

GijónInnova



2008 | 2011

Agreement for Innovation, Economic Development and Employment

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Agreement for Innovation,
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Ayuntamiento de Gijón






Edited by:
City Council of Gijón

Layout and Design:
Isertia

Photos:
Kike Llamas
Sofía Ardura ("Soldadoras". Fundación Metal
Asturias)

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Presentation

Gijón Innova continues and renews a very positive experience that began eight years ago. That is when, with the new century, our first comprehensive social agreement on employment and the economy was reached: the Gijón Pact for Employment 2000-2003. Both this agreement and the two that followed - Gijón Emprende: Pact for Economic Development, Competitiveness and Employment 2004-2007, and the agreement that has begun now, Gijón Innova: Agreement for Innovation, Economic Development and Employment, 2008-2011 - were signed by FADE, UGT y CC. OO. Gijón and our City Council, with the support also, in many of its elements, of the Asturian Administration, after a fairly hard and fairly long process of study, analysis and negotiation. But in essence these processes were relatively straightforward, and always ended in an agreement backed and awaited by all parties involved.

In Gijón we have become accustomed to seeing this kind of pact as something natural and normal, but in reality it is not. How many cities promote agreements and commitments of this nature? Few, unquestionably, and even fewer with the complexity, the economic magnitude and scope of our agreements. The fact that they take place here, on an ongoing basis, repeating a formula that the signatories truly appreciate, as do also many other social actors in the city and the greater part of public opinion, has an explanation.

First, we must discuss how our *background and situation* set us apart. Gijón was one of the European cities that suffered most from the economic and industrial transition in the 1980s and 1990s. This change has been completed for some time now, and new jobs and businesses have completely replaced those that were lost. Nevertheless, imbalances in employment and socio-economic aspects have remained, which are still revealed in some statistics such as those for unemployment. And in some ways there also lingers an image of a place that was hit by the crisis, an image that no longer corresponds to reality but that harms us. It is essential to overcome this situation once and for all, both materially and in terms of state of mind and image, to restore the energy, optimism and entrepreneurial capacity of Gijón society, even though this may be difficult to achieve, as we have found in past years. It is a goal that requires a special effort and daring, imaginative commitments.

Moreover, since the time of Jovellanos, and even before, Gijón has had an eventful history that has accustomed its inhabitants, with the City Council at its head, to strive together - and sometimes alone - in order to succeed. On many occasions, and in many different periods, the town was involved in complex problems of economy and development,



mobilizing extra resources and the most dynamic sectors of local society, in order to overcome obstacles and achieve what in other places could be solved much more easily through State intervention alone.

These repeated difficulties created, however, a mature civic and political culture that has lasted well over time, and that partly explains the size and shape of our current response. And the same could be said regarding the involvement of the social partners. It is, without doubt, their protracted historical experience, especially tried, tested and tough in the case of the trade unions, which enables them to know the extent to which pacts are important for society to come together as a block and deploy its abilities and future potential effectively.

All those involved know, therefore, that consensus is always necessary, always good. But it is much more so in times of difficulty, such as now when we face the new global economic crisis. And that is why the targets, energy and resources that we will mobilize as part of Gijón Innova are more important than ever, more diverse, and defined in greater detail. The experience of other agreements and the continuing studies and analyses carried out enable us to know with considerable certainty what the weaknesses and needs are today of our productive system, our business community and our workers, what each of these requires to work better, to compete better, to obtain more rewarding employment that is better adapted to their expectations and needs.

Gijón Innova will be a powerful tool, as demonstrated by previous social agreements, so that from now until the year 2011 the local economy may continue the rapid modernization achieved in recent years, progress in its ability to innovate, promote a prosperous, stable and quality work market, and also help to approach and resolve the work and training issues of thousands of citizens of Gijón, both men and women.

Paz Fernández Felgueroso
Mayor of Gijón



Introduction

Gijón has experienced a major economic transformation over the past few years, to the point of achieving historic results in terms of occupation and economic activity. The municipal government and social partners to this Agreement believe that the present time is crucial to consolidate the work done during recent years and reaffirm the growth of economic activity and employment as essential elements of a balanced social development that must be also environmentally sustainable.

As one of the main goals, we aspire to reach the figure of 10,000 more jobs upon completion of the present agreement, because employment remains the main problem perceived by the citizens of Gijón. Employment that should be stable and of good quality, and that should have youth and women as the main target.

The main indicators of economic activity and employment in our city show a very different context to that in which, starting in 2000, the pacts "*Gijón por el Empleo*" ("Gijón for Employment") and "*Gijón Emprende*" ("Entrepreneurship Gijón") were drawn up. Employment has recovered in our city, reaching at the end of 2006 the figure of 100,000 jobs. Unemployment has fallen to its lowest rate since 1998, the year since which the Labour Market Survey of Gijón has been carried out. The number of active people has also increased, because prospects of finding employment have increased. And ultimately, economic activity in our city has diversified and has managed to overcome the readjustments of traditional productive activities.

