

# **Eurodiaconia Annual General Meeting 01.-04.04.2025 in Paris**

- Measuring Impact in the European Social Fund Plus (ESF) -  
@ Diaconia Germany

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# Agenda

- Welcome
- Expectations of the participants: Who are you and why are you here in this workshop?
- Background 1
  - The Association of German Social Welfare Organisations in Germany (BAGFW) – Diaconia Germany
- Background 2
  - Partnership approach in the German ESF Plus 2021-2027 - ESF Plus 2021-2027 in Germany - ESF programme rückenwind<sup>3</sup>: Diversity, Change, and Sustainability in social economy – An example
- Background 3
  - On the way to the MFR 2028-2034 - Performance Indicators in the ESF Plus



## Agenda

- Recommendation for a stronger focus on results in the ESF Plus 2028-2034
- Testing of a monitoring tool in Germany in the partnership program rückenwind<sup>3</sup> in ESF Plus
- Assessment – Questions - Discussion



# Association of German Social Welfare Organizations in Germany (BAGFW)

Bundesarbeitsgemeinschaft



der Freien  
Wohlfahrtspflege

The association of German Social Welfare Organisations (BAGFW) is the collective voice of the top six german social welfare organisations in Germany.

The six umbrella organisations cooperating in the Federal Association of Non-statutory Welfare give voice to the concerns that unite them: support for all people in need.

## organisational structure

Welfare associations are structured federally, meaning their divisions are legally independent and autonomous.

## workforce

1.9 million people work full-time in welfare institutions in Germany

## engagement of volunteers

approximately 3 million people are socially, voluntarily, and charitably engaged

## sectors of service

118,000 facilities and services with 4.1 million beds and places encompass various sectors such as youth centres, elderly care, and refugees & integration services.



