

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Rehabilitation and equipping of the "Europa" Employment Centre, in order to create spaces for training, counselling and employment guidance for young people, Avilés

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

I.-DESCRIPTION AND BACKGROUND

Good practice: Rehabilitation and equipping of the "Europa" Employment Centre, located in the Versailles neighbourhood, in order to create spaces for training, counselling and employment guidance for young people

The operation described in this document consists on renovating and equipping the Europa Employment Centre in order to provide it with an adequate infrastructure for offering training, counselling and employment guidance to young people. Both the new spaces and the content and characteristics of the courses and workshops taught in them have been designed taking into account the new needs and demands of the labour market. The following works have been carried out:

- Restructuring of spaces to offer information about employment and to give professional guidance and employment advice.
- Reconditioning and equipment of classrooms to adapt them to new training needs.
- Reforms to improve insulation and greater energy efficiency
- Construction of an adapted bathroom

In its new spaces, the Europa Employment Centre now welcomes around 400 young people a year who come to its facilities to use the services offered:

- **Training for employment.** Socio-labour insertion itineraries are proposed that allow the acquisition of the necessary work experience so that the recipients can enter the labour market, having improved their academic and professional skills.
- **Professional orientation.** The main goal is adapting the current professional profiles of young people attending the facility to the new labour demands and those that are expected to be demanded by companies in the coming years.



The action has an eligible cost of €239,125, with an 80% FEDER aid that represents €191,300. It will have a direct impact on the young population of Avilés (between 16 and 30 years old), which in March 2023 amounts to 9,767 people, according to the municipal census. In addition, it will also have repercussions on the rest of the city's population, since the renovation of the centre's facilities affects the spaces used by all its users.

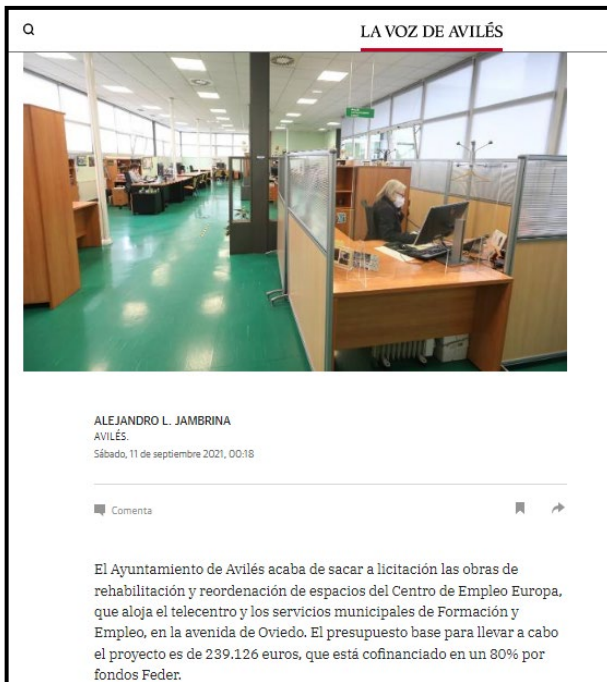
II.- COMPLIANCE OF "GOOD PRACTICE" CRITERIA

The Rehabilitation and equipping of the "Europa" Employment Centre, located in the Versailles neighbourhood, in order to create spaces for training, counselling and employment guidance for young people is considered a good practice because it follows all of the 7 defined criteria:

1. The role of the ERDF has been conveniently disseminated among the beneficiaries, potential beneficiaries, and the public in general.

In order to communicate the project, several items have been released, in the next pages we show some examples of them. Information about the operation has been also published for the citizenship on <http://www.aviles.es/feder>

- News on media



- Avilés social media profiles: Facebook, Twitter e Instagram





- **Local press ads**



- **Spots on national and local radio**

Eight radio spots were broadcast nationwide, four on Onda Cero and four on Kiss FM, and thirty locally, half on SER Avilés and the other half on COPE Avilés. They reported on the rehabilitation of the Europa Employment Centre, with the testimony of Ester Santos, an Employment Technician of the Avilés City Council.

- **Short videos for social media**

Two short videos have been made for publication and promotion on social networks. One of them is focused on the repercussion of the rehabilitation of the building on the services provided by the Europa Employment Centre; it contains a testimony of Ester Santos, previously mentioned. The other video is focused on the results of the training offered to young people in

the municipality, based on the successful case of Beatriz Risco Delgado. They can be watched following this links:

	Rehabilitation	Training
Facebook	https://www.facebook.com/aytoaviles/videos/963009418006533/	https://www.facebook.com/aytoaviles/posts/pfbid02JqWJC2fraqmah1uKCZdsyWxaQfGr341TPXsvFyXuYdoMT8uBo3SexPdvL4ad2RS5l
Instagram	https://www.instagram.com/p/CmWjKyIuV7r/	https://www.instagram.com/reel/CmwNgtYJ7Kb/
Twitter	https://twitter.com/AytoAviles/status/1608480067230867457	https://twitter.com/AytoAviles/status/1605976538062770176
Youtube	https://youtu.be/kmB86BNWcg4	https://youtu.be/sKhMMBfSrhc

- **Social media ads campaigns**

Some advertising campaigns were carried out on social networks to promote the two short videos about the rehabilitation of the Europa Employment Centre and the training and counselling services that young people can access at its facilities.

The announcements were published on Facebook, Twitter and Instagram. The results were the following:

Social network	Rehabilitation video		Training video*	
	Impressions	Reach	Impressions	Reach
Facebook	147,374	158,939	582,506	422,720
Instagram	105,577	65,457		
Twitter	69,724	60,243	105,577	60,243

* For the video that promotes the training and advice services offered at the Europa Employment Center, Facebook and Instagram campaigns were combined, therefore the results are also mixed.

