

Community Initiative EQUAL
PROJECT

g.e.m.a. Generating Employment in the Environment



EUROPEAN UNION
European Social Fund



GOBIERNO
de
CANTABRIA

Diseño gráfico y maquetación:
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Filmación:
GÉNESIS COMPOSICIÓN S.L.

Impresión
IMPRESA CERVANTINA S.L.

Depósito Legal: SA-374-2004

g.e.m.a.



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REGIONAL DEPARTMENT OF ENVIRONMENT
REGIONAL DEPARTMENT OF INSTITUTIONAL
RELATIONSHIPS AND EUROPEAN AFFAIRS
Directorate General for the Status of Women
REGIONAL DEPARTMENT OF INDUSTRY, LABOUR
AND TECHNOLOGICAL DEVELOPMENT
Directorate General of Labour

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PRESENTATION OF THE REGIONAL MINISTER OF ENVIRONMENT

The main goal of the project GEMA (Generating Employment in the Environment) is to tackle one of the biggest problems in our society: the fight against social and labour discrimination suffered by people which have special difficulties in getting into the labour market.

The fact of choosing the environmental sector in our project is due to the huge potential of our region in this field.

By joining the fight against the social and labour discrimination and the care of the environment, the project gets a very innovative approach, facing two essential problems in present-day world at the same time.

We believe that this is the way to achieve a sustainable development in our region well into the future, while at the same time preserving Cantabria's natural richness and improving the socio-economic situation of the region's population.

JOSÉ ORTEGA VALCÁRCEL

Regional Minister of Environment
Government of Cantabria

COMMUNITY INITIATIVE EQUAL

In 2000, the European Union decided to integrate the community initiatives previously existing in the preceding phase 1994-1999 ADAPT and EMPLEO (Horizon, Integra, NOW and Youthstart), into a new one: EQUAL.

This transnational cooperation initiative promotes new methods of fighting any type of discrimination or inequality in the labor market.

In contrast to the previous initiatives, EQUAL is not directed to specific groups. Rather it tries to fight against any sort of inequality related to access to the labor market in a particular area.

It evolves by means of transnational projects which are led by Development Associations (meetings of key territory agents comprising all sorts of public and private organizations).

Organized round the four founding principles of the European Employment Strategy, each of the projects fit one of the principles:

- To improve the ability of professional insertion.
- To encourage the enterprise spirit.
- Adaptability.
- Equal opportunities.

EQUAL projects must take into account the following basic principles:

- **Transnational co-operation:** projects must have at least one partner from another Member State. Such co-operation may also extend to non Member States eligible for funding under PHARE, TACIS or MEDA.
- **Complementarity:** EQUAL projects should be a complement to the current actions for employment and against discrimination, in order to avoid an overlapping of activities.
- **Integrated approach:** projects must take into account the multidimensional nature of the problem to be tackled concerning discrimination and inequality in the labour market within territory or sector, and to concentrate actions on those groups more affected by these situations. Under special circumstances, projects could focus on a specific target group suffering discrimination or inequality.

- **“Empowerment”**: all those involved in the implementation of activities shall take part in the decision-making process. In addition, the active participation of those targeted for assistance shall be positively assessed.
- **Innovation**: this should be assessed in terms of new method and instruments, or transference of existing elements to other fields, in order to improve efficacy for the implementation of policies.
- **Capacity of transference to general policy**: projects shall include specific measures for dissemination and exchange of good practice, as well as awareness-raising to change attitudes, using structures, means and methodologies in such a way as to ensure that the information will reach policy-makers.
- **Equality of opportunities**: this is a general principle that must be included in all EQUAL projects in all stages. It means that each project shall include specific objectives and activities concerning equality of opportunities for women and men.

EQUAL projects are divided into three phases which are called actions:

- **ACTION 1**: lasts 6 months and is devoted to strengthening the Development Association, to elaborating the action 2 work plan, and seeking out the transnational members.
- **ACTION 2**: takes 24 months and carries out the actions designed during the project.
- **ACTION 3**: all the projects that apply for this action can take part in it, as can these selected by the management authority and the Tracking Committee. The main goal of this action is the creation of thematic networks dissemination of best practices and repercussion in national politics.

EQUAL projects' foundations are:

- Transnational cooperation.
- Institutional cooperation.
- Integrated approach.
- Innovation.
- Efficiency transferring of best practices.

Projects receive matching funds of up to 75% from FSE for regions included in Objective 1 and up to 50% for others.



PROJECT **GEMA**

(GENERATING EMPLOYMENT IN THE ENVIRONMENT)

INTRODUCTION

In April 2000, a number of organizations in Cantabria started working together towards the creation of a project EQUAL for this region. These companies had previous experience working with people who had insertion difficulties in the labor market.

This collaboration, resulted in the presentation of project GEMA (Generating Employment in Environment), was presented for the first call for projects EQUAL in Spain (17 April 2001).

The main characteristics of the project are:

- It is part of Principle 1 of the European Employment Strategy "Improvement of the Capacity for Professional Insertion", more precisely in the Thematic Area dedicated "To entrance to and return to the labor world easy for those who have problems entering a labor market that is supposedly opened to everyone".
- Its main goal is to develop innovative social intervention to fight social exclusion.
- One important measure will be taken in order to achieve this goal. The itineraries of insertion into the labor market will be adapted to each person's needs. These personalized itineraries will be aimed at the project's beneficiaries (those who suffer from any type of discrimination in the labor market).
- The project is based on the environmental sector for two relevant reasons. On the one hand, the organizations taking part in it had previous experience in similar projects. On the other hand, there is a huge demand for work that has not been addressed in this field.