# Welfare organisations in Germany

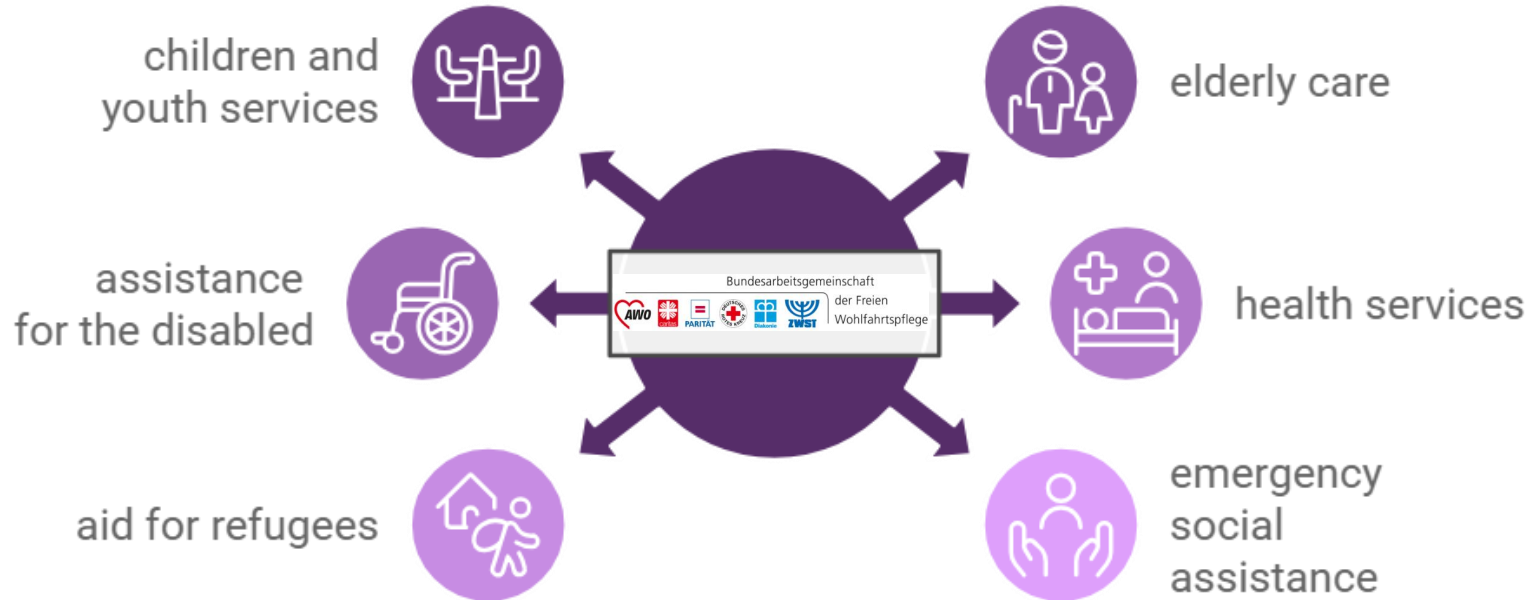
## - fields of work -

Bundesarbeitsgemeinschaft



der Freien  
Wohlfahrtspflege

social support services



# Diaconia in Germany

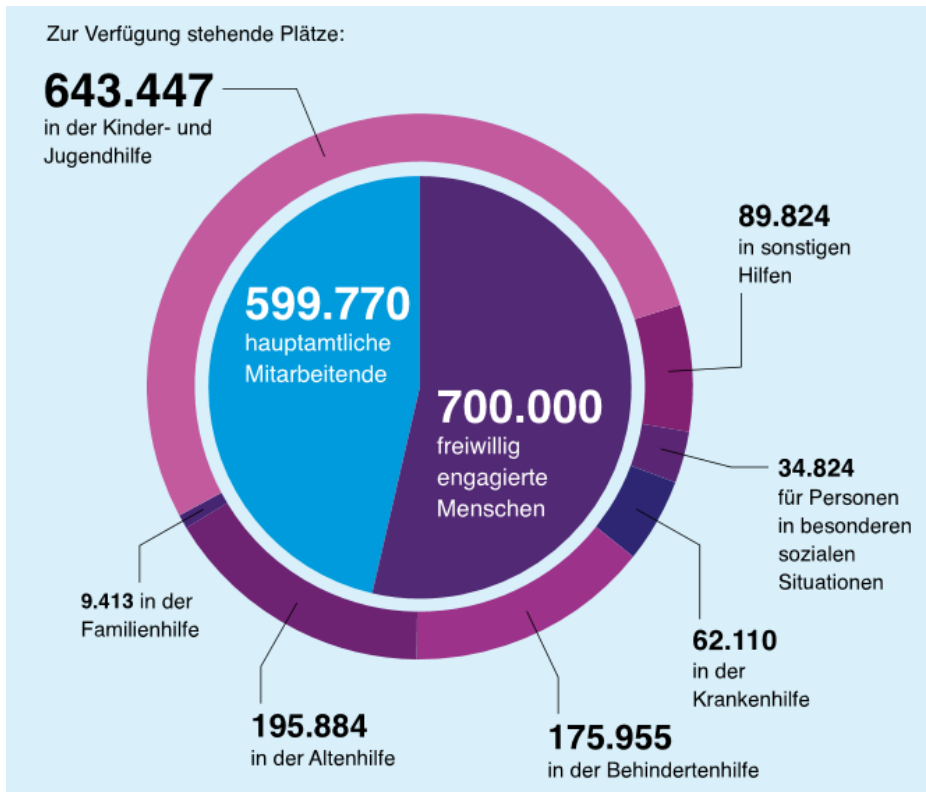
**“Diakonie Deutschland” is an umbrella organisation of 17 regional associations and 69 specialist associations.**

As a welfare organisation, Diakonie is the social service of the Protestant churches in Germany. We see our mission as charity in action and are committed to helping people who are marginalised, dependent or disadvantaged.

In addition to this help, we see ourselves as advocates for the weak and publicly name the causes of social hardship in politics and society. Diakonie also lobbies national and international organisations and the European Union.



# Diaconia in Germany



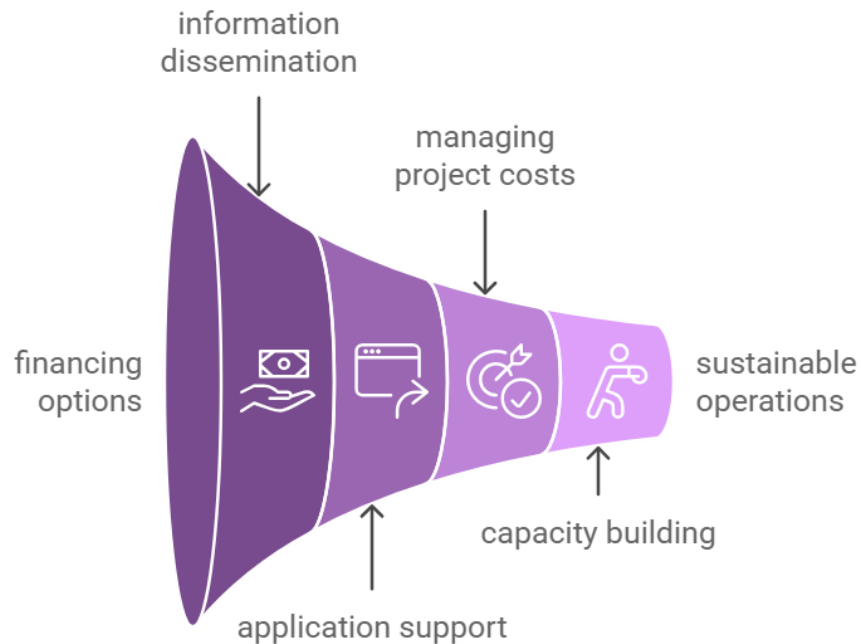
With 33,374 facilities and a capacity of 1.18 million beds/places nationwide, Diakonie Deutschland is one of the largest providers of nursing, care and support services in Germany.

Some 627,349 qualified employees work in these facilities to ensure the well-being of their fellow human beings.

Diakonie is not only one of the leading non-profit organisations in terms of the number of facilities and capacity, but also in terms of the diversity of its services.

