

Have your say on reinforcing Social Europe

With Company | December 2020

About With Company



We are a Lisbon based company committed to improving individuals, organisations and ecosystems, in order to (re)question societal needs and drive us to better futures.

It's in our name: we do it with scaled collaboration and mutual inspiration. The unknown is our playground, and we grow better when we play together.

Learn more at: www.with-company.com

Two weeks ago we hosted an internal workshop so that everyone could contribute with ideas to the “Have your say on reinforcing Social Europe”.

We hope these can help.

WHY DO WE HAVE SOMETHING TO SAY?

Our participation in this initiative comes from our desire to be true to our commitments, reinforcing our values and having a broader - and better - impact within our society.

All ideas present throughout this document can be freely used by anyone.

HOW DID WE DO THIS?

Following our usual way of working, we gathered a diverse team, composed by designers, CEOs, psychologists, human resources professionals and developers, to ideate solutions for some of our current social issues.



WHAT DO WE HAVE TO SHARE?

We were able to develop at least one idea per chapter* of the European Pillar of Social Rights, and to build up a list of raw ideas.



*equal opportunities and access to the labor market, fair working conditions and social protection and inclusion

OUR IDEAS



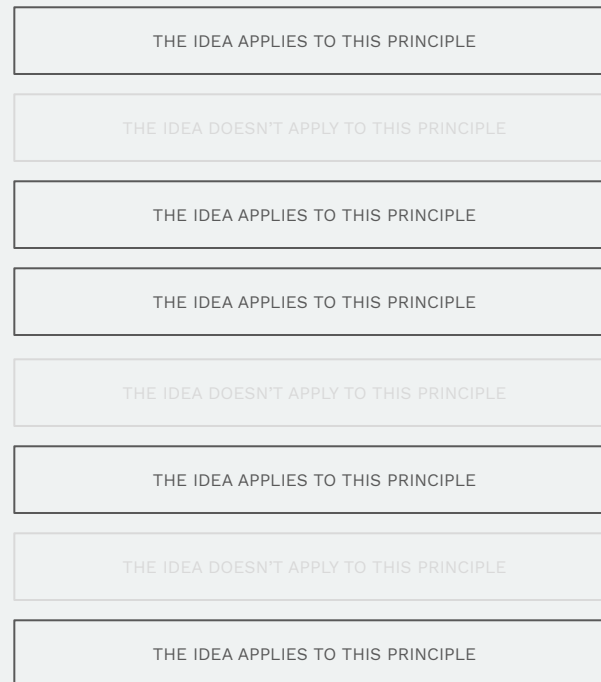
How to read this presentation⁽¹⁾



In each slide you will find a title⁽¹⁾ that tries to sum up the broad concept of the idea, followed by two scales⁽²⁾ that evaluate the idea according to its geographical application (local or EU level), and which types of organisations are needed for it to happen (public or private).

On the right side, you can see, highlighted, the principles addressed⁽³⁾ by the idea being described.

(3)



EQUAL OPPORTUNITIES AND ACCESS TO THE LABOUR MARKET

EDUCATION, TRAINING AND LIFELONG LEARNING

GENDER EQUALITY

EQUAL OPPORTUNITIES

ACTIVE SUPPORT TO EMPLOYMENT

Democratise the Internet

LOCAL ——— ◆ ——— EU PRIVATE ——— ◆ ——— PUBLIC

Nowadays, internet has become an essential tool for every aspect of people's lives. However, it's not accessible to everyone, which makes it a privilege and equal opportunities a dream yet to come true.

With the support of european legislation, operators should be providing free access to internet to some households, namely the ones that present low income and are composed by students, unemployed people, old people facing social isolation, people in remote areas, among others.

As internet is not considered an indispensable good, it still suffers from high taxes, something that could be an alternative to free access in some cases.

THIS IDEA APPLIES TO:

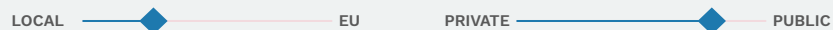
EDUCATION, TRAINING AND LIFELONG LEARNING

GENDER EQUALITY

EQUAL OPPORTUNITIES

ACTIVE SUPPORT TO EMPLOYMENT

Continuous learning



A growth mindset is what allows people to continue to search for new learnings throughout their lives. And this search for development should be encouraged and fostered.

We propose the creation of a digital platform that allows for this continuous development of individuals. In this platform people will have access to content related with hard skills, soft skills and life skills (like politics, financial literacy, how to prepare for the first job or how to go back to the job market after a long period of unemployment).

