

PROJECT OF INTEGRATED ITINERARIES OF LABOR INSERTION

"CANARY MAIN FOUNDATION"

(2016)



The Canary Islands Employment Service, beneficiary of the ESF Operational Program, approved the call for the granting of subsidies to non-profit entities in the territorial scope of the Autonomous Community of the Canary Islands, aimed at carrying out projects of Integrated Itineraries of Labor Insertion of people in a situation of social exclusion or at risk of suffering it, as well as immigrants and people with disabilities for the year 2016, co-financed by the European Social Fund, within the framework of the OP ESF Canary Islands 2014-2020.

The Canary Main Foundation took advantage of this call to carry out a project aimed at young people, between 16 and 24 years old, unemployed, registered in the employment office, in a situation of social exclusion or serious risk of suffering it, with the aim of improving their employability of labor insertion, in a stable and lasting way, and providing them with the necessary support, so that they can obtain the appropriate knowledge and work practices to improve their professional training.

<p><i>Area of activity: (select one or more areas).</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Access to employment for the active and inactive population. <input type="checkbox"/> Gender equality and reconciliation of personal and family life with work. <input type="checkbox"/> Mobility <input type="checkbox"/> Sustainable integration of NINIs (Young people). <input type="checkbox"/> Entrepreneurship and business creation <input type="checkbox"/> Adaptation to changes for companies. <input type="checkbox"/> Adaptation to changes for employed persons. <input type="checkbox"/> Active aging. <input type="checkbox"/> Reduction of school absenteeism and improved access to quality primary and secondary education. <input type="checkbox"/> Improved tertiary education, achievement and access. <input type="checkbox"/> Lifelong learning. <input type="checkbox"/> Integration of marginalized communities. <input type="checkbox"/> Promotion of social enterprises. <input type="checkbox"/> Community-driven development strategies. <input type="checkbox"/> Improved access to social services. <input checked="" type="checkbox"/> X Active inclusion <input checked="" type="checkbox"/> X Fight against discrimination <input type="checkbox"/> Modernization of labor institutions and transnational mobility. <input type="checkbox"/> Institutional capacity and efficiency of public administrations and services.
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	<input type="checkbox"/> Creation of competencies for stakeholders. <input type="checkbox"/> Sectoral and territorial pacts mobilizing for reform. <input type="checkbox"/> Low-carbon economy. <input type="checkbox"/> Digital agenda <input type="checkbox"/> Research and development. <input type="checkbox"/> Competitiveness of SMEs.
<i>Specific objective in which the project is framed.</i>	This operation is framed within Axis 2, specific objective 9.1.1, to improve the socio-labor insertion of people in a situation or at risk of social exclusion, through activation, integrated and personalized insertion itineraries.
<i>Date of implementation/ Duration</i>	2016
<i>ESF contribution</i>	112,149 euros
<i>Total Budget</i>	131,940 euros
<i>Participants (Disaggregate by gender, if available).</i>	The impact of this project is summarized in the participation of 30 students who carried out the PIIL Main Café project and 28 who carried out the PIIL Main Imagen, in 2016, with excellent results, in accordance with the previously established objectives. Thus, there were 16 job placements in the first project with the obtaining of 24 Certificates of Professionalism and 9 job placements in the second and the obtaining of 16 Certificates of Professionalism.
<i>Country</i>	Spain
<i>Organization</i>	Canary MAIN Foundation
<i>Web</i>	https://fundacionmain.org/?s=fondo+social
<i>Social Networking</i>	https://twitter.com/CEMAINFCM/status/1196784187673591809
<i>Video</i>	
<i>Contact Details</i>	Canary MAIN Foundation 928 43 68 30 info@fundacionmain.org .

JUSTIFICATION OF GOOD PRACTICE CRITERIA:

1.- High dissemination among beneficiaries and the general public.

The Canary Main Foundation has disseminated, among the general public and the beneficiaries of the project, the actions carried out during its course, with the aim of giving visibility through social networks and the website.

The Foundation's active presence in social networks increases communication channels.

The media also echoed the Foundation's activities, being present both in the audiovisual media (news and programs produced by local television) and in the written media.

On the other hand, the actions carried out with the students were disseminated by the beneficiaries themselves, so that many people come to the Foundation motivated by the experience and the testimony of former users.

- **CANARY MAIN FOUNDATION'S WEBSITE:**

<https://fundacionmain.org/?s=fondo+social>



FUNDACIÓN CANARIA MAIN Prevención, educación y promoción integral de jóvenes en Canarias

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Proyectos del Fondo Social Europeo

CAMAREROS/AS

CAFETERÍAS

Proyecto de formación profesional para el empleo en el sector de la hostelería, dirigido a jóvenes en riesgo de exclusión social.

Budget: 144,000 €

Start date: 30/1/2019

End date: 29/12/2020

Proyecto cofinanciado por el Fondo Social Europeo

PELUQUERÍA Y ESTÉTICA

PELUQUERÍA

Proyecto de formación profesional para el empleo en el sector de la peluquería y estética, dirigido a jóvenes en riesgo de exclusión social.

