

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Reconditioning of the basement of the Market Hall for a Training Center and Laboratory for Hostelry and Commerce (EDUSI Cieza 2025 Ciudad Integradora)

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT, CITY COUNCIL OF CIEZA. RECONDITIONING OF THE BASEMENT OF THE MARKET HALL FOR A TRAINING CENTER AND LABORATORY FOR HOSTELRY AND COMMERCE

The City Council of Cieza presents as a good practice the rehabilitation of the basement of the Market Hall of Cieza, as part of the *EDUSI Cieza 2025 Integrating City*, 80% co-financed by the European Regional Development Fund (ERDF), through of the Multiregional Operational Program of Spain 2014-2020.

The action will culminate with the creation of a space for specialized training in the catering and trade sectors and an adjacent area where new hospitality professionals can put into practice the knowledge acquired in the training courses. It has four semi-open positions and a common space for customers



Photo of the CICOLA space.
Below, photo of the Market Hall



The training centre has all the necessary equipment so that the courses taught are approved by the regional service of employment and its students can finish it with a professional certificate. To do this, a kitchen area has been created with fifteen places for students and one for the teacher, where they can carry out the practical part of the courses. In addition, a cold zone has been designed to complement the kitchen area, where dishes requiring a lower temperature are prepared, and a classroom for theoretical training. Finally, a workshop will be created for the simulation of a shop, providing a space for the practical training of sales areas and shop windows.



CICCOLA kitchen space
Below. Entrance to the training area



The result is a space for the promotion of employment that works as a "laboratory" for hostelry and commerce, in which students will be able to test the viability of their businesses before starting the path to entrepreneurship. The aim of this action is to promote entrepreneurship and prepare young people for the labour market, while at the same time promoting neighbourhood trade.

The action has a total budget of 324.060,06 €, with **80% co-financing from the European Regional Development Fund (ERDF) of 259.248,05 €**, through the Multiregional Operational Program of Spain 2014-2020 within the framework of the EDUSI Cieza 2025 Integrating City. It is part of the operation "*CIEZA LABS. Laboratories for the promotion of entrepreneurship, employment and trade*", which has a budget of 500.000 € and is part of thematic objective 9 (promote social inclusion and fight against poverty).

WHY THIS ACTION IS CONSIDERED A GOOD PRACTICE

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

The diffusion that has been carried out in relation to the rehabilitation of the basement of the Market Hall of Cieza for the creation of a training centre and laboratory for hostelry and commerce has been extensive among the beneficiaries and has complied with the requirements in the approved communication study.

In relation to **regulatory communication**, it has been published in the contractor's profile within the State Contracting Platform that the actions are part of the EDUSI and are 80% co-financed by

the ERDF within the Multiregional Operational Program of Spain 2014-2020 . The contracts have also been published on the *EDUSI Cieza 2025 Integrating City website*.

Likewise, a **permanent plaque** has been installed at the entrance of the building:



Entrance plate photo

The action has also been disseminated through the **Cieza City Council website** and the EDUSI website *A way of making Europe*: <https://short.link/DjHvMj>

In terms of **complementary communication, posters** were designed to be placed in a TOTEM made from recycled pallets and placed next to the entrance to the market hall during the renovation of the market's basement, with the aim of informing the public of the work being carried out, its impact and the fact that it belongs to EDUSI and is 80% co-financed by the FEDER.



MUPI advertising photos

On the morning of 27 March 2023, an **inauguration event with the public** was held with the public and the opportunity was taken to hold a ham slicing course for catering professionals.



Photo of the inauguration and beginning of the ham cutting workshop

In the afternoon of the same day, there was also a tasting of pastries from Cieza.



Photo pastry tasting event

As support material for better dissemination of the performance, **merchandising was designed** , such as bottle openers and notebooks, created for the occasion, which were distributed among the participants in the courses and among the citizens who attended the tasting. .



Photo merchandising

Finally, a **video has been produced** , collecting the impact of the actions and the impressions of the citizenship.

<https://www.youtube.com/watch?v=LTFKW1YXGQ>

Various press releases have also had an impact on local and regional media, both print and digital:

Crónicas de Siyasa: <https://acortar.link/iYeznh>
La opinión: <https://abortar.link/HEy49y>

2. The action incorporates innovative elements

The innovation of this action lies in the creation of a "laboratory for employment and entrepreneurship", something completely new at regional level and we could even say that at national level.

The "laboratory for employment and entrepreneurship" consists of two phases. The initial phase corresponds to training and for this a space has been created with approved kitchen facilities and another to simulate shop windows. In it, the "training program for disadvantaged people for their inclusion in the labor market" provided for in the strategy is developed, which consists of integrated itineraries of insertion and training aimed at unemployed people with the objective of improving their employability in the sectors of the commerce and hostelry.

The second phase of the "laboratory" takes place after the training period, where students can choose to occupy one of the four semi-open premises that share a common space for sales and customer service, located next to the kitchens. In this way, they will have the opportunity, for several months, to have a first contact with the client. In this way, they will be able to prove the viability of their businesses to later develop them in commercial premises in the municipality.

Therefore, it contributes, on the one hand, to the promotion of employment and entrepreneurship, and on the other, to the economic revitalization of the neighbourhood by expanding the hotel offer in Cieza and promoting tourism.



Photos of the laboratory for employment and entrepreneurship

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

Through the creation of the training area, it has been possible to standardize the cooking and pastry training courses so that the students who complete them obtain professional certificates and have greater opportunities in the labour market. This action contributes to increasing the socio-labour integration of unemployed people and to improving social cohesion.

