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Developing competences for the employers Gijón- 4th July, 2017

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Companies Relationship Manager

Agencia Local de Promoción Económica y Empleo

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Into

2nd International Joint Staff Training Event

“Desarrollando competencias para la búsqueda de empleo e inclusión.

Una perspectiva internacional”

Project 2016-1-ES01-KA204-025159 ERASMUS+

*Sharing effective educational practices and systematizing a training competences programme
for employment and inclusion for vulnerable adults.*

Developing competences for the employers

Gijón- 4th July, 2017



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Companies Relationship Manager

Desarrollando competencias para el empleador

RESUMEN PPT PATRICIA MARTIN

Palabras clave de la intervención:

Cooperación público privada

Desarrollo de competencias laborales

Buena práctica: con el foco en los jóvenes profesionales; Agencia de activación juvenil.

Objetivos a desarrollar:

La presentación pretende compartir una buena práctica en el desarrollo de competencias laborales en los jóvenes y cómo esta iniciativa se enmarca dentro de una estrategia general, y de la colaboración y la implicación del tejido empresarial.

Esquema de la presentación

0.- Contexto

Reside principalmente en el "GIJÓN CRECE 2016-2019. ACUERDO PARA EL CRECIMIENTO Y LA DIVERSIFICACIÓN DE LA ACTIVIDAD ECONÓMICA, EL IMPULSO DEL TALENTO Y LA MEJORA DE LA EMPLEABILIDAD El Acuerdo Gijón Crece 2016-2019 (en su nomenclatura corta) es resultado del pacto de concertación social suscrito entre los principales agentes socioeconómicos (grandes sindicatos y Federación de asociaciones empresariales de la región) y el Ayuntamiento de Gijón.

El Acuerdo Gijón Crece busca impulsará la actividad económica y social y contribuirá a dar respuesta a la situación de desempleo en el marco de un desarrollo sostenible para el concejo. Las medidas del presente Acuerdo pretenden enfocar sus principales recursos en el apoyo al tejido empresarial, la creación de más y mejor empleo, y el apoyo a las personas con menores oportunidades en el mercado de trabajo, para que mejoren su empleabilidad y aumenten sus posibilidades de inserción laboral. Frente a esta situación, las medidas del presente Acuerdo pretenden enfocar sus principales recursos en el apoyo al tejido empresarial, la creación de más y mejor empleo, y el apoyo a las personas con menores oportunidades en el mercado de trabajo, para que mejoren su empleabilidad y aumenten sus posibilidades de inserción laboral.

1.-El instrumento: La Agencia de Promoción Económica y Empleo.

Referencia clave para el desarrollo económico del municipio de Gijón. Dispone de diversos mecanismos para detectar las demandas competenciales de las empresas del municipio.

2.- Presentación de la Buena Práctica: Agencia de Activación Juvenil

Se dirige a "ninis", jóvenes que no estudian ni trabajan. Este proyecto comenzó como un proyecto piloto y ahora mismo es un programa consolidado. Se presenta cómo surgió, y como es en la actualidad. También algunos datos del mismo. Este programa busca desarrollar competencias de empleabilidad que no están siendo cubiertas por la educación reglada pero que son altamente demandadas por las empresas.

3.- El rol del departamento de Relaciones con el Tejido Empresarial

Desde el 2016 lidero el departamento de Relaciones con tejido empresarial en la AGENCIA DE PROMOCION ECONOMICA Y EMPLEO. Busca dinamizar el tejido empresarial, conectar empresas con todas las iniciativas, servicios y apoyos promovidos por la Agencia Local de Promoción Económica y Empleo.

Video Final.

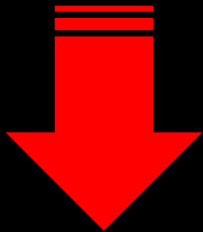
Resumen del evento JUNIOR KING (networking con Juniors) en el marco de la Agencia de Activación Juvenil, como muestra de la dinamización con las empresas y su implicación en el desarrollo de competencias demandadas.

