

MIDA,
s d'ocupació.

DISPOSICIÓ
s els nostres
i equipaments
zats per a
ipar les teves
s. Aprofita!

tens molt a guanyar.

BUSQUEM PERSONES
que han perdut el treball
recentment.

**PROGRAMA
ACTIVA'T PER
L'OCUPACIÓ**

T'INFORMEM dels sectors,
les ocupacions i els perfils
més demandats al mercat
laboral. [http://www.
barcelonactiva.com/
ocupacio](http://www.barcelonactiva.com/ocupacio)

INSCRIU-TE ara mateix,
tens molt a guanyar.

012

**APUNTA'T
I ET FAREM
COSTAT**

POSA'T EN MARXA!!!

T'AJUEM a descobrir
competències i habilitats
que et seran claus per
tornar a treballar.

ES NECESSITEN persones
sense feina que no es
quedin aturades. Truca
avui al telèfon 012.

Barcelon **a**ctiva



Entrepreneurship
Innovation
Business growth
Human Capital

The Local Development Agency of the Barcelona City Council

MIDA,
s d'ocupació.

DISPOSICIÓ
s els nostres
i equipaments
zats per a
par les teves
s. Aprofita!

tens molt a guanyar.

BUSQUEM PERSONES
que han perdut el treball
recentment.

**PROGRAMA
ACTIVA'T PER
L'OCUPACIÓ**

T'INFORMEM dels sectors,
les ocupacions i els perfils
més demandats al mercat
laboral. [http://www.
barcelonactiva.com/
ocupacio](http://www.barcelonactiva.com/ocupacio)

INSCRIU-TE ara mateix,
tens molt a guanyar.

012

**APUNTA'T
I ET FAREM
COSTAT**

POSA'T EN MARXA!!!

T'AJUEM a descobrir
competències i habilitats
que et seran claus per
tornar a treballar.

ES NECESSITEN persones
sense feina que no es
quedin aturades. Truca
avui al telèfon 012.

Barcelona Activa's mission

To foster the transformation of Barcelona through entrepreneurship, business growth, innovation, human capital, professional opportunities & quality employment.

Oficina / de Treball

Generalitat
de Catalunya

Unió Europea
Fons Social Europeu



Ajuntament de Barcelona

Barcelon**a**ctiva

MIDA,
s d'ocupació.

DISPOSICIÓ
s els nostres
i equipaments
zats per a
ipar les teves
s. Aprofita!

tens molt a guanyar.

BUSQUEM PERSONES
que han perdut el treball
recentment.

**PROGRAMA
ACTIVA'T PER
L'OCUPACIÓ**

T'INFORMEM dels sectors,
les ocupacions i els perfils
més demandats al mercat
laboral. [http://www.
barcelonactiva.com/
ocupacio](http://www.barcelonactiva.com/ocupacio)

INSCRIU-TE ara mateix,
tens molt a guanyar.

012

**APUNTA'T
I ET FAREM
COSTAT**

POSA'T EN MARXA!!!

T'AJUEM a descobrir
competències i habilitats
que et seran claus per
tornar a treballar.

ES NECESSITEN persones
sense feina que no es
quedin aturades. Truca
avui al telèfon 012.

GET MOVING TOWARDS EMPLOYMENT

ACTIVA'T PER L'OCUPACIO

**Pilot programme and action plan for newly unemployed in the
city of Barcelona**

Oficina / de Treball



Ajuntament de Barcelona

Barcelon**a**ctiva



Aim of the Programme

Offer people who have lost their first job:

- prompt attention that allows them to learn about career opportunities that Barcelona can offer
- access to business training to improve their employability and find the resources so that they can return to employment.



ESTIMATED IMPACT

- **16,125 unemployed (25% of registered unemployment in the city) and the new unemployed in 2007-2008.**

- **Implementation of the action plan:**
 - Stage 1 November 2008 - April 2009: 12,125 people**
 - Stage 2 Maintenance May-October 2009: 4,000 people**

