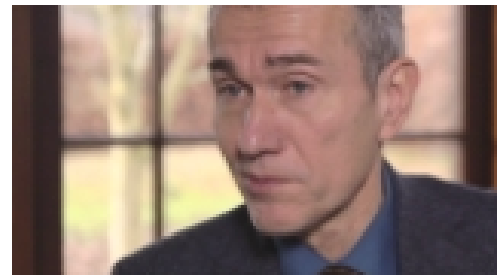


Social Investment Package

Type: [Shots](#) Référence: [I076105](#) Durée: 34:31 Lieu: [Birmingham](#) | [Lithuania](#)

Unemployment, poverty and social exclusion levels have reached record highs, placing people outside the labour market and society, while public budgets are under pressure. On 20 February 2013, the European Commission launched its Social Investment Package, calling all Member States to put more emphasis on social investment as part of their social policy reforms so as to better respond to the social emergency caused by the economic crisis and the longer-term demographic challenges Europe is facing. The size of the working age population in Europe is shrinking, while the proportion of older people is expanding rapidly.



This calls into question the way Member States can finance their social protection systems to ensure their sustainability and adequacy. Social investment means putting resources on those policies that enhance people's capacities to participate in society and the labour market. Aiming also to reduce poverty, social exclusion and inequality, the SIP package states that preventative services keep larger economic and social costs from arising in the future, and in the support of the common EU objective to lift at least 20 million people out of poverty and social exclusion by 2020.

HEURE	DESCRIPTION	DUREE
00:00:00	TITLE 1. Lieve Fransen Director for Europe 2020 social policies, DG Employment, Social Affairs and Inclusion, European Commission	00:00:04
TITLE Social Investment Package		
TITLE 2. Christa Randzio-Plath Lawyer Former Member of the European Parliament		
TITLE3. Fintan Farell European Anti-Poverty Network (EAPN) Director		
TITLE4. Frank Vandenbroucke Professor and Researcher Catholic University of Leuven (Belgium) Former politician (SP.A)		
TITLE5. Audrius Bitinas Lithuanian Vice-Minister of Social Security and Labour More info: //www.socmin.lt/index.php?98018699		
TITLE Project highlighted: 6. Multiregional Operational Programme 'Fight Against Poverty', Spain		
TITLE6.1 Valladolid general views		
00:07:13	Central Square (Plaza Mayor) and Town Hall (3 shots)	00:00:08

00:07:21	Miguel de Cervantes monument	00:00:07
00:07:28	Merry-go-round (2 shots)	00:00:07
00:07:35	Church and typical houses (3 shots)	00:00:14
00:07:49	Town fountain (3 shots)	00:00:08
TITLE6.2 Spanish Red Cross		
00:08:01	Exterior views of the CRUZ ROJA (Spanish Red Cross) (2 shots)	00:00:08
00:08:09	CV writing workshop. (The Spanish Red Cross mission is to be close to vulnerable people through medico-social and training actions.)	00:00:02
00:08:11	Candidates seeking work consult job search websites. (6 shots)	00:00:17
00:08:28	Expert provides the information and guidance needed to write a CV that will improve their chances of getting an interview or a job. (5 shots)	00:00:20
TITLE6.3 Spanish Red CrossMaika Sánchez Manager		
TITLE6.4 Cáritas Española, Valladolid		
00:09:57	Exterior views of CARITAS Valladolid Training Centre. (Cáritas focuses on personalised services, including training and job placement.) (2 shots)	00:00:09
00:10:06	Textile workshop: young women learn to work with fabric and acquire sewing machine skills. (2 shots)	00:00:07
00:10:13	Trainer shows a range of couture methods that (even) novices can master in a few sessions. (15 shots)	00:00:56
00:11:09	Social healthcare workshop: wide shot of the classroom (1 shot)	00:00:03
00:11:13	Participants train with dummy patients to assist them with moving, bathing, hair and skin care, oral hygiene, dressing, feeding, ... (12 shots)	00:00:59
00:12:12	Food service and bartender training. Young trainees at work. Trainees' responsibilities include: welcoming customers, providing them with menus, taking food and drink orders, and serving food and beverages. (15 shots)	00:00:50