PARTICIPATING ORGANIZATIONS

The Project GEMA is executed by the Employment and Environmental Development Partnership.

It was created by means of an agreement passed in the Council of the Government of Cantabria on 16th May 2002. Moreover, it is the result of the organizations' previous group work that began in April 2000.

The members of the DP are:

- Government of Cantabria:
 - Regional Department of Environment.
 - Regional Department of Industry, Labour and Technological Development. Directorate General of Labour.
 - Regional Department of Institutional Relationships and European Affairs. Directorate General for the Status of Women.
- AMICA.
- Códice Cantabria.
- COORCOPAR.
- DOCUMENTA, European Institute for Training and Development Studies.
- Talleres Juveniles Brumas.

Project GEMA has signed two transnational cooperation treaties in order to develop two joint transnational projects:

- Project DREAT (Développement Rural à Travers l'Environnement, l'Agriculture et le Tourisme), with members from France and Italy.
- Project ASSET (Against the Situation of Social Exclusion Together), with members from Spain, Finland, France, Ireland, Luxembourg and Lithuania (as an associate country).

REGIONAL DEPARTMENT OF ENVIRONMENT. GOVERNMENT OF CANTABRIA

This is the representative organization of the project in charge of the preparation and completion of the environmental policies in the Government of Cantabria. Its mission is to protect the environment in Cantabria for the use and enjoyment of present and future generations.

The Spanish Constitution, more precisely in article 45, recognizes the right of all Spaniards to enjoy and the duty to preserve the environment it. According to article 25 of the Statute of Autonomy of Cantabria, the main task of the Regional Department of Environment is to generate and execute environment policies in Cantabria.

The Environment Council has created two organizations to help them to accomplish their objectives:

- Waste Company of Cantabria (ERC, S.A.).
- Environmental Research Center (CIMA).

Regional Department Projects in Europe:

Europe has financed two projects. Both aim at the preservation of the environment and at the improvement of the conditions for the access to the labor market.

- Project Entorno. Sponsored by AMICA main goal is to train people with disabilities to perform environmentally related activities. These people will eventually be incorporated into the labor market.
- Project Amanecer. Sponsored by COORCOPAR. Its main goal is to fight exclusion by creating protected jobs in the field of waste recycling.

The Regional Department is also working on a series of projects financed by Europe: sewage purification, waste management, and the recovery of degraded areas.

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REGIONAL DEPARTMENT OF INDUSTRY, EMPLOYMENT AND TECHNOLOGICAL DEVELOPMENT. DIRECTORATE GENERAL OF EMPLOYMENT. GOVERNMENT OF CANTABRIA

This institution is in charge of executing the employment policy in the Government of Cantabria. Its competencies are included in the following legislation:

- Royal Decree 1900/1996 2nd August regarding the transfer of Employment functions and services.
- Royal Decree 2672/1998 11th December regarding the transfer of State Administration functions and services to the Autonomous Region of Cantabria to manage occupational vocational training.
- Royal Decree 1418/2001 14th December regarding the transfer to the Autonomous Region of Cantabria of the management made by the National Employment Institute in the labor market, employment and training fields.

The main functions are the following:

- Planning, ordering and controlling the working sector and promoting employment. Vocational training in the Autonomous Region of Cantabria.
- Creation of projects in the field of active employment policies, vocational training, and employment support.
- Management, assessment, recording and certification of the acts that accede to the cooperatives' records, etc. Also the control of the completion of the labor legislation.
- Grants to support employment.
- Research and reports on the labor market and the need for vocational training.
- Relation and coordination with other Administrations and Autonomous Regions in the employment and training field.
- Negotiation of proceedings regarding the opening of working centers, schedules, breaks, overtime, and a working calendar in the region.
- Negotiation of sanctioning proceedings in the field of labor. Mediation, arbitration and conciliation functions. Proceedings of employment regulation and aids for the early retirement.
- Advising in the field of health and security in the labor market to managers and workers.

The Employment Service of Cantabria was created on the 18th of March by means of the Law 1/2003. It is an autonomous institution which depends on the Department of Industry, Employment and Technological Development. It is in charge of managing the active employment policies in Cantabria. Its main goal is to achieve stable and quality employment in Cantabria. Its functions are the following:

- Mediation in the labor market.
- Planning, managing and controlling employment policies.
- Occupational and continuous vocational training.
- Supporting the services of vocational guidance.
- Organizing studies and proposals in the labor market field with no prejudice towards the other institutions' competencies.
- To ensure that managers and workers fulfill their duties. Sanctioning authority in the field of employment and in the terms established in the State legislation.
- Management of the Employment and Training Observatory.
- Management of the Unity for Equal Opportunities.
- Any other functions in the field of employment, occupational or continuous vocational training, or laboral mediation corresponding to the Autonomous Region of Cantabria.

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REGIONAL DEPARTMENT OF INSTITUTIONAL RELATIONSHIPS AND EUROPEAN AFFAIRS. DIRECTORATE GENERAL FOR THE STATUS OF WOMEN. GOVERNMENT OF CANTABRIA

The Directorate General for the Status of Women was created by means of the Royal Decree 235/1985 and it deals with all matters related to the protection of women. This office has the following main objectives:

- To improve social and cultural conditions for women in Cantabria.
- To promote women's active participation in the social and political sphere.
- To improve the quality of women's life.
- To favor women's insertion in the labor market (especially for those living in rural areas).
- To pay special attention to women in Cantabria who are in difficult situations.
- To develop channels of information and advice that facilitate equal opportunities.

