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SUPPORTED EMPLOYMENT OF „API“ MEMBERS IN METAL INDUSTRY IN BRODSKO POSAVSKA COUNTY

ZAPOŠLJAVANJE UZ PODRŠKU „UPI“ ŠTIĆENIKA U METALNOJ INDUSTRIJI U BRODSKO POSAVSKOJ ŽUPANIJI

ABSTRACT

Nowadays economic uncertainty, everyday testimonies about permanently increasing number of unemployed, lack of a legal framework, prejudice and limited financial support in Brodsko Posavska County, it's almost impossible to imagine that even a small group fighting for employee status. The Association for Promoting Inclusion (API) is a non-governmental and non-profit organization based on the philosophy of inclusion according to which people with intellectual disabilities have the right to be equal and active members of the society. Metal industry is one of the largest and most important industries, together with agriculture, in Brodsko Posavska County. Through history this industry was and still is one of the main drivers of the economy. Basic role and importance of entrepreneurial orientation is in creation of social values and characteristics of social entrepreneurs, their motivation and ethical frameworks.

This paper will point out two facts. First one is that social entrepreneurs can be unusual kind of leader ahead of its time, which will encourage new initiatives, create certain transformations within their sector, and gather and connect people who want to contribute to the creation of social value on the principle of permanent sustainability. Another is that the society creates new values and attitudes, and finally provides opportunity to people with different types of intellectual disabilities to get a chance to be equal, and not isolated or rejected.

In this paper will be conducted primary research by survey and interview in enterprises in the metal industry and API in 2013 in order to: analyze aspects of social entrepreneurship, with an entrepreneurial orientation within creating of social value; analyze the benefits of social entrepreneurial activities and need for the formation of additional social entrepreneurial activities; explore the activities performed by API members, their pleasure, and satisfaction and needs of their tutors.

Keywords: Metal industry, API members, Social entrepreneurship, Employment

SAŽETAK

U današnje doba ekonomske nesigurnosti, svakodnevnih svjedočanstava o povećanju broja nezaposlenih, nedostatak pravnog okvira, predrasuda, te ograničene financijske podrške u Brodsko posavskoj županiji, gotovo je nemoguće zamisliti da se i jedna mala skupina bori za status zaposlene osobe. Udruga za promicanje inkluzije (UPI) je nevladina i neprofitna organizacija, temeljena na filozofiji inkluzije, prema kojoj osobe s intelektualnim teškoćama imaju pravo biti ravnopravni i aktivni članovi društva. Metalska industrija je jedna od najvećih i najvažnijih gospodarskih grana, zajedno s poljoprivredom, u Brodsko posavskoj županiji. Kroz povijest ova industrija je bila i još uvijek je jedan od glavnih pokretača gospodarstva. Velika je uloga i značaj poduzetničke orijentacije u stvaranju socijalnih vrijednosti te karakteristike socijalnih poduzetnika, njihovoj motivaciji i moralnim okvirima.

Ovim radom se želi ukazati na dvije činjenice. Prva je socijalni poduzetnici mogu biti ona rijetka vrsta vođa u vremenu ispred nas, koji će poticati nove inicijative, stvarati određene transformacije unutar svog sektora, te okupljati i spajati ljude koji žele dati svoj doprinos u stvaranju socijalnih vrijednosti na principu trajne održivosti. Druga je da se u društvu stvaraju nove vrijednosti i shvaćanja, te se konačno kreće pružati mogućnost da i ljudi sa različitim tipovima intelektualnih teškoća dobivaju priliku da budu ravnopravni, a ne izolirani ili odbačeni.

Provesti će se primarno istraživanje putem ankete i intervjua u poduzećima u metalskoj industriji i UPI u 2013 kako bi se mogli: analizirati aspekti socijalnog poduzetništva, pri čemu treba razmatrati poduzetničku orijentaciju kod stvaranja socijalnih vrijednosti; analizirati dobrobiti od socijalno poduzetničkih aktivnosti u i potrebe za nastajanjem dodatnih socijalno poduzetničkih aktivnosti; te istražiti koje aktivnosti obavljaju štićenici UPI, njihovo zadovoljstvo, te zadovoljstvo i potrebe njihovih voditelja.

Ključne riječi: *metalska industrija, UPI štićenici, socijalno poduzetništvo, zapošljavanje*

1. Introduction

Term „social entrepreneurship“ is developed as a concept in the last decade of the 20th century. The reason was the presence of many unresolved social problems in different parts of the world. Traditional programs of state support and assistance are not efficient enough, and there is the need for new forms and ways of solving social problems. Aim of this paper is to explore concept of social entrepreneurship on specific example and practical application that is based on supported employment of „API“members in metal industry in Brodsko Posavska County. Social entrepreneurship has been attracting widespread interest, because it is a potential "solution" to social exclusion and helps to develop sustainable community.

