

The intermediate body provisionally calls twice a year – under [www.bagfw-esf.de](http://www.bagfw-esf.de) – for interested parties to submit their applications.

Within this period potential project sponsors can express their interest by submitting a form and a description of the project.

Expressions of interest received are examined and evaluated by the intermediate body and processed for voting by the steering group.

The steering group is made up equally of representatives from participating Federal Ministries and representatives from the six central non-statutory welfare organizations.

If the steering group recommends support for a project, the sponsor is requested to submit a main application at the Federal Office of Administration (BVA).

### Which criteria are used for evaluating project proposals?

Proposals are evaluated on the basis of a points system which covers the following criteria:

- Current situation and need for action
- Action plan and project aims
- Added value of the project
- Concept for gender mainstreaming
- Concept for demographic change
- Sustainability strategy
- Suitability of project sponsor
- Previous project experience
- Work and financial plan

The implementation of the “rückenwind” programme is coordinated by an intermediate body within the Federal Association of Non-statutory Welfare. The intermediate body is the first point of contact for all questions relating to the programme and offers detailed advice as part of the EOI process.

Furthermore, each central non-statutory welfare organization has a “steering official” who is the contact for project proposals from the respective association members. The contact details for the steering officials are given on the website of the intermediate body (ESF-Regiestelle).

### Who to contact

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For more information go to: [www.bmas.de](http://www.bmas.de) and [www.esf.de](http://www.esf.de)

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*rückenwind*  
*Für die Beschäftigten  
in der Sozialwirtschaft*

(For employees  
in the social economy)

**ESF programme for human  
resource development  
in the social economy**

## The “rückenwind” programme

As part of the operational programme of the Federal Government for the 2007-2013 funding period, the Federal Ministry of Labour and Social Affairs (BMAS) has agreed to promote the ESF programme “rückenwind – for workers employed in the social economy” in conjunction with the Federal Association of Non-statutory Welfare (BAGFW).

### What is it about?

The programme supports personnel development projects in the not-for-profit sector of the social economy and is a response to several key challenges confronting the sector: on the one hand this is a growth sector, since there is increasing demand for personal services due to the ageing of society. On the other hand, the available manpower is decreasing as a result of demographic change overall, which makes it more and more difficult for the social economy to recruit qualified professional and managerial staff.

Against this background, 60 million Euros were set aside from ESF and Federal Government funds for personnel development projects, with the purpose of safeguarding the quality of social services and promoting the adaptability and flexibility of employees.

## Areas of funding

### What can be funded?

Personnel development projects in the following areas are eligible for funding:

- Vocational qualifications, advice and coaching to improve and safeguard the adaptability and employability of older professional and managerial staff in particular; qualification of HR managers and executives in matters relating to age-appropriate personnel development.
- Development of concepts for the introduction of healthy working conditions in facilities within the social economy, with the particular aim of increasing the length of time workers in the care sector remain in the profession.
- Targeted concepts for safeguarding and intensifying the recruitment of new professional and managerial staff in the social economy, particularly persons with a migration background and disadvantaged young people, too.
- Qualifying support for HR managers and executive staff with the development and implementation of concepts for personnel recruitment and retention in light of the threat of a shortage of skilled workers; qualification of executive staff in diversity management.
- Qualification of HR managers and executive staff in the analysis of educational/training needs as well as educational planning and advice to improve participation in life-long learning in companies, services and facilities.
- Support and qualification of women in management positions.

## Conditions of funding

### Who qualifies for funding?

All non-profit sponsoring bodies which belong to one of the six central non-statutory welfare organizations, as well as other non-profit-making sponsors active in the social economy are eligible to apply.

### Things to bear in mind

- The maximum funding period for projects is three years.
- Only projects which have not yet started are eligible for funding.
- No projects for which there are already statutory or public financing regulations in place (e.g. training measures, courses of study, state-certified further training) may be supported.
- Measures for jobseekers and qualifications for voluntary workers and individuals will not receive funding.
- No compulsory obligations on the part of the project sponsor are eligible for support.
- The level of funding given for projects is limited to a maximum of 75%. The actual grant level depends on the nature of the activity and target group of the project.
- Projects must actively take into account the ESF’s horizontal objectives in terms of gender mainstreaming, demographic change and sustainability.