Besides on demand content, a network of volunteers could work as mentors to guide people through different aspects of life.

THIS IDEA APPLIES TO:

EDUCATION, TRAINING AND LIFELONG LEARNING

GENDER EQUALITY

EQUAL OPPORTUNITIES

ACTIVE SUPPORT TO EMPLOYMENT

FAIR WORKING CONDITIONS

SECURE AND ADAPTABLE EMPLOYMENT

WAGES

INFORMATION ABOUT EMPLOYMENT CONDITIONS AND PROTECTION IN
CASE OF DISMISSALS

SOCIAL DIALOGUE AND INVOLVEMENT OF WORKERS

WORK-LIFE BALANCE

HEALTHY, SAFE AND WELL-ADAPTED WORK ENVIRONMENT AND DATA
PROTECTION

Easy access

LOCAL —◆— EU PRIVATE —◆— PUBLIC

Any kind of physical disability is still something that prevents the access to work and other day to day activities. So we propose an inclusion and accessibility fund so companies can have access to and incorporate more inclusive infrastructure designs. On top of that, this fund should also be used to implement technology and as an incentive to foster a more diverse workforce.

Even though the best way to foster diversity and inclusion is to face people from our outer group, all of the above activities should be followed by formal training in order to prepare people to deal with and reverse their bias.

More info in the next slide >

THIS IDEA APPLIES TO:

SECURE AND ADAPTABLE EMPLOYMENT

WAGES

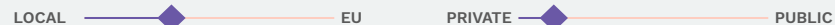
INFORMATION ABOUT EMPLOYMENT CONDITIONS AND PROTECTION IN CASE OF DISMISSALS

SOCIAL DIALOGUE AND INVOLVEMENT OF WORKERS

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Easy access



All of this should be followed up by a *commitments' letter*, where each company registers, monitors and evaluates their efforts, ensuring the companies' continuous improvement in this matter.

Moreover, we need some external push for companies. Awards like Great Place to Work should consider and evaluate companies effort towards a more diverse and inclusive space.

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SECURE AND ADAPTABLE EMPLOYMENT

WAGES

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SOCIAL PROTECTION AND INCLUSION

CHILDCARE AND SUPPORT TO CHILDREN

SOCIAL PROTECTION

UNEMPLOYMENT BENEFITS

MINIMUM INCOME

OLD AGE INCOME AND PENSIONS

HEALTH CARE

INCLUSION OF PEOPLE WITH DISABILITIES

LONG-TERM CARE

HOUSING AND ASSISTANCE FOR THE HOMELESS

ACCESS TO ESSENTIAL SERVICES

Access to food

LOCAL ——— ◆ ——— EU PRIVATE ——— ◆ ——— PUBLIC

A cross-over between *Too good to go*, *open banking* and *savings*.

Based on how some neo-banking apps allow you to round-up spending in order to save money, the idea is to develop a social grant using the same round-up system - whenever someone pays for something at a grocery/supermarket, that person can opt to round-up the payment and the difference will contribute to a social grant available for people in-need that can then access food in that specific grocery/supermarket.

More info in the next slide >

THIS IDEA APPLIES TO:

CHILDCARE AND SUPPORT TO CHILDREN

SOCIAL PROTECTION

UNEMPLOYMENT BENEFITS

MINIMUM INCOME

OLD AGE INCOME AND PENSIONS

HEALTH CARE

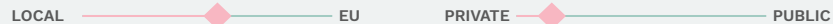
INCLUSION OF PEOPLE WITH DISABILITIES

LONG-TERM CARE

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ACCESS TO ESSENTIAL SERVICES

Access to food



How could this work?

Individuals set their donations preferences for future purchases — *how much do you want to contribute per cart?* — in their bank app and/or in the grocery/supermarket custom app. People in need can either get food directly from the shop, with the help of the fund, or get the products from institutions that collect things within the retailers and then distribute them.

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ACCESS TO ESSENTIAL SERVICES

State budget for equality

LOCAL ——— ◆ ——— EU PRIVATE ——— ◆ ——— PUBLIC

Why can't we have a state budget to ensure equal opportunities (but for real), like we have for other parts of society? The purpose of a budget centred on equality would be to promote and push for diversity and inclusion measures, in order for, with time, narrowing the main cleavages present in today's society.

