

Business in the

## Community

## Ireland

## BACK TO WORK BUSINESS SUPPORTING WORK PLACEMENTS

COMMUNITY



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*Tina Roche*

**Tina Roche,**  
Chief Executive,  
Business in the  
Community Ireland,  
September 2014

## MESSAGE FROM TINA ROCHE

Business in the Community Ireland Chief Executive

I welcome this publication “Back to Work - Business Supporting Work Placements” which highlights the role businesses play in supporting people back into employment. Through economic development and job creation, businesses are well placed to support people acquire the skills they need to gain experience and to find work.

There is huge need within our communities for this type of support. Employment is the key to addressing social disadvantages – it brings financial independence, increases confidence and self-esteem, develops skills, builds social networks and can provide a route to independent living. Without previous work experience and with no recent references from employers, people with barriers to employment will struggle with low confidence and limited success in job seeking. One of the most effective ways for employers to help is to provide experiences of work in a realistic yet supported setting. These work experience placements need to form part of a pathway towards employment that also includes training and one to one support.

By sharing these eleven case studies from our network, we aim to illustrate the variety of placements member companies of Business in the Community engaged in and the value they gained from structured and supported work placement programmes. There are many non-profit organisations like Business in the Community with expertise in supported employment and we can guide and assist companies every step of the way. Our call to action is to ask businesses to host 1 work placement and 1 job shadow opportunity in 2015.

## Why it is important for Irish Business to provide work placements

Employment is the foundation of our economy and our standard of living. For most of us, meaningful work also fosters self-worth and dignity. By creating employment, all organisations, large and small contribute to building a vibrant society. As Shell E&P Ireland developed the Corrib Gas Project in Mayo, numerous opportunities have been delivered to increase local employment and build a legacy of skills in the immediate community. With our contractor partners, we have focused on developing capacity with second and third level students, apprenticeships, people with disabilities, and those in the local workforce who experience barriers to employment.

Since 2008, we have partnered with the Irish Association of Supported Employment (IASE). They provide a range of services to supported employment organisations, specifically for people with disabilities. Their “Job Shadow” initiative is a national project bringing people with disabilities and local employers together for one day to promote equal employment opportunities. This initiative highlights the valuable contribution people with disabilities can and do make at work. In Shell, we have successfully placed eight people in Job Shadow opportunities. The benefits of our partnership with IASE are clear; our funding support aligns with our vision of being a good neighbour in the local area, and our direct participation in the initiative has educated and inspired our staff to look at new ways of encouraging a more inclusive workplace.



*Michael Crothers*

**Michael Crothers,**  
Managing Director  
Shell E&P Ireland,  
Board member  
of Business in the  
Community Ireland,  
September 2014

## Call to action

*“It has been a truly positive experience for Shell and we would encourage all employers to participate both in the actual Job Shadow Day, as it is a journey of self-awareness for companies, and to look at providing work placement opportunities, whilst challenging employers’ paradigms. My call to action is to invite you to commit to supporting 1 work placement and 1 job shadow opportunity in 2015.”*

*Michael Crothers*



## About Business in the Community

Founded in 2000, Business in the Community Ireland (BITCI) is the national non-profit organisation whose vision is to assist all businesses in Ireland become the most responsible and sustainable in the world. Ireland's major companies are members of our network.

Our team of experts help these businesses to integrate responsible and sustainable business practices throughout their operations.

Our range of practical supports helps companies to develop, benchmark, scale-up and profile their activities to have the greatest impact on their business. In addition, we also focus on how Irish business can have a positive impact on society focusing on the areas of Education and Employment.

Our patron is President Michael D. Higgins.



## Business in the Community Employment Programmes

BITCI runs employment programmes, Ready for Work and EPIC, which are aimed at supporting people with barriers to employment to secure work and/or education. These programmes provide the opportunity for businesses in Ireland to work on two key aspects of responsible business practice: Workplace and Community.



