

EMPLOYEE INCLUSION PROJECTS

by

GreatHRs Community



&

ANGAJEZ
UN PROIECT GREAT HRs



Welcome to Great HRs

incubator of projects for changing the labor market

We operate as an NGO, with over 90 individual volunteers and over 40 partnerships with companies that help with resources in implementation. The projects are funded by sponsorships from companies whose commendable initiatives we promote to their employees and candidates.



We are the creators of the Angajez 45+ project

The name of the
project means "We
Hire 45+"



Angajez 45+ (We hire 45+) is the only social communication campaign at national level, which addresses the fight against the labor crisis by promoting inclusion and removing the age criterion from the selection and recruitment process, bringing a wide range of resources for candidates, employees, employers and recruiters.

We are the creators of the Angajez 45+ project

The name of the project means "We Hire 45+"

ANGAJEZ

UN PROIECT GREAT HRs

45+

The project is a social mobilization, born from the conviction that educating the labor market, by addressing directly employers and candidates alike, can generate the change of a social context, of professional practices and an entire country. Angajez 45+ (We hire 45+) acts as a link between all actors in the labor market, in order to facilitate communication and develop alternatives for all the issues they face.

It is an independent project, behind which are several dozen professionals from various fields, who contribute through their expertise - from coaches, Marketing and HR, to Legal and other important areas. Angajez 45+ invites along all inclusive employers (to show examples of desired practices), all professionals regardless of age, open to continuous learning (paying special attention to the segment of 45+ professionals) and all organizations serving the market - in recruitment and selection, Employer Branding and related services (recruitment agencies, platforms and creators of selection technologies, job websites, media agencies etc.).

Projects that represent us

Angajez 45+ (We hire 45+)

National campaign to promote inclusion in the Romanian labor market

Employee Lead Generation

Streamlining recruitment by generating relevant candidates - relevant leads through strategy and implementation of promotion campaigns dedicated to each role and employer

EB4U

Employer Branding for your company - image strategy, implementation of marketing campaigns, social media management & brand enhancement



A photograph of three people in a bright, indoor setting. On the right, an elderly man with a white beard and glasses, wearing a yellow shirt, is smiling broadly. In the center, an elderly woman with short, wavy grey hair is also smiling. On the left, the back of a young woman's head and shoulders are visible as she looks towards the older couple. The background is softly blurred, showing a potted plant and a window with light coming through.

Our common cause with your organization

The cause that leads the Great HRs projects promotes the perspective of inclusion as one of the organizational capabilities, the development of an inclusive environment in the company and the visibility of employers who aim to set new standards and best practices for an inclusive and successful organizational culture.

How we can chose you

The inclusion projects carried out by the Great HRs NGO are dedicated to the trend-setters in the labor market, to those companies that want to have a positive impact and be part of the change.

From our perspective, we are inviting exclusively companies that can be a model for others in the market, companies that raise the standard and show that it is possible. Organizations that can show they support the normalization of the market and the values of inclusion and respect, regardless of the differences between people. We are honored to collaborate with such companies to bring real change!



A modern office interior with a large white text box in the center. The background shows a window with a city view, a white office chair, and a desk. The floor is made of dark grey tiles. The ceiling has four red pendant lights.

OUR PARTNERSHIP OBJECTIVES WITH INCLUSIVE EMPLOYERS

I. Increasing employee engagement, pride and belonging

in your organization, an employer with such an impact and positioning in the labor market



II. Implementation of actions and initiatives that support increasing the level of inclusion and creating good practices

both in external and internal communication with employees



II. Creation and implementation of projects that facilitate the development of an inclusive organizational culture

Integration and reintegration of colleagues from various categories

Diversity on all hierarchical levels

Remote work

Aligning and rethinking processes to facilitate inclusion

(e.g.: recruitment and selection, induction, L&D, career and performance management etc.)



A modern office interior with cubicles, white desks, and black ergonomic chairs. Large windows on the right side offer a view of a city skyline. The ceiling features exposed ductwork and rectangular light fixtures. A semi-transparent white box is centered over the image, containing the text.