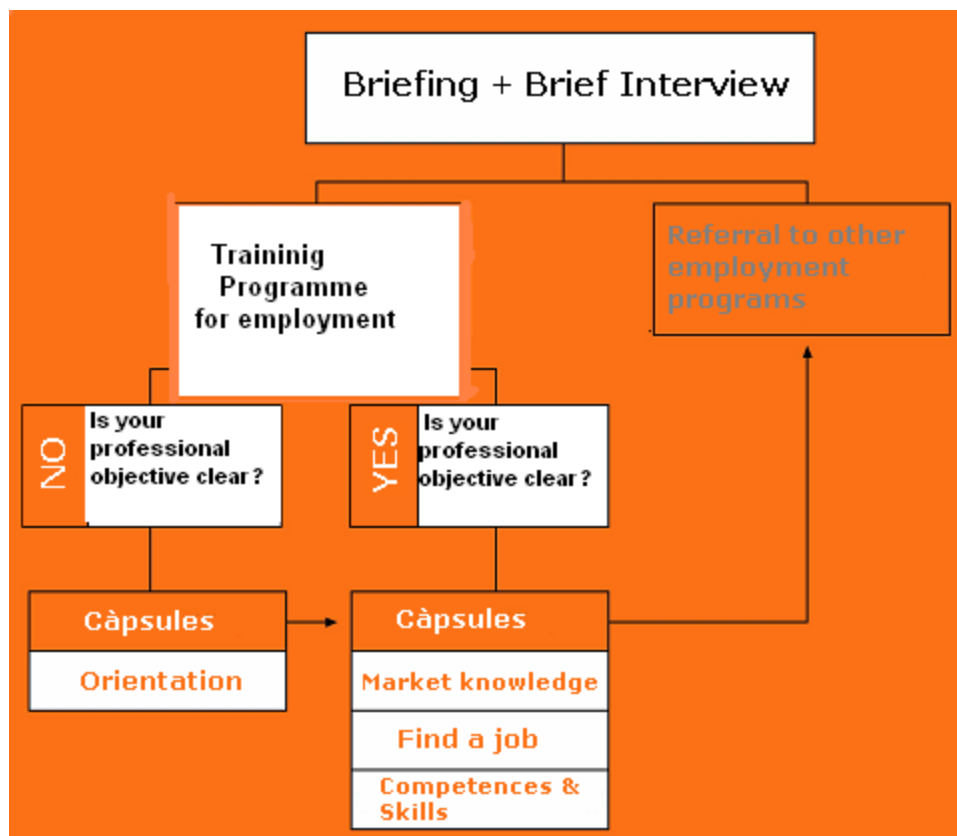
- **Duration of the pilot plan: 12 months.**

- **Number of sessions:**
 - **700 initial sessions**
 - 25 sessions a week (5 days)

 - **2,190 training 'capsules' for employment (average 3 per participant)**
 - 60 sessions of three hours per week



PROGRAMME ITINERARY



Technical team of 13, 5 admin staff, 1 coordinator, 6 companies and call centre training
Digital Platform Porta 22 – Space of New Occupations
5 facilities



MIDA,
s d'ocupació.

