



CCEO Executive Summary

Creativity, The Connected Economy and Offenders (CCEO) is an innovative Erasmus+ project which makes a really difference to the lives of prisoners and ex-offenders.

The challenge

Our European society and economy is in a period of transition from and Industrial to Connected Economy, which is about exploration, risk taking, personal production, networking, making connections and active participation. At the heart of this new economy is creativity. For offenders/ex-offender to embrace this new economy, they need to develop their creative capabilities and understand how to make connections to increase their social capital.

The EU Agenda for New Skills and Jobs aims that by 2020 there will be 75% full employment across the EU, but the Confederation of European Probation highlights that offenders across the EU “are five times more likely to be unemployed than the working age population”.

Engagement into the new Connected Economy, therefore, makes cost effective sense.

The Connected Economy is based on 4 key conditions, which are also the cornerstones for successful resettlement and in the reduction of reoffending:

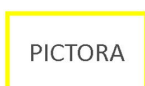
- Coordination of meaningful connections
- Trust that creates value
- Permission to share ideas through mutual desire
- Exchange of ideas through the recognition of time, place and purpose

Underpinning this engagement into The Connected Economy is human creativity. Creativity that facilitates learning about oneself, personal development, survival skills and for offender’s resettlement.

The CCEO solution

The CCEO European partnership (Latvia, Lithuania, Portugal and the UK), develop 8 innovative training tools/learning material and tested them on prisoners (male, female and young offenders) ex-offenders and young people at risk of offending. Collating the global data from across the CCEO project highlights positive trends which can have a noticeable impact on offender resettlement and in the reduction of re-offending.

- an increase in the confidence of learners when considering preparing for an interview
- an increase in finding a work passion in life
- an increase in confidence working with other people
- an increase in confidence about the learner’s future
- an increase in understanding The Connected Economy
- a decrease in considering that having a criminal record affects employment.



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The later point is important as it directly combats the development of the condition of 'Learned Helplessness', in other words the development in a prisoner of the idea that they will now not be able to achieve anything in life, due to their criminal conviction.

By linking internal creativity (that's one's passions, ideas and positive thoughts) to The Connected Economy, this CCEO project creates a conduit for offenders/ex-offenders and individuals at risk of offending, to start making connections. Connections that develop their social capital, which in turn enhances their prospects of employment or self-employment.

The CCEO project, therefore is about igniting internal creativity, developing approaches to learning to share and trust, making connections and understanding how the Connected Economy working (both in terms of its tools and rules!).

Finally, it is about helping the offender develop their contacts and social capital, which in turn supports their progression to employability or self-employment.

Recommendations to policy makers

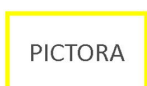
Based on the projects 'Study of Lessons Learned from the CCEO programme in 4 EU Member States', the CCEO project partnership would recommend the adoption of the CCEO programme within the EU prison system as the programme:

1. Is proven to engage nontraditional learners into learning that can support progression to further education/training, especially in prison.
2. Directly supports the process of resettlement and the reduction of re-offending.
3. Helps develop the offender learner's employability skills.
4. Develops the offender learner's social capital, creating new networks of support.
5. Challenges the potential condition of learned helplessness in the offender learner.
6. Can be delivered in 'bite sized' chunks that fit in with prison regimes.
7. Is cost effective to deliver and needs no special equipment.
8. Provides practical training for the offender learner to engage with the new connected economy.
9. Without the need to access the internet helps tack offender learner digital exclusion.
10. Can be effectively delivered in a prison environment without any security issues being raised.

For more information visit: www.create4life.net/contact

or email the project coordinator Robert Morrall at Pictora: robert@pictora.org

Appendices



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Wheel of Life - Comparative Results: global average results CCEO LEARNERS



The Wheel of Life questionnaire provides a snap shot of how the learner views their employability, creativity and future, and maps the distance travelled by the learner from the start to end of the training programme. The Wheel of Life captures the impact of the programme on the learner.



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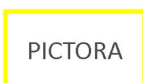
CCEO programme

Social Return on Investment

Using the construct of a PEST analysis the CCEO project partners (Creativity, The Connected Economy and Offenders) have considered the potential social return on investment of the CCEO programme.

The following analysis highlights the impact of the CCEO programme and its potential in terms of a social return on investment.

Political	<p>The CCEO programme helps to develop offender employability skills, this in turn helps to support a wide range of EU and Member States political agendas and targets.</p> <ul style="list-style-type: none"> • Improving employability helps to support the resettlement process and can in certain instances help reduce re-offending by up to 80 • By supporting the reduction in reoffending the programme helps to support the governments Safer Communities and public protection agendas • An additional potential impact resulting from a reduction is re-offending rates, is in terms of police budgets, thus allowing valuable resources, (which are currently under pressure), to be focused on community needs. • The programme supports Life Long Learning agendas, to engage non-traditional learners into learning and to increase the skill level of the EU workforce. The nature of the programmes learning materials encourages offenders, who are often non-traditional learners, to 'learn to learn', again supporting engagement into lifelong learning. • The programme's focus on 'The Connected Economy' and social media, supports the EU Digital Inclusion agenda, by raising digital awareness to offenders in prison, whose knowledge may be dated or non-existent.
Economic	<p>By developing creative thinking CCEO programme helps to EU and Member States agendas from an economic perspective.</p> <ul style="list-style-type: none"> • The programme helps offenders to improve their creative thinking skills, which helps to support the development of entrepreneurial skills. Creating a entrepreneurial culture is a key EU policy. • By improving creative thinking skills, offenders are better equipped to identify new and sustainable business opportunities, and self-employment is a key progression route way for many offenders upon resettlement.

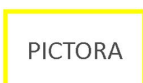


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	<ul style="list-style-type: none"> • Increasing entrepreneurship and business startups, directly supports the Local Enterprise initiatives. • Providing skills and motivation for business startup provides savings for the public purse, in terms of state employment service/labour market organisations, policing and prison budgets. • Offenders engaging in self-employment are less likely to want to access benefits from state employment service/labour market organisations and through their entrepreneurship will be contributing to an extent to tax receipts. • Engagement in activity can also create healthier lifestyles, reducing the call on member state health service resources for both physical and mental health issues. • Employment creates income which increases spending power and again is good for the local economy. • Engagement into mainstream employment of self-employment, is more like to focus the offender away from Black Market activities. • An introduction to The Connected Economies digital economy, will help to support the development of new digital businesses.
Social	<p>The CCEO programme helps to support a range of social issues across EU Member States.</p> <ul style="list-style-type: none"> • The development of social cohesion. • The development in vulnerable groups (prisoners, ex-offenders individuals at risk of offending) of social, creative and human capital. • The development of more creativity, leading to the identification of more connections, which supports the development of more connected communities and less isolation in society. The more connections made in a community, the more trust will in that community will develop. • The development of family engagement skills, leading to closer family units.
Technical	<p>The CCEO programme helps supports ICT issues across the EU.</p> <ul style="list-style-type: none"> • Supporting the development of digital awareness, thus supporting home working. • The use of social media in a constructive, not destructive manor. • Improved confidence to access online learning. • Improved confidence and skills to engage with IT companies. • Basic knowledge to engage in ecommerce opportunities.



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