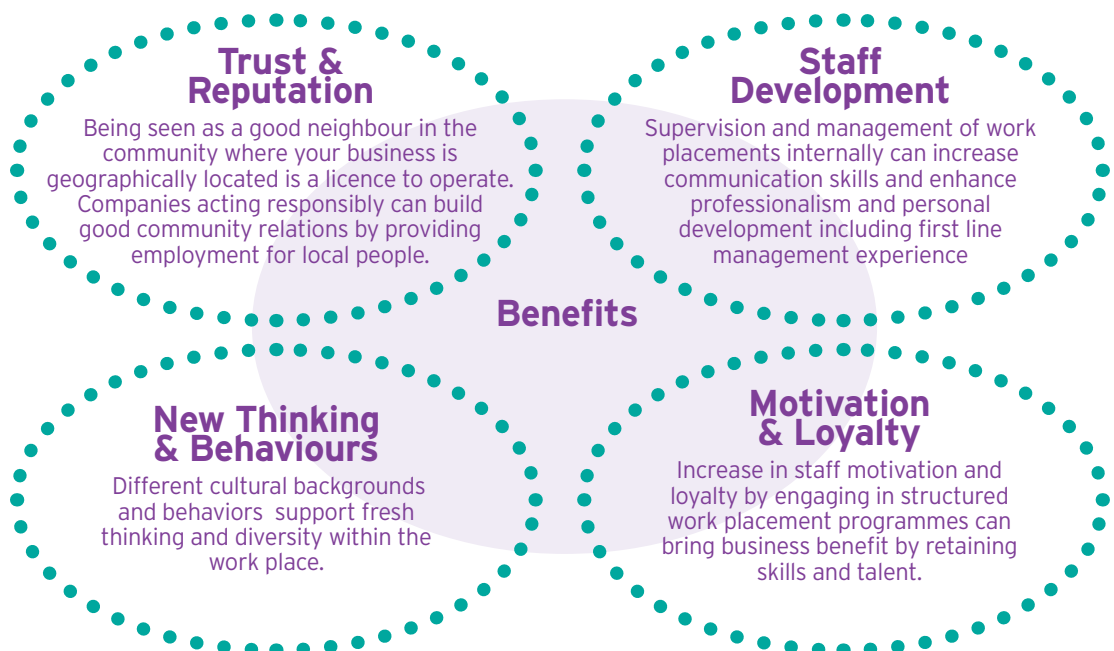
## Support from Irish and European Business Networks

Ibec welcomes and supports this publication and the excellent examples of case studies demonstrating how businesses benefit from engaging in work placement programmes.



BITC Ireland's work placement programmes are an excellent practical example of business working to create pathways to jobs in local communities. In line with CSR Europe's Enterprise 2020 European Business Campaign on Skills for Jobs, BITC Ireland is contributing to make Europe a better place for work by optimising workers' employability and by fostering workplace innovation.

## Benefits of Work Placement Programmes





### About the client

Martha, Irish and 20 years old began her first internship during the summer months with Shell E&P Ireland. Martha had no previous work experience and was undertaking a third level environmental studies course and had been assessed with a neurodevelopmental disorder.



### How it worked

Martha was located at different work sites throughout the placement, including offices in Belmullet and at Bellanaboy Bridge Gas Terminal, and work sites based in Glengad and Aughooose. The initial work placement was for three months, June, July and August, during college summer break.

The scope of the work for the placement involved analytical interpretation of environmental data which was carried out by Martha to a very high standard and released other environmental advisors to carry out other duties. Martha's attention to detail forms part of her neurodevelopmental disorder and therefore worked as a huge positive for this type of work. She also shadowed environmental advisors during the course of their work as a learning tool, and carried out various duties related to that. Martha had a dedicated mentor from within the environmental team supporting her through-out the placement. In Martha's case, some small scale adjustments to the working environment were required. These were low cost, simple adjustments i.e. tea and coffee facilities moved to more accessible location, office furniture adjustments, and some staff awareness of particular issues. Once the initial work placement was completed, Martha returned to complete her college course.