Nevertheless, women, persons with disabilities, older than 45 and people at risk of social exclusion remain the sectors of the population that find the greatest difficulties in accessing and staying in the work market.

In this context, significant levels of unemployment coexist with the difficulties, present and future, of some business sectors to find professionals with the skills necessary to meet existing demand in certain occupations. That is why this Agreement is aimed at responding to these needs, by promoting inclusion in the labour market of unemployed persons through their participation in integral training and employment pathways oriented towards occupations with a high demand on the market.

We also recognize the role played by training as a key factor for access and maintenance in the labour market, and as a critical variable for



business competitiveness. Therefore, within the framework of this agreement, we will try to respond to the training demands of companies, resulting in better qualification of the human resources of the municipality.

The present Agreement is aimed especially at the need for adaptation of professional qualifications of women to the demands of the labour market, at facilitating the enforcement of the law regarding equality in the workplace and employment policies, as well as at improving those services that help to facilitate conciliation of work and family life.

Likewise, we aim to provide young people entering the job market with the guidance and information needed for them to make the transition and take the decisions this entails more easily and accurately.

Active employment policies should also introduce the elements necessary to ensure their positive effects in the sectors of the population with greatest difficulties of access: persons with disabilities, over 45 and those at risk of social exclusion.

Finally, our efforts would be incomplete if it did not have in mind the different actors involved in economic development and, in particular, the business environment, the main generator of jobs in the city. In this regard it is necessary to further strengthen policies to support entrepreneurs and business projects because, while our town has been proactive in terms of creation of new companies in recent years, we must also not forget that Asturias needs to improve its performance in relation to the index of entrepreneurial activity ranked by Autonomous Regions.


Complementarily, we must continue to respond to the needs of companies already established by a further strengthening of initiatives aimed at their consolidation and growth, the main objectives being to achieve increased business survival rates and expansion and improvement of competitiveness of already consolidated companies.

The measures described below take these aspects into account, and particularly the agreements reached between the social partners and the Government of the Principality of Asturias, under the Agreement for Competitiveness, Employment and Welfare in Asturias (ACEBA), the main commitments of which we aspire to strengthen and promote within the local context.





Short outline
of the
socio-economic
background



The basis for the formulation of this new Agreement was the essential data of the socio-economic background that characterizes our municipality and the region in which it is located..

Demography

Demographic data and the trend of population aging must be present in the formulation of economic promotion and employment programmes. On the one hand, a moderate population growth of 2.42% since 2000, accompanied by sustained and intense population aging, marked by a percentage of people older than 65 of 20.66%. Moreover, the presence of immigrants is still fairly limited compared to the national context, making it possible, however, to offset the loss of population for vegetative reasons. However, it is necessary to plan with foresight the needs for integration and respect of the immigrant population, to ensure social cohesion in the future.

Labour market

As regards the labour market, this has shown continued, sustained growth in Gijón in recent years, reaching an increase in employment of 17% since the year 2000. Nevertheless, we still have much to achieve both with respect to activity and occupation rates, especially among women and young people, as also in everything concerning quality of employment, despite the temporary drop in employment of more than 4.4 points since 2004. Also, this evolution must be contextualized within a forecast of progress towards full employment at national and regional levels, so that our strategy should concentrate on the identification of specific groups of people with difficulties in access to employment, and we should focus our actions towards these on a selective basis.

Business environment

Since the 90s Asturias, and particularly the town of Gijon, have experienced substantial growth of private enterprise. Suffice it to mention that between 1999 and 2008 the number of companies located in the region has risen from just over 46,500 to more than 72,000 as of December 2007, reflecting an increase of about 55 percent.

Despite this dynamism, Asturias still needs to increase its entrepreneurial activity. Therefore, we must redouble our efforts in terms of policies to support entrepreneurs, and position the town of Gijon as a reference



at national level regarding policies to stimulate entrepreneurship. However, despite the fact that Gijón has an important business and industrial environment in quantitative terms, it has a number of structural weaknesses that require consideration.

First, alongside industrial companies with a strong industrial tradition such as the metallurgical or shipbuilding sector, the town has a significant percentage of very young companies. In this regard, 32 per cent of businesses in the town in 2005 were less than five years old, and were therefore in a stage of development and consolidation.

Secondly, the average size of companies in Asturias - and also in Gijón - is below that of the typical Spanish enterprise. As a case in point, suffice it to note, for example, that 95.04% of Asturian companies have fewer than 10 employees (compared to the national average of 94.03%), and that only 6 out of every thousand Asturian companies have between 50 and 250 workers. At the national level this ratio rises to 8 out of every thousand companies. Statistical analysis indicates, among other factors, that the size of the company constitutes a determining factor for its survival, operation on a cost-efficient basis, development of R&D projects, or moving into international markets. A larger size is also linked to a higher level of professionalism in the management of the company, and ensures greater resources to respond adequately to complicated situations.


A third element to be taken into consideration is the strategic and management shortcomings of SMEs in Asturias. Going beyond the repeated lack of innovation and internationalization, there are more immediate problems that will certainly be a burden for the possibilities for consolidation and growth of the company. We refer to the lack of medium and long term planning, the lack of adequate organizational structures and inadequate management of internal information.

