

# EUROPEAN SOCIAL FUND MEASURE FOR INTEGRATION 2014-2020, to be implemented in 2014-2023

**TARGET GROUP:** NEW IMMIGRANTS AND LESS-INTEGRATED PERMANENT RESIDENTS

**OBJECTIVE:** To equip the target group with the prerequisites and opportunities to support their active participation in employment, lifelong learning, and civic society.

## MEASURE ACTIONS

**Development and implementation of a counselling and information system.** Providing integration support information and counselling services to less-integrated Estonian permanent residents.

**Developing and delivering an integration programme.** The acquisition of the knowledge and skills needed to function in society and of the social competencies that ensure that less-integrated permanent residents in Estonia are socially active has improved:

- 1) Integration programme (A2-B2 language training, citizenship module, and culture module);
- 2) Linguistic and cultural integration;
- 3) Increasing the capacity to present information in other languages.

**Cooperation and communication activities.** Shaping attitudes supportive of integration in Estonian society:

- 1) Cooperation activities;
- 2) Communication activities (the "Careers in Estonia" campaign and the "Our Estonia" series).

Measure action	Budget €, % of action budget	Planned/achieved target level
Counselling and information system	2 312 514,72 – 23%	Participants 10 500/31 958
Integration programme	6 958 388,63 – 70%	Participants 5 500/16 675
Cooperation and communication	729 220,95 – 7%	Viewers 155 000/362 832

## Counselling and information system

- The most frequent sources of information about the counselling service were acquaintances, the Estonian Unemployment Fund, and INSA counsellors, including the website. The PPA and the adaptation programme were also important sources of information for new immigrants.
- The reason for not using the counselling service is lack of knowledge about the services.
- More than 80% of the target groups for the counselling service think that the state should provide this service.
- 76% of those who participated in counselling services and cultural training, 67% of those who took part in citizenship test training, 63% of those who took part in linguistic and cultural immersion, and 62% of those who took part in Estonian language courses were referred to other integration activities as well.

## Integration programme

- The most common sources of information about the integration programme were acquaintances, the Estonian Unemployment Fund, and INSA advisers. The PPA and the adaptation programme were also important sources of information for new immigrants.
- Non-participation in the citizenship module is due to a lack of interest in it and the need to do it. Non-participation in language courses is due to the limited number of study places.
- In contrast to less-integrated permanent residents, new immigrants perceive the activities of the integration programme, as better suited to their needs.
- 88% of the target groups think that the state should offer A1-A2 courses free of charge. 49% think that the state should offer C1 courses free of charge.
- 71% of new immigrants and less-integrated permanent residents think that the Estonian state should provide free opportunities to take part in excursions introducing Estonian culture.
- The activities of the integration programme are seen as more useful in everyday life, except for the citizenship test training, which is seen as more useful for working life.
- Capacity building for communicating information in other languages has failed from the point of view of the target groups, i.e. it was unpopular and could not be used because of the 2020-2021 COVID pandemic.

## Cooperation and communication

- 76 cooperation activities for young people were carried out between 2015 and 2021, with nearly 6900 participants (target 5500).
- A total of 288,000 people watched the "Our Estonia" series, where 20% of ethnic Estonians, 8% of less-integrated permanent residents, and 3% of new immigrants watched it in the 2022.
- In the survey, 69% of ethnic Estonians, 79% of new immigrants, and 72% of less-integrated permanent residents considered activities similar to "Meie Estonia" to be necessary.

