Bewertungsbereiche



Each factor can be graded in 10 different levels

Level 1- very poor to non-existent

Level 10 – excellent

The level reached corresponds to the points achieved

Each person reaches a certain score – the difference between the score when entering and when leaving shows the development of a person

Comparison between different groups or between WISE are possible anonymously

Filter anzeigen **Wirkungsmessung - bbs Netzwerk** 38 von 6222

Auswertungen

Anzeigen

AW 1 / 2 / Austr.

AW gesamt

AW Austr. Stufe 1

AW Austr. Stufe 2

AW Austr. Stufe 3

Filter einstellen

Filter rücksetzen

Schlagwort

Träger

Projekt-Typ

Geschlecht

Migrationshintergrund

Bezugsart

Austrittsgrund

Status am 92. Tag

Leistungsfähigkeit beim Eintritt

Sortierung 1 auf

Projektaufenthalt (Jahr) nur eingetretene nur ausgetretene

Projekt-Region

Projekt-Untertyp

Altersgruppe

Bildungsgrad

Krankenstandsgruppe

Status bei Austritt

Projektübernahme aus

Leistungsfähigkeit beim Austritt

Sortierung 2 auf

10000 Zeilen Alle Filter mehrzeilig Termine Bilder Uploads Uploads mehrzeilig

Tabreiter anzeigen Grunddaten Arbeitsbereich Arbeitstugenden Soziale Kompeten Persönliche Kom DienstnehmerInn Lern- u. Entwic Arbeitsmarktori Persönliches Um Zusammenfassung

Hauptarbeitsbereiche (26) Handwerk. Tätigkeiten, (12) Verkauf,

Geschlecht (31) weiblich, (7) männlich,

Altersgruppe (1) unter 19 Jahre, (20) 19 - 24,9 Jahre, (7) 25 - 34,9 Jahre, (3) 35 - 44,9 Jahre, (3) 45 - 54,9 Jahre, (4) über 55 Jahre,

Herkunftsregion der Person (19) Österreich, (9) Neue EU-Länder, (3) Europa Sonstige, (7) Asien,

Migrationshintergrund (18) Kein MGH, (17) Migration 1. Generation, (3) Migration 2. Generation,

Bildungsgrad (4) kein Schulabschluss, (20) Pflichtschule, (9) Lehre, (3) Mittlere Schule, (1) Höhere Schule, (1) Akademikerin,

Zeitraum seit letztem Dienstverhältnis (17) unter 1 Jahr, (9) 1 - 1,99 Jahre, (4) 2 - 4,99 Jahre, (3) über 5 Jahre, (1) keine Arbeitserfahrung,

Krankenstandsgruppe (35) keine Angabe, (1) 1. Stufe (über 63 Krankta, (2) 10. Stufe (0..7 Kranktage,

Status bei Austritt (8) Vermittlung auf 1. Arbeit, (1) Karenz/Mutterschutz, (24) Arbeitslos, (5) Sonstiges,

Status am 92. Tag

Leistungsfähigkeit beim Eintritt (28) sehr arbeitsmarktfern, (9) Transitniveau, (1) 1. Arbeitsmarktniveau

Leistungsfähigkeit beim Austritt (12) sehr arbeitsmarktfern, (23) Transitniveau, (2) 1. Arbeitsmarktniveau

