



GROW your own tree

Recommendations for development of new profession profile and for its placement at the system level

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2 INTRODUCTION - WHY A SELF-SUFFICIENCY MOTIVATOR

The world is facing increasingly pressing challenges that demand innovative and sustainable solutions. The COVID-19 pandemic, the war in Ukraine, rising inflation, and climate change have significantly reshaped the global social, economic, and environmental landscape. These events have caused major social and economic upheavals, particularly for those who were already living on the margins of society – the long-term unemployed, people with fewer opportunities, and vulnerable population groups.

In these circumstances, the need for new approaches to social inclusion and employment that address both individual and systemic challenges is becoming more evident. One of the key solutions is the development of a new professional profile – the self-sufficiency motivator. This profile responds to the social need to empower individuals to become more self-sufficient and resilient to external crises. By establishing the role of the self-sufficiency motivator, we can encourage individuals facing long-term unemployment to develop green skills, enhance social connections, and increase their economic independence.

Self-sufficiency is not just about physical and economic independence; it also includes a psychosocial component, where individuals gain confidence in themselves, their abilities, and their capacity to contribute to sustainable social change. The self-sufficiency motivator plays a key role in this process, acting as a mediator between vulnerable groups and society, promoting personal and professional development, and introducing sustainable and socially responsible practices.

The need for this professional profile is especially evident in the current context, where countries and organizations around the world recognize the necessity of transitioning to a sustainable economy and fostering greater social inclusion. At a time when countries and organisations around the world are facing the need to transform their economic and social systems, the Self-Sufficiency Motivator Profile is designed to respond to the need for greater social inclusion, sustainable lifestyles and the development of economically self-reliant individuals. The profession is not simply a response to the crisis, but a long-term solution that addresses society's need for greater resilience, solidarity and innovation.

Self-sufficiency motivators could play a crucial role in connecting vulnerable individuals with various sectors such as agriculture, environmental protection, social services, and education. Their main task would be to support the long-term unemployed in developing sustainable and self-sufficient practices while serving as a link between different organizations and communities striving for a more inclusive and sustainable future. Agriculture and the countryside directly and indirectly affect every citizen. They affect the safety, availability, and quality of the food we all eat. They determine the quality of living and leisure space. As stated in EU Skills Agenda (2020) there is the "need to acquire new skills and move to new jobs in a different sector of economy. More will need to upskill to keep their job in a new work environment" So, we must be prepared to look at basic life goods from a different perspective. We need to get back to nature. In several EU countries there is a need for development of a new profession/job profile, whose main task would be to motivate longterm unemployed for a new role in their lives so that they can maintain a decent level of well-being. They need to be empowered for greater nutritional independence in case of deepening crisis.



The guidelines we present are designed as a starting point for the development and formation of the professional profile of the self-sufficiency motivator. The aim of these guidelines is to define the key competencies, tasks, and institutional framework within which this profession can contribute to transforming the current employment and social inclusion system and, in doing so, respond to the challenges of today's world.



3 DEFINITION OF THE PROFESSION: SELF-SUFFICIENCY MOTIVATOR

Job Title

Self-Sufficiency Motivator

Job Description

A Self-Sufficiency Motivator is a professional operating at the intersection of social inclusion, sustainable development, and personal empowerment. Their primary role is to encourage individuals, particularly those who have been unemployed for extended periods, to develop skills and knowledge that enable them to achieve greater self-sufficiency and social inclusion. The key skills that the motivator helps to foster include:

- Food Self-Sufficiency: The motivator provides individuals with knowledge and practical guidance on how to grow their own food, whether through small garden projects or participation in urban agriculture initiatives. This also includes promoting sustainable practices such as organic gardening, permaculture, and reducing food waste.
- Environmental Sustainability: The motivator promotes environmental awareness and helps individuals acquire skills that contribute to reducing their ecological footprint. This includes teaching about energy conservation, renewable energy, composting, recycling, and adapting lifestyle choices to align with sustainability goals.
- Financial Literacy: The motivator helps individuals improve their understanding of personal finance, including budgeting, saving, debt reduction, and smart investing. This fosters financial independence and long-term economic security.
- Health and Well-Being: The motivator encourages individuals to develop a healthier lifestyle, including basic knowledge of nutrition, physical activity, mental health, and disease prevention. By focusing on health, the motivator encourages individuals to take greater responsibility for their physical and mental well-being.