All these features of the local SME act to the detriment of the survival of businesses, a situation that must be corrected through the implementation of initiatives to support the consolidation process, promote business growth and foster the competitiveness of the SME in Gijón.





Presentation of programmes under the agreement



Since 2000, the Gijón Town Council has set up local Agreements reached with the major stakeholders, as key planning instruments in which to frame the regular programming of local employment and economic advancement policies. Thus, social covenants in Gijón have been, and are, a basic element of economic and social policy, making the involvement of social and business partners essential in carrying out, programming and subsequent control of the actions laid out in the various programmes and agreements made.

The agreement presented here is not merely a continuation of previous pacts, but rather its content includes new proposals and initiatives more in line with the current needs of our society and the economy and employment in the municipality.

Among the main objectives of this agreement is to improve the competitiveness of our economy and quality of employment, based on a production model that allows a solid, diversified economic framework. For this reason the commitment is to a development model characterized by continued modernization of production facilities and processes through investment in R+D+i and improvement of the skills of workers in the face of changing needs in the productive system.

In this sense a structure based on lines of action is presented, which while substantially maintaining the conventional areas of Employment, Training, Economic Development, Innovation and Trade and Tourism, incorporates a new element related to the Information Society, in line with the framework of dialogue promoted at regional level by ACEBA. However, the main novelty lies in the programmes linked to each line of action, as this is where we can identify the most relevant changes and the desire to make a qualitative leap in the development of the new agreement. Thus, we can define the programmes of the new agreement as an integrated package of projects that simplify their design to give a more coherent and systematic approach to management, while also trying to give visibility and executive capacity to the key elements that make up the new background of the labour market in Gijón and its regional and national context.

In the Axis of Employment three specific programmes can be distinguished that break with the classification we had been using in previous pacts. Thus, the present document proposes the development of an Innovative Programme to improve Employability (Programa Innovador de mejora de la Empleabilidad - PIME), which in the framework of the Territorial Employment Projects identified in ACEBA, facilitates development of projects to promote the employability of the unemployed, by coordinating labour market inclusion pathways between vocational guidance systems,

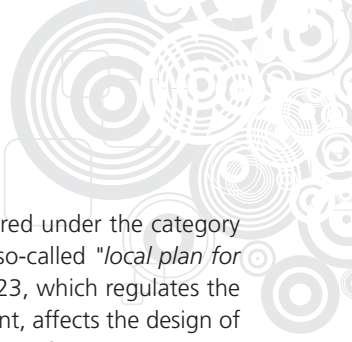


training resources and enterprises, focussing on cooperation between public and private resources in order to provide skills that will enhance the employability of those involved and, for those who are disadvantaged or in a situation of social inequality, will give them a chance of employment that would probably not find on the market. Together with this programme almost all projects related to improving employability, labour market insertion and financial aid for recruitment by employers have been included, in order to create greater synergy between them and turn them into a key element in the personalized labour market insertion pathways that will characterize the content of most of our projects and training for employment.

In addition to this, the "quality in employment programme" has been created. Concern for stimulating job growth and functioning of the labour market should not make us forget the importance of working towards the quality of jobs available. If human resources are for companies of strategic value under any circumstances, this strategic value in the current situation of the labour market is increased. Therefore, this document incorporates a set of measures to increase collaboration between administrations and all social partners that favours the evolution of the organizational culture of companies towards one that promotes the quality of employment (stability, equal treatment, best practices in people management) as an essential element of growth and economic and social development. Taken together, this represents a commitment to a model of development and management that is at the forefront of corporate innovation, i.e. the involvement of all actors in the economic dynamics of our city through "Corporate Social Responsibility" in each organization and, together, in the model of "Socially Responsible Territory". Lastly, besides the involvement of businesses and other local organizations in this model of development, the Town Council of Gijón takes on the challenge of seizing the opportunities raised by the new Law 30/2007 of October 30, Contracts in the Public Sector, to include social clauses in contracts in the area of economic advancement and employment.

Finally, a third programme related to Health and Safety at Work has been added, both because of the importance that this theme has in employment and due to the strong support of the signatories of the new agreement for the deployment of coordinated measures which will help to mitigate the adverse effects of the lack of preventative culture, as well as to diminish rates of workplace accidents.

In the Axis of Training, regardless of the substantial change experienced by concrete projects, there will be a commitment to merging the programmes of the former Pact into two major programmes that



integrate some of the projects that were covered under the category "Other training projects ". Thus we have the so-called "*local plan for training*", in line with RD 395/2007 of March 23, which regulates the subsystem of vocational training for employment, affects the design of pathways that seek to make it easier for its beneficiaries to remove obstacles to their participation in training activities, and also prioritize the incorporation of sectors of the population that have greater difficulty in access to quality employment such as women, young people and people with disabilities.