The area open to the public, where the four stands are located, and the common area for sales and customer service, make it possible to promote entrepreneurship and self-employment among students who have completed the approved training, accompanying them throughout the process and managing to minimise the risks of investing in a new business by having the opportunity to see the real feasibility in the space ceded by the City Council.

The action contributes to promoting neighbourhood commerce, increasing the hotel industry offer and turning Cieza into a tourist attraction, which will have an impact on the economy of the entire municipality.



Photo ad internet training workshops

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

Through the rehabilitation and enhancement of the underused space on the basement of the Market Hall, it has been possible to contribute to alleviating various problems detected in Cieza.

This measure will contribute to reducing the unemployment rate in Cieza, which was above the average for the Region of Murcia. Education and training are the necessary precursors to the

integration of disadvantaged groups into the labour market, and in Cieza there has been no specialised training in these key sectors for the local economy.

In addition, there is a commercial network that has lost strength in recent years throughout the urban area of Cieza, especially in the most disadvantaged neighbourhoods. This problem is intended to be lessened by promoting neighbourhood commerce through the creation of a space that attracts citizens and tourists and helps to revitalize the surroundings of the Market Hall, in addition to promoting the reactivation of small businesses and the promotion of self-employment as a way of increasing the commercial fabric and services of the municipality.

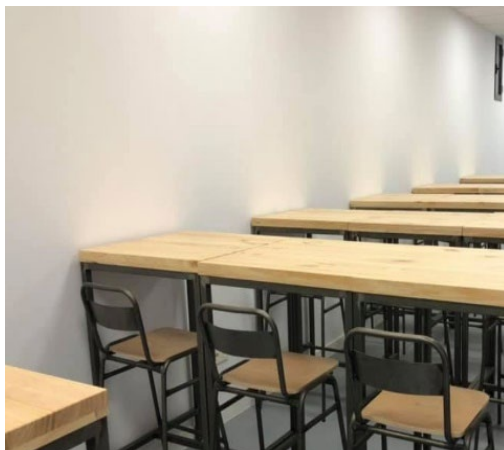


Photo of training classroom

5. High degree of coverage of the target population.

With the renovation of the basement of the market hall to create a training, hostelry and commercial laboratory, the unemployed population has benefited through its workshops and the general public through the various activities proposed, such as tastings and degustations.

The area with the stands and the sales and customer service space is open to everyone in the municipality, and to visitors, with the aim of promoting neighbourhood commerce and reactivating a sector that has been particularly affected by the coronavirus pandemic. Considering that the population recorded in Cieza in 2021 by the INE was 35,301 ¹and the estimate of tourists who visited the municipality in the same year was 2,522; the effect of the action we have described is understood.

The new space is also a tourist attraction, which together with other initiatives that are being carried out with *the EDUSI Cieza 2025 Integrating City*, contribute to increase the number of visitors to the city, with the benefit that it reports for the local economy.

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 work was designed taking into account the accessibility of people with reduced mobility in accordance with the provisions of the Regulation of Law 8/1995, of April 6, accessibility and removal of physical and communication barriers.

For this reason, the workshops held in this space promote equal opportunities for all the inhabitants of this municipality, with particular attention being paid to the unemployed and young

¹<https://www.ine.es/jaxiT3/Datos.htm?t=2883>

people's entrepreneurship, on which the City Council has been focusing for many years by improving its active employment policy.

Among the general public that will benefit from this centre, special attention should be paid to the commitment to motivate the youngest members of the community, who will be introduced to the world of gastronomy and who will also make use of these spaces through workshops such as "Learn how to set the table for Christmas".

On the other hand, it is worth noting the commitment to specialisation in the sector, which will be able to continue specialising through workshops given by professionals in the sector.

In terms of social responsibility, this type of action encourages youth entrepreneurship and mitigates unemployment problems in the municipality.

In addition, in relation to environmental sustainability, it makes it easier for those people with concerns, but without resources, to continue their training without leaving their municipality, in such a way that it also has an impact on the reduction of air pollution.

It should be noted that in the implementation of the communication campaign to promote the rehabilitation of the market's basement, environmental sustainability has also been taken into account in the design of elements such as the totems, which are built with pallets that have interchangeable vinyl canvases on top, so that they can be used for different performances.

Also, the entire registration procedure for workshops and activities is digitized, enabling a link on the website of the Cieza City Council, thus contributing to the reduction in the use of paper and betting on a more environmentally sustainable municipality.

Link to the registration form for the ham slicing course: <https://acortar.link/85z0YP>

7. Synergies with other public intervention policies or instruments.

The creation of the training centre and hostelry and commerce laboratory on the basement of the Market Hall of Cieza (CICOLA) 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 shuttle for the training and professional future of the people who participate.



The program integrates three key projects, two of which are co-financed with EDUSI:

- CICOLA: training center and hostelry and commerce laboratory on the basement of the Market Hall of Cieza, which we present in this report as a good practice.
- DØ-Espacio Co-working: an environment for networking, a factory of ideas focused on new entrepreneurs. This space is included in the operation “CIEZA LABS. Laboratories for the

- promotion of entrepreneurship, employment and commerce”, 80% co-financed by the FEDER and which is also included as a good practice within the EDUSI Cieza 2025 Integrating City.
- CIJOE: the old fish market becomes a space for young employment opportunities, promoting creativity, product and service innovation, and welcoming new business opportunities.

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