

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Rehabilitation and equipment of the INFOEM building so that it serves as a shared work space.
EDUSI Cieza 2025 Ciudad Integradora

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT, CITY COUNCIL OF CIEZA: "REHABILITATION AND EQUIPMENT OF THE INFOEM BUILDING SO THAT IT SERVES AS A SHARED WORK SPACE"

The City Hall of Cieza presents as good practice the rehabilitation and equipment of the INFOEM building, for the creation of a shared work space.



The action consisted of renovating the ground floor of the INFOEM building, which had been underused up to now, to create a shared work space dedicated mainly to the young people of Cieza. This space was created to respond to active employment and of entrepreneurship local policies.

The new facilities have 70 meters, in which we can find 6 workstations, a meeting room, individual lockers, cooking area (fridge, microwave, coffee maker, etc.), outdoor green area and high-speed Wi-Fi. Everything that is needed to have tools that give wings to Cieza's talent.

This action is part of the Sustainable and Integrated Urban Development Strategy (EDUSI), *Cieza 2025 Integrating City*, and has involved a total cost of €99,091.74. It has been carried out with 80% co-financing by the **European Regional Development Fund (ERDF)**, which has contributed a total of €79,273.39.

WHY THIS ACTION IS CONSIDERED A GOOD PRACTICE

1.- The action has been properly disseminated among the beneficiaries, potential beneficiaries and the general public.

Dissemination obligations have been met through a communication campaign created to maximize the effects of ERDF support in the city, as established in the communication study.

In relation to the regulatory communication, it was published that the contract was 80% co-financed by the ERDF in the State Procurement Platform, in the announcement, the technical and

administrative specifications and in the list of co-financed contracts published periodically on the EDUSI Cieza 2025 Integrating City website.

[State contracting platform 0_26905_1.pdf \(cieza.es\)](#)

At the end of the works, a permanent plaque has been placed at the entrance of the building:



In relation to **complementary communication**, the new shared work space was inaugurated with the celebration of entrepreneurship conferences that took place on December 13, 2021, in which different entrepreneurs participated and shared their experiences.

Those entrepreneurs served as a guide for the business students of “Los Albares” High School. The conference program included a reception by the Mayor of Cieza, Pascual Lucas, the Councilor for Employment and Economic Development, Antonio Moya and the President of the Cieza Business and Industrial Association, Javier Lucas.

The students and teachers were able to see first-hand the Coworking Space, its facilities and all the opportunities it offers to new and potential entrepreneurs in the municipality.



During the event, notebooks, pens and cloth bags with handles were distributed, as shown below:



After the event, an advertorial was prepared and published in the local newspaper Crónicas de Siyasa and can be found at the following link:

<https://www.cronicasdesiyasa.com/el-do-espacio-coworking-del-infoem-celebra-unas-jornadas-para-animar-a-los-jovenes-ciezanos-a-emprender-y-lanzar-sus-business-ideas/>



A video has also been produced on the day of the event, which reflects the impact of the actions and the impressions of the public. It has been disseminated on social networks:

[COWORKING Space \(Short Video\) - YouTube](#)

In addition, various publications have been carried out in local and regional digital media, as well as through social networks and press releases on the City Council website:

<https://acortar.link/8Tn8Mr>
<https://www.cronicasdesiyasa.com/tag/fondos-edusi/>
<https://mobile.twitter.com/2025cieza>
<https://fb.watch/gHbRh-2vJS/>

In short, intense work has been carried out to disseminate the action, reflecting that it has been co-financed by the European Regional Development Fund ERDF at 80%, within the framework of the Plurirregional Operational Program of Spain (POPS) 2014-2020.

2. The action incorporates innovative elements

The action is innovative in itself, since until now there was no shared work space in the municipality.

In addition, the latest trends have been taken into account when designing workspaces. Offices are currently considered to have green spaces around them, since contact with nature reduces stress, increases the feeling of connection with the world, optimizes the potential for innovation and encourages creativity.

In this sense, the new shared work space has an outdoor garden area in which special interest has been paid to incorporating urban furniture to facilitate enjoyment in moments of rest.

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

This action contributes to promoting business activity and self-employment, turning Cieza into a business attraction, which will have an impact on the economy of the entire municipality.

