



1. Role of FEDER in this action has been appropriately disseminated among beneficiaries, potential beneficiaries and general public.

Actions to communicate this operation have been:

Permanent plate:



Temporary poster:



Action has its own website section:



Performances have been spread on social networks:



National press ads



Micro-video for Social Networks:



[LINK TO VIDEO](#)



## **2. Action incorporates innovative elements**

One of the key innovative elements of this School is its own location, in “Aniceto Coloma” Business Innovation and Professional Training Center. This Center for Business Innovation and Professional Training houses both the Training Center and the footwear interpretation museum.

The fact that they are located in the same space gives it greater dynamism. Between these two facilities, the history and importance of sector is disseminated and made known at both local, regional and regional levels. In fact, the Center has a wide range of facilities such as common areas such as the reception, kitchen, coffee room, assembly hall, rooms for business meetings, business products showroom, as well as a building management office. It also has a Footwear Interpretation Center and a footwear museum-room with capacity for 50 people.

For its part, the Footwear Training Center has a classroom-workshop with capacity for training 15 students, in specialties of shoe cutting by hand and computer, shoe fitting, shoe repair and shoe manufacturing.

The building also houses different spaces for business acceleration and incubation program, to promote synergies between companies and SMEs. For this purpose, there are 7 offices and 20 shared work spaces between building's departments. Finally, it also has a digital training and business technological transformation center; several classrooms and laboratories for technology training.

## **3. Adequacy of the results obtained to the established objectives:**

In general terms, one of the objectives set out for DUSI Almansa Impulsa Strategy was to carry out a comprehensive program for city economic and social rehabilitation. To this end, one of the action lines focused on supporting physical, economic and social regeneration of disadvantaged communities in urban areas.

Among perations initially planned was the rehabilitation of Almansa Technology Center as a Training and Business Center, which would house a footwear training workshop classroom. Footwear is one of the most representative economic activities in Almansa. Operation also contemplated the provision of work spaces for entrepreneurs, classrooms and laboratories for technology training, as well as other training spaces.

Result obtained with this action is creation of the Footwear Training Center or School in the city, which constitutes a fundamental pillar for revitalization of footwear sector, supporting job creation. This School represents a commitment to the footwear business fabric for the municipality and for all the area towns in with activity in this sector.

In addition to training people in the footwear sector, this action together with the footwear museum involves highlighting the history and tradition around footwear.

The Footwear Training Center consists of a classroom-workshop with capacity for training 15 male and female students, in the specialties of shoe cutting by hand and computer, shoe fitting, shoe repair and shoe manufacturing. With this new resource, the importance that the Almansa footwear industry has had in general market and in the Almansa day-to-day life is conveyed to all the people who visit it. Additionally, the key figure of Aniceto Coloma is honored. He was a Spanish industrialist, pioneer in the implementation of automation systems in footwear sector. Aniceto Coloma has been a reference both at the national and European level. So much so that in 1913 the municipality became the second largest shoe producer in all of Spain, only surpassed by Barcelona. In 1930 the factory employed more than 1,200 workers, half of whom were women.

#### **4. Contribution to the resolution of a problem or weakness detected in the territorial scope of execution:**

During the development of DUSI Almansa Impulsa Strategy, a series of weaknesses, threats, strengths and opportunities were detected. Among the weaknesses detected, it stood out how high levels of unemployment have become the city's main problem in recent years. With figures exceeding 3,000 unemployed since 2010, there are increasingly more households in which economic income is insufficient to meet the cost of their basic needs.

On the other hand, it was also detected that the educational level of unemployed people was low, where practically three out of every four people do not have a compulsory secondary education degree. The majority of unemployed people come from the manufacturing industry, which for years has generated a large number of jobs in the city, but with low qualifications.

Regarding the training offer in Almansa, it was detected to be limited. The majority of young people complete their training in cities such as Albacete, Valencia, Alicante or Murcia. However, the increase in situations of economic insufficiency in homes makes it difficult for a large number of people to access training, who do not have sufficient economic resources to travel to these areas.

Among the threats detected, it stood out that the industrial fabric of Almansa has been greatly weakened in recent years as a result of the successive crises that have affected the sector. Almansa today has sufficient provision of "free" industrial land to host new industrial activities, however, the scarcity of new industrial initiatives and the high competition between territories to capture or attract the few initiatives that arise at the moment, make it difficult for Almansa to continue growing as an industrial reference city.

In terms of strengths, the footwear industry is the city most representative. This sector, after overcoming a serious period of crisis, has managed to once again reach high levels of competitiveness thanks to the export of high quality products and the modernization of its production processes. Furthermore, the footwear industry in Almansa is a "driver activity" to the extent that tourist products linked to its activity have been developed, such as the "shoe route".

All of these results identified during the preparation of EDUSI Almansa Impulsa outlined a set of clear needs such as the following:

- Avoid the city loss of competition as a business reference center, compared to other territories.
- Avoid business failure of new entrepreneurs.
- Avoid the emigration of the working-age population.
- And prevent unemployment figures and the number of people in situations of social exclusion from increasing.

In view of the results, the clear challenge was to strengthen companies' capacity for modernization and growth. It was necessary to implement measures aimed at stimulating business investment. As well as offering local companies and entrepreneurs resources that help them for being more competitiveness in the markets, as well as promoting the image of Almansa as a economic activity center. With the development of this action, we have contributed to responding to the identified needs and addressing the challenge initially posed.

## **5. Target population high coverage:**

With creation of the Footwear Training Center, the reactivation of the footwear sector is supported, a qualified workforce is trained and the history and importance of this sector is valued, not only at local level but also at regional level.

This action covers both employed and unemployed people seeking training and professionalization in footwear sector. Coverage is also provided to those people who, being of active age, decide to start a business in this sector. Finally, the activities carried out by this Training Center improve the quality of life of the entire population, around 24,224 people, since it highlights a traditional economic sector with great historical significance.

## **6. Consideration of equal opportunities and non discrimination horizontal criteria, as well as social responsibility and environmental sustainability.**

This action clearly takes into consideration horizontal criteria such as inclusion and equity, equal opportunities and non-discrimination, social responsibility and of course environmental sustainability.

Regarding the criterion of equal opportunities and non-discrimination, Training Center offers training opportunities to all people, regardless of their gender, race, ethnic origin or disability. The center guarantees inclusive access by providing equal opportunities to all people, avoiding discrimination and promoting diversity.

Regarding the criterion of social responsibility, Almansa City Council has materialized its commitment to the citizens of Almansa in the enhancement of an economic sector with such importance for Almansa, such as footwear.

Finally, in terms of sustainability, the project has taken environmental criteria into account both in its creation and from now on in the development of its activities. In accordance with the rehabilitation phase, action has ensured the inclusion of environmental criteria and the use of sustainable materials.

## **7. Action has synergies with other public intervention policies and instruments**

Main synergies of this action occur with those implemented by the Employment and Economic Promotion Area of the Almansa City Council.

The Almansa Impulsa Work Platform for Socio-Economic Development is managed from this area. This area offers a series of services and resources such as information, guidance and job intermediation, socio-labor integration for disabled people (INCORPORA Project), employment and training plans, as well as advice to entrepreneurs (Quiero Emprender).

More specifically and in terms of training, the Key Competencies project is implemented from the Employment and Economic Promotion Area. The Key Competences project is developed within the framework of the Operational Program for Employment, Training and Education (POEFE), and aims to promote equal opportunities and possibilities of finding a job through integrated and personalized insertion itineraries.