2. Social entrepreneurship

For understanding of this topic it is important to define what social entrepreneurship is. It is a new term in Croatian society, and nowadays it tries to implement that term from theoretical to practical use. A commitment and need to the development and growth of the social enterprise sector is expressed at all levels. „In the past few decades, the emergence of the phenomenon of social entrepreneurship, understood as the process through which so-called social entrepreneurs create social value through the innovative use and combination of resources“ (Mair & Marti, 2006, 41).

For understanding of social entrepreneurship it is important to analyze evolution of entrepreneurship. At the beginning of the second half of the 20th century main interest was on managerial viewpoint to entrepreneurship. „At the beginning of 1990s accent was on developing of concepts of sustainable development, knowledge-based economy became actual, as well as social

dimension in entrepreneurship”(Krkač, 2007, 303). Some authors define social entrepreneur as “someone who has created and led an organization whether for profit or not, that is aimed at catalyzing systematic social change through new ideas, products, services, methodologies and changes in attitude, and the most important point is social value creation” (Smith-Hunter, 2008, 94). They can also be „individuals or private organizations that take the initiative to identify and address important social problems in their communities, in order to develop new ways of solving social problems“ (Korosec- Berman, 2006, 450).

Social entrepreneurs: don't create only private, but also social value; recognize new opportunities, supports innovations, intellectual capital, collaboration and teamwork, and so on. Social entrepreneurship in the past 10 years in Croatia succeeded to develop, but it struggled with lack of financial support of community and institutions that are supposed to recognize that need. In Croatia term of social entrepreneurship is not well known, and creation of Strategy of social entrepreneurship is temporary in progress.

3. Metal industry and „API“

Under this title for better understanding, it would be described what metal industry is and current state of that industry, also explanation what is API, goals of organization and so on.

3.1. Current state of metal industry in Brodsko Posavska County

Metal industry in Brodsko Posavska County has 90-year tradition and is one of the main developments of the Slavonski Brod and County. It can be divided into three main sectors: ore and mining industries - natural metals in the earth's crust, which is extracted and sent to further processing; metallurgy-ore from the mining industry is chemically processed to obtain metals in its natural state and those can be used in the manufacturing industry; metalworking industry and manufacturing industries-industries that use raw materials for the production of metallurgical machinery and other metal objects.

Metal industry is element of industrial production. The structure of industrial production in 2011 in Croatia shows that unfavorable developments are result of the three-year trend of falling production in the manufacturing industry, and four-year trend of decline in production of mining and quarrying. Index of metal industry in 2011 of National Classification of Activities in sector „C 24- Manufacture of basic metals was 65 (2008=100) and C25- Fabricated metal products was 40 (2008=100)“ (Hrvatsko gospodarstvo 2011. godine, 13).

The government needs to leverage investments in metal industry otherwise it will be in problem. In 2014th year will be even worse in Brodsko Posavska County. One of the reasons is that Croatia accepts from Europe only what is wrong, and does not accept wages that are in the industry 20 percent lower than the Croatian average. It is unacceptable that from 1.4 million employees in Croatia, only 250 000 of them creates new value and only five thousands work in metal industry. One of the reasons of very bad situation in metal industry is badly managed privatization of metal industry, where many companies are destroyed. Privatization process of metal industry in Croatia is over. Big companies are mostly destroyed or work with minimum of capacity, but now there are new small enterprises who are willing for progress. Croatian deindustrialization process is at end, and it is important to save what can be saved. Except for a few notable exceptions, metal companies this year have no contracts. In Brodsko Posavska County construction and metal industries together exceed „50 percent of total employment, and total revenues of these activities make up 46 percent of the revenue“ (<http://www.posavskahrvatska.hr>) .

3.2. API

„The Association for Promoting Inclusion (API) is a non-governmental organization established in October 1997 in Zagreb, Croatia. API's activities are based on the philosophy of inclusion

according to which people with intellectual disabilities have the right to be equal and active members of the society. Their mission: to promote the development of a society in which people with intellectual disabilities have equal opportunities, their contributions are valued, and their human rights are respected. Vision: An society which values diversity and discovers the unique contributions of all its members“ (<http://inkluzija.hr>) . API wants that their members became part of society with equal possibilities for living, working, participating in usual everyday activities same as all people from community. API is based on the deinstitutionalization process of people with intellectual disabilities by establishment of subsidiaries through Croatia, currently there are five of them in: Bjelovar, Osijek, Slavonski Brod, Zagreb and Šibenik. Important fact for this paper is that during working on it „Association for Promoting Inclusion Subsidiary Slavonski Brod“ changed its name in „Center for inclusive support,, and now is independent association supported by government, but with same goals, mission and vision as API.

