

Barcelona Activa

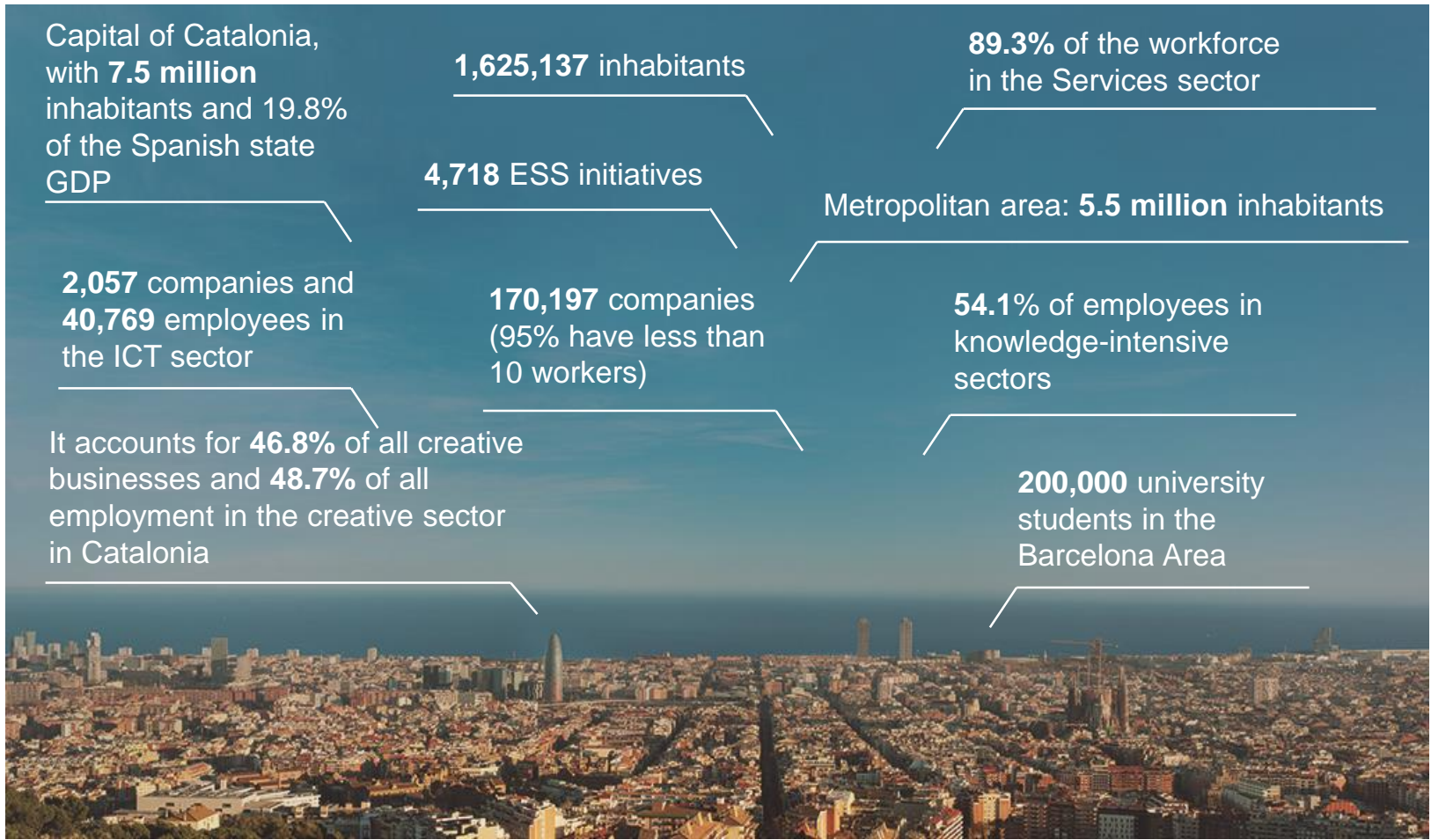
The Local Economic Development Agency of the
Barcelona City Council



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Development of sustainable urban centres with active involvement of vocational schools and training
Erasmus +
Multiplier event

Barcelona, key facts and figures



Our mission

The mission of Barcelona Activa is to boost the economy and local development to improve the quality of life of the citizens of Barcelona by means of supporting the employment, the entrepreneurship and the support to companies. The strategies behind these objectives respond to the different needs of the citizens from the different districts of the city.



