

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

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Salamanca City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

The action plan entitled “Comprehensive refurbishment of the Casa del Campo as Entrepreneurial and Training Centre” undertaken in the year 2021 listed as an example of Good Practice.

The action plan entitled TORMES+ ENTREPRENEURIAL AND TRAINING CENTRE constitutes one of the Structuring Procedures forming EDUSI TORMES+ as it features the following characteristics:

- Functional interrelationship based on their bond with other procedures relating to technological innovation, simulation of local employment deposits, energy efficiency, hydric management...
- Sustainability over time beyond the material construction of EDUSI TORMES+ with a marked calling for future continuance.
- Spatial projection conceived from a Tormes region local scale; its area of influence attains a city-wide scale.

The Tormes+ Entrepreneurial and Training Centre is a clear commitment on the part of the Salamanca City Council to backing talent and knowledge, science, innovation and development, contributing to the economic reactivation of the city and to relieve the consequences of the COVID-19 pandemic. At the same time, it places the spotlight on the neighbourhoods close to the River Tormes, prioritising the fostering of entrepreneurship therein as to cover a historical shortfall in this area of the city.



The building's layout features a groundbreaking centre to serve entrepreneurs, artisans and the self-employed, who in a collaborative manner and with the backing of specialist staff in which to implement innovations in their respective business fields, thus creating a headquarters for entrepreneurs who therein find a space to develop their professional activity without timetable limits, as the building is fitted with a smart access system for each entrepreneur. The space furthermore acts as a local meeting point in which people can share knowledge, experiences and ideas while networking.

The total cost of the operation amounts to 1,198,635.01 € (1,188,008.01 € + 10,627.00 € communication actions), with the invested **eligible cost** standing at **216,527.23 €**, with an **ERDF grant of 50% (108,263.62 €)**, this action plan has a potential impact on the entirety of the population of Salamanca (146,758 according to data from the National Statistics Institute (INE) from 2020).





Previous condition.



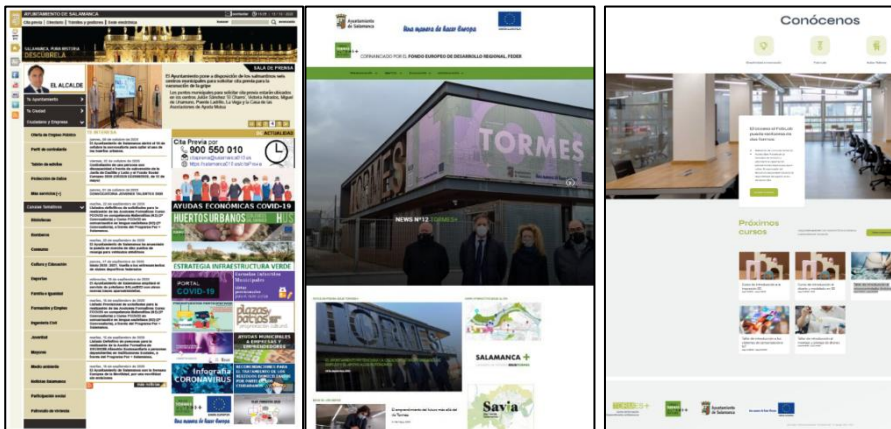
Post reform.

1. CRITERIA FOR INCLUSION AS GOOD PRACTICES

1.1. DISCLOSURE OF THE ERDF'S INVOLVEMENT:

The role played by the ERDF in the action plan has been properly disclosed amongst the actual and potential beneficiaries, as well as the general public through diverse publicity elements. Thus, compliance with the obligations in terms of disclosure set forth in the Regulations have been met through citizens being informed via billboards, plates and informative videos.

Furthermore, information has been published both on the Council's website, as well as that of EDUSI (www.mastormessalamanca.es), and the actual webpage for the Centre (www.tormesplus.com), and also on the Salamanca Green Infrastructure Strategy Web (www.saviasalamanca.com), in which content has been posted that reflects the participation of European Union at the footer; although the actual webpage of the Centre is managed through in-house resources additionally to the other communications activities.



With regard to communication, the Centre has been warmly welcomed by the local population. The promotional campaign launched on Facebook in May 2022 has 47,893 views of at least 15 seconds and 98,135 insights, figures which display the interest shown in Salamanca society for this community-based initiative.

Likewise, the project has been properly announced amongst the actual and potential beneficiaries, as well as the general public through newsletters, interviews, mailings, informative brochures, live and online events, exhibitions, posting of content on social networking sites with a local and regional outreach in both the written and online press

- Newsletters and interviews broadcast on digital media outlets and available on the EDUSI web.