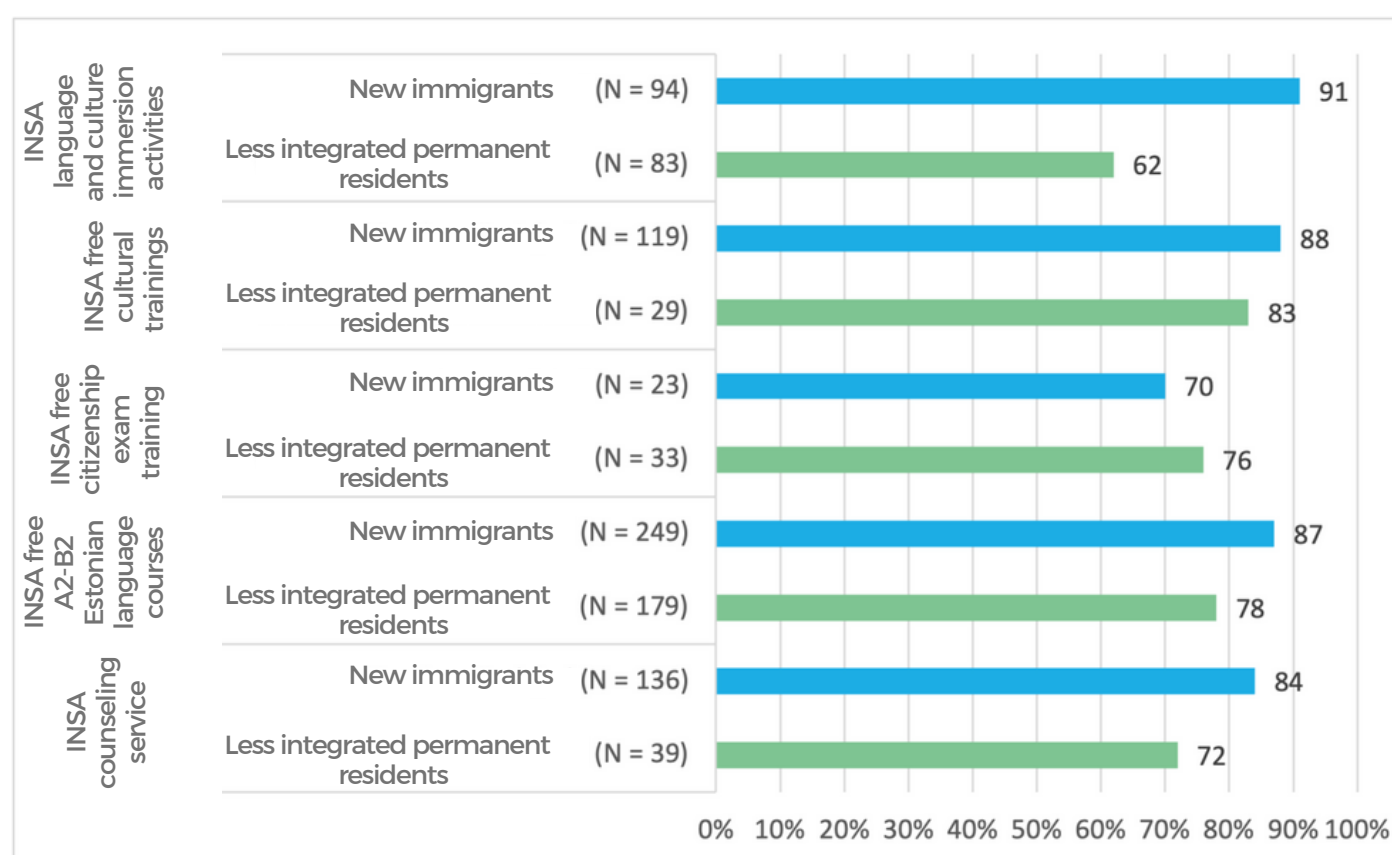


Figure 1. Matching the needs of target groups with the activities of the integration measure