Employment policy

The Barcelona City Council considers that **boosting quality employment** is a cornerstone policy for improving social cohesion and advancement toward a new fair and sustainable development model. This commitment is gathered in several documents describing the policy.

The **Barcelona Employment Strategy for 2016–2020**, featuring the proposals from Barcelona Activa and the social players taking part in the Panel for Employment in Barcelona.

The **Plan for Promoting Quality Youth Employment for 2016–2020**, included in the frame of the Barcelona Employment Strategy, specifically tackled one of the most important challenges that Barcelona is facing: the unemployment of the young people.

It is established on the basis of 39 measures defined through participation with some fifty key entities and players, was designed as a roadmap and set out the strategies for promoting the training and employment of the city's young people under the age of 30.

In 2018 Barcelona Activa's employment services and programmes attended a total of **24,961** people, 56.8% of them women

In 2018 it supported **267** young people and coached **848** young people (42% women) to find a job.

Why did we bid for VET?

“ Our societies will undergo fundamental transitions in developing a carbon-neutral economy by 2050 and also through digitalisation: both of these will have a tremendous impact on society, particularly on the way we are working in the European Union. If we want these transitions to be successful, we need to invest in people; a key approach is to improve their skills.”

Joost Korte. Director-general, European commission's
DG employment, social affairs and inclusion



Why did we bid for VET?

Headline

- **Need to solve youth unemployment and tackle those elements that prevent them from finding a job**
- **Need to evolve towards a more sustainable economy & need to solve companies' workforce uncovered needs**
- **Certainty that Western European cities share several employment and VET challenges that need to be addressed**
- **International networking as a mean to upgrade knowledge, contacts and reinforce tools and synergies**