**PROGRAMA
ACTIVA'T PER
L'OCUPACIÓ**

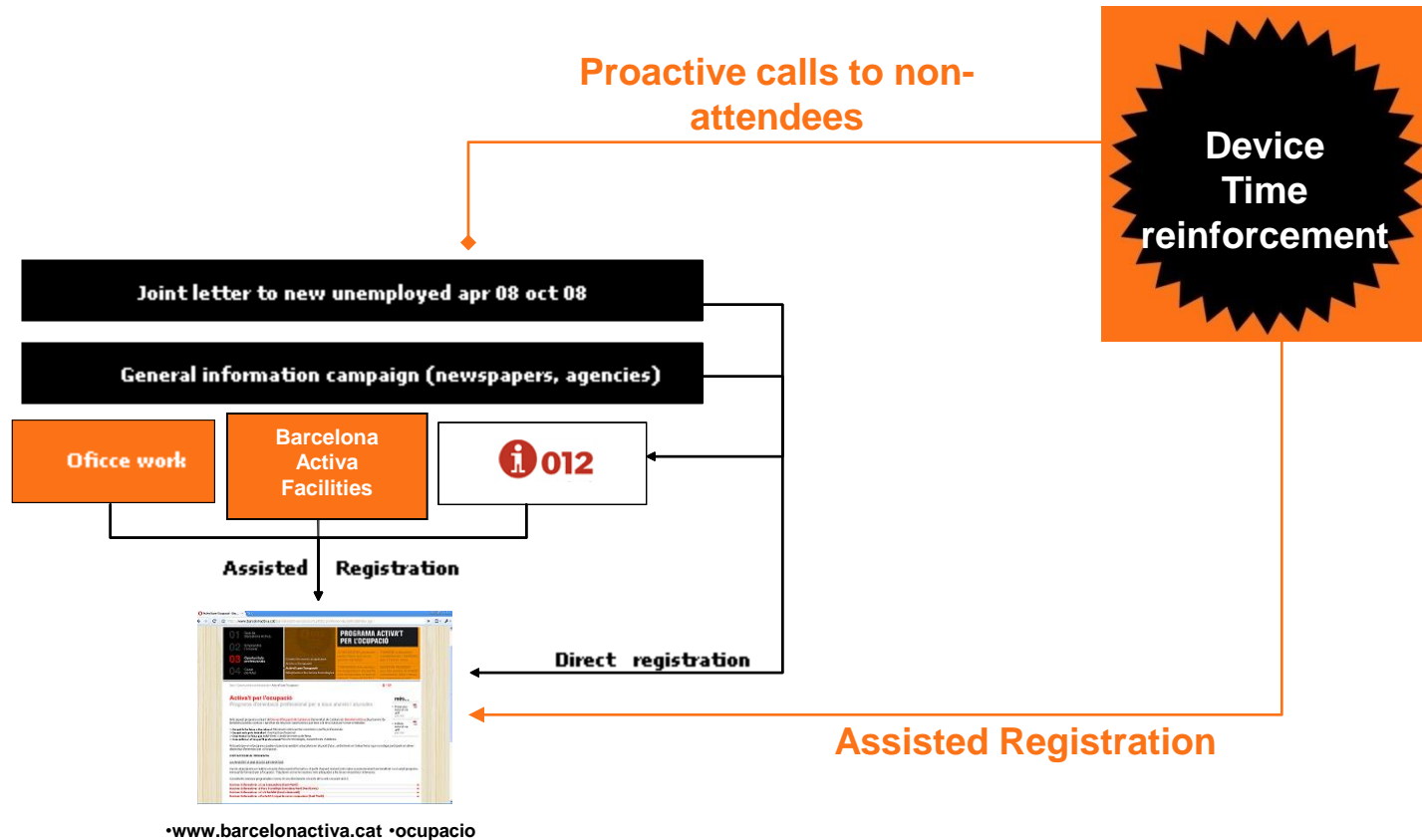
DISPOSICIÓ

T'INFORMEM dels sectors,
les ocupacions i els perfils
més demandats al mercat
laboral. <http://www.>

i 012
APUNTA'T
LET FAREM

T'AJUEM a descobrir
competències i habilitats
que et seran claus per
tornar a treballar.

Access to the Programme



CAPSULES

Orientation (3)

Guidance: Which jobs could I take?
Reorientation: define a new professional objective
Oriented training

Labour Market (14)

The growth sectors in Barcelona:

- * services to people
- * logistics
- * culture, leisure, hospitality and catering
- * environment sector
- * ICT sector
- * chemistry
- * aeronautics and space
- * construction sector
- * food industry
- * life sciences
- * personal image
- * mechanics
- * business services
- * textile sector



CAPSULES

Find a job (7)

- The selection process
- Write your CV
- Get the most out of your CV
- Test
- The job interview - theory
- The interview - training
- Active search for work

Abilities and skills (8)

- Improve your time management
- Improve your communication
- Improve your image
- Network of contacts - discover
- Network contacts – put into practice
- Practise using the keyboard and mouse
- Internet Job Search
- Create your email account



Implementation

31st May 2009

	Actions	Participants*	Amount of people
IES	606	7,655	7,655
Capsules	999	7,786	3,694

- 60% Percentage of attendance at information session
- 47% of people who participate in an **Informative Employment Session (IES)** attend to training capsules
- Average participation in capsules - 3 per person

* = one person can participate in several activities



Implementation

31st may 2009

	Participants % attendance
Capsules of job search	42%
THE CURRICULUM VITAE	33%
THE TEST	23%
THE SELECTION PROCESS	17%
WRITE YOUR CURRICULUM	4%
THE JOB INTERVIEW	23%
THE JOB INTERVIEW: THE TRAINING	19%
ACTIVE SEARCH FOR WORK	4%
Capsules of competencies and skills	23%
MAKE YOUR EMAIL ACCOUNT	17%
IMPROVE YOUR COMMUNICATION	13%
IMPROVING YOUR TIME MANAGEMENT	3%
IMPROVE YOUR IMAGE	7%
PRACTISE WITH THE KEYBOARD AND MOUSE	10%
SEARCH TO WORK	15%
NETWORK CONTACT: THEORY	15%
NETWORK CONTACT: PRACTICE	10%
Capsules of labor market	16%
THE SECTORS WITH MORE OPPORTUNITIES IN BARCELONA	20%
CULTURE, LEISURE, THE HOTEL AND RESTAURANT	17%
LOGISTICS	15%
AVIATION AND SPACE	8%
ICT SECTOR	11%
SERVICE TO THE PEOPLE	18%
ENVIRONMENT	15%
CONSTRUCTION SECTOR	9%
CHEMISTRY	9%
TRADE	15%
FOOD INDUSTRY	0%
HEALTH SCIENCES	0%
Vocational guidance Capsules	19%
ORIENTATION. WHAT YOU CAN WORK ON?	34%
REORIENTATION. DEFINE A NEW PROFESSIONAL OBJECTIVE	31%
GUIDANCE FOR TRAINING	26%
TOTAL	100%