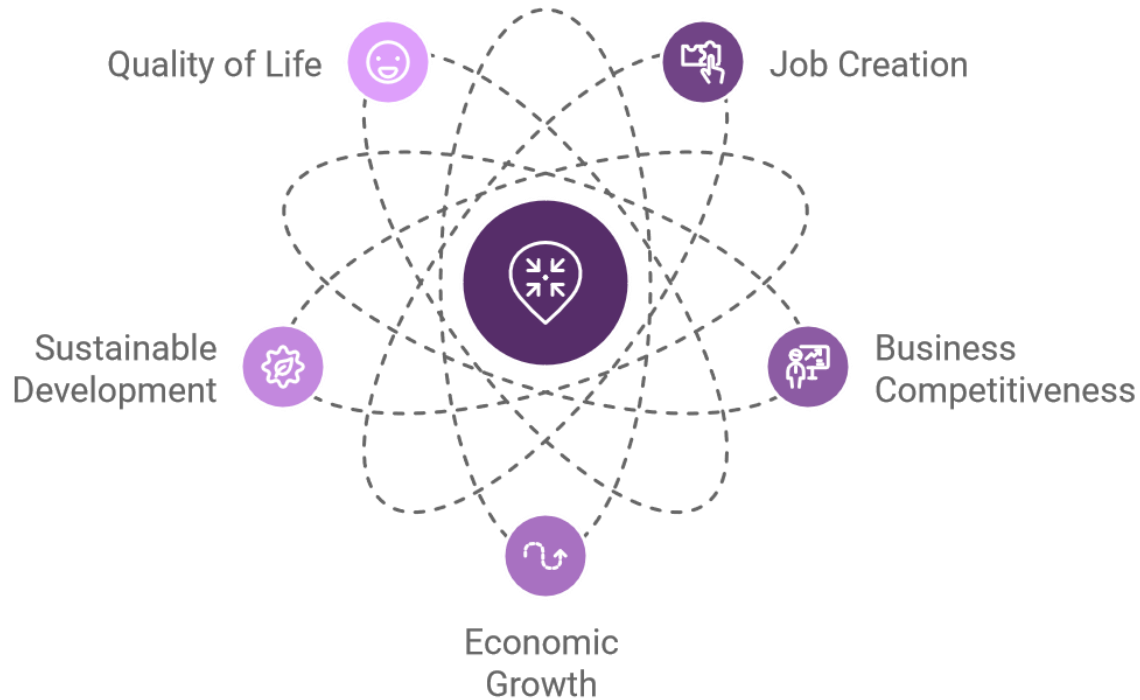
# Grant acquisition and institutional funding at Diakonie

The Centre for Third-Party Funding @ Diakonie navigates the application process for grants and institutional funding for welfare organisations at federal level.