DEDICATED ACTIONS FOR YOU
from our team and our specialized partners

Niche strategy for attracting the desired audiences

E.g.: for categories that are not usually attracted to the company's industry



actions with **external** impact

Analysis and reconstruction of the EVP message

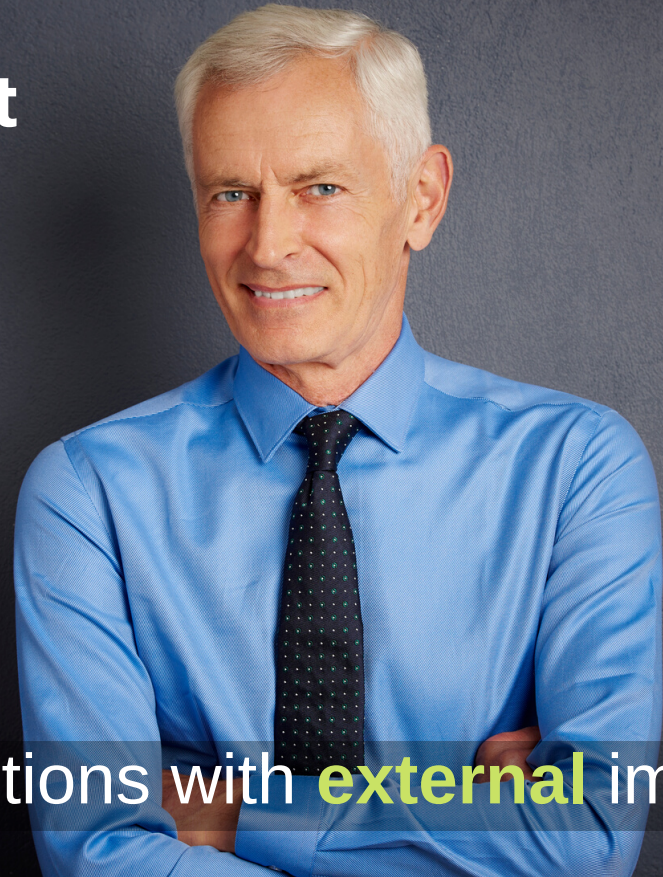
Alignment (if needed) of EVP, aiming to attract the desired audiences (+market research regarding the company's image as an inclusive employer for the target audience)



actions with **external** impact

Presence and promotion at external events

The events of the project and also of partners (conferences, podcasts, interviews etc.) with communication of the cause and the actions that are being taken, by representatives from management together with other employees, as volunteers and ambassadors of the cause inside and outside the organization. Identification of employees with the cause helps them identify with the company.



actions with **external** impact

Monitoring and measuring the engagement of employees involved in the cause

including participating in or contributing to external communication (e.g.: participation in events as ambassadors etc.)



actions with **external** impact

Promotion in communication campaigns as an official partner and recommended employer

(several levels of exposure and positioning the ones that are best suited for you, according to your needs and communication directions)



actions with **external** impact

Creating and assisting the implementation of projects that support inclusion

Examples of internal projects:

1.



"Integrating the 45+ colleagues"

Transformation of the internal processes of recruiting, integration and forming of colleagues from the 45+ category

2.



"Women as leaders"

Developing female employees so that they are eligible for leadership positions in the organization

3.



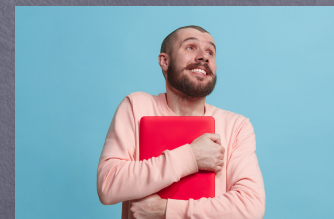
"Mothers at work"

reintegration of mothers and the creation of special programs for them

4.

"Remote work"

Remote work, which ensures an inclusive and healthy environment (including for parents), aiming for better retention



actions with **internal** impact

Organizing and positioning in internal events

(workshops, interviews and internally promoted videos) with communication of the cause and the actions that are being taken, by representatives from management together with other employees, as volunteers and ambassadors of the cause inside and outside the organization. Identification of employees with the cause helps them identify with the company.



actions with **internal** impact

Reassessing the EVP experienced in the present processes in the organization

Assessment of the present level of inclusion - e.g.: the degree of support or limitation of inclusion in attracting and retaining certain categories of employees.



actions with **internal** impact

Optimization of current processes for supporting inclusion

Optimization of onboarding processes, recruitment and selection, employee retention and experience, career plan etc.



actions with **internal** impact

Facilitating internal communication about inclusion

through key people in the organization

A middle-aged man with grey hair and a goatee, wearing a light pink dress shirt and a red tie with yellow and blue diagonal stripes, stands against a black background.

actions with **internal** impact

A modern office interior with large windows and brick walls. The room features a long white table with several white and yellow chairs. In the background, there are large arched windows and a brick wall. A clock is visible on the wall, and some office supplies are on a desk to the right.