### Benefits

For Shell, the placement provided access to talent that others may overlook and retained talent that might otherwise be lost. Shell have benefited from the valuable perspectives which Martha provided, including innovative ideas and challenges on simplifying existing work processes. Wider benefits included demonstration of Shell's commitment to Corporate Social Responsibility and being a good neighbour in the area in which they operate. Work placements for people with a disability challenges employees to look at ways of encouraging a more inclusive workplace, and staff morale improved through working with Martha on this placement. Staff felt proud that Shell played its part in society and helped to improve attitudes towards people with a disability.

The supported employment model worked very well for Shell. The pre-meeting with the Job coach was invaluable and outlined Martha's particular needs. This meeting helped identify any issues in advance and ensured that expectations of both were aligned which meant a smoother integration into the workforce for both Shell and Martha.

For Martha, it helped her identify an area of work that she would like to move into and the type of skills that she needed to secure a job. Now 24, Martha completed her degree and is now in full-time employment with Shell E&P Ireland.



### Top Tip

Placements provide access to talent that others may have overlooked and retention of talent that might otherwise have been lost.

**"It was a real eye-opening experience for me. I never realised the obstacles that people with a disability face in the workplace - many of them are so easy to put right but which make such a difference.... I really learnt a lot."**

**Staff Mentor at Shell E&P Ireland**



### About the client

Naomi comes from a very disadvantaged area in inner city Dublin. For a variety of reasons she dropped out of school early and has been unable to find full-time work since. When she joined the Tesco-Positive2Work programme she had very low self-confidence and self-esteem. She did not have good memories of her time in school and was nervous of having to undertake exams as part of the course. Naomi had previously worked in various part-time and seasonal jobs but was looking for an opportunity to better herself, and was encouraged by Tesco offering accredited training opportunities and on the job work experience to young unemployed people.



### How it worked

The Tesco-Positive2Work programme was developed through close collaborating between Tesco Ireland, the Department of Social Protection, Skillnets and ETB's. It is aimed at young people under 25 years of age who have been on the live register for up to one year. It is a six week programme offering four FETAC Level 4 Modules in either Retail Skills or Distribution and Warehousing Skills. The Retail Skills course includes customer service, retail selling skills, workplace safety and work experience. The course, including the FETAC classroom training, is based in a Tesco store, giving participants the opportunity to be immersed in a busy work environment for the full duration of the programme.

During her first week, Naomi received a comprehensive new colleague induction. This prepared her to undertake whatever duties were allocated to her during the succeeding weeks. Naomi completed two days of work experience a week for 5 weeks.

Naomi had a Tesco store buddy who worked alongside her and gave her any on-the-job training she needed, depending on which area of the store she was working in. Her Tesco colleagues and FETAC tutors saw how determined she was to succeed in the programme. Once she had successfully completed the programme Naomi secured a position in one of Tesco's new city centre stores, and the Store Manager has since recruited another five people from the programme.



### Benefits

Naomi's confidence grew throughout the programme and she developed a sense of pride for all that she had achieved. She says she now has great hopes for her future and, having overcome her fear of "going back to school", she hopes to return to college on a part-time basis to do a course in management.

The Tesco Positive2Work programme fulfils, in part, Tesco's new strategic intent of using their scale for good which recognises the fact that Tesco can make a wider contribution to society by drawing on its operational skills and scale.

Using its Scale for Good, Tesco is providing opportunities for young people. Locally, Tesco forges closer links with its local communities by reaching out to young people in the area and providing them with opportunities to improve their chance of finding employment..



### Top Tip

Build employee pride and satisfaction by engaging them in strategic programmes with local impact.

"This has been one of the most uplifting things that I have experienced and been involved in my thirty plus years in Tesco. To see these young people grow in confidence and blossom during the programme has been a huge source of pride and satisfaction for all of our colleagues. I can't wait for the next course to begin."

