

International PPP Centre of Excellence

People First PPPs for the United Nations Sustainable Development Goals



THE GLOBAL GOALS
For Sustainable Development

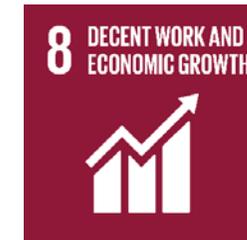
Project:	BREAKING BARS
Project Proponent:	Carina Abreu (On Link), Carolina Almeida Cruz (On Vision) and Patrícia Assis (On Global)
Project Organization:	SAPANA.org



Public Organization: **Portuguese Government:** Ministry of Justice, General-Directorate of Prison Services, Detention Facilities

Private Organization: **SAPANA.org** registered as private entity with public utility (NGDO). In Portugal there is no legal status for social enterprise, if there was it would be the best fit for SAPANA behavior. All types of private entities that adjudicate our services of consultancy and soft skills training who are potential employers of people in need.

Capital Providers: European Fund ERASMUS+ (EDUCATE program), Aromatic Herbs Vases Campaign - Social business, SAPANA.org' Equity Capital



Why is this project a Case Study for People First PPPs: SAPANA.org has developed its own methodology - iPath, published in Paper - "Social entrepreneurship as an opportunity system" - applied to 3 different target-audiences:

Unemployed, Youth at-risk and Inmates. In this case study, we will focus on Breaking Bars project that is intended for Male individuals in seclusion, between the age of 18 and 45 and who are at one year distance from the end of sentence. This project aims to empower people in imprisonment, their subsequent social and labor integration, and mentoring after being released. In this way, the purpose is to combat the rate of criminal recidivism, which in Portugal is estimated to be at least of 51%, and the prison occupation rate, currently of 111% . This project is only possible with the involvement of the three economic sectors: public, private and the third sector (non-profit); namely the public sector allows us to work with this target-audience and the private companies are the entities that welcome them and promote their professional inclusion.



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WHERE	<p>The project is currently underway at the Caxias Prison Establishment, in Portugal. This male prison has an occupancy rate of 147.99% (Capacity: 398 people; Occupation: 589 people). This project is focused on the imprisoned population, between the age of 18 and 45, who are one year distance of the end of their sentence. Each program edition is intended to empower 15 people.</p>
WHY	<p>The Portuguese Judicial system defends the social and labor integration of former inmates, however due to the lack of technicians in the Detention Facilities, the Portuguese State cannot guarantee this reintegration to be effective, reflected in the high rate of criminal recidivism, higher than 51% . In addition to this rate, Portuguese prisons are overcrowded (occupancy rate of 111%) and each prisoner yearly costs the State 14.600€. This is an important and neglected problem, and it is therefore crucial to work in partnership with the public sector, MJ (Ministry of Justice) and DGSP (General-Directorate of Prison Services) and having the support of the private sector, not only to ensure social and labor integration, but also to sensitize and raise awareness within the Society to the importance of a second chance.</p>
WHAT	<p>The great impact of this project focuses on social and labor integration of former inmates, thus contributing to reducing the rate of criminal recidivism. This is because in the vast majority of cases, people are re-offending due to lack of job opportunities, social exclusion and lack of a supporting network.</p>
WHO	<p>The Ministry of Justice and the General-Directorate of Prison Services guarantee the conditions for the program to take place within the Prison Establishment. Private companies are the project's main Ambassadors, not only providing a job opportunity to people but also raising awareness of the importance of a second chance for this public and deconstructing beliefs and prejudices about seclusion.</p>
WHEN	<p>The program's 1st Edition ended in December 2017. 4 of the young people empowered, have already been released and are currently working. The 2nd Edition started in April 2018. A “guerilla” marketing campaign will be launched in November 2018 (experiential marketing campaign for raising awareness through arts and impactful messages), in partnership with a nationally renowned Communication agency. Three applications to European Funds are being carried out: Firstly, to scale the project at national level, secondly, to develop a stock management platform to sell food products produced within PE's, thirdly, to carry out a pilot edition to test a co-created methodology with European partners, consisting of best practices on capacity-building for an effective labor integration of inmates (EDUCATE program). By the end of the year, a social business will be implemented in partnership with a private company, which aims to give a new life to wasted articles by the private company.</p>

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A) Increase access to essential services and promote equity

Project main goals:

To increase job accessibility for people who are / have been in prison.

