

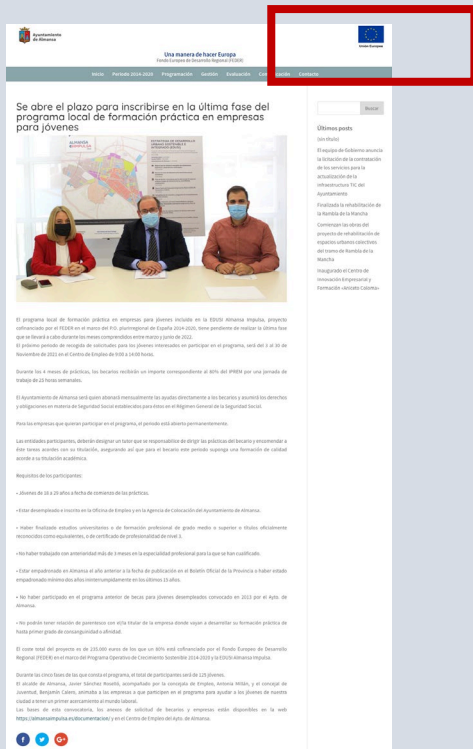
1. Role of FEDER in this action has been appropriately disseminated among beneficiaries, potential beneficiaries and general public.

Actions to communicate this operation have been:

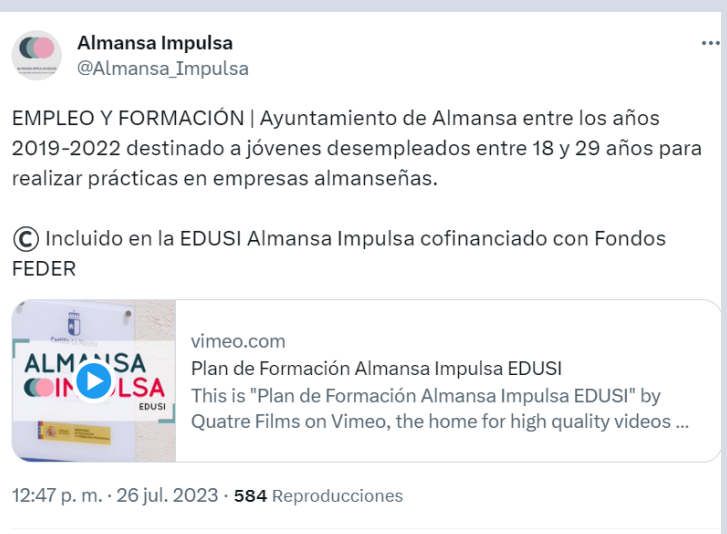
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Action has its own website section:



Performances have been spread on social networks:



Local TV Spot

A campaign was carried out on local television between May 22 and June 11, 2023.

In total, a total of 75 passes were carried out during those days in different time slots.

Microvídeo para redes sociales:



[LINK TO VIDEO](#)

2. Action incorporates innovative elements

Among innovative elements deployed by this action is its personalized approach to young people. Well, only young unemployed people who have not worked in a position related to the degree obtained, or who have done so for a period of less than 3 months, could access this training plan.

Another of innovative elements consisted of personalized tutoring assignment, whose objective was to provide guidance, support and practical advice during 4 training months. This monitoring or mentoring has helped young people set clear goals, overcome obstacles and develop employment-relevant skills.

The fact of carrying out the training plan in the company has allowed practical learning, as it has incorporated learning opportunities based on real experiences. This type of training enriches a young person's first work experience.

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

Almansa City Council has developed the action presented here within the framework of the "Comprehensive Program for Almansa economic and social rehabilitation", which, as its name indicates, had as its objective the city economic and social regeneration. Among projects to be developed within the framework of this program were training actions and training plans for young people.

Action presented here responded to the objective of strengthening social infrastructure to promote optimal local development. Main results of action include employability improvement of target audience thanks to their skills and knowledge improvement in chosen professional specialty.

Young participants have been able to develop and strengthen a set of hard and soft skills. Regarding hard skills, training plan has made it possible to acquire and develop technical skills specific to the sector for which they have been trained. And when it comes to soft skills development, young participants have been able to recognize their importance. Aspects such as effective communication, teamwork, problem

solving and critical thinking have been skills that have been worked on during internships in companies. These types of skills are highly valued by employing companies.