Keywords:

Public-private cooperation

Working skills development

Good Practice (Focus: young people)



Youth Employment and Activation Agency

0. Local Context
1. The Instrument
2. A Good Practice
3. The Role of Companies
Relationship Department

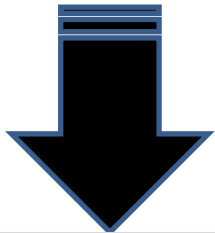
gijón

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LOCAL CONTEXT



Gijón
City Council



Local Agency of
Economic Promotion and
Employment



Companies
Relationship
Department

0 LOCAL CONTEXT



“ Agreement for the growth and the diversification of the economic activity, the impetus of talent and the improvement of the employability, in the framework of social cohesion”

Where are we?
Where do we want to go?

Gijón



STARTING POINT

SWOT Analysis

Implication of main actors

SETTING OF GOALS
AND LINES OF
ACTION



SIGNING OF
THE
AGREEMENT



1. Strategic sectors identified
2. Lines of action settled
3. Priorities fixed
4. Budget setting & Indicators

AXIS 1

STRATEGIC
SECTORS

AXIS 2

ENABLERS/
FACILITATORS



AXIS 3

AREAS OF
SPECIALISATION

AXIS 4

TRANSVERSAL
SECTORS

AXIS 5

IMPETUS TO THE TALENT AND THE IMPROVEMENT OF EMPLOYABILITY

LOCAL
OBSERVATORY

PROJECTS FOR
COOPERATION

LOCAL
EMPLOYMENT AND
TRAINING PLANS

CAREER GUIDANCE
AND LABOUR
INTERMEDIATION

PREVENTION
OF EARLY
SCHOOL-
LEAVING

TECHNOLOGY/
KNOWLEDGE-BASED
SOCIETY

GENDER & SOCIAL RESPONSIBILITY

1 THE INSTRUMENT



The Local Agency of Economic Promotion and Employment



Key reference for the local development

The Local Agency of Economic Promotion and Employment. **SERVICES**

FOR
COMPANIES

FOR CITIZENS AND
UNEMPLOYED
PEOPLE

e.g.

↓

- Subsidies for hiring
- Cooperation agreements
- And projects
- European projects
- Innovation promotion

↓

- Specific Projects
- Training action plans
- Guidance itineraries
- Employment office/agency...

What are the skills the employer seeks?

Gijón



...What is more...

...what are the most wanted skills
among
young people ?

Gijón



Sources

Specific studies

Focus groups

Sectorial roundtables

Local observatory

Contact with professional
associations, etc.