**Tesco Store Manager**



### About the client

Daniel, a client of the Cope Foundation, was interested in doing a work placement on Job Shadow Day. The COPE Foundation is a not-for-profit organisation which supports over 2,000 children and adults with intellectual disabilities and/or autism. Job shadowing is a nationwide initiative run every April by the Irish Association of Supported Employment (IASE) and is dedicated to giving people opportunities to shadow a workplace mentor as he/she goes about a normal working day. Daniel wanted to experience a busy reception and the role of security guard in a large organisation so The Cope Foundation placed him with the support of Business in the Community in Janssen, Little Island, Cork in April 2014.



### How it worked

Daniel was partnered with a security supervisor at Janssen. It was a big surprise to Daniel just how varied the role was. He enjoyed the busyness and the vitality of the reception/security desk, the constant stream of visitors, answering calls, dealing with queries, signing in guests and filling in visitor passes. He was taken on a site tour, introduced to Janssen employees and really got a feel for the place and staff. He accompanied Paul when completing his security checks of the site



### Benefits

Janssen is part of the Johnson & Johnson group of companies. Part of their 'Credo' or values states "We are responsible to the communities in which we live and work... We must be good citizens – support good works and charities". The security supervisor felt that he was living the values of his organisation and through this programme helped people get back into the community and to experience working life.



### Top Tip

Responsible companies play an active role in the communities in which they operate.

**"It's a win-win situation for everyone and the opportunity to do some good. It's about sharing and being part of the community"**

Paul Murphy Security Supervisor, Janssen





### About the client

Lisa is a lone parent from Tallaght West and was studying on the 'Stepping Up' programme, a new beginning for lone parents which is run by An Cosán. An Cosán is a progressive and innovative centre of Learning, Leadership and Social Enterprise supporting the community of Tallaght West. Tallaght West is recognised as one of the most disadvantaged communities nationally, where poverty is characterised by educational disadvantage, early school leaving, poor educational outcomes and very low access to higher education. Lisa was offered a work placement opportunity with Accenture as she was a participant in the 'Stepping Up' programme.



### How it worked

Accenture employees presented to An Cosán's clients on internship and job opportunities within Accenture. This presentation helped de-mystify the company and reduce the fear of entering the workplace. Lisa took up the work placement opportunity and was assigned to the HR and Reception teams within Accenture. The placement was for 5 full days or 10 half days. The opportunity provided a real-life experience for Lisa of the workplace which gained her valuable experience for her C.V., as well as removing any fears she might have had on returning to the workforce. Lisa was also assigned a line manager and a buddy during her time with Accenture to provide the most realistic experience.



### Benefits

Lisa found the work placement incredibly beneficial and commented on being treated as a true member of the team with responsibilities similar to her new colleagues. She enjoyed being trusted to deliver on her responsibilities. As a result of the work placement, Lisa had the confidence to apply for further training opportunities and would like to set up her own business eventually. For Accenture, it provided a great practical example for their employees to see their Corporate Responsibility programme "Skills to Succeed" in action. The success of the work placement provided Accenture with great motivation and enthusiasm to increase the number of placements on offer, and the company is now looking to implement a more comprehensive programme.



### Top Tip

Develop internship and work placement opportunities as a way of deepening your impact with community partners.

**"The opportunity for our students to engage in work placements in an organisation like Accenture, a high quality global organisation clearly indicated to those who availed of the opportunity that they were acceptable, had something to offer, should believe in themselves, identified some of their nascent skills and abilities and supported the development of a sense of 'Yes I can' which continues to reverberate in their lives."**

**An Cosán CEO, Liz Waters**





### About the client

Laura is from Romania and she has been living in Ireland for the last six years. She started studying a BA in Financial Services in National College of Ireland in September 2007. A few months later she got a job as an accommodation assistant in Temple Bar Hotel. She worked full-time and studied at the same time. After five years Laura graduated and decided to look for a new job in the area of financial services. She attended a few interviews but she wasn't successful due to lack of professional work experience in the area.