It also puts the emphasis not so much on the development of a conventional training programme, which runs the risk of overlapping with the training offer of other bodies such as the Principality of Asturias and other institutions, as on the implementation of complementary actions to facilitate the selection of the most suitable and motivated persons for carrying out training, plus training of a specialized nature to encourage technical and organizational skills acquisition by both the unemployed and employed. Exceptionally specialized training for active workers will be supported.

Finally, the provision of à la carte training is to be maintained due to its undoubted positive impact both on participants and among the firms receiving the trainees. Innovative proposals related to the Ministry of Public Administrations (MAP) and funded by the European Social Fund fit into this area of the Local Plan for Training. From this perspective, MAP projects represent an opportunity to experiment systematically the methodology of the pathways of labour market insertion and the incorporation of best practices resulting from the development of our projects in all actions carried out within the framework of this Local Agreement. For its part, another already classic program in active employment policies at the local level are the Training Workshops, Employment Workshop and Skills Centres. The novelty in regard to these lies in the incorporation of emerging occupations at both environmental and technological level, which will coexist with the more conventional metal or construction with a high demand for employees. Also, this programme includes an innovative, unique project that is the Second Chance School, which will continue the work of social, employment and educational inclusion of young people at risk of exclusion, immigrants and those having failed at school.

Meanwhile, the Employment Guidance Services are especially valuable resources in times of rapid change in the labour market and are a basic tool to match supply and demand of jobs. This is why, in the proposals that follow, fundamental importance is taken on by measures aimed at modernizing these services, improving their attractiveness to the



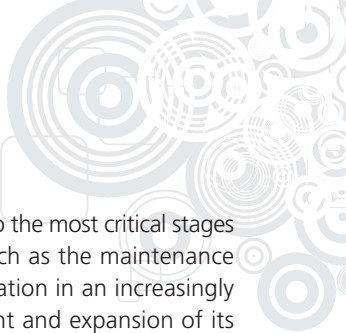
unemployed and providing autonomy in the process of finding employment by optimizing the opportunities offered in this regard by new information technologies. Also there arises the need to position ourselves, in the new context of skills and services we are addressing, to anticipate and prevent the risks that may be caused by the digital divide between people who know and master the new tools and their languages, and those that have no access to them and are not familiar with them. From this point of view, in the Information Society Axis a commitment will be taken to information and guidance on new communication channels to which the public is becoming increasingly accustomed. This is a challenge in which we are pioneers and we continue to expand our range of services in this area. Therefore, the implementation of an Integrated Space for Employment Guidance, giving information and guidance for the unemployed and for the employed who want to improve their technical and organizational skills, is an outright commitment to the incorporation of the technologies of the knowledge society into active employment policies, while modernizing the whole of the administrative process of government, which will affect the new ways of interacting with the public and provision of public services.

In the same axis is included also a programme titled "*Digital Administration*", the main purpose of which is to improve services, such as economic and employment promotion programmes of the Town Council and the opportunities provided by new information and communication technologies, in line with the new dynamics of relationships between citizens, businesses and public administrations in order to bring about a substantial reduction in administrative costs and response times, which among other things will improve the fluidity and agility of relations and procedures with public services.

The Economic Promotion and Innovation Axis includes 3 programmes set to respond to different phases or stages of economic activity in the continued process of development and evolution.

The "Entrepreneur Programme" (*Programa Emprende*), which brings together all the services offered to people who have a business idea and want to make it a reality, has been maintained. These mechanisms, a true lever for the momentum of business initiatives, range from actions for the promotion of entrepreneurial culture at all levels to training for business, consultancy for business start-ups, financing of the first steps of the initiative, or installation of equipment made available to companies in their infancy.

A new feature that is incorporated is the "consolidate and grow



programme", through which all actions related to the most critical stages of business development will be managed, such as the maintenance and consolidation of the company after its creation in an increasingly competitive environment, and the development and expansion of its objectives, markets and facilities, faced with the new challenges and opportunities that presented themselves. The projects linked to this programme are very diverse, consisting of activities ranging from information, advice or consultancy for the consolidation to dissemination and awareness of business internationalization, improvement or promotion of the business infrastructure, to funding for business development or micro-credits to start-ups. An outstanding feature in this connection is the launch of a venture capital fund aimed at the most innovative projects.

Finally, a program that is already a classic but no less relevant is the "*Local Innovation Plan*", which integrates all the projects carried out in the Science and Technology Park of Gijón (PCTG) or sponsored by it. Among them, we can highlight the infrastructure of technological innovation itself, represented by the completion of the expansion of the Park in its final phase, the construction of new facilities to provide services to technology-based companies to be installed in the same, the different technological projects promoted by PCTG or in collaboration with other entities. Also in this innovation programme special mention should be made of the implementation of several projects that are equally innovative both for their content and for the methodology by which they are carried out. We are referring here to the project titled "*Knowledge Mile*", which through a consortium of institutions and entities more advanced in innovation at regional level, will contribute to the development, in the PCTG and University Campus of Gijón, of pioneering initiatives in our autonomous region in this field, in order to facilitate access to EU, national or regional funding for research into new processes that affect local territories. Finally, the firm commitment to make Gijón a reference city for Creative and Cultural Industry is endorsed by municipal support for the launch of a Creative Enterprises incubator, to support the market orientation of multiple cultural or technological outcomes. Finally, there remains in this axis the management of strategic alliances with business and industry in the city, through which the constitution of business platforms for the development of cooperation projects will be fostered, in respect of innovation, technology development, trade, which will result in competitive advantage.