Gijón

2 A GOOD PRACTICE

A good practice of labour skills development

Youth Employment and
Activation Agency

The Youth Employment and Activation Agency. **GIJÓN 2012 CONTEXT**

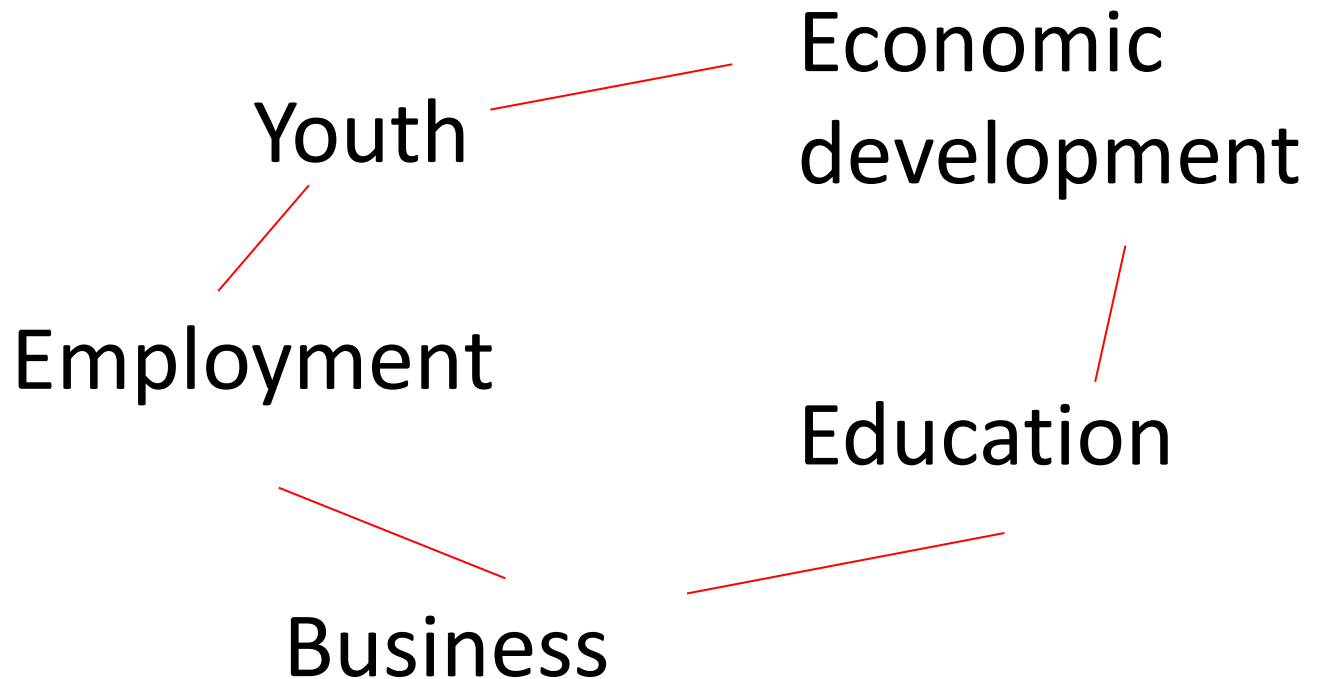
- High Youth unemployment rate in Asturias = 44,21% <25years
- Lack of labour experience/labour skills
- Some of them without a goal set / demotivated
- Early school leaving....
- Gap “Education system/labour market....among others

A pilot project to set up a Youth Guarantee scheme in Gijón


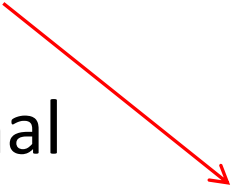
The Youth Employment and Activation Agency. **STEERING COMMITTEE MEMBERS**

SCOPES:

regional
local



The Youth Employment and Activation Agency. Steering committee

- Local Agency of Economic Promotion and Employment
- Youth Council (Conseyu de la Mocedá de Gijón)
 (local level)
- Asturias Federation of Employers (FADE)
- Regional Ministry of Education, Culture and Sports- Asturias Regional government
 (regional level)
- Public Employment Service-Asturias Regional government

The Youth Employment and Activation Agency. **OBJECTIVES**

Start a joint collaboration among the key entities

Support the young people between 16 and 30 years old considered as Neets

Orientate the secondary High Schools

Promote the involvement on the enterprises located in the city

Test the Youth Guarantee scheme in our city

Offer the first professional experience

The Youth Employment and Activation Agency. **TARGET GROUP** (104 people, 1ST Ed.)

- >16 to 30 years old
- Registered(census) in Gijón
- Not working or studying/ attending training