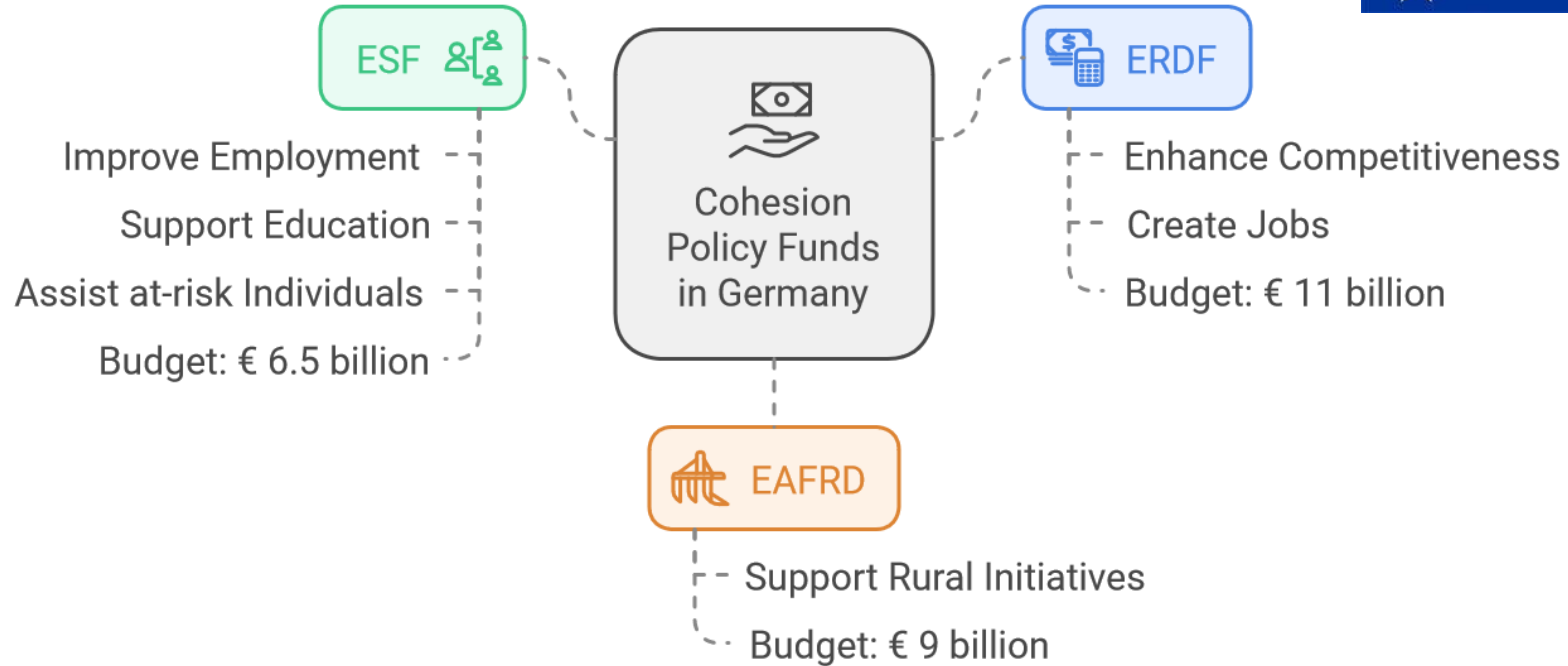


# ESF Plus 2021-2027 in Germany

EU Cohesion Policy Overview

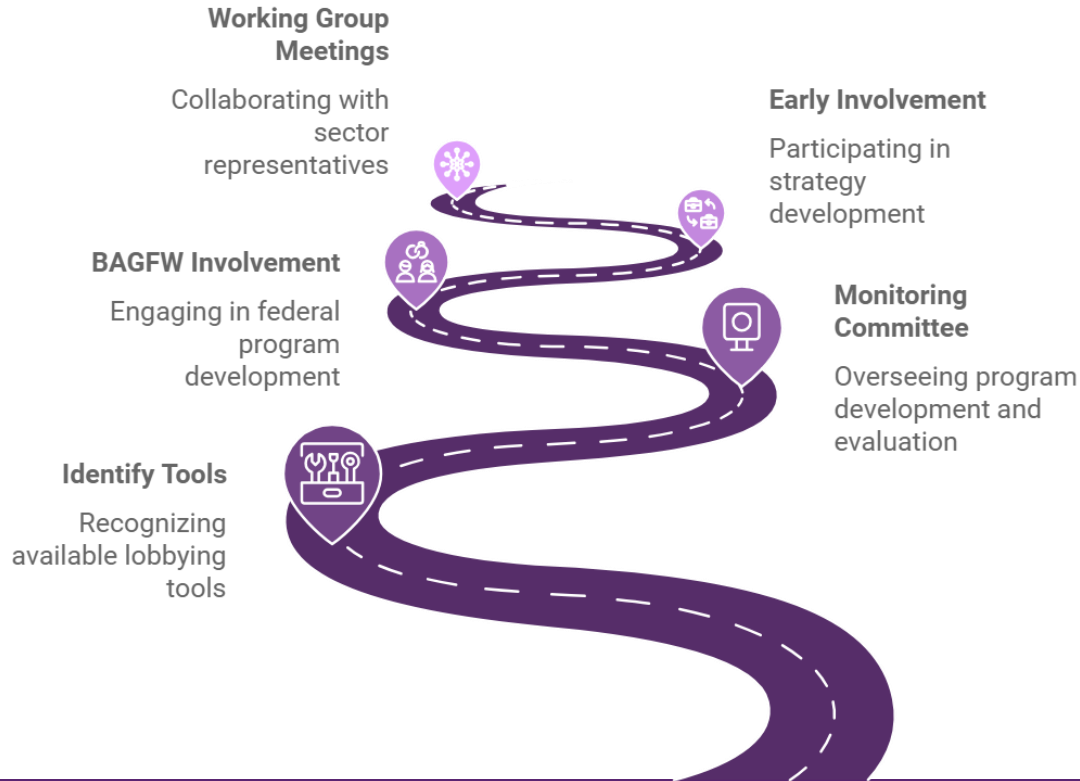


# ESF Plus 2021-2027 in Germany



# ESF Plus 2021-2027 in Germany

ESF Plus 2021-2027 Lobbying Process



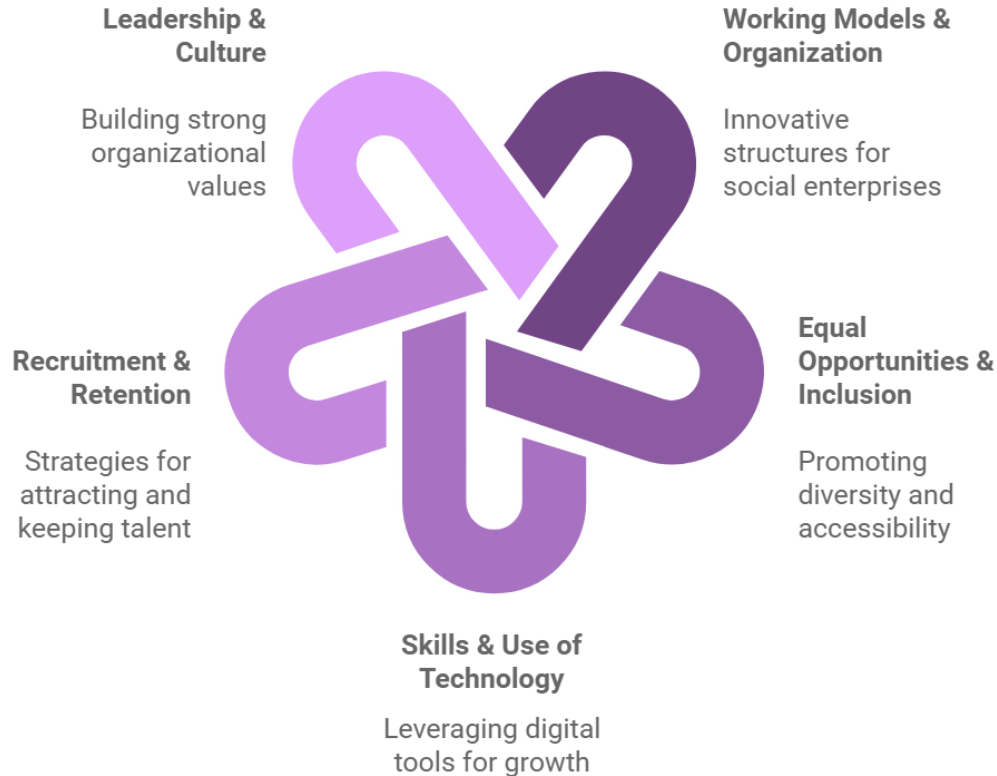
# ESF program rückenwind<sup>3</sup>: Diversity, change and sustainability in the social economy