Company training plan has also contributed to fostering a continuous learning culture and professional development. Finally, training plan has also resulted in better career guidance, as it has provided the young participants with a better understanding of business and entrepreneurship concepts. This will allow them in the future to explore opportunities to start their own business or become entrepreneurs.

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

During DUSI Almansa Impulsa Strategy development phase, a series of problems and weaknesses were detected that had to be addressed during strategy implementation phase.

One of the main weaknesses identified was the city high level of unemployment. With figures that exceeded 3,000 people unemployed since 2010, there were more and more households in which economic income was insufficient to meet basic needs. Among the most priority or vulnerable groups were young people, and especially those who left school early and also had no work experience.

It was also identified that Almansa training offer was limited, so the majority of young people completed their training in other cities such as Albacete, Valencia, Alicante or Murcia. Added to this was the increase in situations of economic insufficiency in homes, making access to training difficult for a large number of people, who did not have sufficient financial resources to travel to these other cities.

The possible worsening of families economic situation and the impossibility of accessing employment caused young people, even without experience and/or training in business management, to start new companies or businesses with excessive economic risks.

Another consequence was the increase of qualified human resources loss. People decided to emigrate to other cities, regions or communities, which represented a significant loss in Almansa's human capital competitiveness.

A series of strengths and opportunities were also identified to be taken advantage of from DUSI Almansa Impulsa Strategy, such as the existence of a work team and resources for provision of services related to employment and training access. As well as the commitment of the Almansa City Council to offer advice, training and support to entrepreneurial people, as a driving action to strengthen city development.

Given this starting situation, the following city challenges emerged:

- ♣ Avoid new entrepreneurs business failure.
- ♣ Avoid emigration of working-age population.
- ♣ Prevent unemployment figures and the number of people in situations of social exclusion from increasing.

To respond to these challenges, the following objectives were set:

- ♣ Ensure access to training for the whole population, and especially for those groups at risk or in a social exclusion situation.
- ♣ Strengthen opportunities for young people to find employment.

In short, the action presented here was designed to contribute to improving future opportunities of young people in Almansa.

5. Target population high coverage:

With development and implementation of practical training plan in local companies to promote the employment of young people in Almansa, it has been possible to improve the employability of young people in the city. And not only has the professional profile of young people been improved, but participating companies have also benefited, as they have managed to improve the skills of their staff.

This action has also managed to improve entire resident population quality of life, around 24,224 people, as it has contributed to reducing the unemployment rate. This has an impact on the economy and society as a whole.

It has also contributed to increasing productivity, since the training actions developed have made it possible to acquire relevant and updated skills for labor market. Likewise, improving young unemployed people competitiveness contributes to improving the workforce in general, as people are being developed with updated skills and knowledge that can contribute to the city's key sectors and innovation.

6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability:

From the point of view of equal opportunities and non-discrimination, practical training plan in companies has contributed to reducing the levels of social exclusion of both men and women. By ensuring gender parity during training opportunities, a safe path is provided for young people to integrate into society, equally between men and women.

Regarding criterion of social responsibility, Almansa City Council has materialized its commitment to young unemployed population with implementation of the Practical Training Plan in local companies.

Environmental sustainability criteria have also been taken into account during the training plan design and implementation of training actions in order to promote environmental awareness among companies and young participants.

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

Practical training plan in local companies to promote the labor insertion of young people has been developed within the framework of “Comprehensive Program for the economic and social rehabilitation of Almansa”.

Among possible synergies of this action with others are all the queries that are attended to by Department of Employment and Local Development in terms of training, information, guidance, intermediation and business promotion. As well as the more than 15,000 hours of training that have been given to more than 1,200 students.

There have also been synergies with training actions for entrepreneurship and social consolidation. Some of these scheduled are the following.

PLAN PROMOTES YOUNG FOOTWEAR: for training of young people in the footwear sector, of great historical importance in Almansa for having been a relevant tractor sector.

SKILLS PROJECT: For promotion of equal opportunity and possibilities to find a job through integrated and personalized insertion itineraries. One of the actions programmed within the Skills Project related to

the performance was the III Employment Forum "Almansa Impulsa", which was held specifically for young people.

BUSINESS NURSERY: to host and support recently established entrepreneurial activities.

"EMPLEATE ALMANSA" PROJECT: which is specifically aimed at unemployed people.