In addition to these skills, the Self-Sufficiency Motivator acts as a bridge between individuals and various organizations and support resources, including employment centers, non-governmental organizations, educational institutions, and local communities. Their role is to help individuals access these resources and facilitate their effective integration into social and economic life. The motivator is not just a counselor but also a mentor and catalyst, helping individuals realize their potential for independence and full participation in society.

Who the self-sufficiency motivator will support

The profession of the Self-Sufficiency Motivator is specifically designed to work with vulnerable individuals facing social and economic exclusion. The target groups include:



The Long-Term Unemployed: Individuals who have been out of work for extended periods and face challenges in re-entering the job market. The motivator helps them develop skills that enhance their employability while fostering their independence and social inclusion.

People with Fewer Opportunities: This includes young people not in education, employment, or training (NEETs), migrants, individuals from economically disadvantaged backgrounds, the elderly, people with disabilities, or anyone experiencing social and economic exclusion. The motivator provides support to these groups in finding pathways out of poverty, unemployment, and social isolation.

Communities in Distress: The motivator can also work at the community level, fostering collaboration among individuals and groups seeking to become more self-sufficient, sustainably oriented, and socially connected.



4 DEFINITION OF KEY COMPETENCIES FOR THE PROFESSION: SELF-SUFFICIENCY MOTIVATOR

Green Skills: Knowledge of self-sufficiency basics (organic farming, energy efficiency, sustainable resource management)

Green skills form the foundation of the Self-Sufficiency Motivator's professional profile. The motivator must have knowledge and experience in organic farming, energy efficiency, sustainable resource management, and other practices that reduce ecological impact. Their work involves educating individuals on the basics of self-sufficiency, such as growing their own food, conserving energy and water, recycling, and using natural resources sustainably. By sharing knowledge about green skills, the motivator encourages individuals to reduce their dependence on external resources and become more self-reliant and environmentally responsible.

Communication Skills: Clear, empathetic, and effective communication

A successful Self-Sufficiency Motivator must have good communication skills. It is important to communicate clearly and empathetically, establishing trust with individuals who are often socially isolated or skeptical of assistance. The motivator must adapt their communication style to different target groups (youth, migrants, long-term unemployed), while effectively delivering information and instructions. Active listening, the ability to understand emotions and needs, and encouraging open dialogue are essential for success when working with vulnerable groups.

Motivational Skills: Creating an encouraging environment and using an individual approach

A Self-Sufficiency Motivator must possess strong motivational skills, as their work is centered on encouraging individuals to actively engage in self-sufficiency and social inclusion processes. It is essential for the motivator to create an environment where people feel safe, valued, and supported so they can open up to change. The motivator uses an individual approach tailored to each person's needs, recognizing that everyone has different experiences, goals, and challenges. Through a positive attitude and a constructive approach, the motivator helps individuals build confidence, motivation, and self-initiative for long-term change.



Social Responsibility: Promoting community participation and responsible management of natural and social resources

A Self-Sufficiency Motivator operates not only on an individual level but also within communities. Their role is to promote social responsibility and raise awareness about the importance of community action. The motivator helps individuals recognize the value of collaboration in shared projects, such as local sustainability initiatives or community farming programs. At the same time, they encourage responsible management of natural and social resources, such as water and energy, and active participation in the community, contributing to social cohesion and reducing social exclusion.

Organisational Skills: Ability to plan and implement programs for social inclusion and sustainability

A Self-Sufficiency Motivator must have the ability to plan, manage, and implement various projects that promote social inclusion and sustainability. This includes creating project plans, coordinating with different partners and resources, monitoring progress, and adjusting strategies based on the needs of individuals and communities. Successful project management requires strong organizational skills, problem-solving abilities, coordination of different interests, and effective communication with all involved parties. The goal is to develop and execute programs that contribute to self-sufficiency, employability, and sustainable living for the target group in the long term.