## Enhancing the Social Economy



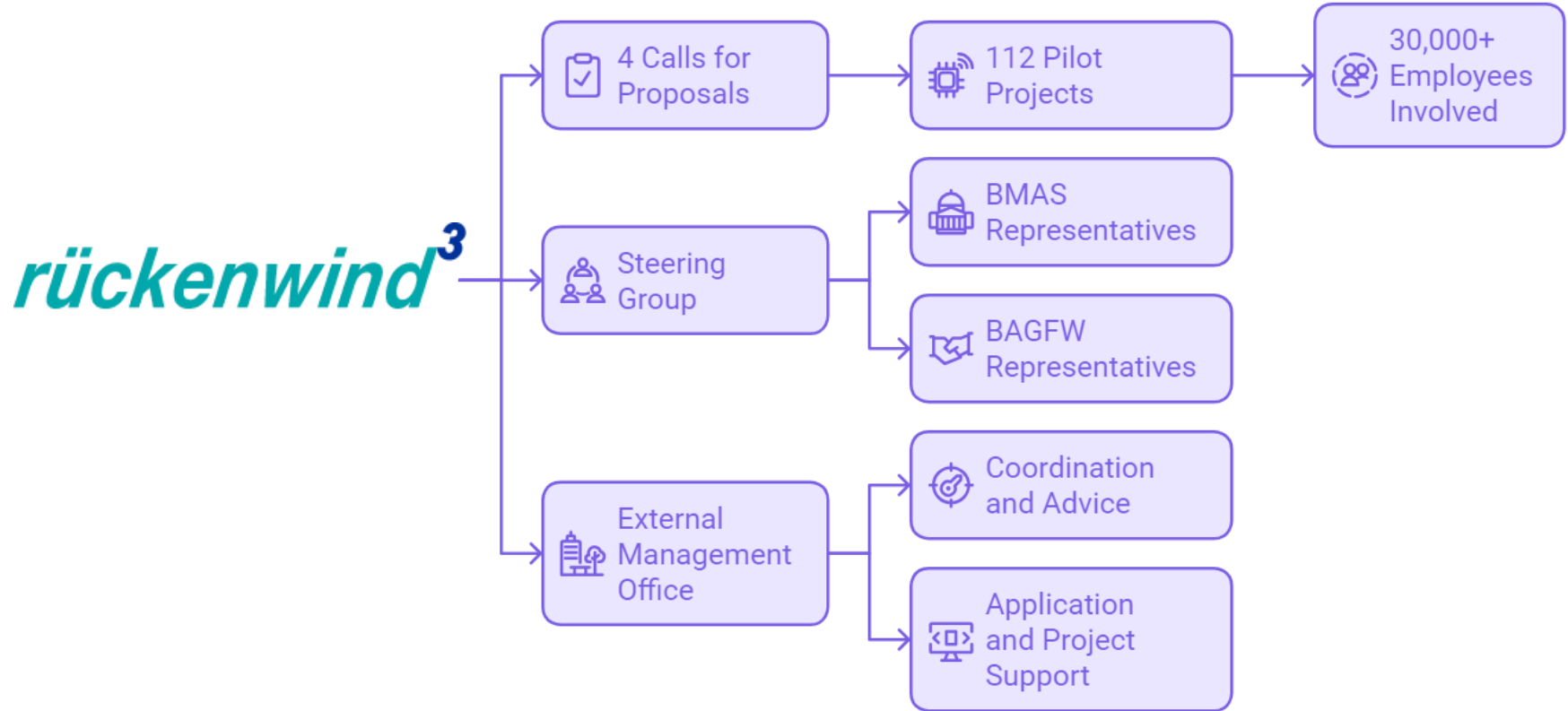
*rückenwind*<sup>3</sup>

# ESF program rückenwind<sup>3</sup>: Diversity, change and sustainability in the social economy



*rückenwind*<sup>3</sup>

# ESF program rückenwind<sup>3</sup>: Diversity, change and sustainability in the social economy





**Practical Example:**  
**Implementation of the**  
**Rückenwind<sup>3</sup>- Project**  
*Acquisition, Onboarding,*  
*Community*

# Bergische Diakonie - Portfolio



Elderly care

Children's aid  
Youth welfare

Social Therapy

Counseling

Education /  
Training

1.900 employees at various locations



Bergische Diakonie

# ***Purpose of the project***

Social Media

Digitalisation

Onboarding

Community

Project duration

01.08.2023 - 31.07.2026





# Bergische Diakonie Strategy



## GO.COM Project

Builds on previous initiatives to enhance organizational effectiveness.