Laura joined The EPIC Programme (Employment for People from Immigrant Communities) run by Business in the Community Ireland in November 2012. EPIC is an active labour market programme which supports immigrants in Ireland to become financially independent and more socially integrated by entering employment or further education and training. Through the programme, Laura's confidence and motivation to find a new job increased. During one to one sessions with her dedicated training advisor, Laura discussed work placement opportunities as a first and necessary step in the development of her professional career and as a result was placed with Mercury Engineering.



### How it worked

Laura started her work placement role as a SAP Administrator in Material Masters. She worked 4 days a week in Mercury Engineering but continued 3 days in the hotel to support herself. During the work placement Laura was gaining valuable experience and training, along with demonstrating her own ability. After 3 months this led to Mercury Engineering offering Laura a full time permanent contract.



### Benefits

For Laura, the work placement with Mercury Engineering led directly to her finding work using her qualifications. Without a work placement, there is a strong possibility that Laura would have continued working in a role that she was clearly overqualified for. Long gaps between achieving qualifications and getting relevant experience had become an increasing barrier for Laura but Mercury Engineering gave Laura the opportunity to use her hard won qualification. For Mercury Engineering, they got access to an individual with the qualifications they needed, who was highly motivated and keen to work in financial services, and who worked her way into a full-time job.



### Top Tip

Highly skilled professionals from other countries can fill your organisations' skills gap.





### About the client

Mary is 56, a mother, and has a background in care work. She has been unemployed for many years due to a history of mental ill health. Mary has found re-entering the job market a big challenge. Mary was worried that both her age and mental ill health would prevent her from getting work so Blanchardstown Community Mental Health team referred her to the Ready for Work programme (RFW), a Business in the Community Ireland's employment programme.



### How it worked

Mary completed pre-placement training with RFW and undertook a mock interview. She was then placed on work experience with Compass Group. In July 2014, after attending an induction morning, Mary took up a general operative role at a client's site near Blanchardstown. She was welcomed into the team and was quickly covering a range of duties: stocking the fridges, serving customers and cleaning. The restaurant manager was highly supportive and ensured she understood all the tasks. In spite of her concerns about managing the work, Mary adjusted well. She learned the realities of delivering a good service in a large office canteen.



### Benefits

For Mary, work has helped improve her social and conversational skills and has combated the isolation and loneliness she had been feeling at home. For Compass Group, Mary was a committed and engaged worker and followed through with all tasks given to her.



#### Top Tip

Engaging teams in supporting work placements can build team cohesion and boost morale.



### About the client

Bernie is 48. She has been in the mental health service for 17 years and hadn't worked during that time. She worked in an office and as a waitress before becoming ill. She has lived in a medium support unit for 5 years. Bernie was referred to the Slí Beatha programme, a collaboration between Business in the Community and the National Learning Network to work with people who have had long-term mental health issues. The objective was to support each individual through part-time work placements with on the job training.



### How it worked

Bernie did a 4-week 4 hours per day placement from June to July 2014 with Sodexo. Her work included setting the tables for up to 150 lunch diners, stocking the soft drinks' fridges, polishing the plates and cutlery, clearing the tables after lunch and filling the dishwasher. Bernie enjoyed the work and the routine of having to get up every morning and prepare for work. The daily social interaction helped to improve Bernie's confidence. She learned about the strict regulations around food hygiene. The Sodexo team were very helpful to Bernie assisting her with her work.



### Benefits

The Sodexo team at All Hallows College learned that they could add a lot of value to the life of a person affected by mental illness. The placement demonstrated their corporate responsibility ethos and staff gained greater awareness and understanding of mental health issues. Bernie regained her self-confidence and has moved into independent living.



#### Top Tip

Employees gain new perspectives on social issues such as mental health which can create better understanding and awareness of life challenges.