5 CONDITIONS FOR ACCESS TO THE PROFESSION: SELF-SUFFICIENCY MOTIVATOR

Formal Education

Formal education is not a strict requirement for the role of a Self-Sufficiency Motivator. The focus is on practical experience, giving preference to candidates who have been involved in socially engaged projects or have worked in the areas of social inclusion, sustainability, or motivational work. This approach allows access to the profession for individuals who have acquired relevant knowledge and skills through non-formal pathways, such as volunteering, mentorship, or local community projects.

Recognition of Non-Formal Knowledge

In addition to formal education, the profession of Self-Sufficiency Motivator places a strong emphasis on the recognition of knowledge and experience gained through non-formal means. Certification programs based on the assessment of prior experience allow for the recognition of competencies in social inclusion, motivational work, and ecological practices. This means that individuals who have gained relevant knowledge and experience through work in local communities, projects, or personal engagement can have these formally recognized, thereby fulfilling the conditions for access to the profession.

Training

Candidates for the role of Self-Sufficiency Motivator are required to undergo additional training to acquire the specific skills necessary for the profession. These training programs include the development of motivational skills, mentorship, effective communication, as well as knowledge in self-sufficiency and sustainability practices. The training programs are designed to provide candidates with a comprehensive set of skills necessary for working effectively with vulnerable individuals and groups. The goal of these trainings is to ensure that Self-Sufficiency Motivators not only understand the theoretical foundations of motivational and social work but also develop practical skills for fieldwork.



6 ROLE AND RESPONSIBILITIES OF THE SELF-SUFFICIENCY MOTIVATOR

Counseling and Mentorship

A key role of the Self-Sufficiency Motivator is to provide counseling and mentorship to individuals, especially those from vulnerable groups, such as the long-term unemployed, youth, migrants, and people from socially disadvantaged backgrounds. The motivator encourages and supports individuals in developing personal and professional goals that lead to greater self-sufficiency, independence, and social inclusion. Counseling focuses on identifying individuals' strengths, needs, and desires, and developing strategies to improve their quality of life. Mentorship involves regular meetings, individualized support, and guidance through the learning process, helping individuals overcome obstacles, build self-confidence, and maintain motivation to achieve long-term goals.

Organization of Workshops and Educational Programs

The Self-Sufficiency Motivator is also responsible for organizing and implementing workshops and educational programs aimed at promoting the development of green skills and a sustainable way of life. These programs cover topics such as organic farming, energy conservation, sustainable resource management, and basic self-sufficiency skills, such as growing food. In addition, the motivator encourages social inclusion within these educational programs, enabling participants to learn in groups, share experiences, collaborate on common projects, and build support networks. The programs are practical and tailored to the needs of the target groups, ensuring that individuals gain immediately applicable knowledge and skills for everyday life.

Collaboration with Various Organizations

The Self-Sufficiency Motivator acts as a liaison between individuals and various organizations that can contribute to the social and economic inclusion of the long-term unemployed and other vulnerable groups. The motivator collaborates with educational institutions, non-governmental organizations, employment centers, private companies, and public services to provide support for individuals in integrating into the labor market and society at large. Their role is to create a network of collaboration, where different stakeholders can contribute to the development of programs aimed at improving living conditions, increasing employment opportunities, and enhancing social inclusion. The motivator coordinates activities, communicates with stakeholders, and ensures sustainable support for programs that address the social and environmental challenges faced by vulnerable groups.



7 INSTITUTIONAL FRAMEWORK FOR THE PROFESSION OF SELF-SUFFICIENCY MOTIVATOR

Involvement of Various Institutions

The successful operation of the Self-Sufficiency Motivator relies on the involvement of a wide range of institutions that play a crucial role in promoting social inclusion and sustainable development. Agricultural organizations, veterinary organizations, non-governmental organizations, educational institutions, employment centers, and other organizations should recognize the importance of this professional profile. Their cooperation would provide better support to vulnerable groups, especially the long-term unemployed, in acquiring practical self-sufficiency skills and sustainable practices. Institutions from various sectors should collaborate in the design and implementation of programs focused on green-oriented activities, thereby enhancing employment opportunities while reducing social exclusion.

