

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

IT Platform allowing citizens to access all the employment services. EDUSi "Valdepeñas ON"

Valdepeñas City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

IT PLATFORM ALLOWING CITIZENS TO ACCESS ALL THE EMPLOYMENT SERVICES OF VALDEPEÑAS TOWN COUNCIL FROM A COMPUTER OR A MOBILE APP, TO FACILITATE EMPLOYMENT GUIDANCE IN THE SEARCH FOR EMPLOYMENT AND IN THE SEARCH FOR PROFESSIONALS FOR COMPANIES.

The purpose of this document is to identify and characterise a “Good Practice” in terms of communication related to operations financed by the European Union supported by the “Valdepeñas On” Strategy for Integrated Sustainable Urban Development (ISUD).

The good practice called: “IT platform allowing citizens to access all the Municipal Employment Services from a computer or a mobile app, to facilitate employment guidance in the search for employment and in the search for professionals for companies”, forms part of action 2, called: Virtual platform for interconnection with unemployed persons, especially vulnerable groups, within the Line of Action 9 “Plan to support entrepreneurship and employment, for groups with special difficulties”, with the total amount for the operation being €254,100. The operation is co-financed by the European Regional Development Fund (ERDF), in the framework of the Multiregional Operational Programme for Spain (2014-2020), for the amount of €101,640 for the period 2021-2023.

DESCRIPTION OF THE GOOD PRACTICE

[The employment platform](#) is notable for the useful tools it provides through the “Job-Seeker’s Space” [*Espacio del demandante*], “Entrepreneur Space” [*Rincón del Emprendedor*], and the “Companies’ Area” [*Área de la Empresa*], to assist job-seekers, investors, companies and entrepreneurs.

The general objective of the platform is to offer online guidance services, personalised employment integration itineraries, the management of employment offers, labour market intermediation, management of companies, entrepreneurs, projects, spaces, subsidies and training, publication of notices, communications, etc.”.

Job-seekers can register with the Placement Agency via this platform, register for job offers that match their professional profile, receive information, guidance and employment tutoring, and acquire skills in employment techniques.

These services can also be accessed via the Valdepeñas employment app: [APP Valdepeñas Emplea](#). This tool facilitates quick and simple contact between job-seekers and companies that need to fill vacant positions.

THE CRITERIA FOR THE IDENTIFICATION AND SELECTION OF THE GOOD PRACTICE ARE AS FOLLOWS:

1. THE ACTION WAS APPROPRIATELY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

There was wide dissemination of the action: IT platform allowing citizens to access all the Municipal Employment Services from a computer or a mobile app, to facilitate employment guidance for job-seekers and in the search for professionals for companies, from the planning stage through to execution and implementation, intended in particular for job-seekers, companies and entrepreneurs.

In terms of **regulatory communication**, the announcement of the invitation to tender and the corresponding terms and conditions, the announcement of the award and the formalisation of the contract: contract for the supply, implementation and maintenance of the virtual platform for interconnection with unemployed persons, particularly vulnerable groups, ISUD Strategy "Valdepeñas On", Line 9, 80% co-financed by the European Union through the European Regional Development Fund (ERDF), in the framework of the Multiregional Operational Programme for Spain 2014-2020, were published on the Valdepeñas Town Council website and on the State Contracting Platform.

Link to the publication on the Public Sector Contracting Platform:

https://contrataciondelestado.es/wps/poc?uri=deeplink%3Adetalle_licitacion&idEvl=juBps2Ibu5eXQV0WE7IYPw%3D%3D

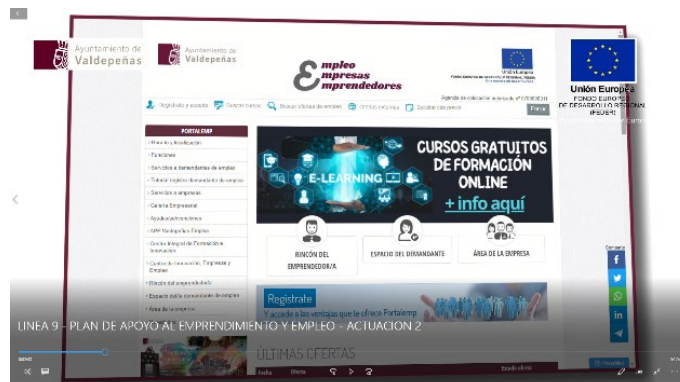
The platform <https://empleoude.valdepenas.es/> features in the upper right corner of the page header both **the symbol and a reference to the European Union, which are both visible when accessing said website**, in the viewing area of a digital device, with no need for users to display the whole page. There is also a reference to the European Regional Development Fund (ERDF), and the slogan: “Una manera de hacer Europa” [A way to make Europe]. This is also included at the foot of the page.



The action was publicised on the Town Council website: [View link](#)

As regards the **additional communication**:

- The **action** was advertised on **local television**, seen on the local television channel TeleValdepeñas, in order to provide information on the Municipal Employment Services IT platform to the public.