EXAMPLES OF ACTIONS WE HAVE HELPED OTHER EMPLOYERS WITH

Some of the employers we have worked with

- organized events for
- promoted their speakers & managers
- dedicated promo campaigns
- internal programs



Example of an internal & external project serving inclusion

Industry

BPO - financial banking services

Period

1 year (Jan 2020 - Jan 2021)

Objectives

Increasing the number of senior candidates attracted
Retention of senior candidates
Visibility in front of 45+ candidates

and positioning as a recommended employer, that has inclusion as a core value, that is searching for candidates and is investing in the integration and wellbeing of its employees
Visibility of internal actions that promote inclusion

Association with the project as a pioneering employer, which contributes to changing the Romanian market through actions for its employers and supporting a project that helps 45+ candidates

Actions & impact

INTERNAL

Workshop with the internal project team (composed of HR & Business members), accompanied by a dedicated coach, to increase the number of senior employees, according to internal KPIs. The workshop aimed to create the action plan on the main HR processes that have an impact on diversity and inclusion: recruitment and selection, onboarding, learning & development, performance evaluation.

Regular consultancy (for 1 year) for the HR team in **creating the strategy** to increase the number of senior candidates attracted, recruited and their retention (it includes check-in moments in the project and monitoring progress)

Regular consultancy (for 1 year) for the HR team in **the implementation** of actions (it includes check-in moments in the project and monitoring progress)

EXTERNAL

Dedicated external study on the extra-salary benefits expected by the 45+ public, as a basis for the retention strategy, both for senior employees and for the rest of the employees. We are planning on having another 2 studies in January with 2 other topics.

Dissemination of internal good practices in the press - Video + written interview to promote internal actions and successes in 2020 (planned for January 2021, when 1 year will have passed after the employer's involvement in the project)

Promo as project partner and recommended employer, in the general campaign of the project and in the dedicated campaign, on all our own channels (website, Facebook page and group, LinkedIn page and group, Instagram, Youtube, newsletters sent to candidates and employers, in the events of the project and the ones of our partners, in press releases) and on partners' channels (website, Facebook, LinkedIn, Youtube)

Dedicated information and materials, disseminated on the project channels (received from + materials created with the help of our branding specialists), for brand promotion and communication

Dedicated microsite (description, video, job postings etc.) - as a recommended employer

Speech at events (online and offline) - the "Angajez 45+ Conversations - with candidates" series, at the press conference of the project

Some of the media we appeared in

with inclusion projects

ZIARUL FINANCIAR



adevăruL



CARIERE
Jurnal de leadership

WALL-STREET



Newsweek




BUSINESS
Magazin

A modern office interior featuring a desk with a computer monitor, a black office chair, and several pendant lights hanging from the ceiling. The background shows glass partitions and a dining area with chairs.

We are waiting for you to tell us which are the most important directions for your organization, so that we can come back with price quotes and a detailed description of the recommended actions and services.

In the following pages you will be able to find the standard packages of the project, not customized. We thought they could help you have access to all the information regarding the project in one place.

A modern office interior featuring a white desk with a computer monitor, a grey office chair, and glass partitions. The background shows a bright, open-plan office space with large windows and a wooden floor.

STANDARD PACKAGES FOR COLLABORATION



Do you want your organization to be recognized as an inclusive employer?

Do you know that it deserves to be noticed as a pioneer in the labor market? Do you have a success story about the diversity of your employees and do you want to make your inclusive policy and culture known? Do you want to make changes internally and need help getting started? Do you want to benefit from national exposure and promotion? Join us!

"DO IT YOURSELF"

implement with your own team,
but with our help

1

Internal change and alignment with the principles of inclusion and diversity

- Action plan for optimizing internal processes with own resources
- Action plan for the development of new capabilities

2

Internal research - employee perception

- Internal image of the employer, desired tangible fringe benefits and perception on the organizational culture etc.

