



# ***Corporate Social Responsibility and the reintegration of marginalised groups***

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# Motivation of companies

- I want to make a difference for one person or for society
- I want publicity for me and my company
- I want to make a profit for my company helping exposed persons

# Problems raised by companies

- Why hire your youngsters
- Its not our job to help them
- What are the benefits
- What are the risks
- Is it difficult
- What will our employees think
- What will our customers and suppliers think
- What is the success rate
- Do we get any help
- Etc.

# How can you motivate companies?

- Telling the good story
- Help someone in need
- Its not difficult or dangerous
- They are highly motivated, very loyal and work hard
- Your employees will love you for it
- Customers and suppliers respect you for it
- You'll be "social responsible" – meaning: profit
- High:five only deliver someone you can handle
- High:five only deliver someone you need and want
- High:five will help you all the way

- **Working at both ends**
- Build up competences and qualify them as well and broadly as possible so they are not faced with difficult situations and give up when they run into the first obstacle
- You have to motivate companies to hire young offenders
- The story of the young guy working in the factory – factories should get young people who are prepared to work – quality and prepare both sides (youths and companies)

- **High : five : CEOs** - give me half an hour. If you are to hire offenders what are your limits? What do you want and what do you absolutely want to avoid?
- **CEOs answer** – if you work in the same way as the municipality does, forget it. The municipalities do not care about what the youngsters want, what their qualifications are and what do I want?

- The companies are not necessarily looking for easy/light cases
- Companies sitting down and discussing limits and barriers
- If you start in the soft end and trying to meet their demands then start from their demands.  
**Go to companies and ask them what they can do!**
- Do not think you are the only ones having troubles with convincing companies to hire offenders
- In the beginning we only got rejections and one maybe

- Nowadays High : five can get 50 CEOs speaking on public TV about hiring offenders
- Building up trust among companies
- High : five is demanded for its services by companies
- Companies are taking responsibility for the failures

- REACTION

Qualification:

- Clarifying
- Drug treatment
- Anti-anger course
- Education
- Work training
- Coaching
- Mentoring
- Etc.

- REINSERTION

- Reinsertion:

- Motivating companies
- Helping companies
- Motivation for Corporate social responsibility

## **Rep. of Jilava Penitentiary - example of the therapeutic community at Jilava penitentiary**

The need of having an intermediary between the prison and the released offender

Ask the ex-offenders what could have been done in order to prevent the failures/troubles they ran into

Financing of companies

- Who sets the rules for supporting financially marginalised groups?
- You can find mechanisms to hire people
- Some companies are gaining out of this because the state supports this initiative
- What the company is paid should be measured against what the youngster can do

If the offender has good qualifications why should not he be paid a fair salary by the company?

High : five – trying to create fair employment conditions for youngsters

Companies should not be taking advantage of the fact that ex-offenders are supported by the state

The benefits the company receives should be measured against the challenge

CSR should not become a living strategy for the company and this kills the work of high:five and the motivation of companies

High : five – defending its values and position as intermediary. They promote approaches tailored to the needs of the inmates