Its main action lines during the previous years have been the following:

- Elaboration of Plans for the Equal Opportunities between Men and Women in Cantabria.
- Annual call for subsidies to city halls, institutions and non-profit associations aimed at the development of programmes and/or activities to promote real and effective equality between men and women.
- Annual call for training and collaboration grants in the Office for the Status of Women. These awards try to make familiar to all women the matters that make up the Equal Opportunities Plan.
- The project "Soyemprendedora" ("I am an enterprising a business woman"). Its main goals are to encourage women to take an active part in the labor market. Then, to consolidate and to improve the competitiveness of women as entrepreneurs in existing business.
- Agreements with the labor union UGT and also with CCOO, to implement the initiative "Women Promotion in the labor market".
- Projects against gender violence.
- Training programs for women.
- Publications (books, resources guides, brochures...).

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AMICA

This non-profit association was created on the 12th of June 1984. It has 875 members and 11 working centers all over Cantabria.

It does not discriminate against members without economic resources and as it has been mentioned above, it is a non-profit organization. It was declared to be of public use on 26 March 1993, and it is financed by public funds (subsidies, agreements, donations from private members and institutions).

AMICA is designed to help people with disabilities and it tries to meet their needs in every stage of their lives, both early and adult. The idea is that in order to achieve a full integration of people with disabilities, it is necessary to consider aspects such as family and schooling background, social settings and working environment.

The association is formed by both parents and professional staff. The parents take an active role not only in the government body, but also in the maintenance and improvement of the centers in an attempt to maintain the principle of solidarity and mutual support among affected families (who are treated differently according to their interests, needs and capabilities).

The main objective is to improve their condition, personal promotion and integration in the society. The itinerary followed with each family is based on an intervention model giving both a global and personalized attention to the person with disabilities.

SERVICES:

Organizational services:

Head office.

Management.

Human resources.

Projects, programmes.

Technical services.

General services:

Cross-disciplinary assessment and social attention.

Early rehabilitation.

Training: information and advising, basic training, pre-working training, occupational training.

Labor world integration.

Ordinary work support.

Family intervention.

Leisure time, sports and access to culture.
Therapeutic intervention at home.
Day attention.
Housing.

PROGRAMMES AND INITIATIVES:

AMICA has taken part in various European programmes, among which we highlight the following:
Horizon I "Integración Social y Laboral"; Horizon II "FORMA", Horizon III "Entorno", Horizon III "INICIA", Helios I "Centro Adultos La Barca", Helios II "Promoción de Vida Autónoma", Helios II "Handynet", Leonardo da Vinci, "Ferrari Fax", Leonardo da Vinci, "Leonardo Vals e.v", Leonardo da Vinci "Interinfo", Leonardo da Vinci "Biodiversidad".

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CÓDICE CANTABRIA

This private enterprise was created in Santander in 1989 as a training center, adding to its range services those of consulting and elaboration of European projects.

WORKING LINES

Training

There are several tasks:

- Occupational training for unemployed persons. Códice Cantabria is a Collaborating Institution of the Government of Cantabria to teach the occupational training courses.
- Training actions according to the business plans, objectives and needs.
- Creation and teaching of training projects for public and private enterprises.
- Creation of teaching resources both adaptable to and adapted to the customer's needs (traditional format and multimedia).

Gender Perspective

Códice offers its services of consultancy to both public and private bodies, always taking into account the gender perspective. We can point out the following activities:

- Training courses for women. Programme NOVA. Institute for the Status of Women. Ministry of Labour and Social Affairs.
- Training courses for women imprisoned.
- Organization of the European Seminar "Strategies for Gender Equality within Europe. From Positive Action to Gender Mainstreaming".
- Project for childcare in order to reconciling the labour and family life of women.
- Project for social and labour insertion for women in risk of social exclusion.
- Project IDEM for the implantation of Positive Action Plans in enterprises of Cantabria.
- Project Seeds of Women. New sources of employment for women entrepreneurs.
- Organization of the Seminar "New Approach in Pay Salarity in Cantabria".
- Organization of the Seminar "Urban Planning from the Gender Perspective".

- Elaboration of a Guide of Coeducation.
- Elaboration and evaluation of Equal Opportunities Plans.

Elaboration of European Projects

In the process of economic and social integration of the European Union, Códice has developed a department specialized in European projects. This department has elaborated and presented the following projects:

- Project URBAN for the Autonomous Town of Ceuta.
- Project SEMILLAS DE MUJER for the Autonomous Town of Ceuta. (It was part of the Global Grant of the European Social Fund).
- Project LUZMELA. It was part of the Community Action Plan about Equality between Men and Women (2001-2005).
- Project HAGAMOS UN PUZZLE. It was part of the grant Preparatory Actions to Fight and Prevent Social Exclusion.
- Project Focos de Desarrollo Cultural. It was part of the grant Interreg III B Sudoe.
- Project Europa Antica. It was part of Interreg III B Sudoe.
- Project Nexo Verde. It was part of Interreg III B Sudoe.
- Project Ruraltech. It was part of Interreg III B Atlántico.