For example, agricultural organizations could support practical training in food production and ecological practices, while veterinary organizations could contribute by incorporating knowledge about sustainable farming and animal care. Non-governmental organizations should participate in motivational activities, and educational institutions in the development of training content. Employment centers would play a key role in identifying job opportunities and providing guidance on integrating the long-term unemployed into the labor market.

Collaboration with Policymakers

For the profession of Self-Sufficiency Motivator to gain long-term recognition and be integrated into the broader social and economic framework, close collaboration with policymakers at the local, regional, and national levels is essential. Establishing a dialogue with policymakers is crucial to ensure that this professional profile receives formal recognition in employment, education, and social policy systems.

Collaboration with policymakers also involves influencing legislation and strategies that support the development of a sustainable economy, social inclusion, and employment for vulnerable groups. The inclusion of the Self-Sufficiency Motivator in official social inclusion programs could help reduce unemployment and promote sustainable living. Additionally, it is important to design financial incentives and support mechanisms that would enable the wider implementation of this role across different environments and sectors.



8 MEASURING THE PERFORMANCE OF THE SELF-SUFFICIENCY MOTIVATOR

Measuring the performance of the Self-Sufficiency Motivator is crucial to ensuring the quality and effectiveness of programs that promote self-sufficiency, sustainability, and social inclusion. Well-defined and trackable indicators provide transparency and allow for the improvement of practices based on actual results. They also ensure that the motivator successfully contributes to improving the living conditions of vulnerable groups.

Performance Indicators

The performance of the Self-Sufficiency Motivator could be measured through clearly defined indicators that assess the impact of their work on individuals and the community. Key indicators include:

Increase in the number of long-term unemployed participating in self-sufficiency programs

The first performance indicator is the number of long-term unemployed individuals who join programs focused on self-sufficiency and sustainable development. The motivator's ability to attract and motivate individuals from vulnerable groups is critical to the success of these programs. Tracking the growth in participant numbers allows an assessment of how effectively the motivator reaches the target group and encourages their participation. This includes measuring regular attendance in programs and the sustainability of participation over time.

Improvement in the social and economic status of participants

Another important indicator is the measurement of changes in the social and economic status of participants after joining self-sufficiency programs. This includes parameters such as increased income, reduced dependency on social transfers, higher employment or self-employment rates, and improved quality of life. In addition to economic indicators, progress is measured in social aspects such as increased community involvement, greater independence, and improved self-confidence.

Effectiveness of collaboration with various institutions

The Self-Sufficiency Motivator must establish a network of cooperation between various institutions such as educational organizations, non-governmental organizations, agricultural organizations, veterinary services, employment centers, and public institutions. The success of the motivator's work largely depends on how effectively this collaboration is established and maintained. Indicators include the number of partnerships formed, the level of cooperation, and the success of joint projects and programs. It is crucial that these institutions actively contribute to the implementation of programs, leading to concrete outcomes such as new employment opportunities, access to educational content, and practical experience.

Progress in recognizing informal knowledge and experience

A key indicator of the Self-Sufficiency Motivator's success is also the progress in recognizing the informal knowledge and experience of participants. This includes the number of individuals who have successfully obtained certificates or other recognitions based on their experiences and knowledge gained through informal learning. It also measures participant involvement in certified programs and success in recognizing and validating their previous work and skills.



This is essential for improving employment prospects and increasing social mobility for participants.

Performance Measurement Methodology

A combination of qualitative and quantitative methods is used to measure these indicators. Quantitative data includes statistics on participation, progress, and socio-economic indicators of participants, while qualitative data is based on surveys, interviews, and assessments from mentors and collaborating institutions. Performance evaluations are conducted periodically to allow for ongoing program adjustments and improvements to the methods of the Self-Sufficiency Motivator.