- **Permanent plaque**



2.- The initiative incorporates innovative elements

The action is innovative because its design has been based on analysis, debate and contrast with various organizations linked to the youth reality of the city, with the aim of giving the beneficiaries a voice and adapting the project to their needs.

Several organizations participated in the planning process. They were the local group of Comisiones Obreras (CC.OO) of Avilés, the Regional Union of the UGT of Avilés, the Public Employment Service of the Principality of Asturias, the Asturian Federation of Entrepreneurs, the Pravia Secondary Education Institute, the Integrated Vocational Training Centre of Avilés, among others. From this collaborative work the document "Avilés Innova, For economic development, sustainability, employment and social cohesion. 2018-2021" has been edited, which has served as the basis for planning the rehabilitation of the Europa Employment Centre and its equipping .

The training offered in the new spaces of the Europa Employment Centre is committed to innovation, focusing on those skills that companies currently demand and anticipating the areas of demand that may arise in the immediate future, taking into account the characteristics of the actual labour market.

3.- The results obtained are in line with the established objectives

The main objective of the operation was to design and build new spaces that would accommodate different initiatives to promote the employability and job placement of young people with difficulties finding a job through lifelong learning, professional training, and job accompaniment.

People between the ages of 16 and 30 in the city had access in 2022 to 20 professional training courses, complementary training and personal training, in addition to two conferences. All of them were also open to other age ranges.

12 places were offered in internship contracts in the local administration for young people as part of a one-year employment plan.

In addition, 257 people between the ages of 16-30 were assisted for the first time in accompaniment for employment and 341 were receiving ongoing counselling as part of an accompaniment itinerary.

Among the people between the ages of 16 and 30 who used the services of the Europa Employment Centre, 132 managed to enter the labour market in 2022. 105 did so through other offers supported by municipal guidance and 27 did it as a direct consequence of municipal action (hiring subsidy, clause in a contracting document, course with a contracting commitment or offer at the Employment Agency).

Based on these data, it is considered that the results obtained are in line with the established objectives.

4.- It contributes to the resolution of a regional problem or weakness

In the analysis that took place before the design and execution of this action, which was collected in the document "Avilés Innova, For economic development, sustainability, employment and social cohesion. 2018-2021", it was detected that the main problems for the access to employment for the youth of Aviles were related to the imbalance between the educational system and the labour market, over-qualification and underemployment, the low level of job creation and the high rate of temporary employment, circumstances related to sex, disability, belonging to an ethnic minority or immigrant status.

The action described in this document has contributed to the entry into the labour market of 132 people between the ages of 16 and 30, providing them with advice and training that could alleviate the previously mentioned imbalances, as well as establishing clauses in the contract documents that reduce or alleviate the detected discriminations.

5.- It reaches a good portion of the target population

The action is thought for the population of Avilés between the ages of 16 and 30, which, according to the data from the 2023 municipal census, are 9,767 people.

The Europa Employment Centre offers its guidance, counselling and employment training services to all people in this age group, paying special attention to communicating its services through social networks (mainly Twitter and Instagram), in order to have presence on the media that the target uses the most.

Therefore, it is considered that the action highly covers the population to which it is directed, since the services included on it are available to all affected people.

6.- Horizontal criteria of equal opportunities and environmental sustainability have been taken into account

The operation complies with the selection requirements by contributing in an integrated manner to solving problems, social cohesion and respect for the principles of equality and sustainability.

The young population is a particularly vulnerable group in terms of job placement, so the action contributes to social cohesion by reducing unemployment rates for people between 16 and 30 years.

In addition, it favours equality by paying attention to existing differences based on sex, disability or belonging to a minority when drafting the conditions of contracts and job offers promoted by the employment service.

Finally, in the communication referring to the action, inclusive language is used at all times, making use of generic words such as "citizenship, inhabitants, population".

7.- Synergies with other policies or instruments of public involvement

The operation "Rehabilitation and equipping of the "Europa" Employment Centre, located in the Versailles neighbourhood, in order to create spaces for training, counselling and employment guidance for young people" is one of the operations included in the Avilés EDUSI which pursues the objective of "Promoting the social and physical regeneration of disadvantaged urban areas" and specifically "Physical, economic and social regeneration of the urban environment in disadvantaged areas through integrated urban strategies".

With the same objective, the operations "Plan to stimulate trade in the neighbourhoods of Versailles and La Luz", "Entrepreneurship Plan, Avilés 2020" and "Rehabilitation of houses in the neighbourhood of La Luz" are also part of the EDUSI.

All of them are related since they focus on encouraging economic and social activity in peripheral neighbourhoods of the city that, due to their geographical location and history, have received less attention, which generates inequality with other areas of the city. In all three cases, this objective is pursued through the construction of infrastructures that solve, on the one hand, the problem of access to housing for young people and, on the other, access to employment and entrepreneurship.

In addition, although the actions pursue different specific objectives, the Rehabilitation and equipping of the Europa Employment Centre is also nourished by the action "Improvement of the energy efficiency of public lighting in the neighbourhoods of Versailles and La Luz", since it affects the area in which the Europa Employment Centre is located and, therefore, improves the conditions of access and use of the equipment. And it complements the "Plan to revitalize businesses in the neighbourhoods of Versailles and La Luz", since the training offered at the Europa Employment Centre can help when establishing or cleaning up a business in the neighbourhood.

