



Society Integration
Foundation
Republic of Latvia

DI V E R S I T Y P R O M O T I O N in L A T V I A

Ilze Dumina
Project manager



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Facts about LATVIA





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OBJECTIVE - to financially support and promote integration of society

- 18 years of experience
- Council (6 + 1 + 5 + 6 members)
- 30 employees
- 5 state programmes
- almost 3000 projects
- Fund for European Aid to the Most Deprived
- 5 type of support packages for the most deprived persons: food package, hygiene packages, baby food package, baby hygiene packages, and school items
- Project «Diversity promotion»



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Project “Diversity Promotion”

OBJECTIVE: to promote the socioeconomic inclusion of persons at risk of social exclusion and discrimination, while fostering the improvement of information and understanding in society as a whole on the issues of discrimination and building an inclusive society

- 2016-2022
- 6.8 mil EUR
- 3100 - persons subject to the risk of discrimination due to their gender, age, disability, ethnicity
- 390/ per year - asylum seekers, refugees and persons with alternative status



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Activities

1. Motivation program for people subject to risks of social exclusion and discrimination
2. Study on gender budgeting practices
3. Educational activities of social inclusion and prevention of discrimination for employers and employees
4. Support activities to promote inclusive workspaces and diversity management
5. **Social worker and social mentor** service for asylum seekers, refugees and persons with alternative status
6. **Awareness-raising campaign** for Diversity, Tolerance and Non-Discrimination



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Service of social workers and social mentors I

MAIN TASKS of a social worker and social mentor in their work with asylum seekers, refugees, and persons under subsidiary protection:



Identify your needs and desires for starting a life in Latvia.

Arrange an interview with you and your family members on average within 3 working days after your arrival at the Accommodation Centre for Asylum Seekers "Mucenieki".

Develop an individual plan for socio-economic inclusion, meet regularly, and discuss with you and your family members the progress of the implementation of the plan.

Help to find alternative solutions to various problems, attract and recommend the necessary resources.

Provide support in dealing with everyday situations, helping to create an understanding of life in the society of Latvia.

- 5/30
- SW 30 – 120 clients/ SM 5-20 clients
- ✓ asylum seekers requiring international protection and hosted by Latvia within the European Union relocation programme
- ✓ persons arriving to Latvia independently
- ✓ persons who have acquired either refugee or alternative status



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Service of social workers and social mentors II

- 3 months during the asylum seeking process and 12 months after obtaining the status
- 2017 – 180; 2018 – 90; 2019 - 70 persons were serviced monthly
- In 3 years time services were granted to 786 unique persons- **554** of them (71%) have independently left Latvia
- 33 secondary movement





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Status quo

- **33** rank (Social Progress Index of Latvia)
- **37** rank out of 38 MIPEX (Migration Integration Policy Index)
- **39%** employers aren't able to name any benefits from diversity management
- **41%** of Latvian inhabitants **don't mind that persons from other ethnicity works in the same work-place**
- **26%** of Latvian inhabitants don't mind that person from other ethnicity becomes a family member
- **1/3** a third of society believe that national efforts to combat all forms of discrimination are ineffective (Eurobarometr)



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Who? What? When? Where? Why?

Strategy (2017)

- to measure **society's** current level of awareness and understanding about the issue of social inclusion and discrimination
- to identify the most effective ways how to reach the target groups
- to determinet the creative solutions and the most effective measures for increasing **society's** awareness and promoting tolerance and **society's** unity

In 2018 contract on the implementation of a strategy-based campaign and systematic and long-term events to increase **society's** understanding and awareness



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Awareness-raising campaign for Diversity, Tolerance and Non- Discrimination

- Central message is “Openness is a value”

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ir vērtība


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- highlight the benefits of diversity and openness by speaking directly to employers, young people and the general public, and by addressing societal groups at risk of social exclusion based on their age, gender, ethnicity or disability with information tailored to their specific needs
- Thematic years, putting each of the at-risk groups in focus one at a time, along with overall promotion of diversity, tolerance and non-discrimination and promotion of tools to recognise and report discrimination



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2018 was dedicated to asylum seekers and persons with refugee or alternative status, appealing to society to see the humane side of the refuge

Experts
opinions

outdoor
advertising
(200 000+
audience)

social network
communication
(200+ records)

NEWS sheets:
Communication
with different
Audiences

EXAMPLES OF
(110 GOOD PRACTICE: Video
stories with employer and
refugee experience 000 views)

ACTIVITIES IN DIFFERENT
EVENTS:
20 activities / events, 3000+
visitors

89 publications, including 22 radio
stories, 5 TV stories, 12 publications in a
news agency



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Initiative

Thanks to the response of friends, colleagues, peers and NGOs, 40 gifts have been prepared for children from the Accommodation Centre for Asylum Seekers and also outside of it.





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Ilze Dumina

Ilze.dumina@sif.gov.lv

www.sif.gov.lv

Facebook: **Dažādības veicināšana**

Address for correspondence: Aspazijas bulv. 24, Riga, LV-1050