### About the client

Stephen is Irish, 38, was unemployed for around 6 years and had been battling an addiction issue. Stephen got himself clean in 2011 and wanted to get back working and build his self-confidence. Stephen was referred to BITCI's Ready for Work (RFW) employment programme. RFW provides training, support and work placement experience specifically to people who have difficulty accessing the labour market. Stephen gained confidence through pre-employment training and one to one support. He wanted to work in retail and gain work experience. RFW placed Stephen with Marks & Spencer Ireland.



### How it worked

Stephen started his placement in Marks & Spencer Ireland Mary's Street store on 20 hours a week, for 3 weeks. After 2 weeks, he was offered a temporary contract in the Grafton Street store on 30 hours a week. The store provided an employee to buddy with him and to ensure he was made comfortable. RFW maintained guidance and regular contact with Marks & Spencer Ireland and Stephen to ensure the placement was working well. Stephen is now in the Blanchardstown store working 37.5 hours per week on a full-time contract of employment.



### Benefits

Marks & Spencer Ireland gained a highly motivated employee who integrated into the store team very quickly. Stephen's loyalty and commitment to Marks & Spencer Ireland is displayed through his engagement with customers. Stephen himself has gained a full-time contract of employment as well as now having his own apartment, driving a car and his self- belief and confidence is better than ever.



#### Top Tip

Gain employee commitment and loyalty to enhance customer service.

"I believe more companies should follow in the footsteps of Marks and Spencer. I have gained so much from being given this opportunity and believe that more companies should get involved in providing work placements. They would get so many benefits from it as well as society in general."

Stephen , employee, Marks & Spencer Ireland



# LEARNING FOR LIFE

DIAGEO IRELAND



## About the client

Jonathan, from Dublin 8, was long-term unemployed apart from occasional seasonal work. Living with his mother, sister and partner when his daughter was born, he was even more determined to find work but he needed self-confidence and skills.



## How it worked

Following discussions with several industry members, Diageo identified a need for skills in the hospitality and tourism sector. With six months of research and development, it launched Learning for Life to provide local young unemployed people with opportunities to gain basic employability skills, specialist hospitality industry skills and work experience. In 2014, 14 candidates, with backgrounds similar to Jonathan's and identified with the help of the Department of Social Protection, completed 11 weeks of training in the Guinness Storehouse and have since moved to 3 month work placements with industry partners in Dublin including Madigan Brothers, The Gibson Hotel, Dalata Group and Jurys Inns.



## Benefits

Jonathan said: "They've given us hope, given us confidence. They've shown big companies are prepared to take a chance on people from a working-class area. Not once have they put us down. I think more big companies should do this, because they have the financial support to pull off what they promise you."

David Smith, Country Director for Diageo Ireland said: "Internally, the group has been a source of massive inspiration to all of us with the enthusiasm they have shown since day one. Learning for Life shows what's possible when organisations collaborate behind the same goal."

baxterstorey



## About the client

Isaac is 19, Irish, and living in emergency accommodation having been forced into homelessness due to a family breakdown. Isaac started a college course on culinary skills but didn't finish due to his circumstances. He knew he wanted to work with customers and use some the skills that he had learned in a catering context. He was referred to the Ready for Work (RFW) Programme by Focus Ireland as he was keen to get work in order to afford to move into private rented accommodation.



## How it worked

Isaac completed pre-placement training with RFW. He was matched with Baxter Storey for a work experience placement in the Dublin Zoo restaurant. Dublin Zoo's Meerkat restaurant is a fast paced environment that requires stamina and the ability to fit well with the team. For a 4 week period from April to May 2014, Isaac undertook a work placement there, serving customers, working on the hot buffet, doing food preparation, cleaning and general maintenance of the restaurant. Isaac performed well, and early on in the placement his supervisor identified him as a suitable candidate for a fixed term summer contract for the period June to September 2014.



## Benefits

For Baxter Storey, they had an engaged worker in Isaac who was hungry to work and keen to learn; combined with his interest and skill in catering, this meant an easy integration into the team. For Isaac, it has meant that he has gained valuable work experience and an income for the summer to be able to live independently. His confidence has grown and his understanding of the world of work has broadened enormously.