## Agile Employee Engagement

Focuses on developing strategies to attract and retain employees.

## Communication and Cooperation

Emphasizes the importance of collaborative efforts in organizational development.

## New Technologies

Implements innovative solutions like mobile care documentation.





# Enhancing Organizational Capabilities



Onboarding  
Model

Developing and evaluating  
onboarding curricula



Social Media  
Training

Training managers and  
employees as social media  
ambassadors

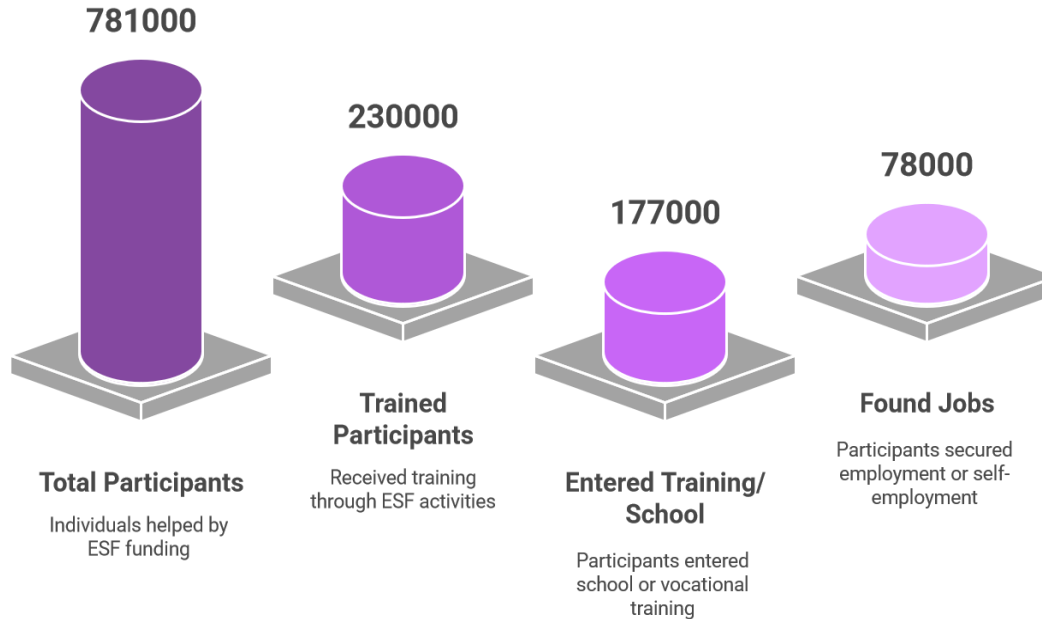


Digital  
Workplace  
Technologies

Introduction and training on  
new digital tools

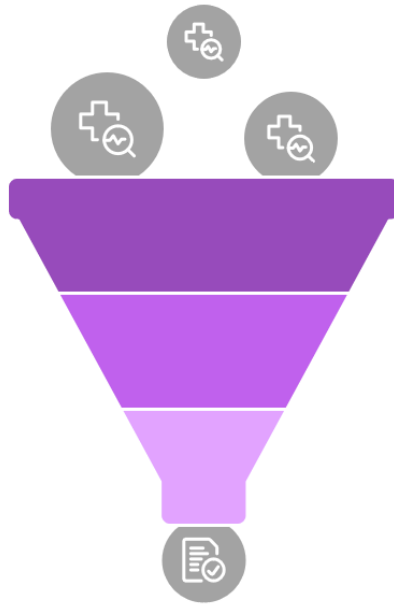
# Results from the German ESF Federal Program Funding Period 2014-2020 (€ 2,7 billion)

Impact of ESF Federal Program (2014-2022)