Finally, the Commerce and Tourism Axis, introduced in the previous Local Pact, is maintained because of the importance it has for the evolution of the model of city that Gijón has become in recent years. Thus, we can highlight as a new feature in the programme titled "*local*



commerce plan" the implementation of the Trade and Commerce Plan of Gijón, in collaboration with the Shopkeepers' Union, the Chamber of Commerce and the Principality of Asturias, in addition to maintaining major projects of urban commerce, in close collaboration with the Shopkeepers' Union of Gijón. As regards the "Tourism Strategy programme," we continue our commitment to promoting the image of a modern, innovative, hospitable, visitor friendly city, moving steadily forwards in the consolidation of a diversified, quality set of choices, able to respond to the ever greater demand for increasingly technologically sophisticated services that the visitor requests, with a range of cultural and recreational facilities of scenic and environmental interest that encourage the sustainable increase in the number of overnight stays and their duration.

Structuring the Agreement as a series of axes and programmes with a definition of general and specific objectives, a description of activities, expected results as well as a series of benchmarks and their corresponding budget, makes for easy assessment of its fulfilment by the signatories. However, complementarily, there must be a demonstration of the will to move forward toward new targets that may be included on future occasions after due analysis and which allow the quality of life and conditions of the Gijón's inhabitants to be improved, for example achievement of higher levels of respect for the environment, improving educational facilities in the municipality, with particular regard to schools from 0 to 3 years, as well as an entire package of social measures such as access to housing with some form of official subsidy or the improvement of health facilities. To a large extent, these issues are already part of the agenda of the various political actors and social and economic partners of our city. This new agreement represents an achievement of political consensus that allows corrective actions to be established to address the challenges of Gijón's economy and society, involving the major social and economic partners as drivers of progress, and focusing actions and resources more efficiently on specific individuals and groups in greatest need, in addition to responding to the challenges arising from new demographic or productive scenarios. In this sense, the mobilization of resources to be carried out represents an unprecedented effort in the city, which without doubt will make it possible to face up to the new economic phase we are entering in the best possible conditions. This commitment will no doubt offer our town opportunities that it would not be possible to take further, without the cooperation of the signatories of the agreement, for the benefit of both the workers in local businesses and industry and the public as a whole.



Monitoring and evaluation

The programmes contained in this Agreement will be subject to a procedure for evaluation and monitoring throughout the period in which they are being carried out, in order to adapt them to the evolution of the town's social and economic parameters. To this end a General Monitoring Committee has been set up, consisting on a joint basis of the three parties that signed the Pact, with the following distribution: one representative for each social partner signatory (UGT, CCOO), two representatives of business (FADE) and two representatives appointed by the Local Governing Board of the Town Council of Gijón. A municipal representative, who will be able to express opinions but not vote, will act as secretary. The General Monitoring Committee will be responsible for making decisions regarding the organization, interpretation and implementation of the different programmes and activities of each of the Axes in addition to reviewing the actions carried out, the expectations for the following programming period, promoting the different programmes in order to achieve the level of performance envisaged, introducing, if any, further measures deemed appropriate to complement the planned actions. It will meet in ordinary session at least once a year. To determine its characteristics as well as other topics relevant to its operation, it shall be governed by rules of operation that will be adopted throughout the year 2008.

Reporting to the General Monitoring Committee, two Technical Monitoring Committees have been created with the same structure and composition. Their functions will be the analysis, monitoring and development of the subject matter envisaged in Employment, Training, Health and Safety in the Workplace and Information Society on the one hand, and Economic Development, Innovation, Trade and Tourism on the other. Both Monitoring Committees will meet at least once a year or as set out in regulations. Moreover, its members will receive on a regular periodic basis the necessary information from all programmes covered by this Agreement for performance of its tasks.

Finally, the formation of these monitoring committees, especially in the field of employment and training, will serve to integrate into a single collegiate body the assessment of the employment and training programmes being carried out by the Town Council. This means taking the necessary steps to remove from the existing organization chart municipal bodies that took on these functions, in particular, the management body of the Training Workshops of Gijón, whose functionality and competences are considered as taken over by the Monitoring Committees of the Agreement.



In conclusion

To conclude, the basic objectives of the present Agreement are as follows:

—To become a planning document for strategies of employment, training and economic advancement of the town of Gijón, which in line with the framework for action contained in the Agreement for Competitiveness, Employment and Welfare of Asturias will respond to the real needs of the local business environment, job-seekers and workers.

—To converge with Europe in social and economic issues, by promoting full employment, the improvement of quality and productivity in employment and social cohesion, especially for women, youth and persons with disabilities.

—To integrate in an orderly and systematic manner the field of employment and economic advancement of Gijón, in the evolutionary context of our city, and the regional, national and European contexts.