Graduates

**Vocational
training
certificate**

**Without
Compulsory
education
certificate**

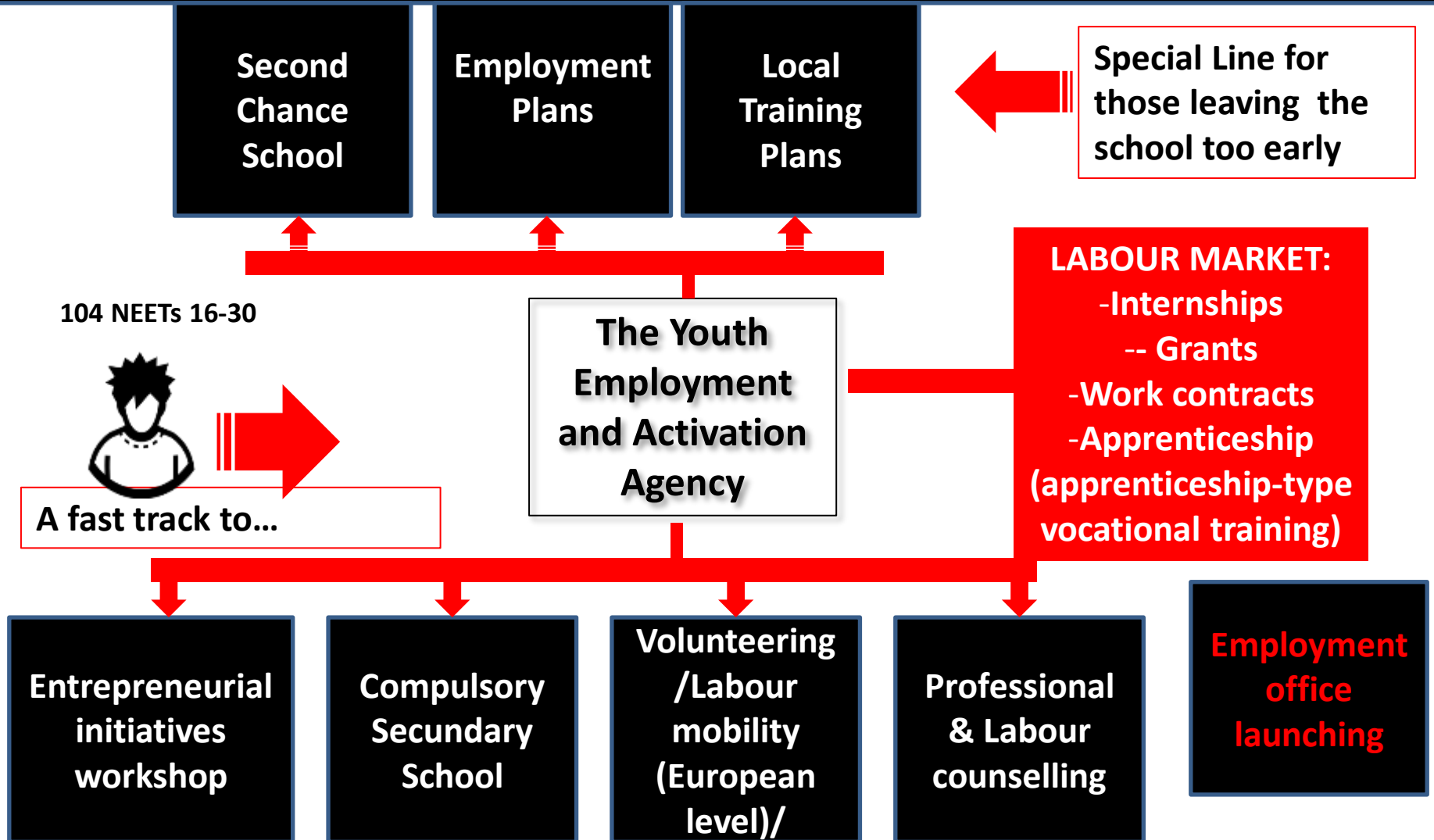
The Youth Employment and Activation Agency. **TEAM**

- 2 coordinators
- 6 job counselors
- 6 coaches
- 1 volunteer
- 1 IT tutor
- 2 Employment promoters

The Youth Employment and Activation Agency. **TAYLOR-MADE SUPPORTS**

- Focus groups & itineraries on employment issues and labour counselling
- Coaching
- Volunteering
- Training
- IT advice
- Recruitment Agency → official authorisation to act as “EMPLOYMENT AGENCY”


The Youth Employment and Activation Agency. **CATALYST FOR FURTHER SUPPORTS**



The Youth Employment and Activation Agency. **FACTS AND FIGURES**

	2014	2015	2016	Totales
SCHOLARSHIP	2	2	2	6
TRAINING	27	16	18	61
CONTRACT	32 (34%)	59 (31%)	79 (54,5%)	170 (39,5%)
SELF EMPLOYED	4	3	0	7
INTERNSHIP	42	91	81	214
VOLUNTEERING		0	1	1
AC		46	100	146
Nº PARTICIPANTS ACTIVATED	95	190	145	430

The Youth Employment and Activation Agency. **FACTS AND FIGURES**

YEAR (DEPENDING ON THE EDITION)	2014	2015	2016
APPLICATIONS	177	488	272
PRESCREENED	104	233	215
DISMISSED/LEAVING		16	30
STARTING		206	175
 ACTIVES	95	190 (92%)	145(83%)

**430 young
people
ACTIVATED!**

The Youth Employment and Activation Agency. **TODAY... AND EVOLVING**



Individual tutor & coaches
Entrepreneurship workshops
Language crash courses
ICT Tools and certification
Commercial training
Personal brand & social media
Communication & social competence



Internships
Employment office
International mobilities
Networking events
Volunteering activities
Etc...

