

For Diversity



Against Discrimination

DIVERSITY

in small and medium-sized enterprises

EUROPEAN CONFERENCE 2006

Regional Development Agency of the Pardubice Region (RDA PR)



**An Introduction of the RDA PR Role in Intermediation of Diversity Approach in Pardubice Region
(Cooperation with Non-Profit Organisations, Public Administration and SMEs)**

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An initiative of the European Union

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Regional Development Agency of the Pardubice Region (RDA)

The main task of the Agency is to support an integrated development of the Pardubice Region and the Czech Republic.

- non-governmental, non-political and independent association of legal entities
- established in 1999





Main activities of RDA

- co-ordination of development projects
- strategic development programmes for micro-regions
- development of small and medium enterprises
- presentation of the Pardubice Region at national and international exhibitions
- services for the Pardubice Region Authority, municipalities, enterprisers
- preparation of projects (co-financed by EU Funds)
- support ecology and waste management



RDA and the Policy of Diversity

WHERE

- projects in area of Human Resources Development
- through cooperation with Regional Authority of Pardubice Region, Non-Profit Organisations, SME's etc.

HOW

- by preparing project applications and the whole process of realisation focusing on requirements, characteristics and needs of each helped organisation



RDA Role in project preparation and realisation

Planning stage

- Planning and consultation of project idea (regarding needs of the region and Structural Funds capacity)
- Filling in application forms and supplements assembling
- Emphasis on individual possibilities and needs of an applicant
- Completion of Project applications

Realisation stage

- consultations before starting realisation (budget, time schedule, monitoring of indicators regarding present situation)
- „helpful project supervision“





An example of the project focused on diversity approach

Project:

Public Centre for Leisure Time Activities and Relaxation - „The Zampach Garden“

- **Park for Leisure Time Activities**
- **Centre for Musical Therapy and Sensation Development**
- **Farmhouse with a ZOO corner, pond and riding hall**
- **Public activities**

Applicant:

Social Care Facility for Mentally Disabled People in Žampach (allowance organisation of the Pardubice Region) in cooperation with Regional Authority





Objective of the Project

The main objective of the project is to create a centre territorially distinguished by (eminent for) the wide variety of activities in the field of social events, sport, cultural, educational a training happenings.

Activities should be realised periodically or by a single application and would be intended for mentally handicapped people integration into large society and into work process.





Content of the Project

- Special activities (music-therapy, hipo-therapy, actions leading to making the area more attractive – e.g. Three-castles march, concerts, Christmas theatre etc. sport events and Cups, ceramic workshops, horse riding
- Linkage to tourism for purpose of natural integration considering individual clients needs



Diversity strategies in RDA activities

Methods and areas of cooperation with SMEs, public administration and non-profit organisations **are similar**; in term of diversity policy it concerns especially setup procedure in area of HR projects focused on:

SMEs

- programmes supporting diversity in workplaces (against discrimination of disadvantaged people), further occupational education and training, motivation activities and development of the company potential)

Public administration (allowance organisations)

- an integration of people endangered by social exclusion (ÚSP Žampach)

Non-profit organisations

- enlarging of social care services and education capacity concerning social exclusion of endangered people and people disadvantaged on the labour market



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Thank you for your attention.

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