To raise awareness within society to the importance of a second opportunity/chance

To deconstruct beliefs in relation to the theme of seclusion, a topic that is still very little socially spoken

To decrease social exclusion of this public

To sensitize the society for the importance of investing in capacity-building programs within prisons as a strategy for effective social and professional integration and consequently, reducing the rate of criminal recidivism.

Breaking Bars project aims to promote equal access to job opportunities for former inmates, people who are often socially excluded and with few job opportunities.

Through employability, it will be possible to guarantee the financial sustainability of the individual, thus allowing access to essential basic goods, such as food, preventing them from relying on crime to meet basic needs.

How?

Preparing for release

- Development of behavioral skills such as: entrepreneurship, interpersonal communication and employability;
- Cognitive, emotional and behavioral restructuring;
- Promoting autonomous self-management;
- Creating alternative support networks;
- Mentoring inside prison after the empowerment phase, a 2hours' session per week, in group or individually.
- Pitch to possible employers – reducing the gap between their reality and the society reality (external)

After release

- Individual mentoring;
- Inclusion in the labor market;
- Individual monitoring of the person in the company;
- Joining efforts with the company for a better integration of the individual;
- Referral to other necessary answers, essential for the acquisition of required skills before integrating the labor market: psychological assessment / psychological monitoring, skills training, residence, food bank, etc.



B) Develop a resilient infrastructure and improve environmental sustainability

All SAPANA.org projects, including Breaking Bars, are based on the Bootstrapping concept. The mindset through Bootstrapping revolves around good practices of common sense and conscious waste. That is, whenever a resource is effectively needed, the first thought is to borrow or rent before buying new. The use of paper and plastic in the organization is minimal, always prioritizing re-use.

Social Business of the project under development:

In the environmental sphere, and with the aim of awakening society to the importance of reusing materials and / or the transformation of wasted or unused materials, also giving them a second chance, a social business is being developed in partnership with a private company. This business aims to transform company's wasted and unused containers, into ornamental interior pieces. The entire process of transformation will be done by people in seclusion, within the Prison Establishment. Thus, it will be possible through this business to empower people for their subsequent social and professional integration and also to make society aware of the importance of environmental sustainability.

DO YOU BELIEVE IN SECOND CHANCES?



C) Demonstrate the economic and financial effectiveness of the project

Financial Return:

Breaking Bars project is intended to be self-sustainable in the medium term, by using the following solutions:

- Social Business (*under construction*)
- Social Impact Bonds (application to the European fund Portugal 2020 Social Impact Bonds - *under construction*)
- Other European funds (mentioned in the previous slide)

Economic Return:

This project intends to have a direct impact in reducing the rate of criminal recidivism, leading to a direct saving in the amount spent by the Portuguese State in the penitentiary system, thus impacting the national economy. The amount saved in this area may be invested in other areas that are fundamental to society, such as Health and Education.

AS IS of the Portuguese Prison System

14600€/year/inmate
(DGPI, 2013)

Criminal recidivism
rate: 51% (estimated
value - Jorge Monteiro,
DGRSP & in DGPI)

SAPANA.org Intervention

PROJECT
**BREAKING
BARS**  Social
Reintegration

SAPANA.org Vision

Reduction of Criminal
Recidivism Rate

Cost Savings to the
Portuguese State with
the Prison System

Increasing
employability
opportunities for
former inmates

Transforming loss in
social cohesion and
financial/impact
saving



D) Be replicable and scalable

Replicable

- The core methodology of Breaking Bars project - iPath, has already been replicated by SAPANA.org in other target-audiences, such as unemployed people and youth at-risk, where the success rate in terms of employability for both audiences, exceeds 80%.
- This same methodology is also adapted and replicated in companies through consulting and training services on behavioral skills.
- In partnership with other social organizations, which target-audiences are disabled people and cancer patients, SAPANA.org has adapted and replicated the same methodology for a behavioral skills training program, also focusing on the subsequent employability of these people.