Budget: 144,000 €

Start date: 30/1/2019

End date: 29/12/2020

Proyecto cofinanciado por el Fondo Social Europeo

- POSTER IN THE CLASSROOM:



- T-SHIRTS WITH LOGOS/PHOTOS ON THE WEBSITE:



- **TWITTER:** <https://twitter.com/CEMAINFCM/status/1196784187673591809>



2.-Incorporation of innovative elements.

The methodology followed at the Foundation focuses on the individual, accompanying him or her throughout the training process (including follow-up after completion). The training goes beyond the competencies of the trade itself, extending to all employability skills: autonomy, initiative, perseverance, healthy lifestyle habits, assertiveness, empathy...

These skills are not limited to a specific profession, as they are essential to get and keep a job. Through "Counseling" processes, individual and group well-being is promoted, offering assistance for change and/or problem solving, teaching users to think, to make decisions and to take responsibility for them.

Coaching is present throughout the training process; teachers train students to be competent professionals, being this learning process provocative and challenging, with a beginning and an end, where clear goals are set and actions are designed, together, for the young people to achieve the desired objectives.

On the other hand, it is worth mentioning the introduction of mentoring; mentors are part of the group of peers who have already reached certain objectives, and may be former students who lend themselves to collaborate with current students who have already reached certain objectives. This type of mentoring has a positive effect on the project users, as they feel motivated and have a sense that their goals are feasible and achievable.

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

The Foundation considers that work constitutes a protective factor for young people at risk of exclusion or in a situation of suffering it, since it appears as a structuring element of people's time and activity and is configured as one of the clearest indicators of their social integration. In other words, inserting a person socially and occupationally means enriching him/her, motivating him/her and promoting the bases for preventing or avoiding the appearance of risk factors.

4- It contributes to the resolution of a problem or weakness detected in the area of execution.

The population targeted by the project is characterized, in general terms, by having: poor social skills, low tolerance to frustration, lack of discipline (little submission to guidelines or rules of coexistence), affective deficiencies, inability to resolve conflicts, immaturity and emotional instability, habitual consumption of toxic substances, and may present judicial measures. On the other hand, with respect to the family and socio-community situation, Fundación Main encounters dysfunctional family nuclei that present a situation of economic precariousness that translates into marginal lifestyles (overcrowding-unhealthy living conditions).

The low cultural level and the early abandonment of formal training hinder access to the labor market: the attitude of the users is characterized by a general lack of knowledge and disinterest in active job search strategies.

In order to solve this problem, the Foundation has focused on promoting the employability of young people through the implementation of Integrated Itineraries for Social and Labor Market Insertion. During the development of the different projects, the different phases that form part of the itinerary follow one after the other.

5.- High degree of coverage of the target population.

In a first phase of employability diagnosis, the Foundation collects information on attitudes, personal and professional skills, as well as on their socio-labor situations, serving as a basis for the realization of the personalized itinerary, since the data collected in the initial interviews are analyzed to develop a diagnosis of employability, which is returned and commented to the user to set the objectives. It is important to emphasize the constant presence of the user throughout the process, who approaches the counseling orientation. Once the young person accepts the work commitment, we proceed to design and develop the action plan that sets in motion, not only the main occupational training action, but also the development of compulsory and non-compulsory modules, internships in companies, individual and group achievements.

During the development of the training, a training in social skills is carried out, which translates into an improvement in behavior and in the management of conflicts. There are cross-cutting modules that promote the establishment of habits of rest, nutrition, health, positive emotional relationships and submission to rules or work guidelines. The Foundation continually encourages young people to take other complementary training actions, as training has become a necessary and even obligatory investment in these times in order to favor the employability of the project's beneficiaries.

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

During the training development, actions and measures are established to promote equal treatment and opportunities between women and men. Likewise, social responsibility and environmental sustainability measures are established.

During the internship period, follow-up work is intensified. Once the young person is outside the center, there is a support process, whose main objective is the adaptation of his new condition of "worker" to the rules of the business culture where he/she will work. We also provide support and advice to employers with a view to a possible employment contract, providing information on the different types of aid and subsidies that the company may be eligible for in the event of hiring one of our beneficiaries.

Once the boys and girls finish their insertion itinerary and get a job, the accompaniment does not end, but from that moment on, a new process of support begins, whose main objective is the adaptation to their new condition as an active worker. When job insertions take place, not only does the inserted person himself/herself benefit, but also his/her family and social environment, and indirectly, the Canary Islands society is also benefited, to a greater extent, since the incorporation to the labor market reduces the unemployment figures.

7.- Synergies with other policies or instruments of public intervention.

This whole process needs and feeds on synergies with other organizations and entities. During the process of conformation of the itinerary, the Foundation coordinates and works with the Canary Employment Service, with the units of attention to drug addiction, Diagrama Foundation, Ideo Foundation, Yrichen Foundation, courts, employment exchanges, and with any other entity necessary to achieve the objectives. The Main Foundation belongs to the Anagos Network, made up of fifteen Canarian social entities dedicated to the social integration of vulnerable groups.

In short, the Foundation considers it essential that the European Social Fund continues to finance intervention policies aimed at employability and labor integration, so that social and educational models are combined to address the problems of vulnerable young people, ensuring their incorporation into the active life; projects in which a guidance model is applied where not only work-related aspects are addressed, but also personal or social aspects, which are the ones that will lead to an adequate transition to the labor market.