9 RECOGNITION OF THE PROFESSION AT THE EU LEVEL

Recognizing the profession of Self-Sufficiency Motivator at the EU level involves aligning with European goals for green transition and social inclusion, developing a common framework for recognition and certification, and engaging with policymakers and stakeholders. By contributing to the EU's environmental and social objectives, the profession supports sustainable development and enhances the inclusion of disadvantaged individuals across Europe, providing guidance on integrating the long-term unemployed into the labor market.

Key aspects of this alignment include:

Green Transition Goals

The EU's Green Transition aims to create a sustainable economy that reduces environmental impact and promotes ecological balance. The profession of Self-Sufficiency Motivator aligns with this goal through:

- Support for the European Green Deal: The European Green Deal is a comprehensive roadmap aimed at making Europe the world's first climate-neutral continent by 2050. The Self-Sufficiency Motivator plays a crucial role in supporting this transition by promoting green skills, sustainable living practices, and self-sufficiency among individuals. This role contributes to key targets such as reducing greenhouse gas emissions, enhancing resource efficiency, and fostering sustainable agricultural practices.
- Promotion of Ecological and Sustainable Practices: Motivators are involved in educating individuals about sustainable farming, energy conservation, and resource management. Their work supports the EU's objectives of reducing carbon footprints and promoting environmental stewardship, which are central to the Green Deal.
- Integration with EU Green Policies: The profession should be integrated into EU policies and funding programs that support environmental sustainability. This includes alignment with initiatives like Horizon Europe, which funds research and innovation in green technologies, and the LIFE Program, which supports environmental and climate action projects.

Social Inclusion Goals

The EU emphasizes social inclusion as a critical aspect of its policy framework, aiming to ensure that all individuals, especially those from disadvantaged backgrounds, have equal opportunities to participate in economic, social, and cultural life. The Self-Sufficiency Motivator contributes to these goals through:

- Alignment with the EU Social Inclusion Strategy: The EU Social Inclusion Strategy focuses on combating poverty and social exclusion and promoting equal opportunities for all. The role of Self-Sufficiency Motivator is integral to this strategy by providing support to long-term unemployed individuals, migrants, and those from disadvantaged backgrounds, helping them gain the skills needed for social integration and economic participation.
- Implementation of the European Pillar of Social Rights: This framework sets out key principles and rights to support fair working conditions, social protection, and equal opportunities. The profession aligns with these principles by providing tailored support



to individuals, enhancing their employability, and ensuring their access to social and economic opportunities.

- *Contribution to the EU Strategy for Inclusion of People with Fewer Opportunities:* This strategy aims to improve access to education, training, and employment for those at risk of exclusion. Self-Sufficiency Motivators support this by helping individuals develop the necessary skills for self-sufficiency and integration, thus addressing barriers to social inclusion and contributing to the overall objectives of the strategy.

Recognition and Certification

For the profession to be formally recognized across the EU, several steps are necessary:

- *Development of a Common Framework:* Establish a European framework for the Self-Sufficiency Motivator profession that outlines core competencies, qualifications, and standards. This framework would facilitate the recognition of the profession across different EU member states and ensure consistency in training and certification.
- *Certification and Accreditation:* Implement a certification process that acknowledges the competencies and achievements of Self-Sufficiency Motivators. This process should be aligned with European standards and potentially supported by relevant EU-funded programs that provide resources for certification and professional development.
- *Integration into EU Employment and Training Systems:* Incorporate the Self-Sufficiency Motivator profession into EU employment and training systems, such as the European Qualifications Framework (EQF) and the European Credit System for Vocational Education and Training (ECVET). This integration would facilitate the recognition of qualifications and facilitate mobility and career development across member states.

Policy Advocacy and Stakeholder Engagement

- *Engagement with EU Institutions:* Active engagement with European institutions, such as the European Commission and the European Parliament, to advocate for the recognition and support of the Self-Sufficiency Motivator profession. This includes participating in consultations, contributing to policy discussions, and collaborating on relevant EU initiatives.
- *Collaboration with National Authorities:* Working with national governments to integrate the Self-Sufficiency Motivator profession into national policies and programs. This collaboration helps ensure that the profession is recognized and supported at both the EU and national levels.