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COORCOPAR

COORCOPAR is a non-profit NGO (non-government organization) and it is a legal entity of its own arising out of the parish and neighborhoods movements of the 80's mainly to address the needs of the huge number of unemployed people. Its field of activity is Cantabria and the organization is made of both employed and unemployed people.

Its main objectives are:

- To make the public opinion aware of the reality of poverty and the existence of social exclusion caused by unemployment.
- To attend to the needs of the unemployed, especially of those who are in greatest need.
- To promote socio-economic and labor market insertion of the long term unemployed, women (especially those with family responsibilities), young people who are looking for their first employment, etc.
- To promote formulas for the socio-laboral integration of unemployed people by the creation of social economy enterprises.
- To encourage and organize volunteers to fight against the consequences and causes of unemployment.

WORKING LINES

It tries to recover the unemployed for the labor market, the society and the family by means of an integral training (human and professional) as the basis of quality work well-done.

The service or tertiary sector is the ideal setting to develop their task of ENTREPRENEURS-EMPLOYERS. This will contribute to the creation of protected jobs.

In this search for solutions Coorcopar's working lines diversify in several fields such as New Employment Sites:

- Primary school "Isla Verde".
- Catering.
- Training and Employment Center.
- "Dawn" Environmental Center.
- Environmental Management (Recycling of wood pallets, cleaning the beaches, etc).
- Corbán Farm.

PROJECTS

From the very beginning COORCOPAR has devoted its work to the development and design of projects to fight unemployment.

For example it has taken an active role in Employment Projects of the European Social Fund through HORIZON I, HORIZON II and INTEGRA; in the Employment Initiatives Sponsored by the Government of Cantabria through the Environment and Territorial Planning.

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DOCUMENTA, European Institute for Training and Development Studies

DOCUMENTA is a non profit entity that takes up “applied social research”, which main aim is the introduction of a model of sustainable local development in those territories where it acts.

During the last six years, DOCUMENTA has consolidated an experienced cross-disciplinary professional team, forged through its own methodology which combines reflection and action around four different lines of work:

- Territorial analysis and strategic planning;
- Integral service of training, employment and advising to entrepreneurs;
- Design and Management of European programs;
- Active participation in development cooperation’s projects.

Some of the activities developed under these 4 lines of work have been:

- Design of different sectoral studies and strategic plans at local and regional level.
- Design and practical experimentation of intermediation’s structures as the “Centrals of Proximity Services” or new financial instruments as the “Quality Cheque”, being pioneer in the fields defined as New Sources of Employment (NSE) by the European Union.
- Coordination and consolidation of reference events as Employment Week in Cantabria and the School of Social Economy in Cantabria.
- Implementation and deployment a wide range of training / employment actions that cover, from the analysis of training needs in the territories, sectors of activities and/or entities, to the design and teaching of training both for unemployed and employed, from the introduction and use of innovative training methodologies (SEFED) or the start of assistance’s services to entrepreneurs (SACE), to the evaluation of diverse actions, projects and programmes.
- Management and implementation of numerous European projects, both as promoters or partners, attached to different initiatives: LEONARDO, YOUTHSTART, ADAPT, PRINCE, PREPARATORY MEASURES FOR A LOCAL COMMITMENT FOR EMPLOYMENT, TRAINNING AND SUPPORT TO PYMEs.
- Management and implementation of several cooperation projects, transferring the work and accumulated know-how of the entity to different countries: MOROCCO, URUGUAY, ARGENTINA, COLOMBIA, ECUADOR and PERU.

The philosophy of public / private collaboration and network is shown in the implication with the territory and forming part of numerous networks among which some can be pointed out: the European Economic Interest Grouping (EEIG) “GC Development Group”, from which DOCUMENTA is founder member and have the presidency.

The experience accumulated by DOCUMENTA, parallel to the full incorporation of the concept “sustainability” (social, environment and economic) to its philosophy, guided the entity to a strategic reorientation at the beginning of 2001 with the definition of DOCUMENTA's strategic plan 2001-2005 which establishes eight priority lines of work and teams:

1. Territorial planning and applied social research.
2. Training, employment and fostering of the enterprising culture.
3. Euro-management.
4. Cultural management.
5. Social economy, Third Sector and Equal Opportunities.
6. Financing of Sustainable Local Development.
7. Corporate Social Responsibility.
8. Creation of Social Capital, Governance and net-working.

Apart from those actions already consolidated and previously mention (studies, training, events....) the new strategic guidelines of DOCUMENTA are shown in the new projects and initiatives in which it is working right now:

- EQUAL: GEMA (Generando Empleo en Medio Ambiente) / CONSAR (Conciliar y Conservar) / CULTUR@CIVITAS.
- E-LEARNING: E-learning for E-Inclusion.
- Preparatory measures for a local commitment for employment: Financial Engineering.
- Innovative Measures financed under article 6 of the ESF: ELECAN. A strategic of net working for the creation of territorial partnerships and social capital.
- LEONARDO DA VINCI: Pilot Project “Innovation Agent”.
- INTERREG IIIB Sudoe: European Network of Virtual Info-Business Incubator.
- INTERREG IIIB Arco Atlántico: The Bays’ Way.

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BRUMAS WORKSHOPS FOR THE YOUTH

This association was founded in 1989 through the initiative of eight parishes and a diocesan charity in Santander (Cáritas Diocesana de Santander), in an attempt to deal with problematic unemployment in the city. The main goal of the association is to find the ways to provide professional and human training for marginalized young people and adults in order to make access to the labor market easier.

