

## What BRAMIR is about...

The BRAMIR project addresses two certainties for all EU Member States, namely;

- the ageing of the population and
- an increasing dependence on immigration to meet current and future labour-force requirements.

While there is considerable variance with regard the speed and immediacy of these changes within and between Member States, they are coming and will impact all countries in the not too distant future.

Immigration has become a 'normal' part of life in Europe but the challenge for Member States moving forward is to enhance migrant integration into host country society and economy and efforts being made to attract workers from non-EU countries need to go hand in hand with measures to ensure social cohesion and equal treatment.

The BRAMIR project therefore proposes a mutually beneficial arrangement affording the seniors target group an opportunity to remain active contributors to society while addressing the growing migrant integration problems, such as:

**Information gap:** Migrants experience a lack of knowledge about their new social and civic systems.

**Network gap:** Although immigrant organizations try to build or solidify networks within immigrant communities they do little to tie these organizations to groups outside of the immigrant communities.

While immigrant civil society groups create “bonding” social capital within their own communities they fail to achieve “bridging” social capital with the host community or other migrant communities.

## What BRAMIR does...

The BRAMIR project will develop and implement a multi-layered learning framework designed for seniors and older workers approaching retirement to enable them to be redeployed as volunteers to support the development of key civic and social competences within the established and growing migrant communities.

BRAMIR believes that using ethnicity or country of origin to define migrant needs within a host country is no longer a suitable approach. Instead the BRAMIR project will develop an innovative methodology based on an analysis of sinus milieu® groups within migrant communities.

This psychographic profiling approach will identify key variables within migrant communities taking into account criteria such as education, social and cultural values, attitudes, interests and lifestyles, and will inform the development of appropriate learning resources to support the acquisition of key social and civic competences.



## What BRAMIR will achieve...

1. The development of a Summary Research Report & Needs Analysis
2. The preparation of a Suite of psychographic profiling tools
3. The creation of an Induction Training Programme
4. The generation of a Train-the-Trainer Curriculum
5. The launch of an e-learning Portal
6. The forming of a Digital Toolbox of Key Competence Acquisition Resources
7. The drafting of a policy paper “Beyond Retirement - A Migrant Integration Resource”

## Who BRAMIR is...

The BRAMIR consortium comprises 9 partners and 1 associated partner. All together 8 Member States are represented: Germany, Ireland(2), Romania, Cyprus, Austria, Italy, France, Finland as well as Switzerland.



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## What already happened...

During a 2-day kick-off meeting in December 2016 the consortia met for the first time in Pitesti, Romania to get to know each other, to talk about the project objectives and activities and to start planning the first working tasks for all partners. Besides fruitful discussions and exchange of knowledge and experience it was also time to explore Romanian history and culture by celebrating the National Day of Romania and enjoying St.Nicholas traditions.



## Coming next...

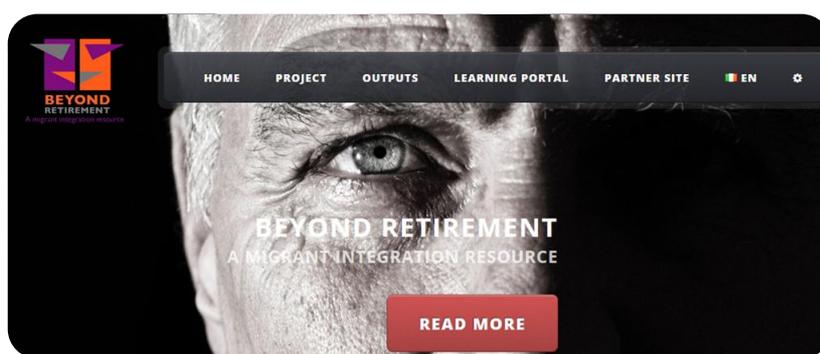
- Setting up national stakeholder groups to support the project on the long-term. The stakeholder groups will consist of representatives of the main target groups: **adult education trainers/providers, volunteer managers, migrant support workers.**
- Needs analysis and research: with interviews, questionnaires and desk research

## How to get connected with BRAMIR...

If you would like to join the **stakeholder** groups please contact the partner in your home country or the project coordinator for further information.

If you are **trainer in adult education** and you are interested in developing and/or delivering the BRAMIR training to senior volunteers please contact the partner in your home country.

If you are interested in **senior voluntary work** and you would like to participate in the BRAMIR training activities please contact the partner in your home country.



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