The Youth Employment and Activation Agency. **TODAY... AND EVOLVING**



**Specific actions for
High Schools and
Vocational Training
Centers**

The Youth Employment and Activation Agency. **TODAY... AND EVOLVING**

Annual recognition to companies



The Youth Employment and Activation Agency. **TODAY... AND EVOLVING**

Annual recognition to companies





COMPROMETIDOS CON NUESTROS JÓVENES

GARANTÍA JUVENIL

Éste es el momento de sacar músculo, tenemos la oportunidad de sumar nuestras fuerzas y apoyar iniciativas para conseguir que el potencial y el talento de nuestros jóvenes aporten valor a nuestras empresas.

Súmate a la red de Empresas ofreciendo becas, prácticas no laborales, contratos de trabajo...

Más información: agenciadeactivacion.gijon.es

Agencia
de Activación
Juvenil



The Youth Employment and Activation Agency. **TODAY... AND EVOLVING**

1 panel
Elevator pitches
+100 young people
+30 companies



NETWORKING JUNIOR KING - AGENCIA DE ACTIVACIÓN JUVENIL 2017

3 THE ROLE OF COMPANIES RELATIONSHIP DEPARTMENT

(...in other words... the key role of the companies)



Contrata en **Gijón**

Gijón tiene mucho talento

Companies Relationship department brings supports, services and initiatives targeted to companies for the economical development and employment promotion



Contrata en **Gijón**

Gijón tiene mucho talento

Companies Relationship Department.

INVOLVING COMPANIES

- Companies dinamization and meetings
- Representation in Forums and events
- Networking events (companies+youngsters)
- Internship programmes
- Employment agency
- Subsidies for Hiring

Dissemination!!

**Companies
involvement!!**



**Companies Relationship
Department**

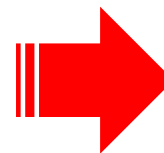
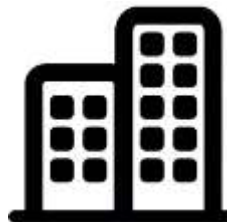
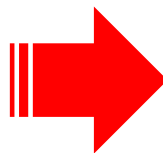
Some companies already collaborating
(from selfemployed to SMEs and multinacional corporations)



Companies Relationship Department.

INVOLVING COMPANIES...e.g.

Internship programmes: *the Youth Employment and Activation Agency*



**240 hours
Granted by
The Local Agency**



**Labour competences
development
Soft skills development
Accident insurance**

The Youth Employment and Activation Agency.

The image shows a video player interface. The main content area displays a logo for 'Gijón crece 2016 / 2019'. The logo features the word 'Gijón' in a bold, grey font, with a colorful network of nodes (red, blue, yellow, green) connected by lines. To the right of 'Gijón' is the word 'crece' in a smaller, grey font. Below this, the text '2016 / 2019' is displayed. At the bottom of the logo area, it says 'AYTO. DE GIJÓN / CCOO / FADE / UGT'. The video player controls at the bottom show a play button, a progress bar at 0:02 / 1:34, and icons for settings, full screen, and a list. In the top right corner of the video frame, there is a poster for 'NETWORKING JUNIOR KING' with the date '17 de febrero 12:00 a 15:00 horas' and the location 'Centro Municipal Integrado El Oto, Salón de Actos, Plaza de la República s/n, Gijón'.

NETWORKING JUNIOR KING

17 de febrero 12:00 a 15:00 horas
Centro Municipal Integrado El Oto, Salón de Actos, Plaza de la República s/n, Gijón

Gijón crece
2016 / 2019
AYTO. DE GIJÓN / CCOO / FADE / UGT

0:02 / 1:34

NETWORKING JUNIOR KING

Thank you for your attention



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