- BROCHURE AND VIDEOS_ [Micro video](#) posted on social networking sites and mass mailing of the informative brochure. Broadcast of the video subtitled into [Spanish](#) and [English](#) through local and regional means of communication, municipal social networking sites, and institutions such as the University of Salamanca (May 2022). Alongside the posting of the videos in the press on social media, they were also broadcast on the outdoor screen at the actual Centre.



- RADIO_ [Special broadcast](#) lasting one hour on the radio station Cadena Cope de Salamanca (29/04/2022).
- MEDIA AND SOCIAL NETWORKING SITES_ [News item](#) published in the daily *Salamanca al día* (www.salamancartaldia.es; 21/05/2022). Furthermore, additional initiatives have been performed as part of the Communication Plan, namely the publication of a [report](#) published in *Agencia Ical* in regional media outlets, among others.



Alongside the foregoing, to publicise the project, explain its scope and EU community participation through the ERDF funds, diverse workshops were held such as the Citizens' Participation Committee (direct and potential beneficiaries), EDUSI TORMES+ exhibition (beneficiaries and the general public), informative brochures (beneficiaries and the general public), mini videos broadcast on the Centre's in-house screen; as well as reports in the media on a regional and local level (*Salamanca al día, El Norte de Castilla...*).



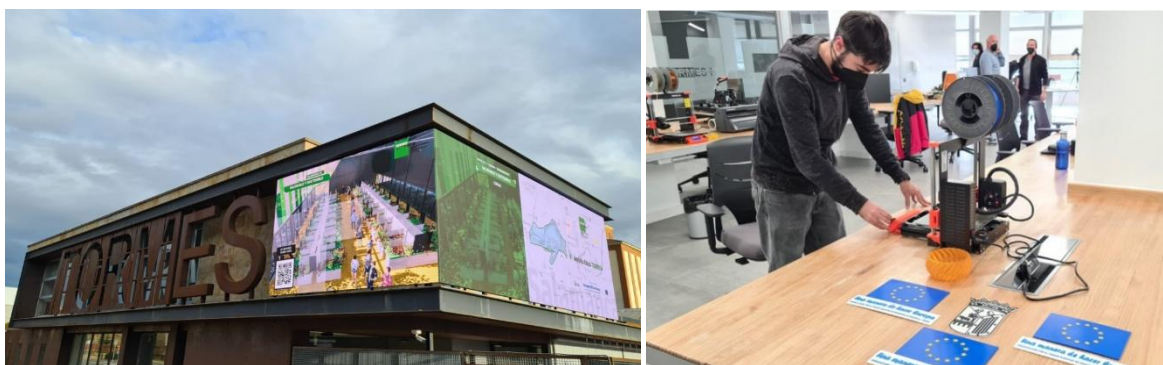
2. INTEGRATION OF GROUNDBREAKING ELEMENTS

The innovative nature of the actions undertaken is framed within the following elements:

1. **Multi-purpose functional design in which three markedly different spaces are differentiated between:** i) The first, located on the ground floor, is intended for creativity, innovation and entrepreneurship, featuring a multi-purpose hall which will eventually be used as a lecture room for certain courses. To support this space, a meeting room has been endowed with technological equipment and a support office, as well as a small administrative space; ii) the second space, on the upper floor, is comprised of five classrooms for educational teaching featuring a video-projector, tables and chairs for teaching purposes, workshops, meetups, presentations or meetings; iii) finally, the third space is named a Fab-Lab with small-sized machinery for the creation of 3D modelling projects which is also equipped with its own storage space
2. **Provision of equipment and infrastructures geared towards the insertion of new technological advances into creative and economic processes.** In the first room, the laser cutter is located alongside a computer running software for the design, production, post-production of wood-based, methacrylate or materials featuring similar characteristics. In turn, in the second room there are differentiated spaces for the use of 3D printers, a mini-CNC press brake and cutting plotter machine,

each one of these connected to a PC with the necessary software for the proper use of corresponding machine, along with a heat press for printing t-shirts, jugs and caps.

3. **Architectonic and functional design featuring integration of sustainable and technological elements.** In the exterior of the building, the façade incorporates a front with glazing and a vegetation wall that filters out solar radiation, formed by climbing plants to insert nature into the working environment. The main façade is rounded off with a large-size LED screen what allows for news items to be broadcast on upcoming events that will take place in the Centre offering courses and workshops, as well as other municipal activities.
4. Since its unveiling, the Tormes+ Entrepreneurial and Training Centre has become a **space for encounter, reflection, activation of socioeconomic fabric** in the Salamanca region, with the exchange of experiences, knowledge, opinion, science and research that **aid in the enrichment of citizens' coexistence plus socioeconomic integration based on the stimulus of entrepreneurship and the fostering of equality of opportunities.**
5. In tandem with the foregoing, the **dissemination and communication of the Centre's activity** has been carried out in a similarly groundbreaking manner. Thus, linked to the architectonic and functional design of the space while bearing in mind the modernity of the actual building and the equipment included therein, **its image has been broadcast taking advantage of the large outdoor screen** installed on the façade to show videos and information of interest to users. In the same way, **through the Centre's in-house 3D printing facilities** posters have been made emblazoned with the slogan "A means of joining Europe" featuring the logos of the European Union and ERDF, amongst others.