Implementation

31st May 2009

Repetition of capsules by people

Capsules		
Number of capsules	Number of people	%
1	1.803	23%
2	837	11%
3	464	6%
4	259	3%
5	127	2%
6	74	1%
7	60	1%
8	28	0%
9	19	0%
10	10	0%
11	3	0%
12	6	0%
13	1	0%
15	3	0%
Different people by capsules	3.694	47%



Participants Profile

At 31st May 2009

DISTRIBUTION BY GENDER

Men	57%
Women	43%

DISTRIBUTION BY AGE

Under 25	12%
Between 25 and 39	40%
Between 40 and 54	39%
Over 54	10%

DISTRIBUTION ACCORDING TO THE STUD

Primary	36%
Secondary education	45%
Studied	20%

DISTRIBUTION ACCORDING TO ORIGIN

Spanish	68%
Foreign Community	6%
Foreign UE	27%

men, native, between 25 and 54, with secondary education.



RESULTS OF ANONYMOUS QUESTIONNAIRE

WHICH JOBS ACCEPTAR	Answers	%
For the employment	1895	29,34
Anyone who maintain professional category achieved	1779	27,55
Provisionally any job	2784	43,11
Total	6458	100,00

WHAT IS THE ENVIRONMENT FOR JOB SEARCH	Answers	%
Network of personal contacts	2024	30,39
Advertise in press	587	8,81
Employment offices	1127	16,92
Temporary employment ETT	560	8,41
Contact via Internet with private employment	2362	35,47
Total	6660	100,00

HOW LONG UNEMPLOYED?	Answers	%
Less than 6 months	4306	64,77
6 to 12 months	1391	20,92
Over 12 months	951	14,31
Total	6648	100,00

HOW HAVE YOU REGISTERED FOR EMPLOYMENT OFFICES	Answers	%
Call us directly at 012	852	14,26
Through the website of Barcelona Activa	1847	30,92
I went to work IOficina of the Government	869	14,55
Directly in the center of Barcelona Activa	2405	40,26
Total	5973	100,00

	NO	YES
Is it leasible to find work in the short /medium term in the same sector in which you worked?	2441	4244
Would you be willing to change sector of economic activity?	614	6190
Do you need training to find employment in another sector?	629	6191
Do you have clear the job you want to find a job now?	2175	4559
Do you have a full curriculum vitae and cover letter?	1396	5424
Do you know how to look for work over the Internet	1853	5013
Do you want to improve the profile for the same job?	1030	5929
Do you want to prepare for another career?	1106	5662
Do you want to participate in orientation capsules?	997	5882

Participants looking for work in a recent, similar category using the Internet, networking and the Employment Offices, and register to the programme *Activa't* through the website & facilities of Barcelona Activa



PARTICIPANTS EVALUATION

ATTENDANCE EVALUATION	Scores from 0 to 10
-----------------------	---------------------

Use.

The information received was useful and real	8,34
The information received will help me learn how to find a new job	8,09

Content

The session has provided information on the real economic situation in the city	7,91
The meeting has allowed to discover employment sectors in Barcelona	8,00
The meeting has allowed to know the key points of the Search for a job	7,84
The meeting has allowed to know the employment programs of the city	8,23
Trainint capsules interesting and useful	8,44

Quality of presentation

The exhibition is clear and has maintained an interest	8,74
Enjoyable sessions	8,62

Schedules

Respecting the hours of activity	8,95
The duration of the session was appropriate	8,76

Documentation

The materials have been given adequate and high quality	8,68
---	------

Logistics and infrastructure

The means of support, facilities and spaces are adequate	8,74
--	------

Recommendation

Would you recommend to friends and acquaintances known to participate in this seminar?	98,91% Yes
--	------------



ONGOING IMPROVEMENTS: NEW CAPSULES

Under
construction

Jobs in Europe
Jobs in summer season
Services for Companies

Thinking....

Curriculum qualified and semi-skilled workers.
The curriculum for skills
Change management
Work on other initiatives

...



Features of the programme

- Agility, speed and flexibility
- Complementarity with existing programmes of active employment policies
- Practical and useful action plan to focus on personal growth and employability of the people who lost their jobs
- Based on strengthening the autonomy of participants
- Clear visibility of the collaboration among Barcelona Activa, the Department of Labour of the Catalan Government and the Barcelona City Council



**MIDA,
s d'ocupació.**

**PROGRAMA
ACTIVA'T PER
L'OCUPACIÓ**

T'INFORMEM dels sectors,
les ocupacions i els perfils
més demandats al mercat
laboral. <http://www.>

i 012
**APUNTA'T
I ET FAREM**

T'AJUEM a descobrir
competències i habilitats
que et seran claus per
tornar a treballar.

**MANY THANKS
FOR YOUR KIND ATTENTION!**

lourdes.sugranyes@barcelonactiva.cat