3

External communication and positioning

- Trainings for your Employer Branding team
- Consultancy in positioning and brand promotion

"WE DO IT FOR YOU"

we implement
for you

4

Internal change and transformation of organizational culture

- Alignment of the organization with the principles of inclusion and diversity

5

Market research

- Image of external employer and benchmarking with other employers, alignment of communication with the reality perceived by candidates during this period, etc.

6

External communication and positioning

- Visibility and positioning as a partner in the campaign of the project
- Dedicated promo campaign

"DO IT YOURSELF"

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but with our help

1

INTERNAL CHANGE AND ALIGNMENT WITH THE PRINCIPLES OF INCLUSION AND DIVERSITY

Action plan for optimizing internal processes with your own resources (support for the start-up stage of the process)

Allocation of a full day for process design, accompanied by a professional coach. Subsequent implementation will be done by your project team

Action plan for optimizing internal processes with your own resources so as to facilitate the inclusion and diversity of employees (eg defining the right mix to facilitate recruitment and integration of newcomers, action plan for developing new skills, acceleration of learning and development - strategy retention for newcomers etc.)

- Creating the project team (diverse team of relevant stakeholders in the organization) and preparing the necessary information for implementation
- Transformation design (1 day accompanied by the coach)
 - 1.Objective setting for transformation and success indicators (quantitative and qualitative KPIs)
 - 2.Design or re-design of processes that support transformation (Example: recruitment, onboarding process and performance management process)
 - 3.Creating practices for training and cultivating a mindset open to diversity and collaboration (6-8 hours allocated)
 - 4.Creating the project team action plan, which includes check-in moments in the project and monitoring progress

2200 Euro

"DO IT YOURSELF"

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but with our help

2

INTERNAL RESEARCH - EMPLOYEE PERCEPTION

Internal image of employer

Desired tangible fringe benefits

Employees' perception of organizational culture etc.

from € 700

(Studies can be customized according to the objectives of the department / colleagues who benefit from the final reports)

"DO IT YOURSELF"

implement with your own team,
but with our help

3

EXTERNAL COMMUNICATION AND POSITIONING

Trainings for your Employer Branding, Internal and External Communication and Recruitment team:

- Marketing & Communication Basics
- Employer Branding Basics
- Social Media Basics for Communication and Recruitment
- Sales Basics with the transferability of newly acquired skills in recruitment approach
- Basics of Career Planning for Employees
- Basics of Employees' Experience Measurement

€ 1000 / day of training

(Trainings can be customized according to the objectives of the department / colleagues receiving training)

Consulting in positioning and promoting your Employer Brand

- Strategy and planning of actions and resources
- Implementation consulting - one-to-one sessions with analysis on successes and ideas, alignment on objectives, etc.

The budget will be established after a previous conversation
(needs, objectives, time, etc.)

"WE DO IT FOR YOU"

we implement for you

4

INTERNAL CHANGE AND TRANSFORMATION OF ORGANIZATIONAL CULTURE

Alignment of the organization with the principles of inclusion and diversity (full process support)

Allocation of several days throughout the year, from the coach, for the accompaniment of the project team in implementation and the creation of workshops dedicated to training of the new mindset.

I. The start-up stage of the process:

- Creating the project team (diverse team of relevant stakeholders in the organization) and preparing the necessary information for implementation
- Transformation design (1 day accompanied by the coach)
 1. Objective setting for transformation and success indicators (quantitative and qualitative KPIs)
 2. Design or re-design of processes that support transformation (Example: recruitment, onboarding process and performance management process)
 3. Creating practices for training and cultivating a mindset open to diversity and collaboration (6-8 hours allocated)
 4. Creating the project team action plan, which includes check-in moments in the project and monitoring progress

II. Middle of the process (meetings in the project team, accompanied by the coach, 1-2 hours / month)

- Communication about the project in the organization
- Implementation of processes and check-in meetings and monitoring of progress towards the objective (and recalibration of actions if necessary)
- Appreciating successes (announcing and celebrating them)
- Diversity and inclusion champions (models)

III. Final (2-3 hour project team meeting)

- Evaluation of achieved results
- Goals set for the next level of development and indicators of success
- The action plan

€ 1900 / day

We advise it should be a process of at least 1 year, the number of days will be established according to objectives and evolution and will be communicated previously, after the analysis of the company.