## Top Tip

You can find talented and motivated employees through providing a work placement, thus reducing recruitment costs and time.



### About the client

Sonia is from Rwanda where she worked as an Accounts assistant for 10 years. With the civil war in Rwanda, she was forced to flee the country. Once she received her legal status after 8 years in Ireland, Sonia worked as a care assistant and studied part-time, achieving a Certificate in Economics from NUI Maynooth, followed by a BA Degree in Finance and Accounting also from Maynooth. She came to the EPIC programme (Employment for People from Immigrant Communities) looking for support to find a job or a work placement as she had struggled to find one due to the large gap in her work history. Following pre-employment training and one-to-one advice, EPIC secured a work placement with Enterprise Rent-A-Car.



### How it worked

Sonia took up a work placement position in the Accounts department with Enterprise Rent-A-Car which ran from March 2014 for 6 months and finished in August 2014. During that time, a mentor within the business and an advisor from EPIC were available to support and help Sonia throughout the work placement. Enterprise Rent-A-Car gave a high level of commitment to provide the necessary training and support so that Sonia could achieve the learning and development goals they had set. This resulted in Sonia achieving more than anticipated.



### Benefits

For Sonia, the work placement gave her the opportunity to use the skills she learnt in college in a real-life Irish office environment. The experience gained will be invaluable for her in her career going forward, and it will also help Sonia overcome the barriers to finding paid employment.

Enterprise Rent-A-Car is committed to an inclusive workplace environment which is fostered through recognising and embracing the differences which make their employees unique. It is their aim to create a culturally aware workforce and a culturally competent organisation that mirrors the makeup of the communities they serve. Offering and supporting work placements that embrace diversity provide a very clear signal to potential recruits of the type of company they strive to be.



### Top Tip

Work placements are a great way of fostering an inclusive and diverse workforce.

**"The experience was a great success and we would encourage companies to consider placements as a way of fostering an inclusive and diverse workforce."**

Leslee O'Loughlin, Group Human Resources Manager, Enterprise Rent-A-Car

## Acknowledgement and thanks

Business in the Community would like to thank our member companies, non-profit organisations and clients for their participation in this publication.



# WORK PLACEMENT PROGRAMMES

Business in the Community hopes you have been inspired by these stories. Many of the companies featured in the publication see the business value in developing work placement programmes. The businesses have champions at senior level who are committed to building an inclusive, diverse workforce. Many of the case studies highlight the benefits gained by all stakeholders through supported employment.

## Need

Through supported employment programmes, responsible companies can take a lead in addressing key societal issues in Ireland today. Homelessness is at crisis levels, with the number of people rising to over 5,000 as more families lose their homes. The challenge for people is not only to secure stable accommodation but also to reintegrate into the community and the world of work.

Youth unemployment is a great challenge in Ireland with young people without experience trying to get work. The youth unemployment rate in Ireland was at 23% in June 2014.

More than 400,000 Irish people experience depression at any one time (approx 1 in 10 of the population). Ireland ranks fourth highest in the EU in terms of deaths by suicide amongst young people (National Office for Suicide Prevention - September 2013).

Thirteen per cent of the Irish population (595,335) has a disability, according to the latest census data (CSO, 2012). People with a disability are only half as likely to be at work compared to the rest of the general working age population.

**5,000 homeless**

**Youth unemployment rate at 23%**

**400,000 Irish people suffer from depression**

**595,335 people have a disability**

**Immigration increased by 6%**

Immigration in Ireland increased by 6%. According to an Integration Report published in April 2014 by Dr. Frances McGinnity of the ESRI for the Integration Centre, more than 20,000 adults from outside the European Economic Area became naturalised Irish citizens during 2012, the latest year for which figures are available. Challenges remain for Ireland in

integrating its large numbers of new immigrants, and there is little evidence to suggest that they have benefited from the first stirrings of recovery in the Irish labour market.