Grunddaten

Arbeitsbereich

Arbeitstugenden

Soziale Kompetenz

Persönliche Kompetenz

DienstnehmerInnenpflichten

Lern- u. Entwicklungsfähigkeit

Arbeitsmarktorientierung

Persönliches Umf

| | Code | ErstellerIn | Träger | Projekt | Eintrittsjahr | Projekt-Region | Projekt-typ | Projekt-Untertyp | Projekt |
|---|-----------|---------------|---------|---------------------------------|---------------|--------------------------|-------------|------------------|---------|
| 1 | AQVR SGPU | Kronheim Gerd | Bicycle | Bicycle-Korösi - Bicycle-Korösi | 2018 | R1 - Graz, Graz-Umgebung | AMS | Regelprogramm | ENTRA |
| 2 | ARQL NQRS | Kronheim Gerd | Bicycle | Bicycle-Korösi - Bicycle-Korösi | 2018 | R1 - Graz, Graz-Umgebung | AMS | Regelprogramm | keine |
| 3 | AVRB LHDA | Kronheim Gerd | Bicycle | Bicycle-Korösi - Bicycle-Korösi | 2019 | R1 - Graz, Graz-Umgebung | AMS | Regelprogramm | keine |
| 4 | AYXS CNOG | Kronheim Gerd | Bicycle | Bicycle-Korösi - Bicycle-Korösi | 2019 | R1 - Graz, Graz-Umgebung | AMS | Regelprogramm | keine |