Scalable

It is a SAPANA.org's goal to scale Breaking Bars nationwide to other Prison Establishments. This process is currently under development. Internationally, under the EDUCATE program, funded by ERASMUS +, the methodology and structure of Breaking Bars, has been integrated into a set of best European practices to prepare people in seclusion for employability. A pilot edition is also being applied to test at European level the methodology, co-created with European partners, Spain, Italy, Greece and Romania (in this methodology is included that of the Breaking Bars program).

Team

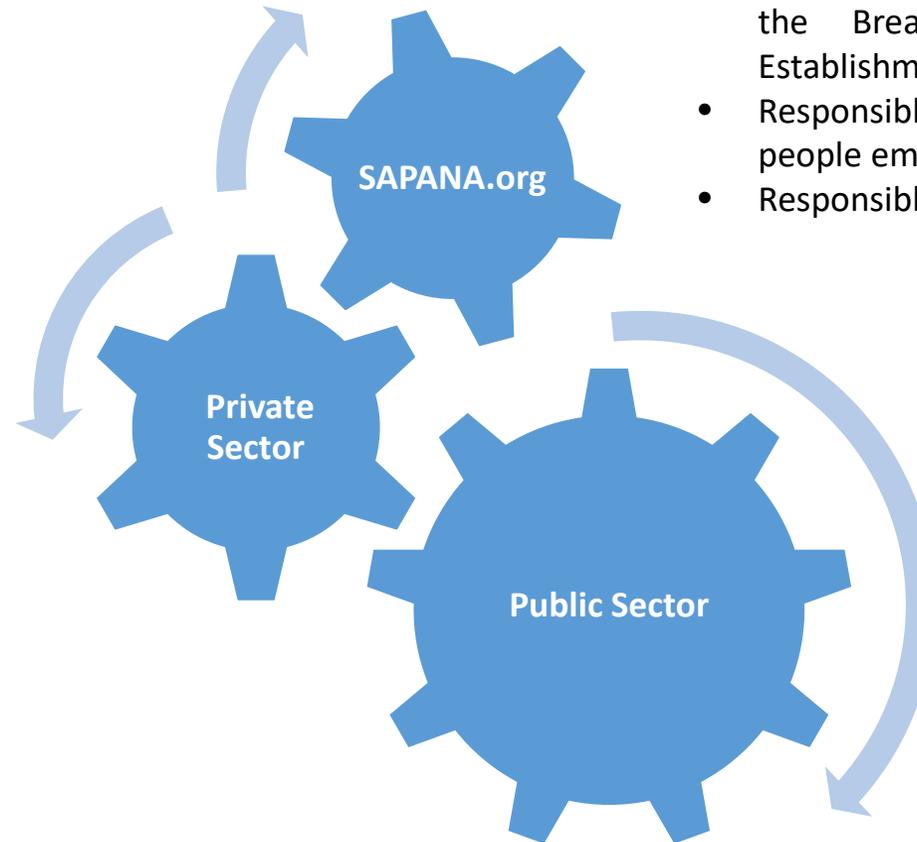
It is a priority for SAPANA.org to continuously invest in training for its team, not only for the acquisition of new skills, but also to enable the improvement and continuous updating of all the projects that it develops.



E) Engage all stakeholders

Private sector (one or more of the following involvement options)

- Provide the labor integration of former inmates
- Provide Professional / Specialized Mentoring
- To be an ambassador of Employability through SAPANA - Company Funding
- Integrate a part of the value chain of its business within the prison establishment, thus initiating the qualification of the inmate, for its later integration into the labor market
- To implement a business idea that can start within the PE (prison establishment) and to employ people in seclusion
- To finance one program edition.



SAPANA.org

- Responsible for the coordination and implementation of the Breaking Bars program inside the Prison Establishment
- Responsible for the individual mentoring of each of the people empowered
- Responsible for partnerships with private companies.

Public sector

- Signing a protocol with the General-Directorate of Prison Services to allow the intervention of SAPANA.org inside the Prison Establishment (done)
- Guarantees the conditions for the program to take place inside the Prison Establishment
- Responsible for the first screening of potential participants in the program
- Potential investor through financing
- Involving and developing the relationship with the Ministry of Justice through the implementation of our projects/ trainings/ funds proposals.