TITLE6.5 Acceder ProgrammeThe Acceder Programme of the Fundación Secretariado Gitano (FSG) supports the initiatives of Roma persons to find employment and integrate into the Spanish labour market. In 2012, the project saw more than 2000 people access employment.**More info: [//www.gitanos.org/](http://www.gitanos.org/)**

00:13:06	Valladolid: Exterior view of the Rio shopping centre (1 shot)	00:00:02
00:13:08	Arrival of Mikel Borjas Borja, a 22 year old Roma who found a job thanks to the Acceder programme. (Acceder is a multiregional programme to help Spain's Roma population gain access to employment.) Mikel changes clothes. (5 shots)	00:00:32
00:13:39	Now Mikel is working as a cleaner at a shopping centre. (He completed the course 'Surface and furniture cleaning in buildings'.) Mikel carries out various cleaning tasks (windows, floors...) and maintenance. (13 shots)	00:00:41

TITLE6.6 ACCEDER ProgrammeMikel Borjas BorjaBeneficiary

TITLE6.7 ACCEDER ProgrammeAlberto González RoderoEmployment adviser

TITLE6.8 PROMOCIONA ProgrammePromociona aims at helping Roma pupils to finish compulsory education and continue to university.All players are involved in the project (students, families, schools and other social stakeholders) through educational and family orientation, or through extra tuition in small groups.**More info: [//www.gitanos.org/](http://www.gitanos.org/)**

00:16:26	Exteriors view of PROMOCIONA (Promociona is an educational support and guidance programme for Roma youth and their families.) (1 shot)	00:00:05
00:16:31	Parents-educator meeting. Teacher welcomes the family and discusses the student's results at school. Close-ups of family members and the Promociona website. (8 shots)	00:00:26
00:16:57	Remedial class. Teacher helps students who are having problems with advanced concepts to fully understand a subject. Interaction with students. (7 shots)	00:00:23

TITLE6.9 PROMOCIONA Programmelsabel Perez Martinez Education Adviser

TITLE6.10 Alberto DuránVice-president of Fundación ONCE

TITLE7. Project highlightedSupporting PeopleBirmingham City Council, UK

TITLE7.1 Birmingham general views

00:18:36	Birmingham: view over city	00:00:04
TITLE7.2 Birmingham City Council		
00:18:44	Exterior view of Kalvinder Kohli (Senior Services Manager Supporting People) entering Birmingham City Council building.	00:00:07
00:18:51	Kalvinder Kohli and colleague walk into office, chatting. K. Kohli is holding a Supporting People booklet. They sit down together at a desk.	00:00:07
00:18:58	Close-up Supporting People booklet cover page	00:00:04
00:19:02	K. Kohli and colleague in conversation at desk	00:00:04
00:19:06	Close-up Supporting People booklet, K. Kohli pointing at it	00:00:03
00:19:09	Close-up K. Kohli	00:00:04
00:19:13	Close-up colleague	00:00:02
00:19:15	Wide shot office space, K. Kohli walks to second colleague, discussion at desk (2 shots)	00:00:11
00:19:26	Close-up of Supporting People prevention project booklet	00:00:07
00:19:33	K. Kohli and first colleague walking down the corridor in discussion	00:00:13
TITLE7.3 Kalvinder Kohli Supporting People Senior Services Manager		
TITLE7.4 Fry Housing Fry Housing Trust is a charity providing supported accommodation and floating support services to those who are homeless and ex-offenders or are at risk of offending. The trust is active in West Midlands, Worcestershire and Warwickshire (UK).		
00:22:00	Stuart (Fry Housing beneficiary, ex-prisoner), preparing vegetarian wraps in 'Change Kitchen', with a colleague and the Change Kitchen founder Birgit Keherer (6 shots)(ChangeKitchen CIC is a vegetarian catering service. It is a social enterprise, registered as a community interest company, set up by the Birmingham charity, SIFA Fireside.)	00:00:34
00:22:33	Close-up of plaque of HMP Birmingham prison.	00:00:02
00:22:35	Exterior view of HMP Birmingham prison, Rob Harris (Services Manager Fry Housing) walks out of prison main entrance, towards the camera	00:00:09
00:22:44	Stuart in the kitchen of Fry Housing's supported housing with 3 other former prisoners during breakfast club, preparing English breakfast. (5 shots)	00:00:21