The advertisement can be viewed at: <http://edusi.valdepenas.es/> in Communication / line of action 9

- An **advertisement** of the action was published **in the regional press** and viewed in digital format in the online newspaper “**Objetivo Castilla-La Mancha**”. [View link](#)

https://objetivocastillalamancha.es/contenidos/valdepenas-emplea-nueva-plataforma-quiens-buscan-empelo-empresas-

Portada Albacete Ciudad Real Cuenca Guadalajara Toledo Sociedad Sucesos Salud Economía

Valdepeñas Emplea: Una nueva plataforma para quienes buscan empleo y empresas que necesitan cubrir puestos vacantes

>> Cofinanciada al 80% por el Fondo Europeo de Desarrollo Regional

El Ayuntamiento de Valdepeñas ha puesto en marcha una plataforma informática que permite a la ciudadanía acceder a todos los Servicios de Empleo Municipales desde un equipo informático o desde una app móvil, para facilitar la orientación laboral en la búsqueda de empleo y en la búsqueda de profesionales para empresas.

Programa Operati... Empleo público Emp. Público pece... Empleo privado web 12-027-211 Seren...

Portada Albacete Ciudad Real Cuenca Guadalajara Toledo Sociedad Sucesos Salud Economía



Creación de una plataforma informática de Servicios de Empleo Municipales de Valdepeñas, cofinanciada al 80% por el Fondo Europeo de Desarrollo Regional (FEDER). Una manera de hacer Europa.

Valdepeñas pone en marcha la plataforma Valdepeñas Empleo

- Adverts for the action were taken out **on regional radio**, on popular radio stations in the Castilla La Mancha región, such as Onda Cero and Cadena Ser. They are available for listening at: <http://edusi.valdepenas.es/> in communication / line of action 9
- An **advertisement** was inserted **on other websites** that receive many visits from people in the town, and in the local and provincial press with the details and the financing of the European Union. The advertisements can be viewed at the following links: [Valdereg](#), [Lanza Digital](#), [El Eco de Valdepeñas](#), [La tribuna de Ciudad Real](#), [MiCiudadReal](#)
- The **IT platform** for the municipal employment services was **presented** at a press conference on 22 February 2022.

<https://www.valdepenas.es/noticias/el-valdepenas-potencia-la-web-de-desarrollo-empresarial-como-herramienta-para-de>

Valdepeñas potencia la web de Desarrollo Empresarial, como herramienta para desempleados, empresas e inversores

Notas de Prensa, Noticias, Noticias Destacadas / 22 de febrero de 2022



- Online **training** is given to the Business Development technicians on the handling and use of the platform.

2.- THE OPERATION INCORPORATES INNOVATIVE ELEMENTS.

The platform is supplied in SaaS (Software as a Service) mode, in the cloud, and will be accessible on the Internet. The innovative elements of the platform allowing citizens to access all the municipal employment services are:

- Web technology supplied as SaaS, in the cloud and accessible via the internet.

- Mobile app
- Citizens can update their personal, training, professional, business, entrepreneur, etc. details at any time and carry out employment-related procedures: registration for job offers, guidance, training, entrepreneurship, etc.
- The content can be shared easily on social media such as Facebook or the like.
- The platform includes sections like “job-seeker’s space”, “the entrepreneur space” and the “companies’ area”, in addition to sections for news, subsidies, training, etc.
- System integrated with usage statistics like Google Analytics.
- Responsive design for smartphones or tablets.
- The system allows the sending of notifications, either by email, SMS, or push notifications for the App.

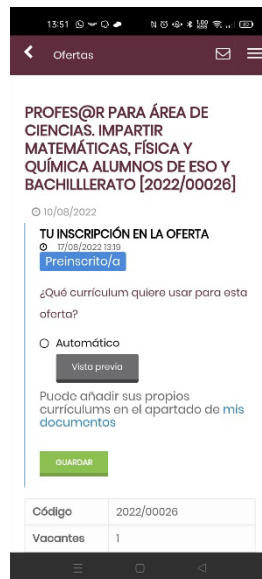


3.- THE RESULTS OBTAINED MEET THE OBJECTIVES SET.

The execution of this good practice allows the following services to be carried out online: guidance services, personalised employment integration itineraries, the management of employment offers, labour market intermediation, management of companies, entrepreneurs, projects, spaces, subsidies and training, publication of notices, communications, etc. The platform has obvious benefits for citizens in the use of electronic media. Some of the benefits of the employment platform empleoude.valdepenas.es are given below:

- Citizens visiting the platform <https://empleoude.valdepenas.es> can access all the municipal employment services from a computer or a mobile app.
- Job-seekers can register with the Placement Agency via this platform, register for job offers that match their professional profile, receive information, guidance and employment tutoring through personalised employment integration itineraries.