To achieve these goals the Brumas Workshops for Youth were created. In these workshops, the users (ages 16-25) get social, human, professional and academic training. These young people referred by high school advisers social workers of the City Hall in Santander, by the Minors Court of Youth Centers, by Cantabria Acoge, etc. From a very low socioeconomic background, these young people have no studies and sometimes problems come from the cities' marginalized neighborhoods.

PROJECTS

Altamira Programme

Young women (16-25 years old), receive vocational training (dress making), as well as academic training (courses to get the School Certificate), human formation (workshop on personal growth and development).

Vindio Programme

Men and women (16-25 years old), receive vocational training (mechanical and car body worker), as well as academic training (courses to get the School Certificate) and training in social abilities and leisure time.

Lanza Programme

People who enroll in this programme get specialized training in car body work and painting. It is designed for young men and women who have already finished their training process in the Vindio programme and want to specialize in that field.

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INTERVENTION AXES

The GEMA project is divided into three main intervention axes:

- 1. Rural Development and Equal Opportunities.** There are two relevant subprojects in this axis:
 - Creation of the Environmental Education and Active Tourism Center (CEATA) in El Astillero.
 - Creation of the Rural Enhancement and Equal Opportunities Center (CDRIO) in Cabezón de la Sal.

- 2. Environmental Restoration.** Enhancement and environmental restoration of la Viesca in Torrelavega.

- 3. Transverse Actions.** These activities serve and support the subprojects in the previously mentioned intervention axes:
 - Creation of a Virtual Observatory for Labor Market Discrimination and Equal Opportunities.
 - Creation of an Integrated Support Service for Labor Market Insertion (SIAIL).
 - Elaboration of studies on the situations of labor market discrimination in Cantabria.

RURAL ENHANCEMENT AND EQUAL OPPORTUNITIES

ENVIRONMENTAL EDUCATION AND ACTIVE TOURISM CENTER (CEATA)

Organization in charge: Documenta

The **CEATA** is defined as a **training-employment structure** where, through an **integral and personalized itinerary** (information–training–business advice– support to micro-business start up), people with special difficulties to entry the labour market are qualified to carry out activities related to the revaluation and invigoration of natural and cultural heritage, facilitating also their **labour insertion** both for someone else or self employed by creating new micro enterprises (mainly through social economy formulas).

This structure is placed in **El Astillero** as **strategic location** which converts it in a junction link between the north arch of Santander's (Santander, Camargo and El Astillero), with high demographic density (60% of Cantabria's population) and strong urban dynamism, and the mainly rural territory sited on its south (Natural Park of Peña Cabarga and Park of the Nature of Cabárceno) with a high environmental and landscape value.

The CEATA is focused on the attainment of next **aims**:

- To contribute to the valuation and invigoration of the natural and cultural heritage of the territory with the aim of generating greater economic activity in the environmental, cultural and tourist fields.
- To create employment for people with special difficulties to access the labour market, through a process that focus both training aspects and later advice for insertion in the labour market and business start up, mainly in the New Sources of Employment field.
- To design and test an insertion methodology for people which are excluded around the trinomial environment/social economy/third sector, which must be effective in terms of social sustainability and profitability, innovative and with the possibility of being transfer to other territories.
- To implement an innovative methodology in the processes of motivation and training for the start up and correct management of new businesses.
- To integrate gender approach in the integral process of insertion, facilitating measures that can go from the design of innovative financial instruments to the overcoming of different obstacles that block women's labour insertion mainly.

These aims are gotten through several concrete **actions**:

Training:

- Guides of Environmental Interpretation.
- Technician for the Implantation of Agendas 21.
- Cultural and Environmental Management.

All training actions are complemented by different kind of aids to favour the assistance to the training and also family and labour life conciliation.

Business Promotion:

- Improvement of employability.
- Motivation to self-employment.
- Advice for business start up.
- Design and creation of new financial instruments.

Centre of Environmental Education:

- Design of tools for the promotion of the territory.
- Invigoration of territory's cultural and environmental elements.
- Design and writing of projects for the improvement of the cultural environment.
- Promotion of training actions and cultural dissemination (heritage/environment).

RURAL ENHANCEMENT AND EQUAL OPPORTUNITIES CENTER

Organization in charge: Códice Cantabria

The main goal is the creation of local employment in Cabezón de la Sal and its area of influence taking advantage of the potential of the New Employment Sites related to rural tourism and the environment with special attention to the key role of women in the recovery of the rural world and the stability of the population in the area.

Some of the objectives are:

- Elaboration of a complete itinerary of information, training, advising, and support in the creation of enterprises for persons who have special problems of access to the labor market.
- To encourage the creation of micro-business, basically in the field of the New Employment Sites.
- To attend to the needs of rural women for information, complementing the existing information resources.

Priority would be given to women and young people, although they would not be the only beneficiaries.

The specific actions that will be developed in the project are:

- Information and orientation for the candidates about the access to the labor market, self employment, grants, and other existing resources...
- Elaboration of individualized insertion itineraries. This will be done jointly with the Integrated Service to Support Labor Market Insertion.
- Training Courses. The following formative courses will be taught:
 - 1 Environmental Recovery Course.
 - 1 Rural Tourism Course.
 - 2 Small Business Courses.
- Advising in the creation of enterprises. The beneficiaries who wish to be self-employed will be advised and accompanied during the process of creating and launching their enterprises.