00:23:05	Stuart enters common room of supported housing with breakfast plate, joins 3 other former prisoners at the table. They eat breakfast together, conversation (4 shots)	00:00:16
00:23:21	Different posters of supported housing group activities and training (3 shots)	00:00:11
00:23:31	Stuart, Tom and Rob Harris in conversation in the common room.	00:00:17
TITLE7.5 Rob HarrisFry Housing, West MidlandsServices Manager		
TITLE7.6 'Stuart' Fry Housing beneficiary		
TITLE7.7 St BasilsSt Basils works across Birmingham, Solihull, Sandwell and Worcestershire to prevent youth homelessness by providing a range of prevention services, support services and supported accommodation.		
00:25:59	Liam Brown (Beneficiary of St Basils) working at Interserve construction site with colleagues. (9 shots)(Liam has full-time employment as a trainee electrician with Interserve)	00:00:37
00:26:35	Liam walks into main entrance of Youth Hub, St Basils church. View of St Basils plaque above the door. (St Basils Youth Hub is a multi-agency service and the first contact point for homeless youth reaching out to the support services of St Basils. Here, advisors undertake comprehensive assessments of the individual's risks and needs)	00:00:04
00:26:40	Liam sitting in Youth Hub foyer. Youth Hub adviser welcomes him and takes him to the office.	00:00:07
00:26:47	Liam and adviser in Youth Hub office in front of computer screen in discussion. (6 shots)	00:00:15
00:27:02	Liam at Edmonds Court. In computer room, working on the computer with his key worker Jane Denver. (5 shots) (Edmonds Court Foyer: funded by Supporting People, provides supported accommodation, learning opportunities and independent living skills training to young people aged 16 to 25 who are at risk of becoming homeless)	00:00:12
00:27:14	Exteriors view of Trinity Court. Liam entering the building(Trinity Court: accommodation scheme aimed at helping young people make the final move to independence. No staff on site, allowing young people to get a taste of independence, whilst still having the opportunity to access support from staff. Scheme is aimed at young people who are in employment. with part of their weekly rent cost	00:00:12

	employment, with part of them being sent back placed in a trust fund.)	
00:27:26	Office of Jean Templeton (Chief Executive, St Basils) at St Basils headquarters. Colleague enters her office, sits down next to Jean Templeton, they discuss things at her desk. (5 shots)	00:00:29
00:27:55	Jean Templeton, colleague and second colleague at meeting table in her office, discussing St Basils booklet in front of them (9 shots)	00:00:30
TITLE7.8 Jean Templeton St Basils Chief Executive		
TITLE7.9 Liam Brown St Basils beneficiary		
TITLE8. Additional footage on social investment		
00:31:16	Early-childhood education (Hungary): The Rainbow Books project aims at raising the awareness among children and their families about societal issues, such as death, handicaps... Here, young mothers and their children attend an information session in a kindergarten (5 shots)	00:00:13
00:31:29	Education (Hungary): a teacher reads a book in order to raise kids' awareness of disabilities (7 shots)	00:00:32
00:32:01	Education (Hungary): Children playing in the school grounds including their school mate with Down syndrome. (3 shots)	00:00:13
00:32:14	Education (The Netherlands): a young boy receives extra lessons at home. (5 shots)	00:00:22
00:32:36	Social support/service (UK): Young Dad's TV is the information and guidance service for young fathers (below the age of 25) from the UK. It offers online support for young dads, designed and made by the young dads themselves, and defines the problems faced by young dads. (11 shots)	00:00:27
00:33:03	Employment counselling (The Netherlands): a young woman is being trained to write her CV and covering letters and find a job. (7 shots)	00:00:32
00:33:35	Handicap / Healthcare (Germany): Discovering Hands, social innovation (healthcare) project in Germany; visually impaired people are trained to detect early signs of breast cancer. Examinations are more efficient and cheaper for the healthcare system. (10 shots)	00:00:22
00:33:57	Healthcare: an old woman receives support from a healthcare worker at home. (5 shots)	00:00:34