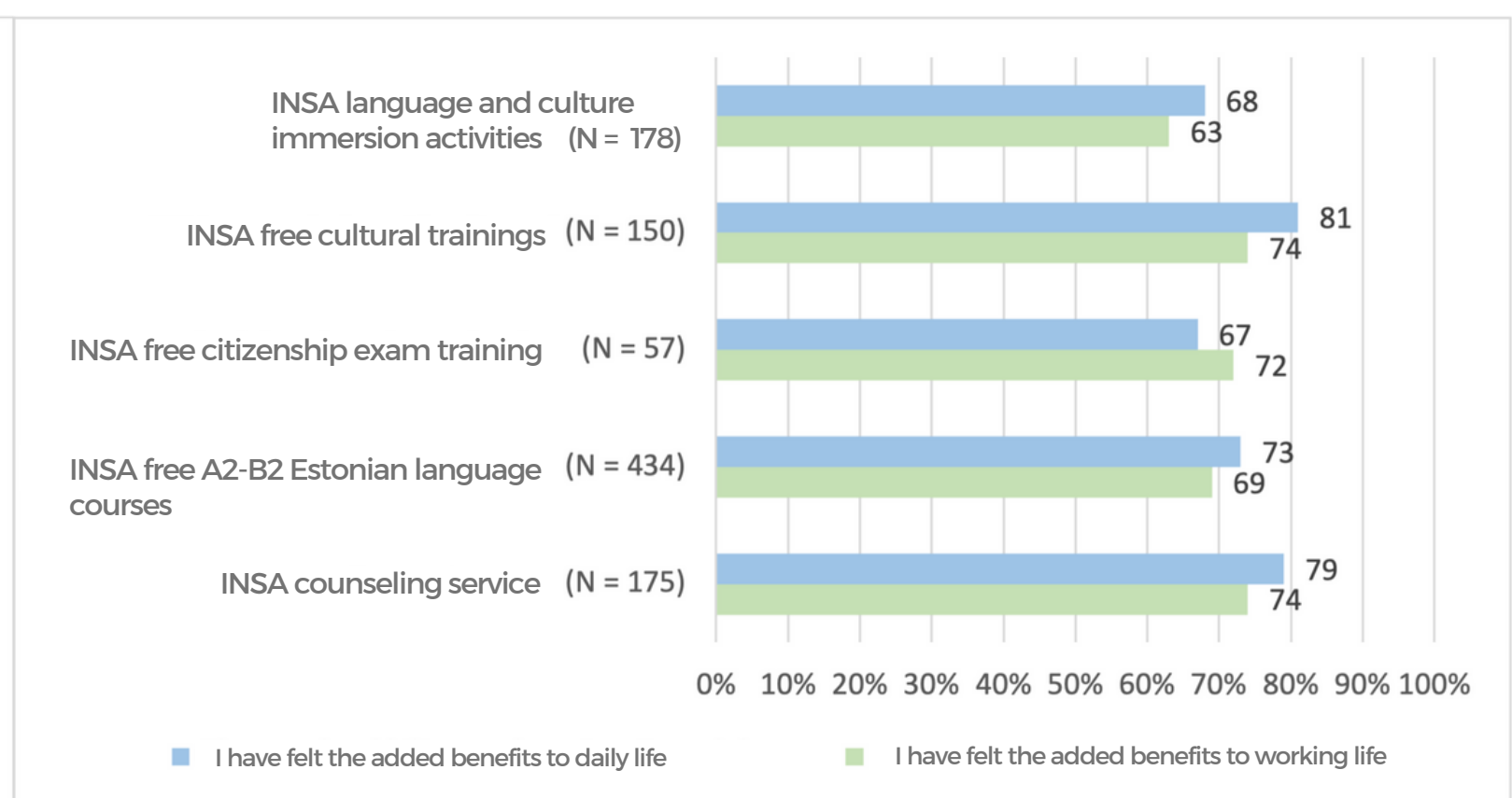


Figure 2. Assessment of the usefulness of the activities in work and everyday life by the users of the integration activities

## Policy recommendations

- Supervision of counsellors should be supported to help them deal with complex cases in a stressful environment.
- Language learning should focus more on quality than on quantity, so that learners are able to reach the target level of language proficiency set by the course.
- In order to provide the target group with opportunities to participate in Estonian culture that appeal to them and are appropriate for them, their potential for consuming Estonian culture should be analysed, including what and how they are prepared to consume it.
- Address the needs of target groups when developing services, using co-creation opportunities.
- Pay more attention to ethnic Estonian group as a contributor to the integration process.