

# BARCELONA



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## THE LABORA PROGRAMME

**A PUBLIC-PRIVATE PARTNERSHIP PROMOTED BY THE LOCAL GOVERNMENT FOR UNEMPLOYED PEOPLE ESPECIALLY AT RISK OF SOCIAL EXCLUSION.**

Barcelona is currently immersed in an economic and social crisis. According to data from the Catalan Government, in December 2014 Barcelona had 99,056 registered unemployed citizens. There is also an increase in long term unemployment and of people experiencing or at risk of social exclusion. At the same time the Barcelona City Council launched the LABORA programme, which aims to promote specific measures for those unemployed people especially at risk of social exclusion.

## THE LABORA PROGRAMME

The LABORA programme is promoted by the local government, implemented by social services, and designed and managed in cooperation with the third sector. Its main objective is to create a protected labour market enriched with job opportunities for the most at risk. Particular attention is paid to matching specific labour market opportunities with the personal profiles of beneficiaries.

The main target groups identified are:

- young people between 16-24 years old who are long term unemployed, young migrants, and young adults 25-35 years old with various addictions
- long term unemployed including specific profiles such as women without benefits
- migrants
- people over 55 years old

LABORA is a partnership between the Catalan Entities for Social Action, the Federation of Insertion Companies of Catalonia, the Red Cross and around 140 businesses. It brings together their know-how to define a model for employment promotion and placement for the most vulnerable people in the city.

The key features of the LABORA programme are:

- A one-stop shop for citizens accessing the 40 City Centres of Social Services (CSS) in search of answers to their employment and social needs. For example support to school drop outs, protection against violence, etc.
- A protected labour market for people with difficulties integrating into the mainstream labour market and identifying public and private job offers for beneficiaries.

- A personalised service under the guidance of an employment coach who performs a socio-demographic profiling partnership to assess the beneficiaries social needs and employability.
- Implementation of a competency assessment model to enhance the skills of people beyond their training and professional experience, and give them a customised employment plan.
- A comprehensive individualised model that responds to the social and labour needs of the people accessing the social services centres in the city.
- An online platform which allows for the traceability of information among social services and job placement professionals, creating personalised profiles and matching job seekers to job opportunities.
- Access for beneficiaries to a wider range of services including professional training programmes already promoted by the city.



## SUCCESS FACTORS AND RESULTS

Since it was started in December 2014, the LABORA programme has delivered timely results thanks to a team of 8 job placement professionals and 23 mentors distributed across the city, with more being placed in areas with higher volumes of people at risk of social exclusion.

The programme provides a comprehensive response to unemployment of vulnerable groups through the coordination of several CSS and networking with third sector organisations who provide human resources, expertise and specific know-how in the field of employment of vulnerable groups.

The programme is linked to the leading private employment agencies in the city and to more than 40 private businesses.

From 1 December 2014 to 15 April 2015:

- 3,929 people accessed the Centres for Social Services
- 2,621 people were served
- 1,263 companies were contacted
- 200 jobs were made available through the programme
- 132 insertions into employment were achieved

## INNOVATION

The main innovation of LABORA is the partnership between the local administration of Barcelona City Council, third sector social organisations (both NGOs and social enterprises), private companies and private employment agencies to provide employment pathways specific to the target groups.

The programme also aims to establish a local labour market observatory, by commissioning sectorial studies and analysing user data, in order to specifically observe the trends of the

local economy and address the skills mismatch. The online platform provides a constant monitoring of the programme including actions carried out and users served, which can be consulted by all stakeholders.

The platform also serves as a database of user profiles and job offers, matching job seekers to job opportunities available in the private sector, the third sector and the local administration.

## CHALLENGES, LESSONS LEARNED AND RECOMMENDATIONS

One of the main challenges was setting up the public-private partnership, which is the core of the programme. Even though the implementation of the programme started very well, it remains challenging to involve so many different parties in the day to day operations of the programme. The definition of a comprehensive model based on a 'one-stop shop' requires a tremendous effort in identifying and coordinating the different services and resources of the city.

Some of these challenges were solved through establishing working groups composed of representatives from the different parties involved.

These working groups are organised around the major tasks of the programme (competency model setting, identification and coordination of resources, etc.) and meet regularly to discuss progress.

Even though it is a relatively new programme, LABORA has become the recognised employment service for people with difficulties in accessing the labour market and at risk of social exclusion in the city. LABORA aims to coordinate and readapt the existing employment and social services in order to respond to the needs of the target groups.