It also contributes to increasing the socio-labour integration of unemployed people and to improving social cohesion. In this sense, the location of the shared work space has been chosen strategically, located in one of the disadvantaged neighborhoods of the city, the neighborhood of San Juan Bosco.

In short, from now on Cieza entrepreneurs will be able to create their business by reducing the initial investment of the first establishment and by taking advantage of the synergies provided by a coworking space. It is remarkable that it is located in the INFOEM building where the headquarters of the main economical players of the agricultural sector are located: the municipal public company Business Promotions and the Department of Employment and Economic Development. The building has too training rooms and the possibility of making use of existing workshops for prototyping actions.

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

The new shared work space is part of a general project that the Cieza City Council has launched, which promotes employment and entrepreneurship in the municipality, which was created to respond to active employment and entrepreneurship policies.

This space is an opportunity to connect young entrepreneurs, to create contact networks and provide opportunities for the talent from Cieza. The focus also goes much further and serves as a laboratory of ideas for all types of consultants, designers, communicators, freelancers and teleworkers.

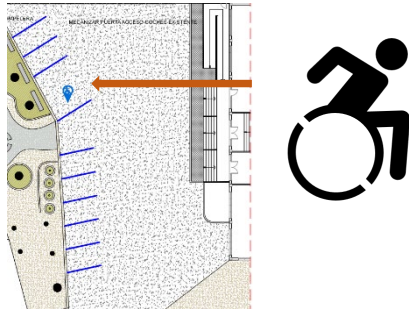
5. High degree of coverage of the target population.

With the creation of the new shared work space, all citizens are indirectly benefited, by promoting entrepreneurship in the municipality and avoiding the spread of local talent to other municipalities. This situation benefits all citizens since it will improve the economy of Cieza and will have an impact on the quality of life of the entire municipality.

This action benefits entrepreneurs in a particular way, who will have a space to start their business and, of course, the unemployed youth of the municipality, who can take courses and enrich their professional lives.

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

In order to facilitate access and non-discriminatory, independent and safe use of the facilities, the space is designed taking into account the accessibility of all people with reduced mobility in accordance with the provisions of the Regulation of Law 8/1995, of April 6, for accessibility and removal of physical and communication barriers. In this sense, parking spaces are projected and created to facilitate accessibility to the center and provide access for people with different functions by reserving a space.



Distribution of outdoor area car parks

Therefore, the rehabilitation of this building has considered the horizontal criteria of equal opportunities and non-discrimination among the inhabitants of this municipality.

In terms of social responsibility, with this type of action, the commitment of the City Council to promote youth entrepreneurship and to bet on eradicating or reducing unemployment in the municipality is reaffirmed.

In addition, and in relation to environmental sustainability, it is easier for those people with professional initiatives, with a low budget, to establish themselves in their municipality, without leaving it, in such a way that it also has an impact on the reduction of air pollution.

Also, the entire registration procedure for the reservation of coworking spaces is digitalized, through an email account of the Department of Employment and Economic Development, thus contributing to the reduction in the use of paper and betting on a more environmentally sustainable municipality.

Likewise, following the maxims of energy efficiency, special emphasis has been placed on providing the building with an appropriate window enclosure, reinforced by the placement of fireproof opaque fabric blinds to control temperature and light. In addition, a more energy efficient electronic air conditioning has been installed.

On the other hand, when it comes to supply the center with furniture and electrical appliances, it has been decided, on the one hand, to use recycled materials such as wooden pallets, to create tables and lockers and, on the other, low-consumption electrical appliances, such as the refrigerator or the microwave.



7. Synergies with other public intervention policies or instruments.

The creation of the shared work space is part of a strategic entrepreneurship and training program called “ **recoNEXTa** ”, which provides Cieza with state-of-the-art infrastructures that will serve as a launching pad for the training and professional future of the people who participate.

The program integrates three key projects, of which two are co-financed with the ERDF through the EDUSI Cieza 2025 Integrating City:

- DØ Co-working space: described in this good practice and which implies an environment for networking, a factory of ideas focused on new entrepreneurs.
- CICOLA: training center and laboratory for catering and hotel trade on the ground floor of the Cieza market hall, which is also part of the EDUSI Cieza 2025 Integrative City.
- CIJOE: a space for young employment opportunities, promoting creativity, product and service innovation, and hosting new business opportunities, located in the old fish market.



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