—To demonstrate once again the importance and value of processes of consultation and cooperation by bringing together the proposals of all economic and social actors involved in the design of the city's development model.

The Agreement “GIJÓN INNOVA 2008-2011”, Agreement for Innovation, Economic Development and Employment, represents the firm commitment of the Town Council of Gijón and the economic and social partners to the progress of the municipality. The challenges are substantial, but the consensus reached in drafting the Agreement, and the resources devoted to it, represent a guarantee for facing the future of Gijón with optimism.

SAF

SAF
Sociedad Anónima
Calle de la Industria, 10
48940 Leizor (Bizkaia)
Tel: 945 41 11 11
Fax: 945 41 11 12
www.saf.es

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INDICIONES
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INDICIONES
ASTURAS



Axis I

EMPLOYMENT



AXIS	EMPLOYMENT
PROGRAMME	Innovative Programme for Improving Employability (IPIE)
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Management Improvement <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	To increase levels of employability and to facilitate the labour market insertion of people with major difficulties in access to employment (women, youth, persons with disabilities and long-term unemployed, mainly) through the implementation of comprehensive work insertion pathways
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Improve skill levels, through the Innovative Employability Improvement Programme, while promoting professional retraining and encouraging the labour market insertion of people with major difficulties in the labour market. To this end, the complementary employment actions as well as those that have traditionally been carried out in the context of local employment plans will be integrated into a single action 2. Develop, within the framework of the various employment projects, a youth plan for improving the employability of young people recently qualified in professions with low expectations of employment, so that they can gain work experience that will facilitate their entry into the skilled labour market 3. Maintain the complementary employment actions while taking advantage of municipal services to provide employment for people with university degrees or professional training qualifications, and the unemployed without professional qualifications 4. Foster the evolution of the most significant experience in job creation carried out in the city in collaboration with non-profit organizations, allowing the professionalisation of its members through the transformation of these initiatives in labour market insertion enterprises or social initiative cooperatives, whilst continuing with the work of training and labour market insertion of unemployed people in the municipality 5. Implement new subsidies for recruitment of the beneficiaries of employment schemes and municipal training 6. Promote projects and initiatives that represent actions of public interest and that benefit society and can serve as pilot experiences for entrepre-

SPECIFIC AIMS OF THE PROGRAMME

neurship and employment initiatives through Non-Profit Organizations

7. Revitalise at territorial level the promotion of Labour Market Insertion Enterprises and promote comprehensive support for their establishment through advice and financing measures

8. Attract financial resources at European level to enable the launch of new projects related to employment, social protection and inclusion, the improvement of working conditions, non-discrimination and diversity in the workplace and gender equality in the labour market

DESCRIPTION OF ACTIONS

1. Develop a Territorial Employment Programme, in the framework of the programme contracts identified in ACEBA, to facilitate the implementation of projects aimed at promoting the employability of the unemployed in the municipality, by articulating labour market insertion pathways across vocational guidance systems, training resources and enterprises, in order to provide skills that enhance the employability of those involved and thus their subsequent inclusion in the conventional labour market deberán estar objetivamente acreditadasbour market

Work experience will be carried out in those occupations that are in demand in the local market. Prior to this experience, through other resources provided for under this Agreement, priority will be given to the necessary occupational training to enable acquisition of professional experience under the innovative programme to improve employability

The programme will benefit 180 unemployed people annually, 125 people specifically from the contract programme and 55 from complementary actions, preferably women, young people without significant work experience, people with disabilities and long-term unemployed, in the following areas: maintenance and restoration of buildings (restoration of municipal housing; social premises, educational centres, public facilities in general), metal (Urban Furnishings; fencing, metalwork, metal structures, urban accessories), energizing tourism (identification of opportunities for the improvement of tourism provision; design of package tours, organization of events; energizing tourism, publication of guidebooks), educational and cultural (workshops and activities for children, youth, seniors, ethnic minorities and immigrants), care of dependent people (health care, prevention of dependency; social-cultural activities), the Information Society (energizing media libraries; content managers), the environment and renewable energy (solar thermal power in municipal facilities, use of biomass, energy efficiency), civil engineering and

DESCRIPTION OF ACTIONS

maintenance and creation of green areas (removal of architectural barriers, maintaining and creating new green areas, etc.)

The duration of contracts of the beneficiaries will be 1 year for those financed by the programme contract and 9 months for those funded by the Complementary Actions Programme. The programme will be organized through comprehensive labour market insertion pathways, a link being established between formal training programmes and occupational and labour market insertion programmes. To do so the programme will be aimed at people who have completed, within three years prior to entry, a regulated training or occupational training process directly related to the occupation referred to in the contract, except recruitment aimed at labourers

In compliance with article 42 of the Equality Act, considering the situation of imbalance in the labour market, at least 60% of places will be aimed at women. Also, 5% of the places are will be aimed at people with disabilities