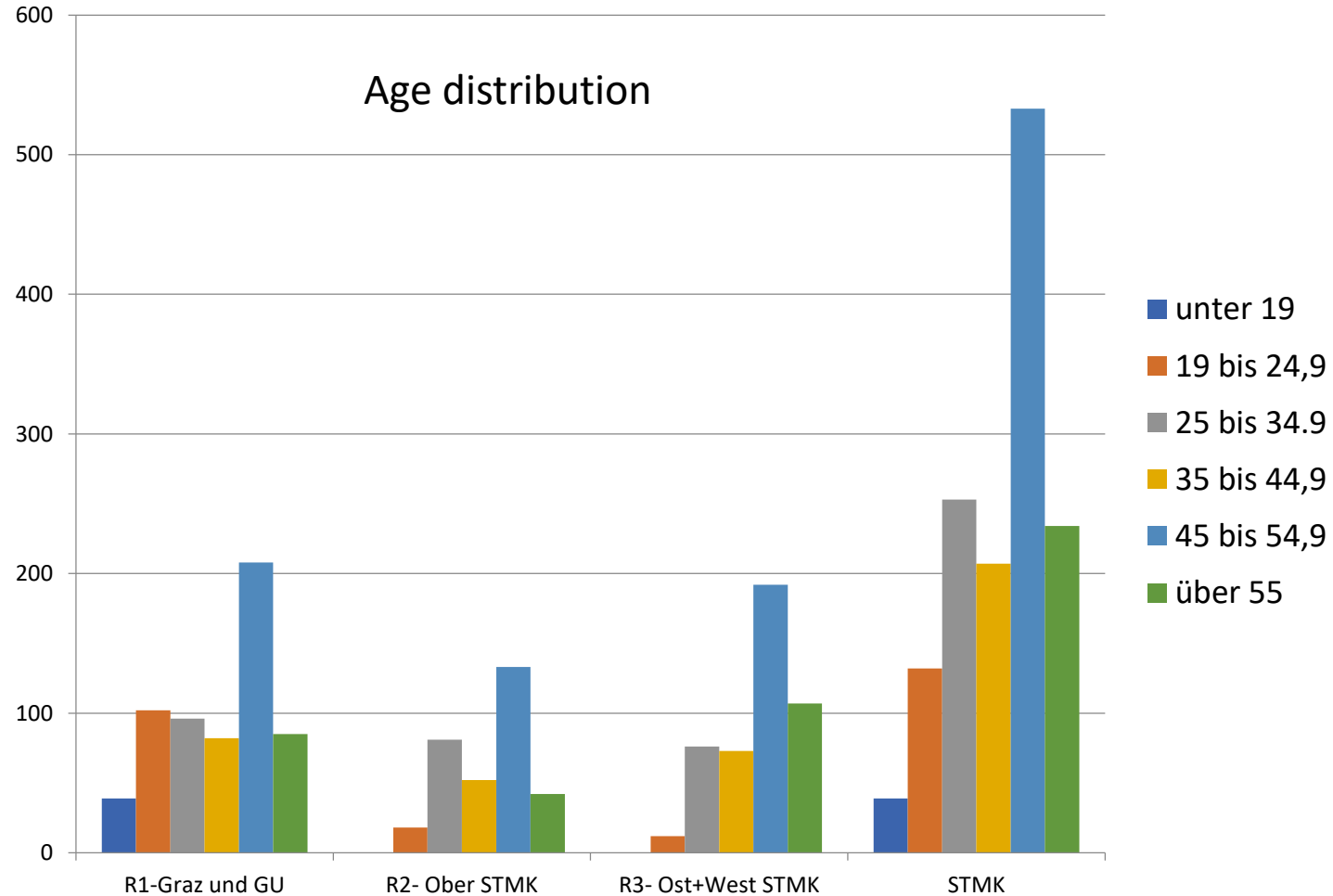
Starting page of the database

Example of individual development during stay in the WISE

| Arbeitsbereich | | | | |
|--|----------|----------|----------|----------|
| Beschreibung | Eintritt | Stufe 1 | Stufe 2 | Austritt |
| Qualität der Arbeit | 5. Stufe | 6. Stufe | 6. Stufe | 7. Stufe |
| Fachwissen für die Arbeit | 3. Stufe | 4. Stufe | 5. Stufe | 6. Stufe |
| Handwerkliches Geschick | 3. Stufe | 4. Stufe | 5. Stufe | 6. Stufe |
| Arbeitstempo | 5. Stufe | 6. Stufe | 6. Stufe | 7. Stufe |
| Umgang mit Arbeitsmitteln & Geräten | 4. Stufe | 5. Stufe | 6. Stufe | 7. Stufe |
| Körperliche / psychische Belastbarkeit | 4. Stufe | 4. Stufe | 4. Stufe | 5. Stufe |
| Selbständiges Arbeiten | 6. Stufe | 6. Stufe | 7. Stufe | 7. Stufe |
| Durchschnitt Arbeitsbereich | 4,29 | 5,00 | 5,57 | 6,43 |

The analysis of the data show that the person has increased her competences from 4,29 to 6,43 in the field of professional competence

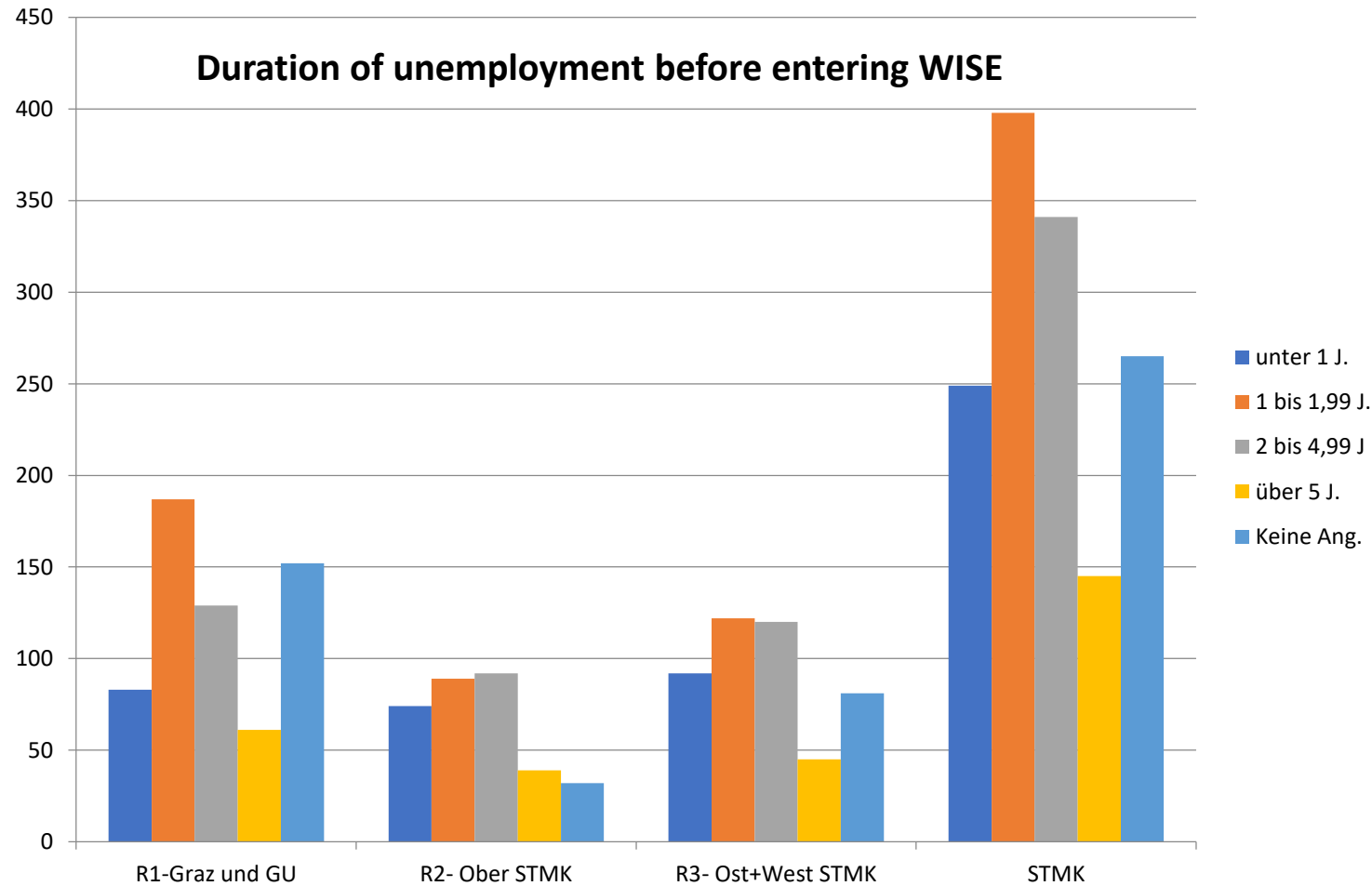
Example of an analysis from the database



