



BARNIM HEALTH REGION

General details

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Details of activity

Background to the case study	<p>Aims and objectives Creating employment opportunities for the long-term unemployed as well as young unemployed people as a result of the implementation of the 'Barnim Health Region' project as a local employment strategy.</p> <p>Brief rationale The health sector plays an important role in the local economy. The 'Barnim Health Region' project adds an employment assistance component to the regional economic development strategy that attempts to promote the structural strengths of the region.</p> <p>Implementing organisation The county administration is the leading partner of the project vis-à-vis the State of Brandenburg and the regional branch office of the national labour agency. The county's economic development corporation serves as a service provider to the administration with regard to the actual implementation of individual projects.</p> <p>Funders State of Brandenburg and the regional branch office of the national labour agency ('Bundesagentur für Arbeit').</p> <p>When activity started / end date? The 'Barnim Health Region' project started on November 1, 2005</p>
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	and will end on June 30, 2007.
Description of activity	<p>Outline of programme / activities and approaches used The 'Barnim Health Region' initiative provides funding for employers for projects that offer job and training/qualification opportunities for people eligible for unemployment benefit payments. These projects have to be able to contribute to the county's overall goal of promoting the theme of health as a potential for economic growth in the region.</p> <p>Origins The 'Barnim Health Region' initiative originated in the county's economic development and innovation strategies as well as other initiatives to promote the health sector, such as the Barnim Health Partnership as health sector oriented company network. As such, it represents a local initiative that fits very well with the current regionalization efforts of Brandenburg's employment policy.</p> <p>Who was involved in the design, management and delivery of the programme The 'Barnim Health Region' initiative was put together by the county administration and the county's economic development corporation, supported by LASA, a state-owned service provider for the implementation of employment policy.</p> <p>Recognition – has the programme been recognised as good practice? The 'Barnim Health Region' initiative has been acknowledged by the State of Brandenburg as a pilot project for its efforts to regionalize the state employment policy which has led to the provision of special funds earmarked for the implementation of the BHR project.</p>
Policy context within which the programme operates	<p>Is there an explicit relationship between policy priorities / local activities? The 'Barnim Health Region' initiative represents an employment assistance tool for the county's economic development policy that promotes the health sector and related industries.</p> <ul style="list-style-type: none"> • Is the policy context supportive / prohibitive? The Land policy is broadly supportive.

	<p>Which came first – local activities or policy priorities (i.e. is activity leading or following policy priorities)?</p> <p>The 'Barnim Health Region' initiative's policy priorities follow the other relevant development activities of the county.</p>
Geographical focus of the case study	The 'Barnim Health Region' initiative focuses on the county territory as a whole (about 1,500 km ²).
Impact	<ul style="list-style-type: none"> • Outputs – scale and scope of people reached through the programme <p>The BHR-initiative seeks to provide employment and training opportunities for 210 people, at least for a limited period of time. To what extent this objective will be met remains to be seen, as of now.</p>
Partners' details	State of Brandenburg and the regional office of the national labour agency provide funding; the county's economic development corporation provides professional services, such as profiling, administrative support; the county administration is responsible for project steering and controlling.

Theme-Specific Questions

Who was targeted by the programme?	<ul style="list-style-type: none"> • long-term unemployed • young unemployed people (under 25) • unemployed with a professional training background
Which levels of government were involved, informed or consulted?	The State of Brandenburg received the application of Barnim County for funding to implement the BHR-project. LASA, as the State's service provider for employment policy, is consulted during the implementation of the BHR-project.
Successes / lessons learned	<ul style="list-style-type: none"> • local employment development benefits from intermediary institutions • 'health' is a multi-faceted theme that may be especially suitable for rural regions with a basic health related infrastructure and an attractive natural environment • the BHR-project is helping to reduce the anonymity often characterising the relationship between the actors



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	involved in the local employment arena and strengthen the networking of partners on both the employers and employees sides
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