Finally, between 10 and 15% of places on the programme will be aimed at vulnerable groups, i.e. people who due to their circumstances can be expected to experience greater difficulties in integrating into the labour market (unemployed people aged over 55, ex-inmates, persons who have completed a process of rehabilitation from addiction, immigrants, women with social difficulties, or victims of gender violence with limited resources). In each case, these circumstances must be objectively justified

2. A youth plan for recruiting people with qualifications will be put in place for them to acquire the work experience needed to facilitate their insertion into the labour market in the occupations for which they have the required level of training. Both in the contract programme and in the complementary actions, recruitment will take place of 40 young people per year for projects of municipal interest for them to acquire skills suited to the demands of the labour market in their respective specialties

3. Within the complementary employment actions programme, maintain an annual recruitment plan in various municipal services, aimed at providing work experience and employment to 200 unemployed people in the town of Gijón, preferably women, young people with little professional experience and no professional qualifications, people with disabilities and long-term unemployed. The maximum duration of these contracts will be nine months

DESCRIPTION OF ACTIONS

In both programmes especially the training of people involved will be taken into account, considering in this regard not only that which is acquired through work experience, but also by scheduling training actions that will improve or upgrade the skills for the post occupied, making it possible even, wherever feasible, to obtain certificates of professional accreditation

Additionally, during the recruitment period, special care will be taken to support the development of labour market insertion pathways on the part of participants, both through access to paid employment or through self-employment. This would also include reaching the necessary agreements with bodies that may facilitate the labour market insertion of participants

From one year to another work or service projects to be carried out will be defined, as also the specific provision of places for beneficiaries of this programme and the officially qualified staff needed for proper supervision of work to be carried out, within the framework of competences and the possibilities of the Gijón Town Council

A fundamental element will be the active participation of social partners in the whole process, who through the monitoring committee to be set up for this purpose will approve the annual reports and ensure the adaptation of occupations to those which are most in demand by companies, as well as direct labour insertion after completion of the programme

4. Hire a team of 35 professionals to carry out the planning, technical and administrative coordination activities of the programme and operational management of the different tasks to be performed

5. Establish a subsidies programme aimed, on the one hand, at companies that hire, for a minimum period of six months, participants in the innovative programme to improve employability and, on the other hand, at those who decide to launch an activity on their own account. These subsidies will be compatible with any other

6. Under the umbrella of active employment policies, a suite of services has been actively developed in the city of Gijón. These services are a niche of new jobs that allow access to employment and initial work experience to a significant body of unemployed. In this area, we must

go one step further by encouraging the development of these experiences towards legal formulas such as work insertion enterprises or social initiative cooperatives that encourage, in the current legal context, their capacity to develop labour market insertion pathways both as an employed person or through self-employment

This plan will benefit 60 unemployed people for two years, preferably young people, so that they acquire a valid work experience for their labour market insertion either employed or self-employed

7. The revitalization of the territory will be encouraged in relation to the new regulation of Insertion Enterprises, disseminating the comprehensive support programme and providing specific advice at every step. Access will be facilitated to subsidies for conducting market studies and feasibility plans for non-profit organization dedicated to promoting a social insertion enterprise; subsidies for recruitment of people targeted by social insertion companies as well as technical specialists in the management of such entities

8. Granting recruitment subsidies to non-profit entities that hire, preferably, beneficiaries of the Municipal Employment Plans, for carrying out projects of special social and / or economic interest to the town of Gijón, prioritising recruitment which is for an indefinite period. In all cases, contracts will last for at least 1 year. The contribution of employment programmes to these recruitments will be temporary, and participating bodies must diversify funding for them. Special support will be given to those projects whose recipients are: disabled, women, immigrants, young people under 30, people older than 45 who are unemployed or people at risk or socially vulnerable. In the subsidy, as a maximum, the total cost of hiring will be paid depending on the category of work and the duration of the contract

9. Participation in calls for European, national and regional projects tailored to the needs of the local socio-economic context. Study of innovative projects in Europe that have been identified as good practices in employment. The new employment projects for 2008-2011 will focus on:

—Analysis of job supply in the municipality in order to identify offers of employment from business and industry, needs not met and the projected short term employment demand

—Increasing the employment rate of women in general, and reducing

DESCRIPTION OF ACTIONS

<p>DESCRIPTION OF ACTIONS</p>	<p>the unemployment rate of young people in particular</p> <ul style="list-style-type: none"> —Activation programmes for women of advanced age, beneficiaries of active integration benefits and basic social wage —Dissemination of occupations and sectors not covered in employment —Prevention of early withdrawal from work (implementation of continuous training and conciliation) —Fostering activity and employment among the discouraged inactive (mostly women of middle and advanced age) —Awareness campaigns in relation to persistent discrimination against women in the labour market —Integral pathways related to occupations that are required and are poorly covered —Promoting awareness programmes to boost professions in the field of education, and consolidating the job tasting methodology
<p>EXPECTED OUTCOMES</p>	<ol style="list-style-type: none"> 1. 50% work insertion under the Territorial Employment Programmes 2. Launch of at least 2 new projects at European level in the field of employment 3. Launch of at least 2 social insertion enterprises and 2 social initiative cooperatives