The graphic shows the age distribution of temporary workers in the three regions of Styria and for the whole province

The great majority of workers is between 45 and 55 years old.

Example of an analysis from the database



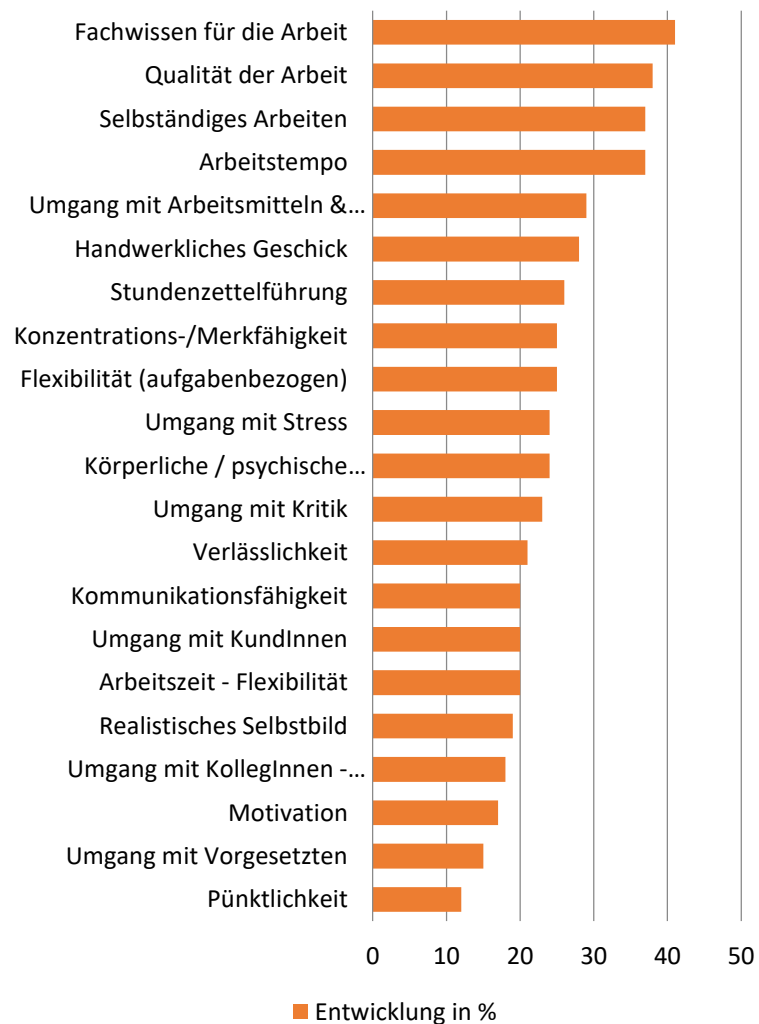
The analysis shows that the majority of persons entering the WISE have been unemployed between one and five years