3. SUITABILITY OF RESULTS WITH THE AIMS SET FORTH

The main aim of this activity is focused on the fostering local entrepreneurship and valorisation of city's economic fabric, deploying therein educational and creative activities capable of inserting technological components (with green and digital labels) into economic processes.

In this regard, the development of the Tormes+ Entrepreneurial and Training Centre features one of the main action plans in the field of regeneration of the local economic fabric in the EDUSI's scope of action, placing the potential of technological innovation at the service of the neighbourhoods adjoining the riverside as sustainable tools for urban transformation.

4. CONTRIBUTION TO SOLVING ISSUES OR WEAKNESSES DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION

Up to the present date, [more than 400 people](#) have been trained on EDUSI courses on 3D printing, marketing, creativity and technological entrepreneurship, as well as workshops on digital transformation for trade, along with another 39 on four pilot Fab-Lab courses offering an introduction to design and modelling, CNC machine skills development, training for the use of 3D printers and scanners, and training to use the vinyl cutter and heat press. Likewise, this Centre has taken on board training in 360° marketing and data 4.0 developed through municipal programmes.

The schedule that will be made available in the forthcoming months and years will be focused on activities and programmes to obtain professionalism certificates: professional workshops aimed at improving employability and supporting entrepreneurship and innovation through a mentoring scheme; the holding of seminars and workshops related to literacy and digital education; courses that encourage the use of technology; alongside others that foster the generation of entrepreneurial activities in the area of action.

The elevated demand levels for participation in the activities and courses taught in the Tormes+ Centre is proof of the wide-reaching communicative strategy that the City Council has embarked upon to promote this operation.

5. DEGREE OF COVERAGE

The coverage of this activity is sizable (its repercussion has even reached regional media outlets), given its strategic nature and as it also reaches all residents of the districts close to the river including those in the EDUSI action areas, for both the indirect effects that are pursued through the operation, and, conversely, the citizens of Salamanca (144,825 inhabitants according to the most recent INE data in 2020) who will be able to enjoy this new training, entrepreneurship and technological innovation space, featuring unique functional and equipment characteristics in the city.

6. CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUALITY AND OPPORTUNITIES AS WELL AS NON-DISCRIMINATION, ALONG WITH SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY

Horizontal principles have been included among the **CRITERIA FOR THE SELECTION OF OPERATIONS** in all the Strategic Aims set forth in the EDUSI TORMES+ project, the latter being a **mandatory factor** for the selected operations.

In the Tormes+ Entrepreneurial and Training Centre's operation, these criteria have been guaranteed, on the one hand, through the possibility of access to the use of the latter regardless of gender or social status and, on the other, through the design of the actual Centre, which guarantee universal access to them. This guarantees equality and non-discrimination in the use of and access to Centre, on the grounds of gender, race or ethnic origin, religion or belief, disability, age or sexual orientation.

Regarding sustainability, the operation has been developed from the strategic perspective of promoting sustainability not only in the context of EDUSI but in the entire municipality of Salamanca.

7. SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS

The Centre complements the network of educational training spaces made available by the City Council of Salamanca, operating in coordination with the Professional Training and Guidance Teleworking Platform (CEFOL) thus expanding the offer of municipal training plans, both in matters of employability and entrepreneurship. It also forms part of one of the axes of the recently approved Salamanca Urban Agenda Action Plan.

Furthermore, this initiative is linked to the Modernisation of the Salamanca Entrepreneurial Fabric by offering courses in digitisation and e-commerce, amongst others, and encouraging the emergence of synergies between entrepreneurs. Similarly, it is closely linked to the Plan to Foster Skilled Employment to improve SMEs' competitiveness, as well as the Development Plan for New Companies in strategic sectors, owing to the high level of digitisation of the Centre, and its high capacity for educational development sought in certain courses taught therein.

The operation complements numerous initiatives framed within the Protocol for the Economic Booster Plan for Salamanca and its surrounding Region, which are being developed in the city with the aim of boosting and bolstering the local productive ecosystem: Technological Incubator, New Agri-Foodstuffs Campus, USAL Scientific Park, Intermodal Logistics Platform and associated manufacturing developments...

Thanks to these synergies, communications have also been performed through other administrative departments, such as the University of Salamanca, institutions such as the Chamber of Commerce, Entrepreneurial and Professional Associations and Residents' Associations.

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