"WE DO IT FOR YOU"

we implement for you

5

MARKET RESEARCH

External employer image and benchmarking with other employers

Aligning communication with the reality perceived by candidates during this period

Candidate expectations

from € 500

(Studies can be customized according to the objectives of the department / colleagues who benefit from the final reports)

"WE DO IT FOR YOU"

we implement for you

6

EXTERNAL COMMUNICATION AND POSITIONING

Promotion as project supporters

- Promotion and mentioning in the general communication campaign of the project, in order to help as many candidates as possible to reach messages about your company as a supporter of the project
- Positioning your company as an inclusive organization, which we recommend, to help candidates find out which companies have similar values, in which their experience is appreciated

Dedicated promo campaign

- Information and material (either from you, or created with the help of our branding specialists), for brand promotion and communication
- Dedicated recruitment campaign (optional) on some hard-to-reach roles

from € 1500

See all the packages in the following page

WEBSITES:	Logo on the official website	12 months	9 months	6 months	3 months
	Your company's page on the site - dedicated microsite (description, video etc.) - as a recommended employer	12 months	9 months	6 months	-
	Video interview on the site	1-3 interviews	1-2 interviews	-	-
	Written interview on the site	1-3 interviews (idem)	1-2 interviews (idem)	1 interview	-
	Company success story on video site	1-3 stories (idem)	1-2 stories (idem)	1 story	-
	Logo on the banners on the site	yes	yes	-	-
	Logo on banners on partner sites	yes	-	-	-
SOCIAL MEDIA:	Dedicated Social Media campaign - constant news from you	12 months	9 months	6 months	3 luni
	Logo and mention on Social Media	12 months	9 months	6 months	3 luni
	Video promoted on Social Media	yes	yes	yes	yes
DIRECT MAILING:	Logo and mentioning in the project newsletters	yes	yes	yes	yes
	Insert with a special announcement in the project newsletters	yes	yes	-	-
	Logo and mention in partners' newsletters	yes	-	-	-
EVENTS:	Speech at events (online or offline, depending on the circumstances) - eg: D&I World annual event	Sponsor of the day	Speech of the day	Mentioning as partner	-
PODCAST:	Dedicated interview invitation	yes	yes	yes	-
PR:	Mention in press releases	yes	yes	yes	yes
RECRUITMENT:	Unlimited job posting on the project's website + on the Facebook Group "Comunitatea Angajezi 45+"	yes	yes	yes	yes
	Dedicated media campaign for your jobs Paid promo (online ads creation and management) for your jobs (e.g.: Facebook Ads, Google AdWords etc.) - one month dedicated to each role	2 roles	1 role	-	-

INTERVIEW IN ENGLISH



2020-05-13
Alina Anghel & Rodica Obancea (Angajez 45+) on Skills for Mars #18 - The Future of Work for 45+

EMIȘIUNEA "Future of Work" cu Iulia Istrate

INVITAT:
Alina Anghel, Co-Fondator „Angajez 45+”
Rodica Obancea - Co-Fondator „Angajez 45+”

INTERVIEW IN ROMANIAN



2019-12-04
Cum te angajezi după 45 de ani?

EDIȚIE SPECIALĂ live la Canal 33 cu Alexandru Răducanu

INVITAT: Alina Anghel - Co-Fondator „Angajez 45+”

INTERVIEW IN ROMANIAN



2020-06-09
Românii cu vârsta de peste 45 de ani își găsesc greu un job.

EMIȘIUNEA Vrem să știi la Radio România Antena Satelor cu Robina Cornaci

INVITAT: Alina Anghel - Co-Fondator „Angajez 45+”

INTERVIEW IN ROMANIAN



2019-03-29
Cum ar trebui să știm să ne reinventăm profesional indiferent de vârstă. Coach-ul Rodica Obancea ne-a dat o serie de recomandări pentru a putea să ne menținem angajabili.

INTERVIU la allaboutjobs.ro cu Bianca Suci Sharma

INVITAT: Rodica Obancea - Co-Fondator „Angajez 45+”

Do you want to benefit from the project? Your payment may be in the form of sponsorship to the NGO behind the project. Contact us for details!

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www.greathrs.com

www.angajez45plus.com



GreatHRs Community