## Call to action

Due to the high levels of need, Business in the Community is calling on companies to look at employment initiatives as a way to address key societal issues. A collaborative business response will allow for a great impact to be made on this social issue. Tina Roche CEO of Business in the Community and Michael Crothers, MD of Shell E&P Ireland are asking Irish businesses to engage on work placement initiatives.

- **Talk to your HR Director/Manager**
- **Sign up 1 placement for one day on Job Shadow Day 2015 (see [www.iase.ie](http://www.iase.ie))**
- **Trial 1 Work Placement in 2015 (see [www.bitc.ie](http://www.bitc.ie))**

*See our 5 Simple Steps to Work Placements on Page 15.*

## Incentives

The Government's National Action Plan for Jobs references the need for employers to promote the employability of groups that have experienced labour market disadvantage on discriminatory grounds e.g. age, race, disability etc. There are a range of grants, schemes and financial incentives available. An Employer pack can be downloaded from the Department of Social Protection's website – see Select Employer and Employer Pack. [http://www.welfare.ie/en/Pages/employers\\_home.aspx](http://www.welfare.ie/en/Pages/employers_home.aspx)

**BITC's Employment Programme** has over 12 years experience of helping companies run supported employment programmes. Our mission is to harness the power of Irish business to maximise its positive impact on all its stakeholders and society. We believe that Irish companies can make a strong contribution to people who are disadvantaged from the labour market by providing them with valuable work experience..



**We have a proven track record in delivering results**

#### Ready for Work

**400** people engaged

**60%** started work

**100%** of clients reported increased confidence

#### EPIC Programme

**1536** people engaged

**97** nationalities

**69%** of Clients found Jobs

#### Expert Team

We have a knowledgeable team of advisors that provide support to the client and company throughout the work placement period. We will work with your HR Manager and Corporate Responsibility Manager around how to get started, offering advice and guidance through the lifecycle of the programme.

#### What you will gain

From our decade of experience, we know that companies who get involved in our initiatives reap many benefits, these include:

- ✓ Valuable line management experience
- ✓ A more diverse and inclusive workforce
- ✓ Fresh thinking and new perspectives from workplace participants
- ✓ Increased motivation and job satisfaction
- ✓ Increased company pride and staff morale
- ✓ Building local trust and reputation.

#### Further Information

**Website** <http://www.bitc.ie/employment-programmes/>

**Email** [employmentprogramme@bitc.ie](mailto:employmentprogramme@bitc.ie)

**Phone** 01-8747232

## 5 Simple Steps to Work Placements

Here are the 5 Simple Steps to Work Placements.

### 1 Planning

- Be clear - think about why your company wants to do a work placement
- Get buy-in, appoint a senior champion at director or senior management level
- Involve your HR Director/Manager (essential)
- Meet with the employment co-ordinator from the partner organisation e.g. Business in the Community
- Have a job description outlining the role, tasks, responsibilities, skills and experience
- Assign a person to act as the work placement supervisor or buddy
- Plan a place to sit (if appropriate) and any equipment, uniform or I.T. set-up.

### 2 People

- The work placement supervisor or buddy needs to be enthusiastic about the role
- Give support to the work placement supervisor and have regular check-ins
- Communicate what is happening with HR and with all staff about the work placement role.

### 3 Placement Review

- Appoint a key contact for the company and for the client to review progress
- Hold regular review meetings between the company, client and employment co-ordinator
- Keep in contact with the employment contact and HR and provide feedback on any issues.

### 4 Professional Development

- Provide as many opportunities as possible for training and developing new skills
- Provide regular performance feedback to the client, identifying further areas for development.

### 5 Post Placement

- At the end of the placement, review with HR
- Provide a final appraisal for the client
- Give a reference or agree to act as a referee
- Give feedback to the employment co-ordinator on the placement including lessons learned, advice and possible next steps such as employment opportunities.

## Call to action

Contact us to see how  
your business can  
give one person an  
opportunity for a work  
placement.

Phone 01-8747232



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