- Citizens can stay up-to-date with employment-related matters, receiving notifications of job offers, their registration, whether they have been accepted for interviews, etc. on the mobile app, via push notifications, SMS or email.



4.- CONTRIBUTION TO SOLVING A REGIONAL PROBLEM OR WEAKNESS.

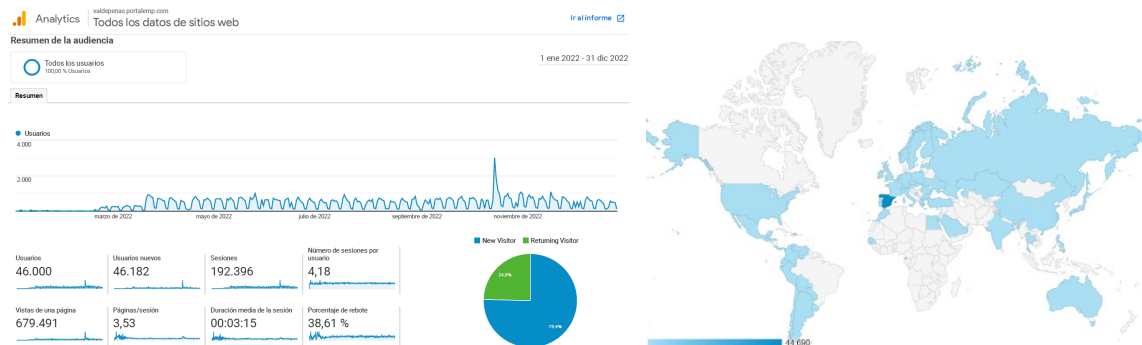
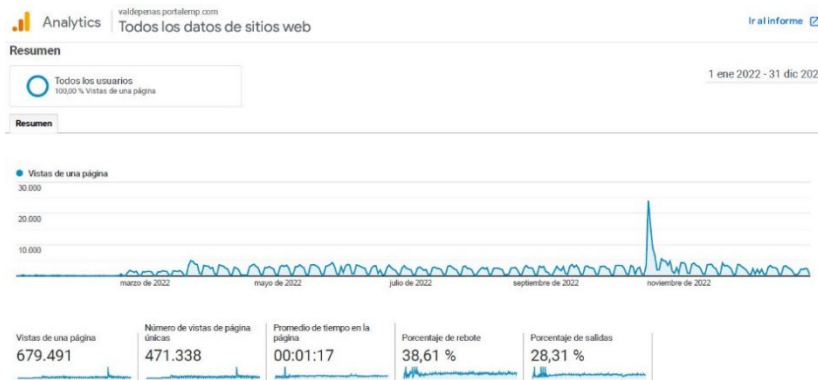
This platform contributes to solving a problem faced by citizens who are unemployed, because the tool makes interconnection easier and brings companies offering employment and unemployed people together, in order to improve labour market intermediation. Unemployed people have access to all the information in a practical and simple manner: profile, job offers, courses, etc. Companies require a quick and simple way of finding employees, saving them time via an online labour market intermediation service adapted to the company. In addition, the technician can work with the unemployed person, particularly vulnerable groups, providing them with more effective guidance on the latest trends in the job market and in an active search for employment, offering them a good personalised employment integration itinerary, including entrepreneurship, thereby improving their chances of finding work.



5.- HIGH DEGREE OF COVERAGE OF THE POPULATION FOR WHOM IT IS INTENDED.

The population for whom the IT platform accessing the municipal employment services is intended is the population of Valdepeñas; at 31 December 2022, one year after its implementation, 1,413 people had registered with the service, comprising 1,020 women and 393 men.

In addition, however, and given that job offers in both the public and private sectors are published on a daily basis, in particular for the province of Ciudad Real, but also including major offers nationwide, the scope obtained in terms of number of visits (679,491) and number of users visiting the website is particularly noteworthy; according to Google Analytics the coverage is international, as can be seen from the location of users:



6.- HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION HAVE BEEN TAKEN INTO ACCOUNT.

The operation carried out in this good practice complies with the criteria of equal opportunities and non-discrimination. Because it uses joint and cross-cutting systems, it complies with the requirements for non-discrimination on the basis of the choice of technology and interoperability criteria.

Unemployment among women is greater, and this can be seen clearly on the platform when registering: there is a higher number of female job-seekers, as the following graph shows:



7.- SYNERGIES WITH OTHER POLICIES OR PUBLIC POLICY INSTRUMENTS.

The placement agencies are an instrument of both the State Public Employment Service and of the Public Employment Services of the Autonomous Regions, which they can use to the extent they deem necessary to enable job-seekers to find work as quickly as possible. A common online space has been created within the framework of the Public Employment Services Information System (SISPE), in order to integrate all the information provided by the different Public Employment Services with regard to the placement agencies, and also the information supplied by these agencies.

As an authorised placement agency, this platform facilitates the generation of reports, statements and files in xml format to be sent to the Public Employment Service on a monthly basis.

