

## Social management

- ✓ This is a sector of production, commercial, insurance and credit activity of the citizens, that is located between the public and private management,
- ✓ It is present all over the world, however important in different levels in the individual countries.
- ✓ Its concrete forms are accommodated to the regional and cultural specifics

### Poland

In Poland the social management, also referred to as the social economy, is still a very new notion, what is proved by the lack of the final definition of this matter. In the general scope it could be accepted that by the term social management the commercial sector is understood whereas the phenomenon of combination of the commercial activity with the social targets, aiming the limitation of the incidence of the social limitation and exclusion and of the social activation and integration take place.

The high unemployment rate that equals 19% and the scope of the constantly growing poverty in Poland that impacts almost 5 millions of citizens, constitute a challenge not only to a state, including the social politics and the management, but in the same manner to the citizens' society.

In the post-pgr (PGR – state agriculture communities) areas the need of destiny's change is fading away, and the unemployed persons loose the will to look for a job. In this way the passive attitude is being repeated and the culture of unemployment emerges, where the unemployment benefit is treated as the source of life financing.

The limited possibilities of public budget financing and the occurrence of wide number of the so called "unwanted people" from the view point of "the first employment market", creates the emergency requirement of search of new, innovative and effective ways of social integration, in between, by promoting and development of the social management sector as a new form of the citizens' activity.

**In Poland since 2004 the actions within a scope of the Community Initiative Program EQUAL aim to reinforce Polish social management, especially the services for the benefits of local communities and the improvement of the work positions quality.**

The Program EQUAL is realized in this sector (Subject D) by 27 Partnerships for the Development, for which the financial support equals to about 49 M euro. The process of acquiring knowledge and learning by the partnership cooperation, the exchange of good practices and experiences on the national and supra state level is important in the implementation of the Program. The indicator of the Program's efficiency is the quality and

the innovation of the elaborated models (methods), that will be implemented to the main policy trend on the regional, state and European level.

The first steps in creation of the necessary legal frames were also created in Poland in a form of the Law on the social employment and the Law on the social co-operatives that is being prepared. The possibility of the efficiency evaluation of those undertakings require the important reference point

Community Initiative Program EQUAL in Poland 2004-2006 Community Initiative EQUAL constitute the laboratory aiming the elaboration of new ways of fighting of all forms of discrimination and inequality that take place on the employment market. The Program is financed by the European Social Fund and by the state budget. In Poland the EQUAL Initiative is realized by 107 Partnerships for the Development. The Institution that Manages EQUAL is the Ministry of the Regional Development (previously the Ministry of Economy and Labour), where the function of State Support Structure is fulfilled by the "Cooperation Fund " Fund.

In the EQUAL Program the matter of the „social management” occurs as one of 5 subject fields serving the search of new methods of resolution of discrimination problems as well as the inequalities on the employment market. It was specified as the subject D: „Reinforcement of state social economy (of the third sector), and especially services for the benefit of the local communities and the improvement of the work places”.

The realization of that matter within a scope of EQUAL Program includes the Exchange of the Polish and European experiences and good practices, the enlargement of the social awareness, elaboration of the Polish model of social economy and social co-operatives and creation of the cooperation platform between the institutions engaged in the social economy realization. The elaboration of the solution in a form of the model methods shall be implemented to the main trend of politics on the regional, state and European level.

The Community Initiative EQUAL 2004 – 2006, a part of the European Employment Strategy politics and of the Social Integration Process, is in 75 percents financed by the European Social Fund and in 25 percents by the state budget. EQUAL Program is realized by the Partnerships for the Development selected in a way of the competition, that is created by up to several governmental, self-governmental, non-governmental institutions, schools and the enterprises. From 752 applications filed in Poland in 2004 the final number of the applications approved for the realization included 107 projects, which joint value equals circa 840 millions PLN.

Poland lacks the directed academic programs of education of animators, local leaders of the social economy and managers of social management.

Education of social economy leaders should focus on the local and regional actions, preparing them to diagnose and fulfil the new needs of the local community, implementation of the changes as well as non standard solutions, including the creation of new social – economy institutions and assistance in the employment (social cooperativeness, self-employment, tele-work) responding to the local needs and problems, joint actions in order to build the proper development conditions for the expansion of the social economy, while cooperating with local: self-governments, businesses, citizens' organizations.

**Women.pl** portal is the Polish partner of Institute of Mathematical Machines, National Economic Chamber and Institute of Computer Science PAN within the frames of an EU project called **IW EQUAL** "RENOWATOR Center for Small and Medium Enterprises" ([www.renowator.org.pl](http://www.renowator.org.pl)), implemented from 1<sup>st</sup> December 2004 to 30<sup>th</sup> April 2006. The Partnership's main goal is to eliminate unequal opportunities on the work market due to age, sex and access to innovative technologies (ITI). The Partnership will also consider groups of employees of small and medium enterprises (SME), who have lost their jobs or are in danger of losing them. Among SME employees the two following basic groups will be considered: women and men of over 45 ("45+" groups) as well as women as men returning from child care leave or just after such a return ("w" groups). Both groups ("45+w") will consider people whose qualifications can be adjusted to demands made by information society and market economy in the field of data analysis, data synthesis, information and e-learning as well as adequate qualifications. As a result the project participants will have the opportunity to obtain a certificate of the following professions: infobroker, data analyst, expert survey analyst, instructional designer, e-mentor, e-learning content evaluator.