

Social and professional reintegration in the salad bar „MANO GURU“



VŠĮ „Socialiniai paramos projektai“
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Mano guru model of reintegration/reinsertion

MANO GURU is working with the ex drug addicts social reintegration 11 years – financed by 6 ESF projects = creation of a innovative model for the integration in to the labour market of socially excluded persons.

Mano Guru model's core element - the importance of a social reintegration phase coming after the social and psychological rehabilitation in a closed community.

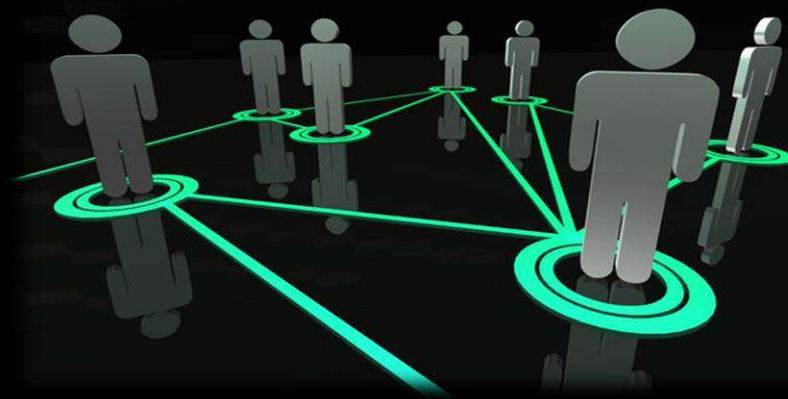


Reintegration:

The reintegration through professional inclusion is integrated, inherent and compulsory part of the overall psychological and social rehabilitation proces.

The reintegration stage is interconnecting the cure and the rehabilitation with the retourn to a meaningfull life.

Cure/detoxication + rehabilitation + reintegration = should be an uninterrupted and continuous process.



psycho-social rehabilitation process:

Medical detoxication → Motivation

→ rehabilitation in a community →

reintegration/reinsertion in

professional life →

Back to life





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Transnational experience

Reintegration process is successfully implemented in Italy, France, Greece, where after having been living in a closed rehabilitation community (6-9 months) project participants are redirected to open reinsertion centers and are receiving those services:

- accommodation;
- acquisition or rebuilding of professional skills;
- intermediation, consultation and information;
- training at work place;
- employment;
- work in a self support groups or other anonymous groups.

Those examples have inspired and contributed to the creation of an original MANO GURU reintegration/reinsertion model.

MANO GURU reintegration model

main principles on which should be based the reintegration through work process :

- integral;
- continuous;
- in a non protected environment;
- specific;
- permitting self-education and personal development;
- providing professional and working skills.

Professional and work reintegration it's a process giving meaning to the medical treatment and rehabilitation, finalising those processes and empowering a person to come back to life and society.



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MANO GURU innovative social enterprise model