4. Supported employment of API members

Supported employment is paid work done by people with mostly intellectual disabilities (there are also other disabilities like physical or visual), but in the ordinary working environment with continuous monitoring and support (supported by employment assistants and persons from the workplace). Supported employment enables: interactions with persons without disabilities, they get their salaries, person is placed in the work environment, and everyone can be involved in supported employment regardless of the extent of the difficulties and so on. In this paper primary research is conducted on interviews and survey with coordinators of API and employers in metal industry.

4.1. Supported employment in Brodsko Posavska County

In Brodsko Posavska County there are 55 members of API and all of them are working somewhere according their abilities. They are divided in two groups: 30 live with their families and 25 in organized housing in six apartments in Slavonski Brod. All of them are older than 21, before that age they are under supervision of primary special school Milan Ambrus in Slavonski Brod. In API they are supervised by: 3 coordinators, 9 assistants and 1 driver. The main difference between API and other organization is based on API concept of responsibility. All of members are not capable of working, they are under guardianship. Regardless of that fact all of them work in one of only four enterprises in area of Brodsko Posavska County. According survey, coordinators estimate on satisfaction and work ability of members in scale of 5-excelent to 1- low is shown in table below.

Table 1 Satisfaction and work ability of API members

Satisfaction and work ability	Number of members	Characteristics
5-excellent work	1	trustworthy, responsible worker, since birth if in institution, without parents, young
4- very good	5	Mostly very interested
3-good	36	Most of members: they don't like to work, but main motivation is material
2- not so good	8	Older persons, who joined API lately
1-not good at all	5	Eldery, not interested at all for work

Source: Made by authors

Very important question is how they get job especially in time of recession and negative economic motion: the answer is that they get job and opportunity to work throng informal friends- employers of association who supports them. Activities of enterprises are: delivery of promotional materials- all members participate in that job on area of Slavonski Brod with capacity of 18.300 flyers delivered in each household; in food industry- folding paper packaging or carrying or counting of

paper boxes according each ability; in cosmetic store they work temporarily on recycling of packaging; and the activity of fourth enterprise that is most important for this article is small private enterprise in metal industry.

4.2. Supported employment in metal industry in Brodsko Posavska County

There is only one enterprise in metal industry that employs API members. It is small, private, and 27 years old with 40 employees' enterprise for sales and production of metal products. It gets a prize from City council of Slavonski Brod for best social entrepreneurship in 2012. Main industries in Brodsko Posavska County are metal and construction, and it is very bad situation that only one enterprise from that industry employs API members. There are 9 API members who work, 4 of them permanently and 5 temporarily. One of four permanently employed is a person which coordinators in survey estimated as excellent and interested in work. Also, employer estimated that person in a same way and characterized a valuable for job like every other person that is not API member. But, one of them is person with completely impaired vision. For entrepreneur it is important to find and give them a job according their capabilities. API driver drives them to work and pick them up after. Their daily tasks are defined by job assistant in enterprise. Their tasks are: outdoor jobs like gardening, sweeping, cleaning, or helping in some process of metal industry like polishing of small not smooth parts of metal- that is precisely a job of person with impaired vision. They work two day in a week for 2 hours and have rights like other employees- it's very important for them to have break time. Entrepreneur is a friend of association and helps to introduce API members in usual everyday activities. On the other hand, API members said that they are very satisfied with their position and their job. Main motivator for going to work is material compensation- and mostly they spend their money on catering or sometimes on clothes. API members, their coordinators and entrepreneur are mutually very satisfied with cooperation, but there is factor of discrimination- not on their workplace but from neighbors. Employer and coordinators had a problem with constant accusations of neighbors who think that they exploit and abuse API members who works, despite the national television coverage that came to support project of employing in metal enterprise. Our society is not educated and don't recognize needs of some groups, and perhaps it is a reason why only one enterprise in metal industry employs API members.

5. Conclusion

So far in supported employment services of API included about all their members, whom are beneficiaries of the program and supported housing programs and prevent institutionalization. By this program the goal is that persons do normal jobs, not charity. They have to earn by their own capabilities and effort, not by the fact that they are different from most people. The results of research are devastating because only one enterprise from metal industry employs API members. Social awareness must be changed and it is important to educate people to teach them how to accept differences in order to support social entrepreneurship in Brodsko Posavska County.

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