In addition to facilitate participation in the project, a number of measures will be made operative. The SIALIL will collaborate in the creation of these measures:

- Grants for the care of dependents.
- Children's play-center available for the participants' children (while their parents are working).
- Transport grants.
- Grants in the creation of enterprises.

ENVIRONMENTAL RESTORATION

ENVIRONMENTAL RESTORATION AND ENHANCEMENT OF THE VIESCA

Organization in charge: COORCOPAR

SCOPE OF INTERVENTION

The intervention will take place in an area on the periphery of Torrelavega, which not long ago belonged to a miners association (AZSA). At the moment, this is a public area because the Government of Cantabria through the Environment and Territorial Planning Council, has taken it over.

It is a very degraded area because it was the dumping ground for mining materials and waste.

BENEFICIARIES

Beneficiaries of this pilot project are unemployed people who belong to any of the most negatively affected groups when it comes to getting a job, principally young people at risk, transients, ethnic minorities, women at risk of exclusion, long term unemployed, people with disabilities, immigrants, people on probation.

A minimum of 80 beneficiaries will take part in the project.

ACTIVITIES

There will be three stages:

Initial. The following will be done: Actions and research to determine basic needs to design training and insertion itineraries, training of instructors, planning of practical training plans, adaptation of the necessary spaces and installations, as well as an analysis of the viability of future enterprises.

Training. The participants are trained both to acquire concepts and practical information and to put them into practice. The model formación en alternancia (alternation training, which incorporates close-to-reality situations in the practical training) will be used.

Parallel to this training, economic measures will be put into practice to encourage, favor and support the participation of all participants. More precisely, economic aid will be awarded to those who need it most in order to facilitate their attendance at the training courses. This is an important measure because many people have family responsibilities and do not have a regular source of income.

Insertion. Promotion and bringing into operation business initiatives in the areas of environmental restoration and education. Follow-up, support and advising of the business products.

TRANSVERSAL ACTIONS

VIRTUAL OBSERVATORY OF LABOR MARKET DISCRIMINATION AND EQUAL OPPORTUNITIES

Organizations in charge: Documenta and Códice Cantabria

There is a lack of systematized data about situations of discrimination related to accessing the labor market in Cantabria.

There are some general data (from the INEM; INE; University of Cantabria, etc) that are not up to date. However, updated specific research on the situation of those groups who have more problems to access the labor market is lacking.

Therefore Virtual Observatory for Labor Market Discrimination and Equal Opportunities was created. Its main tasks are:

- Defining, objectifying and quantifying the situation of those persons at risk of social exclusion from the perspective of gender. Contrasting data in urban and rural areas.
- Drawing conclusions and making proposals according to the Need detected and policies applied.

The Observatory is organized round two clearly defined and intimately related areas:

ANALYSIS OF SITUATION OF EXCLUSION, DISCRIMINATION AND INEQUALITY IN THE LABOR MARKET IN CANTABRIA.

The specific objectives of this area are the following:

- Constant awareness of the training, working and socio-economic situation of those persons at risk of social exclusion in Cantabria.
- Design of a number of social indicators that allow us to objectify discrimination in the labor market in the different population groups with labor insertion problems.
- Elaboration of periodical reports.
- Diffusion of news bulletins.

The Observatory is organized in TWO STAGES:

1. Compilation of existing data from various sources such as:
 - Government of Cantabria.
 - INEM (National Employment Institute).
 - Office of Labor and Social Matters.

- EUROSTAT.
- Regional Governments.
- City Halls.
- Savings Banks and Financial Institutions.
- Institutions and Associations working with underprivileged sectors.
- Other Observatories with similar characteristics to this one.

2. Design and creation of a survey to get to know the specific problems affecting those at risk of exclusion.

All this will constitute an important means of analysis for the social agents who fight against labor market discrimination in Cantabria.

ANALYSIS OF POLICIES FOR FIGHTING INEQUALITY AND DISCRIMINATION IN THE LABOR MARKET.

The need for this area arises after confirming that there is a **shortage of systematized data** about the situations of discrimination when it comes to exclusion, inequality and discrimination in the labor market as well as available resources and the policies to fight social exclusion in the region. The fight against exclusion requires **taking into account previous vocational training**. All that instances of successful training can be extrapolated in the observatory's domain.

The main objective of this area is to provide social agents (public and private) who fight against social exclusion with:

- **Information about the mechanisms that guarantee the success** of the actions to end situations of inequality and discrimination in the labor market.
- **An instrument to measure and evaluate the impact** of the policies and services operating in Cantabria.

This area, like the rest of the Observatory, is a **Virtual Observatory** in structure. The policies analysis area is in **constant touch** with the other area of the observatory and they exchange information and give each other feedback. This area (analysis of the fight against inequality and discrimination policies in the labor market) is divided in **sub-areas** according to the tasks it fulfils:

- a) **Sub-area 1: Action policies and resources in the field of the fight against exclusion, inequality and discrimination in the labor market in Cantabria.** It is in charge of creating a data base on the action policies that are applied in Cantabria. The main goal of this data base is: to inform all the agents who are fighting against exclusion in the labor market, about the policies and resources that the affected population can make use of in Cantabria. The second task is to detect the possible existing gaps dealing with the groups and problems that are not covered by these measures in Cantabria.

