

ESF Plus programme "rückenwind³ for diversity, change and sustainability in the social economy"






THE PROGRAMME

rückenwind³ aims **to secure skilled labour in social professions**, with a particular focus on the challenges of demographic and digital change. The programme is implemented in the ESF Plus funding period 2021-2027 in close partnership between the Federal Ministry of Labour and Social Affairs (BMAS) and the Federal Association of German Social Welfare Organisations (BAGFW). 74 million euros in ESF Plus funding plus federal funds are available for this purpose.

APPROACH

The programme develops and tests **transferable model projects** in companies and organisations of the non-profit social economy to increase the attractiveness of their structures and cultures. At the same time, the programme establishes target group-specific trainings for professionals.

FIELDS OF ACTION

-  Work models & work organisation
-  Equal opportunities & inclusion
-  Expertise & dealing with technology
-  Recruitment & staff retention
-  Leadership & corporate culture

TARGET GROUP

Non-profit companies and organisations in the social economy are eligible to apply.

IMPLEMENTATION STATUS (January 2025)

5	Calls for proposal
~150	Pilot projects
>53.000	Employees involved

PROGRAMME IMPLEMENTATION

A **steering group** with equal representation from the Federal Ministry of Labour and Social Affairs (BMAS) and the Association of German Social Welfare Organisations (BAGFW) is responsible for monitoring the content of the programme, defining selection criteria and selecting projects.

An external **management office** at the BAGFW coordinates the implementation of the programme and advises the programme partners on the design, implementation and further development of the programme. The management office supports the programme partners in the application process and project implementation and reviews incoming expressions of interest. Moreover, the office ensures networking among the project implementing organisations and carries out programme-related public relations work within and outside the social welfare organisations.

CONTACT

ESF-Management Office

Association of German Social Welfare Organisations
Oranienburger Straße 13-14
10178 Berlin

regiestelle@bag-wohlfahrt.de

www.bagfw-esf.de

[LinkedIn](#) | X: [@bagfw_esf #esf_rückenwind](#) | [YouTube channel](#)