We believe equal opportunities should start in childhood. Although things like access to education is widely implemented and proclaimed, it must go beyond guaranteeing the opportunity to attend school. Children need to have access to basic tools, such as computers, activities and resources still out of reach to a part of European populations.

More info in the next slide >

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ACCESS TO ESSENTIAL SERVICES

State budget for equality

LOCAL ——— ◆ ——— EU PRIVATE ——— ◆ ——— PUBLIC

On top of this, we thought of something that we called *School for Life*. To attend school, even with access to all the resources, may not be enough, specially for children from poorer families or excluded minorities. Usually, these families aren't able to give proper support to children, mostly due to lack of knowledge, experience and time. School must have a role in leveling the playing field for this children. We can start helping by introducing late teens to the professional world in a more clear and clarifying way, as well as to provide coaching so these soon to be job seekers can succeed.

This budget should also be used to promote initiatives purposely to try bringing different groups of people closer and discouraging society's stereotypes.

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CHILDCARE AND SUPPORT TO CHILDREN

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UNEMPLOYMENT BENEFITS

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INCLUSION OF PEOPLE WITH DISABILITIES

LONG-TERM CARE

HOUSING AND ASSISTANCE FOR THE HOMELESS

ACCESS TO ESSENTIAL SERVICES

AND SOME MORE IDEAS





Equal opportunities and access to the labour market

Simplify bureaucratic processes, through the promotion of the communication between entities, both public and private. With the creation of automation systems and communication APIs we could improve the life of users of social services as well facilitate the entities' role.

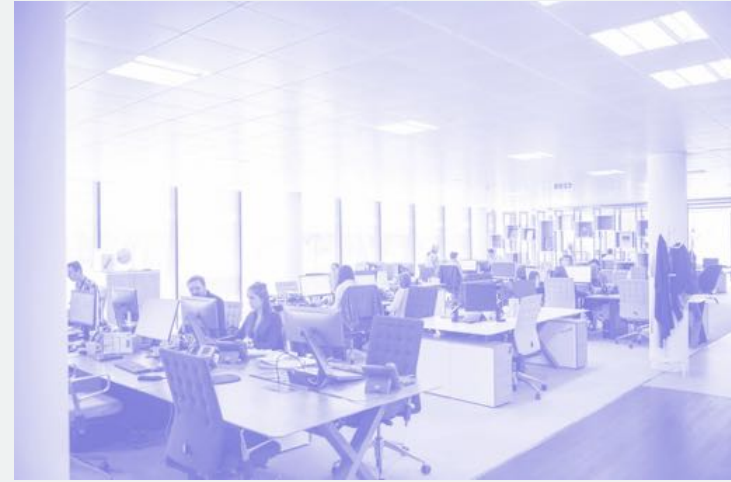
For instance, in Portugal, when someone loses their job they need to interact with three different entities, at least, which slows down the process to begin the search for a new job and overloads entities with paperwork that could be done by a click on the computer.



Fair working conditions

In a time where mental health is starting to be on the spotlight, and considering the amount of time we spend on our jobs, we should implement simple routines that can have a positive impact in our lives. How? We can start with something as simple as the promotion of job rotation within organisations in order to foster peer empathy and a healthier work environment.

There should also be mechanisms that trigger a mindset shift from focus on the task to focus on the output so people can become more autonomous and reduce the job induced stress . This should be reflected in HR policies, such as job evaluation and flexible work hours, with the support of proper legislation, to reinforce workers' rights.





Social protection & inclusion

Companies could share their office space with children so they would have a safe place to study, while being inspired by the work environment, and flow of ideas/execution.

Create a broader awareness regarding inclusion and social protection, by putting people into contact with different social groups through initiatives like speed blind friendship dating.

SOME CONCLUSIONS FROM THE INTERNAL WORKSHOP

- Most people may not be attuned with the entire spectrum of social disadvantages.
We can't fight what we can't see;
- The promotion of social support sometimes can become tricky, we don't want to perpetuate the preexisting conditions, rather **we want to break the patterns;**
- We already have some tools and policies to ensure social support that people may not know about and would like to (we learned about some of them during the development of this presentation);
- The pandemic context accentuated the importance of stronger social rights;
- When we talk about “people in need” it's not all about money. We should not look away from the families (specially children) that are financially stable but nonetheless have other needs (for instance mental health, domestic violence...).



with company



**we are transformative
by design**



**because what
we care about**

is everyone's
business

with company Transformative
by Design

Thank you.

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