- b) **Sub-area 2: Detection and analysis of best practices in the fight against exclusion, inequality, and discrimination in the labor market.** It is in charge of creating and analyzing a best practice databank that will include all those experiences which may be useful and that can be extrapolated or applied. Its functions will be to develop a selection of previous instances of best practices and innovative experiences from a methodological point of view, or that respond to gaps or deficits in Cantabria; to establish communication with other observatories and entities in order to create networks for the exchange of information; to capitalize on the methods used by the other initiatives; to draw conclusions about the keys to success in each action; to transfer the information to the implicated agents by adapting the experiences to the contest of action field; to support the reflections of institutions and of those responsible for the policies.

In this subarea there is also a **compilation of data** about those **events related to the intervention** in the fight against inequality and discrimination in the labor market.

- c) **Sub-area 3: Measurement and evaluation of the policies articulated in the area.** First of all, it is in charge of collecting all the relevant information related to the tracking and internal evaluation of the policies. Once the information is collected, it has to transmit the members lessons about improvements that need to be introduced. In addition, it has to evaluate the resources and the policies operating in Cantabria. Finally, it has to analyze the effects and the impact of the above mentioned policies.

INTEGRATED SERVICE FOR THE SUPPORT TO THE LABOR MARKET INSERTION (SIAIL)

Organization in charge: AMICA

The main task of the Integrated Service for the Support of insertion into the Labor Market will be the approach and study of the problems that people with special difficulties present when accessing the labor market. Some progressive and personalized itineraries will be designed and executed, with the SIAIL functioning as the support tool for the rest of the actions.

People at risk of social exclusion present needs at a personal level. They have a low level of basic competences and they face risks that limit and sometimes impede their insertion. At the level of labor market insertion, their available training and labor market advising measures do not exist or are inappropriate. There is no support either to help them to find a job or to obtain one.

In order to overcome these difficulties, personal and social competences must be improved. Risky situations that impede insertion must be prevented and an active role should be taken in the matter whenever necessary.

EXPECTED RESULTS // BENEFICIARIES:

The SIAIL will basically work on the towns included in the Project GEMA (those where the Training and Employment Actions will take place), but it will also take care of the needs of all applicants in Cantabria.

500 people will be given attention during the length of the project, with individual tracking of 100 persons. What is more, 50% of the persons who start the insertion process will eventually be inserted in the labor market, (depending on the enterprises generated by the project).

ACTIONS:

1. Orientation, advising and job search.
2. Design of integration processes with the help of:
Coordination of protocols with the local agents. Unification of criteria. Ex; Criteria for the awarding of grants during the courses and the elaboration of registering and tracking documents. Ex; Enrollment records.
3. Professional insertion itineraries.
By an insertion itinerary we mean a personalized process of orientation- training-insertion. A beneficiary is a person who is involved in two or more activities and taking part in a professional insertion itinerary.
4. Integrated advising and supervising services.
Assistance services (information, orientation and supervising) for beneficiaries designed to match job offers to individual needs and to create personalized insertion itineraries.
Advising services to the entities that take an active role in the labor market oriented to the importance of incorporating the gender perspective.

5. Services for the beneficiaries and for their dependants.
Support services to facilitate the access to secondary social resources (search for housing, medical care, etc) legal advising (obtaining work and residence permits, cases of abuse, etc.).
Support for those persons who have special difficulties in order to facilitate their participation in the insertion itineraries.
Support mechanisms for the care of dependent relatives in order to facilitate beneficiaries participating in job search and maintenance measures.
6. Socio-pedagogical advising/tutorials.
7. Elimination of communicational and architectural barriers to create equal access.

STUDIES OF LABOR MARKET DISCRIMINATION IN CANTABRIA

Organizations in charge: AMICA, Códice Cantabria, COORCOPAR, Documenta and Brumas Workshops for the Youth

Starting with the needs discovered in the diagnosis undertaken that came to the surface while the project GEMA was being created (the lack of studies and updated information about inequality and discrimination in the labor market in Cantabria), a series of studies has been made to fill that gap, with an eye to adjusting intervention to the needs of the population.

Each of the above mentioned entities was in charge of a study focused on the groups they usually work with. These studies focused on the following:

- Disabilities (AMICA).
- Young people and ethnic minorities (Talleres Juveniles Brumas).
- Women and Equal Opportunities (Códice Cantabria).
- The poor and long-term unemployed (COORCOPAR).
- Regional analysis of the labor market and the environment (Documenta).

TRANSNATIONALITY

Inside the transnationality of GEMA project there are **two Transnational Partnerships** (TP) with two different transnational cooperation agreements (TCA's) but which are complementary between them and of a great added value to GEMA project:

In the one hand there is **DREAT (Développement Rural à travers l'Environnement, l'Agriculture et le Tourisme)** focused on the joint development of analysis' methodologies of intervention for the revaluation of the rural area, fostering and favouring social inclusion on it through environmental and tourism sectors.

And in the other hand **ASSET (Against the Situation of Social Exclusion Together)**, transnational cooperation agreement to exchange experiences and best practices, mainly on training and employment field, fighting against situations and problematic of social exclusion: disability, handicap, poverty, prisoners and ex-prisoners, etc. Which perfectly complement to the main aim of **GEMA** project to fight against social exclusion revaluating and creating employment through the environmental sector.