# Performance Indicators in the ESF Plus

## ESF Plus Evaluation Process



### Output Indicators

Quantitative results like participant numbers



### Outcome Indicators

Immediate project results like job creation

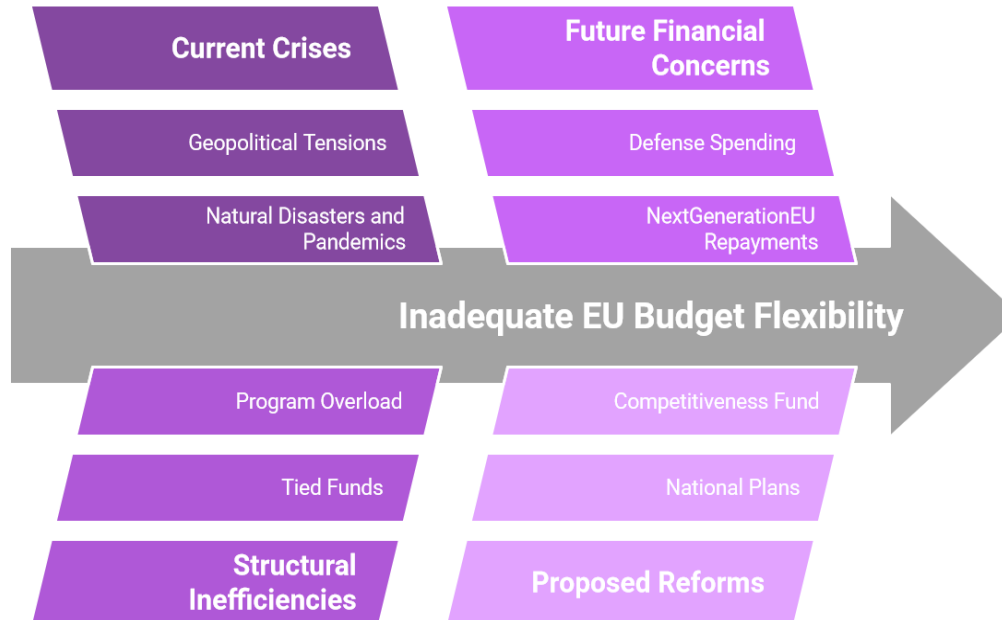


### Evaluation by External Evaluators

Independent assessment of outcomes

# On the way to the MFR 2028-2034

## Challenges and Solutions for the EU Budget



# EU-Budget 2028-2034 Challenges and Considerations



## **Natural Disasters**

Ongoing impact of natural events on the budget



## **COVID-19 Pandemic**

Financial implications of the pandemic



## **Ukraine Conflict**

Budgetary challenges from geopolitical tensions



## **Geopolitical Tensions**

Strained relations affecting EU policies



## **Worker Shortages**

Economic impact of declining workforce



## **Population Changes**

Budget adjustments due to demographic shifts



## **Digital Transformation**

Need for digital innovation funding



## **Green Transformation**

Environmental initiatives requiring budget support

