



UtilDeco GROUP S.R.L.

Case study

1. General information

UtilDeco Group SRL is a protected unit sheltered company and one of the largest social insertion enterprises in Romania, established and controlled by "Alături de Voi Foundation" Romania (ADV), in 2008, as an employment solution for young people with disabilities, those who come from the child protection system or from families with problems.



The beneficiaries of UtilDeco are young people with disabilities, young people from the child protection system, young people from vulnerable groups (including NEETs) or other people with disabilities or from vulnerable groups. On the one-stop-shop principle, a disadvantaged person or from the placement center can access a package of services for a multitude of problems: social, psychological, educational, vocational guidance, qualification, employment and workplace assistance.

Since its appearance in 2008, in the midst of the economic crisis, UtilDeco has created more than 150 jobs, more than half of which for people with disabilities and other vulnerable categories, and has trained hundreds of young people in sheltered workshops, proving that social enterprises of insertion can create solutions in difficult times.

The economic activity of UtilDeco consists in offering the following types of products and services on the market:

- Textile work equipment
- Digital printing (advertising materials, typeset, volumetric letters, catalogs, brochures, calendars);
- Physical, electronic archiving and document storage;
- Coffee beans, freshly roasted, in the Opya roaster – the latest product available in the UtilDeco portfolio, starting from November 2021.





UtilDeco's clients are companies with over 50 employees and public authorities in Romania, who can purchase products and services made through the own activity of disabled persons employed within the UtilDeco authorized protected unit and thus benefit from cost settlement within the limit of 50% of the amount of the disability tax that I pay monthly.

UtilDeco has 32 employees, of which 18 are from vulnerable categories, respectively:

- 17 people at risk of losing their ability to meet daily living needs due to illness or disability
- 1 person from the child protection system

2. The insertion model/program and the professionals who support it

The prevailing model of insertion envisages the creation of permanent jobs, which are sustainable alternatives for disadvantaged workers in the open labor market.

The insertion program within UtilDeco is represented by an integrated package of social and employment services, such as:

- counseling and professional guidance;
- testing of work capacity, with the CASPER battery (complex tool for evaluating people with disabilities, which allows the outline of an "occupational profile" and the identification of the most suitable job);
- job coaching – assistance from specialists both for persons with disabilities or from other vulnerable groups employed within the protected unit, as well as for the coordinators of the departments where the persons were employed.
- support from the point of view of socio-professional integration, through workplace training and participation in specialization (internal or external) or personal development courses.

The team responsible for insertion consists of: a psychologist, a social worker, two coordinators and four team leaders.

The team leader is the professional in the organization responsible for training disadvantaged workers in vocational skills. He is part of the team responsible for the implementation of the insertion program, consisting of a psychologist, a social worker and a mentor (head of department).





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Team leaders are responsible for the integration of new employees into the team and for supporting them in learning the professional skills necessary to carry out their work tasks. They interact with disadvantaged workers directly during working hours.

Team leaders are empathetic, communicative, patient, people-centered, supportive, with a good ability to organize and adapt messages and information to the particularities of employees.

The insertion counselor is a position within the organization as a support for the disadvantaged worker. It has responsibilities such as:

- carries out counseling and professional guidance,
- create an "occupational profile" and job matching,
- provides assistance at the workplace, after employment, both for the vulnerable person and for the other team members for a better adaptation to the work environment and the team

These responsibilities are the responsibility of the two psychosocial specialists in the organization, namely the psychologist and the social worker.

3. Beneficiaries and support services for them

The organization's beneficiaries are generally people with disabilities or other vulnerable groups facing health or family problems, as well as young people coming from the child protection system.

The main support provided is the acquisition of financial independence as a result of employment for an indefinite period. For newly employed people, in various risk situations (of becoming homeless as a result of leaving the placement center, the impossibility of paying a guarantee in order to rent a home, the lack of self-management skills, etc.) additional financial support is provided for a period determined by paying rent, security or utilities.

Employees facing various family or social problems benefit from counseling and referral to other social services in the community.

These responsibilities fall to the two specialists in the psychosocial field (psychologist and social worker).

All jobs available within UtilDeco are also open to people with disabilities or from other vulnerable groups. Currently, people from the vulnerable group are employed in the positions of garment maker, manual bindery ironer, archivist, financial assistant, OSH manager.