Diagnosis

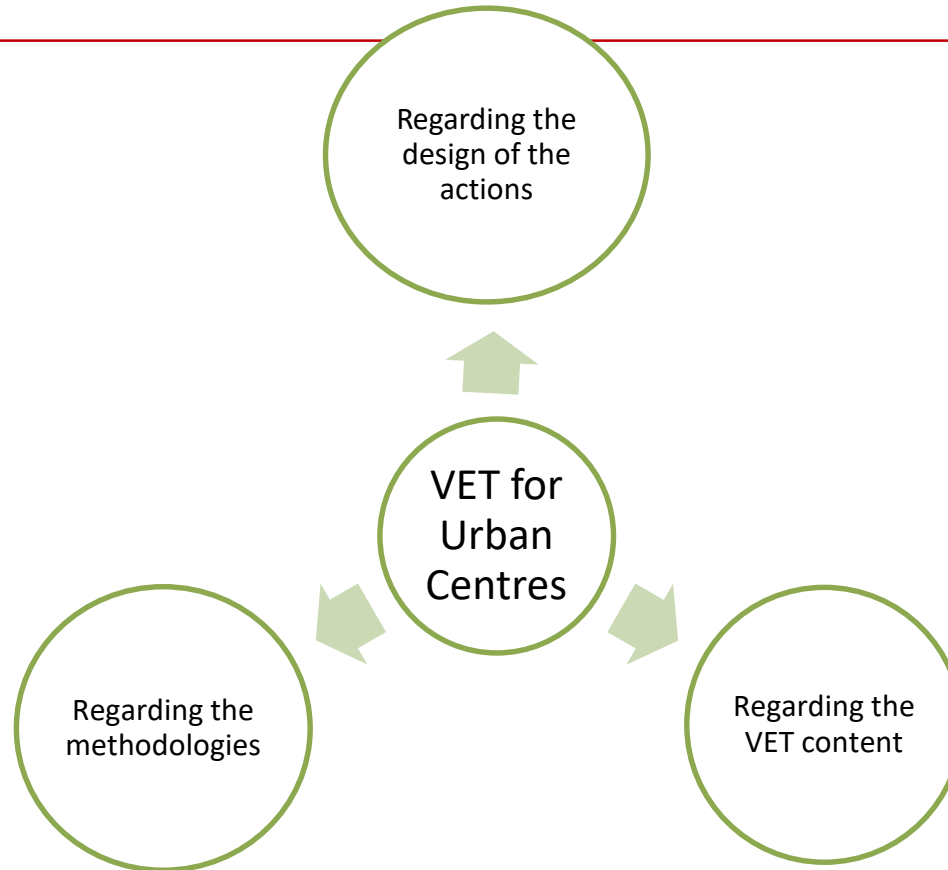
- **High rate of youth unemployment**
- **High rates of early school drop-off**
- **Mismatch of VET and companies needs**
- **Lack of adaptation to the new trends of the economy**
- **Jobs gender unbalance**
- **Demographic change (+ elderly people, + diverse communities)**
- **Climate crisis**
- **Digitalisation of all the economic sectors**
- **Green economy and blue economy**
- **Cross-cutting elements amongst several sectors (quick evolution and dynamism of the skills needed by the companies)**
- **High rates of youth unemployment (Italy)**
- **High rates of early school drop-off**
- **Need to adapt to the economy changes**
- **Need to work towards a more gender balanced economy sectors**
- **Upgrading knowledge**
- **Re-thinking of our services**
- **New ideas, projects and inspiration**

Results

Taking into consideration what we explained before, the main outcome is:

- ❑ We have confirmed that the actions proposed by Barcelona Activa are fully aligned with the rest of the actions presented by the different partners.
- ❑ The methodology used within the framework of the VET programmes coincides with those methodologies presented as innovative in the VET in Urban Centres project.
- ❑ The analysis carried out by O1 has helped us detect shortcomings that we will work to correct in the following manner:

Implementation



Implementation

Regarding the design of the actions



The company has been involved in designing the programmes from the very start. A group management approach, working together with the entities and companies, was used; this allows the content to be tailored to the real needs of the company.





This method facilitates alternating professional training with gaining professional job experience.



With the city's Plan for Youth Employment, we seek to move towards decent employment for young people, selecting partner companies that meet the agreed-upon quality requirements: 6-month contracts and a salary of no less than €1000 per month.

Implementation

Regarding the methodologies

-  Thanks to the analysis on good practices carried out by O1, the importance of fomenting youth integration into the community has been brought to the forefront. The new actions include the requirement to carry out social initiatives.
-  The implementation of spaces where they can meet with the young people as equals shall be encouraged, so that social initiatives that are in their interest may be proposed.

Implementation

Regarding the methodologies



One aspect that we consider innovative and that brings young people closer to the reality of the company, while also helping get rid of any prejudices that the employers may have regarding young people, is the introduction of the mentor figure. This figure is being adopted in some VET actions within sectors related to new technologies.



The use of new technologies is being incorporated at a methodological level into the channels used to communicate with young people and also into the tutoring provided within the framework of VET.

Implementation

Regarding the VET content

-  We seek to optimally incorporate digital content into all of the professional training programmes.
-  In the new designs, we are encouraging young people to become qualified in technological fields that will allow them to take up jobs in strategic, innovative sectors. In addition, we also incentivise young women to participate.
-  We encourage young people to get involved with businesses close to where they live. For example, we offer training to work in job markets that are close to home, in order to fulfil some of the Sustainable Development Goals.

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Thankyou !!



Ajuntament de
Barcelona



Barcelona
Activa