DÉVELOPPEMENT RURAL À TRAVERS L'ENVIRONNEMENT, L'AGRICULTURE ET LE TOURISME (DREAT)
www.dreat.org

The partners of the Transnational Partnership Agreement DREAT are:

ITALY	!
AD	TRENO-TRADURRE LE RISORSE ENDOGENE DELLE AREE RURALI IN NUOVA OCCUPAZIONE
IDENTIFICATION	IT-IT-S-MDL-263
CONTACT ORGANISATION	CIOFS-FP
CONTACT PERSON	Lauretta Valente
ADDRESS	Via di San Saba, 14 - 00153 Roma (Italia)
E-MAIL	lvalente@ciofs-fp.org

FRANCE

AD	AGRI RÉSEAUX
IDENTIFICATION	FR-PCH-2001-10690
CONTACT ORGANISATION	Mutualité Sociale Agricole de la Charente
CONTACT PERSON	André Landez
ADDRESS	46 Bd du Dr Charles Duroselle - 16916 ANGOULEME CEDEX9
E-MAIL	landez.andre@msa16.msa.fr

SPAIN

AD	GEMA-GENERANDO EMPLEO EN MEDIO AMBIENTE
IDENTIFICATION	ES-ES232
CONTACT ORGANISATION	DOCUMENTA, Instituto Europeo de Estudios para la Formación y el Desarrollo
CONTACT PERSON	Gema Díaz Domínguez
ADDRESS	Pol. Industrial Guarnizo. Edificio La Canaluca, Nave 1 39611 Guarnizo (Cantabria)
E-MAIL	gd.documenta@telefonica.net

Main objective of this project is the **joint development of methodologies of insertion** in the rural area's parallel analysis of methodologies, through the environment, agriculture and tourist revaluation in the different territories.

Along the development of the project, the methodologies used to impulse the change in the rural enterprises in each partners' territory will be compared and analyzed, mainly those related to agriculture, considering three axes at the same time:

1. Invigoration and diversification of activities in the rural area.
2. Creation of employment and insertion of groups which have special difficulties to go in the labour market, in the framework of a sustainable and endogenous model respectful with the environment.
3. Fostering of the relationships between rural and urban areas.

And a fourth one of transversal character:

4. Special attention to the problems faced by women in the rural area.

And two lines of acting:

1. To overcome the crisis faced by the rural areas.
2. To use rural development for insertion/reinsertion of groups in exclusion.

AGAINST THE SITUATION OF SOCIAL EXCLUSION TOGETHER (ASSET)

www.asset.net

The partners of the Transnational Partnership Agreement ASSET are:

FINLAND

AD	PARTNERSHIP JOENSUUN SEUDUN EQUAL- AKTIVOIVAN JA SOSIAALISEN TYÖLLISTÄMISEN MALLI
IDENTIFICATION	FI-6
CONTACT ORGANISATION	Joensuu kaupunki, Joensuu Town
CONTACT PERSON	Johanna Kolu
ADDRESS	P.O.Box 59 - FIN-80101 Joensuu
E-MAIL	Johanna.Kolu@jns.fi

FRANCE

AD	RÉSEAU INSERTION EMPLOI
IDENTIFICATION	FR-AQU-2001-10843
CONTACT ORGANISATION	Association UAIB (Union des associations intermédiaires du bassin d'Arcachon)
CONTACT PERSON	Myriam Ducasse
ADDRESS	1, rue du port - 33000 Bordeaux
E-MAIL	uaib@wanadoo.fr

IRELAND

AD	CLARE EQUALITY PARTNERSHIP
IDENTIFICATION	IE-4
CONTACT ORGANISATION	Eircom Ennis Information Age Town
CONTACT PERSON	Madeline
ADDRESS	Information Age Centre. Ballymaley Business Park, Ennis, Co. Clare
E-MAIL	equaltrasna@eircom.net

LUXEMBOURG

AD	PRÉPARATION AUX MESURES DE FORMATION ET DE RÉINSERTION PROFESSIONNELLE
IDENTIFICATION	LU-2
CONTACT ORGANISATION	Pro-Actif asbl
CONTACT PERSON	Corinne Deleu
ADDRESS	13, rue du Commerce. L-1351 Luxembourg
E-MAIL	cdeleu@proactif.lu

SPAIN

AD	ITUN: INCORPORACIÓN AL TRABAJO ÚTIL Y NECESARIO
IDENTIFICATION	ES-ES332
CONTACT ORGANISATION	Federación SARTU
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SPAIN

AD	GEMA-GENERANDO EMPLEO EN MEDIO AMBIENTE
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E-MAIL	gd.documenta@telefonica.net

And as associated partner:

LITUANIA

CONTACT ORGANISATION	Lithuanian Catholic Women's Union (LCWU)
CONTACT PERSON	Grazina Paliokiene
ADDRESS	Ausros Vartu g.7. LT-2001 Vilnius
E-MAIL	lkmsvilnius@takas.lt

In the Transnational Partnership of this TCA some things should be pointed out, as distinguishing element of great added value for the project, the existence of a trans-regionality, with the participation of two different Spanish DPs -ITUN and GEMA- and the participation on the project, as associated entity, of Lithuanian Catholic Women's Union from Lithuania, a country of the near future incorporation to the EU and future direct participation on Equal.

The main objective of the project is the exchange and transfer of experiences, know-how and good practices in the matter of training and employment to fight against any situation and problematic of social exclusion: disability, handicap, poverty, prisoners and ex-prisoners, etc... among the partners of the different countries.

The project will be an open frame of debate on the aspects and barriers faced by the target groups of the different partners' projects and those methodologies which are being analysed and implemented in each territory to fight against it.