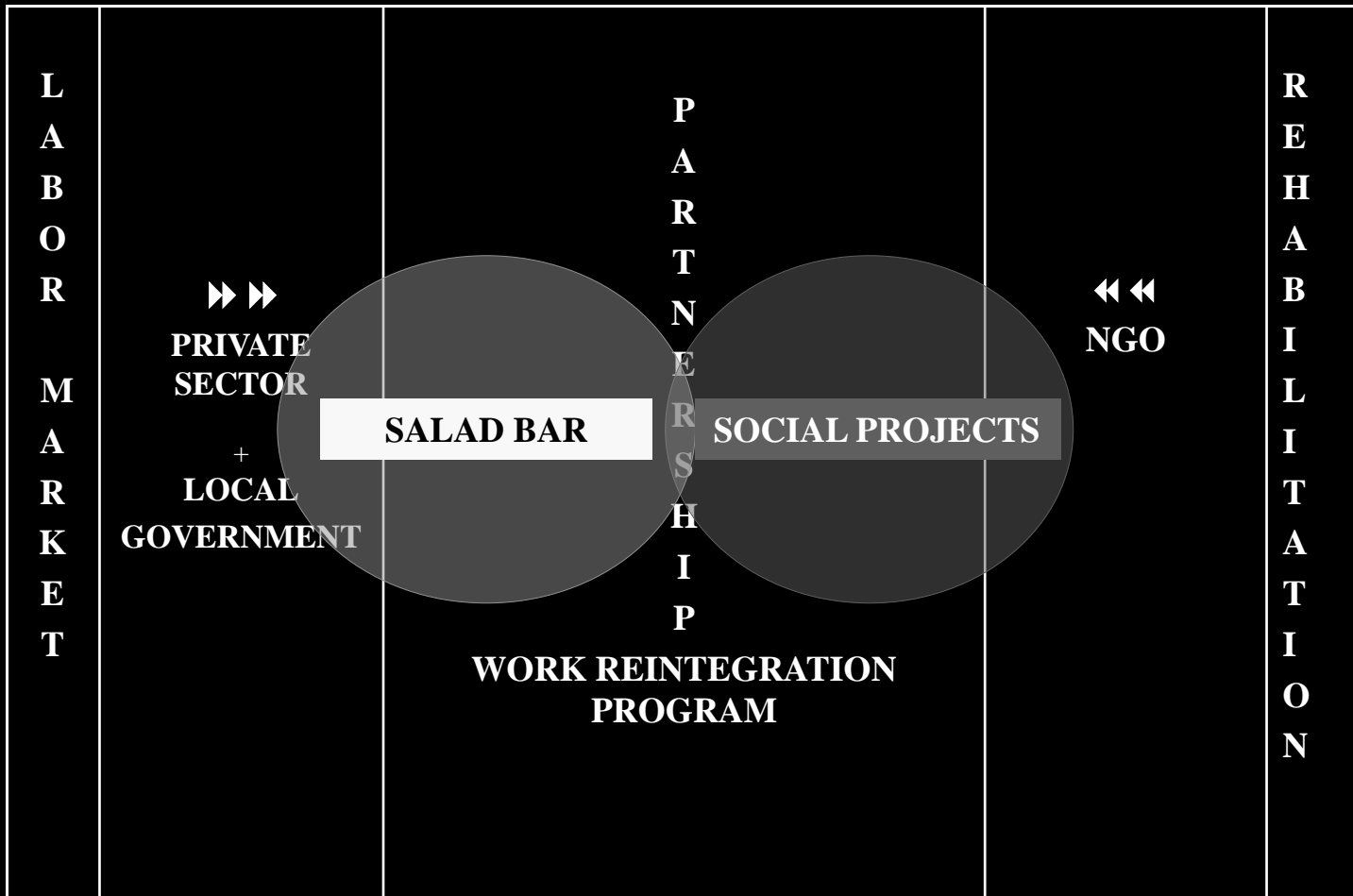
The innovative social enterprise model is established on a private and public sectors partnership, inspired by Italian social cooperatives. The enterprise is partly able to self-finance its social activities but main resources are coming from projects.





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MANO GURU social enterprise model





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MANO GURU social enterprise model

Business objectives

- Providing services to the market
- Necessity to keep competitiveness
- Necessity of financial stability
 - partnership = investment
 - activity = self finance

Social objectives

- Reintegration in a protected environment
- Training on a work place
- Individual development
- Specialist's aid
- Material aid
- Friendly atmosphere
- Social and cultural function
“window to the city”

MANO GURU work method

Work instruments:

- Program destined to train project participants in a work place through mentorship : cook, bartender and waiter professions
- Motivation program to work and have legal incomes
- A special program for mentors and other personnel to support them



MANO GURU model added value

- Creation of an effective mechanism for integration of our TG
- Creation of a sustainable professional reintegration model
- The model of social enterprise is functioning well associating private and public sectors
- Established a good cooperation relationship with probation authorities
- The initiative is contributing to the reduction of criminality
- The initiative is contributing also to the society's general tolerance towards the TG



MANO GURU model's universality

- Other target group
- Other social enterprises, other sectors;
- Possibility to transfer the model to another context;
- Continuous improvement of work instruments;
- Possibility to create a regional



MANO GURU model results after 11 years

Since 2004 „Mano guru“ project had about 400 participants, and about 80 percent successfully integrated into society and the labor market.

Success reason - the consistency of the model, and complex assistance: from treatment in rehabilitation until work/professional reintegration in particular workplace and continuity of becoming employed;

These integration projects would not be possible without ***Vilnius City Municipality, Ministry of Social Security and Labour, Vilnius Center for Addictive Disorders and European Social Fund.***



MANO GURU work acknowledgment:

- 2009 and 2010 Vilnius residents and visitors nominated and winner of most hospitable cafe in Vilnius city;
- prestigious award the **Regio Star 2010 contest**, „Mano guru“ nominated one of 6 best in Europe implemented social integration projects;
- **European Enterprise Awards 2011** „Mano Guru“ became the winner in responsibility and integrating the entrepreneurship category;
- Winner in „**Europos burės 2013**“ contest for „Open roads“ category.



Going more in-depth

- Specific challenges for the recovery from addictions – on **individual** level
- Specific challenges for the recovery from addictions and social exclusion – on the **institutional** level

Drug abuse causes

- Pursuit of pleasure: *“...it seemed to me, that I discovered the real pleasure...”*
- Running from reality and their feelings: *“...escape from myself calm down, forget ... It was good then...”*
- Exaggerated and distorted self-assessment: *“I felt like i was very cool...”*
- Uncertainty of the role in social society: *“public fear, fear to remain single”*
- Low self-esteem, the absence of love for yourself: *“...i was not confident of my self...”*
- Asocial environmental impact: *“I was there, where offenses, a lot of crime and my lifestyle had to lead to drug”*
- Parental influence: *“...parental discord, disagreement, parents' divorce .. I thought they never loved me...”*