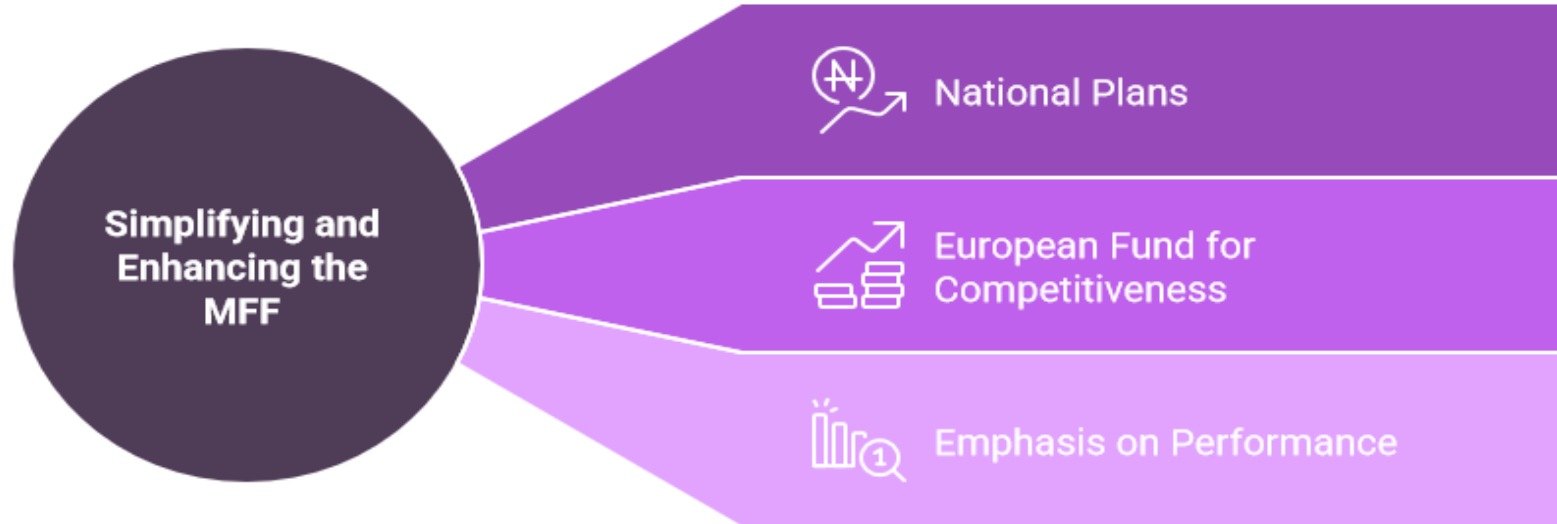


## **Potential EU Expansion**

Consideration of new member states

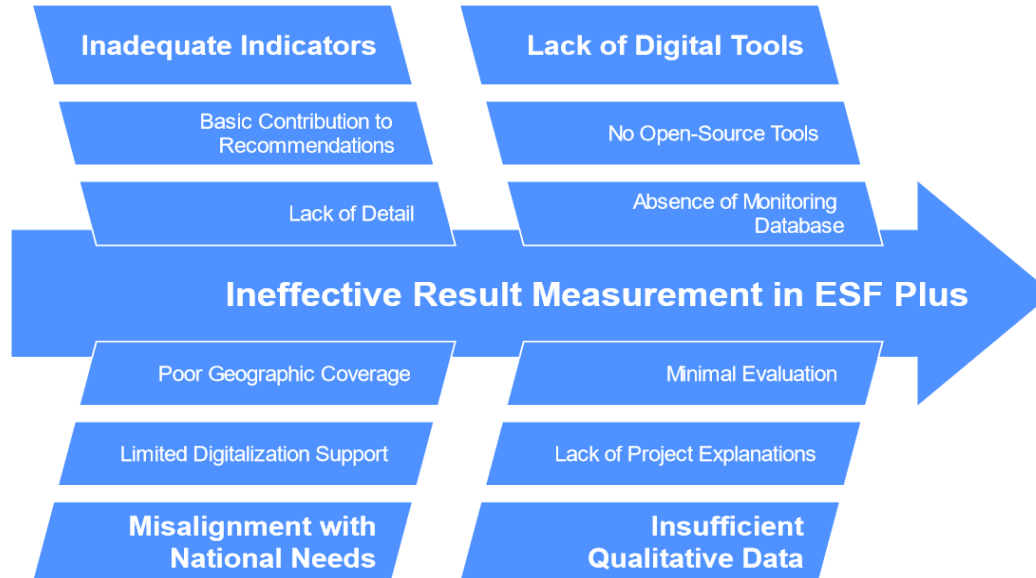
# On the way to the MFR 2028-2034

Streamlining the EU Budget for Enhanced Impact



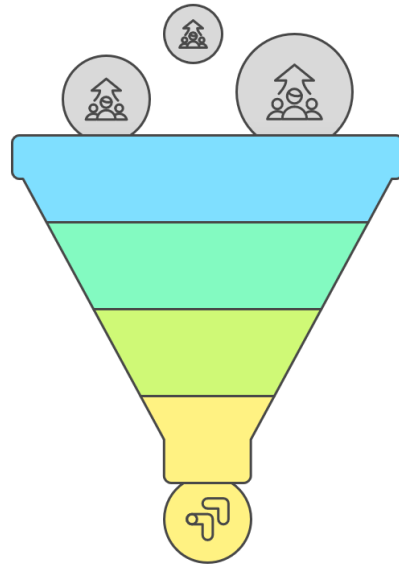
# Recommendation for a stronger focus on results in the ESF Plus 2028-2034

## Enhancing ESF Plus Result Measurement



# Testing of a monitoring tool in Germany in the partnership program rückenwind<sup>3</sup> in ESF Plus

## Enhancing ESF Plus Program Efficiency



### Database Hosting

The contributions are hosted in an open database for accessibility.



### Mandatory Staff Position

A dedicated staff position is established to manage the database.



### Information Provision

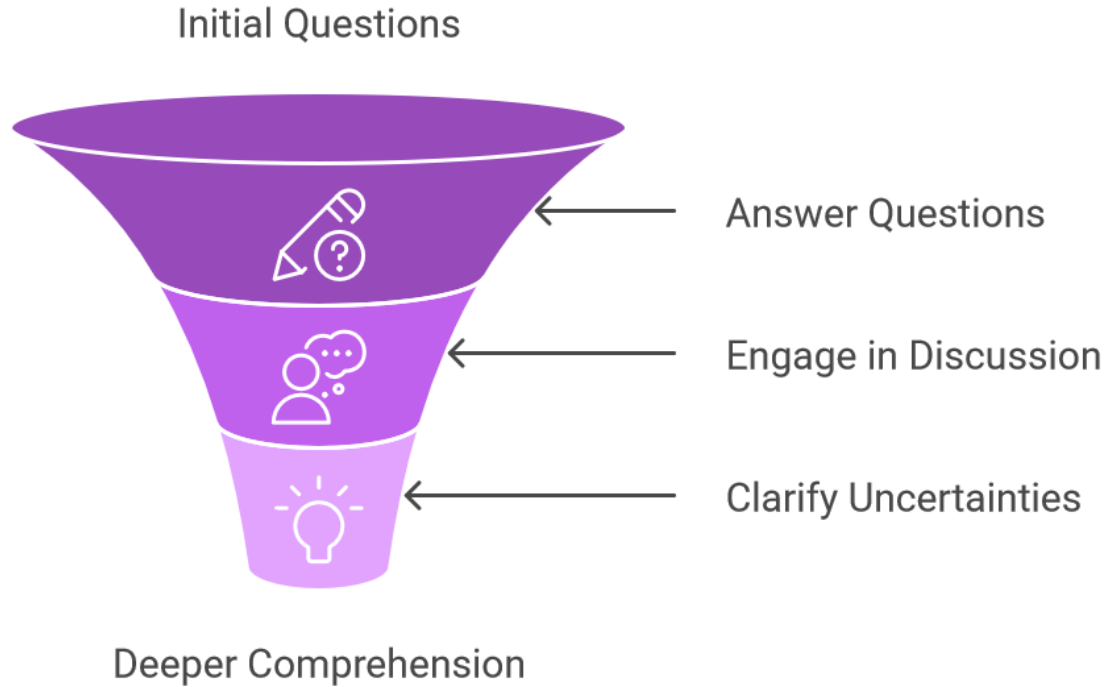
The database provides detailed information about project work.



### Preventing Double Funding

The system helps identify and prevent duplicate funding of projects.

## Enhancing Understanding Through Structured Assessment



**Thank you for your attention!**