Overall Changes achieved during Stay in the WISE

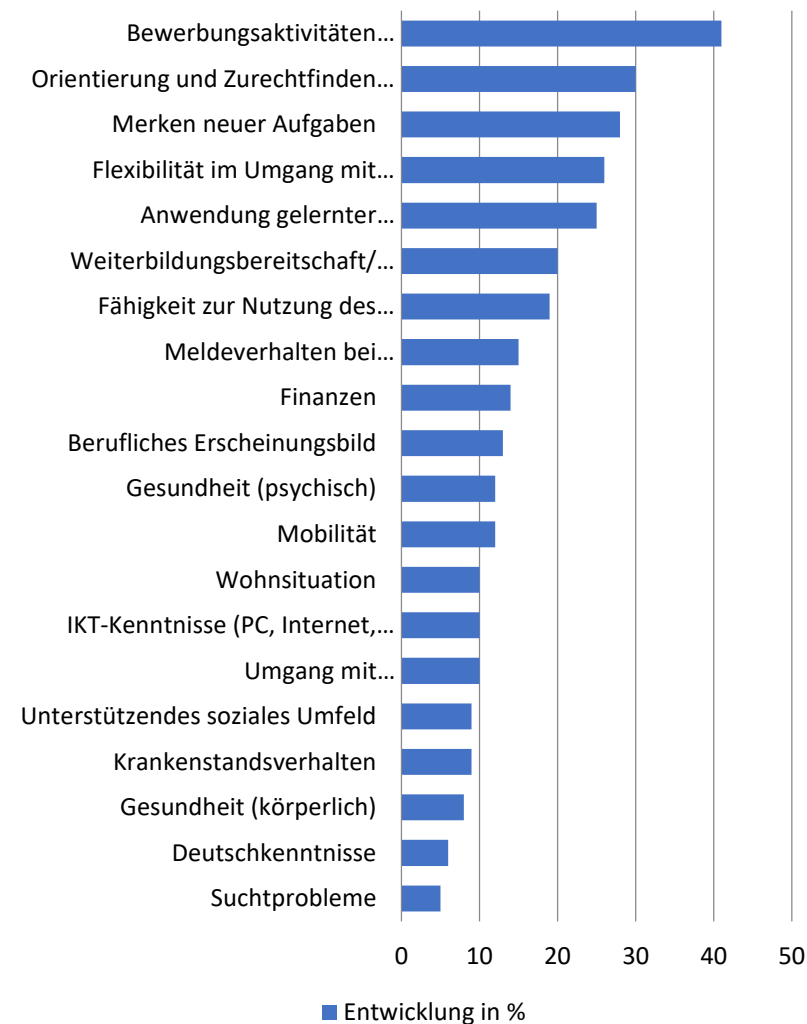


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Overall Impact in % Group A



Overall Impact in % Group B



Social Impact Measurement

The presented tool is in operation since five years.

The Austrian Public Employment Service is about to introduce a new classification of the unemployed according to an algorithm. There are three groups:

- High probability to find a new job
- Average probability to find a new job (intervention necessary)
- Low probability to find a new job (mainly counselling and stabilisation)

A comparison of this classification with the results of our impact measurement tool shows a high correlation.

The logo for 'bbs' is rendered in a bold, black, lowercase, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance as if they are floating above the orange background.

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Thank you for your attention

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