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Recovery from addiction causes

- The fear of death and new desire to live: *“...to change my life or die...”*
- Family bereavement fear: *“I realized that I am losing my family...”*
- „Bottom” achievement, which led to reflections *“last 4 days staying overnight in the staircase, I became nothing to my self...”*
- Health problems: *“...felt weakness in my eyes, a damaged to my heart, all consequences inside my body...”*
- Honesty: *“...first had to admit it to myself, than i told it to my mom...”*
- Friends and family help; *“family took me to a rehabilitation ...”*
- Trust the superior force: *“I realized that I can not overcome the addiction ... I surrendered to someone stronger than myself and more than myself ... God”*

Low self-esteem
<I was underestimated myself at the time of consumption, there was no self-esteem ..>

Excessive self-esteem
<I experienced my power, I felt precedence over the other ..>

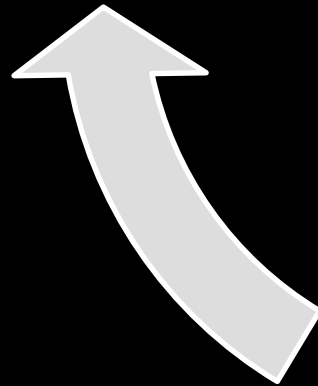
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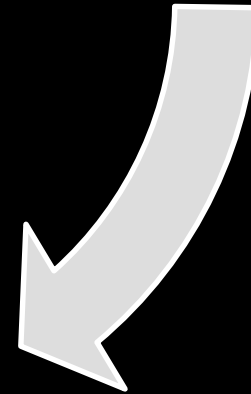


Accept
yourself

Changes of
relationship
with family
and friends



Awareness
and
responsibility



The need for complex support and it's tools



Specificity of MANO GURU model

All the attention is oriented towards the needs of the target group.

People with addictions facing with various problems at the same time: medical, social, psychological, financial, professional, personal, familial and at the end their are facing the reintegration into society. Those complex problems can be solved only in a **complex way**.

During the reintegration phase it is important to work together with the project participant in order to search for comprehensive solutions.





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MANO GURU services for the target group

- Theoretical and practical training to get the profession (cook, waiter, bartender, woodworker, builder finisher);
- Working practice and first job;
- Real operating experience, diploma, recommendation for employer;
- Social worker, psychologist help and consultation, group therapy;
- Participants are encouraged to take responsibility for their own lives and try to learn how to deal with it and earn their own money;
- Assisting release the creative powers, promoting initiatives and independency;
- Teach social skills: respect, communication, understanding, teamwork and ect.

Problem: Attention is drawn to the need for accommodation in the reintegration phase

Conclusions:

Each situation is very individual in analysing the causes of addiction.

Drug use concerns individuals with lower self-esteem and leads to distorted self estimation.

So recovery process firstly is based on self-esteem recovery.

In parallel, there is a complex of social problems that have to be solved to ensure the reintegration in to the society

Going more in-depth

- Specific challenges for the recovery from addictions – on **individual** level
- Specific challenges for the recovery from addictions and social exclusion – on the **institutional** level

Institutional level: What's next?

- A good, experience based, improved, theorized and sustainable model
- Added value would be to inspire, to transfer and to multiply this model
- Transfer the model to other enterprises, other organizations or other sectors
- It hasn't been done till now....

Multiplier effect?

Social enterprise

- We do have social enterprise's, working in the sector of people excluded from the labour market
- Especially they have been developed in the work with disable people
- There is a need to develop such structures for the drug ex drug addicts integration



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Development of the social enterprises and the sector in general

- Which should be:
- **transitive** - destined to train people on the work place, provide them other needed services and then reinsert them into the regular labour market
- **dedicated** to its social purpose, together with the possibility to grow as an normal enterprise
- **specifically** supported for that purpose, and may be not any more by the structural funds means, but by the regular commands from the public/municipal sectors

The role of ESF ?

- Could be to provide pathways, give instruments and means for the development of such enterprise's
- Support their creation
- Support the development and infrastructure

- And then, the national and municipal authorities could continue to finance the integration of socially excluded people through these enterprises

Social franchising

- The instrument for this is social franchising :
- Franchising is first and foremost a way of transferring knowledge and experience from one successfully enterprise to another. The franchisor gives the franchisee the right – but also the obligation – to operate a business according to the franchisor’s concept. The franchisee, for a fee, may use the franchisor’s name and trademark, know-how, business methods and techniques, way of working and other rights. The enterprise receives support and training, and (not least) the further development of the concept.



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Social franchising

- The social franchise is normally set up not to maximise profits, but to enable people to work together and share ideas. The founder is driven by a social goal, such as the employment of excluded people, the democratisation of the economy or tackling climate change. As such the social franchise has a social purpose and is often owned by its social franchise members but it is also a business that makes profits. Without these profits, it could not survive and grow and meet its social aims...

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