BODIES INVOLVED	Responsible	Local Economic & Employment Agency of Gijón Town Council Agents signatories to the Pact
	Partners	Public Employment Service of the Principality of Asturias Business & industrial environment Local non-profit bodies Bodies promoting Insertion Enterprises
	Co-financing	Principality of Asturias, European Union (ESF)
REFERENCE INDICATOR (BENEFICIARIES)	Reference Value	Year 2008: 800 Year 2009: 600 Year 2010: 600 Year 2011: 600 Total 2008-2011: 2.600
	Typology	Unemployed persons
BUDGET	Year 2008: 13.473.933 Year 2009: 13.745.890 Year 2010: 13.958.017 Year 2011: 14.176.508 Total 2008-2011: 55.354.348	

PERIOD OF EXECUTION	Start date: 1-1-2009 End date: 31-12-2011 Total duration: 36 months Continuous Programme <input checked="" type="checkbox"/>
TERMS OF WORK	<p>The working conditions of the team of 35 specialists engaged in planning, technical and administrative coordination of the programme will be governed by what, in due course, is set out under the Agreement / Settlement on working conditions of public employees of the Town Council of Gijón and the Foundations and Board of Trustees depending thereon</p> <p>Workers benefiting from the Territorial Employability Improvement Programme will have as reference a collective municipal agreement that will be agreed by the Town Council of Gijón and the trade unions signing the Agreement within their powers</p>
REMARKS	<p>For insertion enterprises the law to be taken into account is the new Law 44/2007 of December 13, regulating the functioning of insertion enterprises, and whatever is determined later in this regard by the Autonomous Community</p> <p>During 2008 the employment programmes deriving from the Gijón Emprende Pact 2004-2007 and carried out within this year will be taken into consideration, as regards the beneficiaries and budget, merely for the purpose of calculation of execution</p>

AXIS	EMPLOYMENT
PROGRAMME	Quality in Employment
TYPE OF PROGRAMME	Continuity <input type="checkbox"/> Improvement of management <input type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Promote the creation of quality employment and foster equality of opportunities for accessing and maintaining employment, especially: women, youth, and people with disabilities
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Improve knowledge about the local labour market in order to identify its main features, the evolution of key variables and measures to remedy the deficiencies identified 2. Help local companies to their human resources management 3. Network at local, national and international level to share methods and experiences of best practices. Achieve a multiplication effect of the action carried out as regards economic promotion and employment at municipal level 4. Set in motion a Programme, under the title <i>"Unity of Gender"</i>, to strengthen the implantation of equality of opportunities in the labour market, by implementing mechanisms for collaboration with other bodies in the region 5. Give greater coverage to conciliation measure implanted in the region 6. Use new instruments in the sphere of public recruitment to facilitate support of initiatives and projects of social interest

DESCRIPTION OF ACTIONS

1. Design and implement an **Antenna for Employment and Occupations in Gijón** with a gender perspective to enable monitoring and analysis of employment statistics at the local level of Gijón, by conducting studies and research to serve as a guide for actions in the field of employment and training. This line of work will be carried out in close collaboration with the Occupations Observatory of Asturias, using information that may disaggregated at the local level

2. **Local Business Forum of Human Resources and Catalogue of Best Practices:** aimed at sharing, discussing and promoting best practices in the modernization of human resources management, including recruitment, retention, internal promotion, training, prevention of occupational hazards and gender equality.

Support will be given to business for the improvement of human resources policies, by adapting them to the new social context and always from the perspective of adding value to the principal business resource: human capital. Greater importance will be given to such areas as demographic changes and employment, the experiences of innovative companies, the changes associated with the development of the information society, innovation in the organization of working time, experiences in labour integration of new groups: women, immigrants, persons with disabilities, and so on. All this within the framework of corporate social responsibility and a format for the exchange of experiences and best practices. Within the framework of the Forum a local prize will be launched for human resources management. Likewise, experiences recognized as good practices will be included in a "catalogue of best practices in human resources" that will be distributed among all companies in the municipality

3. **Membership of the national network RETOS "Red de Territorios Socialmente Responsables"** (Network of Socially Responsible Regions), promoted by the General Directorate of Social Economy of the Ministry of Employment, as a commitment to the development of an innovative networking model based on the principle of participation, with the involvement of all the economic and social partners operating in the region, and based around the central principle of Social Responsibility, as key ideas for social cohesion, transversality and the bottom-up approach, and as a general goal to articulate, integrate and deploy various strategies for the development of Socially Responsible Territories. The award sponsored by the Town Council will continue to be maintained, recognizing the participation of local companies in the so-called *Network of Social Quality Enterprises*

4. **Gender Unity:** Implementation of a programme, through various partners and with the involvement of the business sector and the main

social partners, to promote the introduction of equality measures, actions or plans in both the Town Council and companies in the municipality. Development of various pilot projects related to the professional advancement of women (preferably in feminised sectors); women's access to areas where they are underrepresented and the integration of conciliation measures in local enterprises. Fostering equal opportunities in all programmes included in the present Pact. Development of innovative measures to break up sexist stereotypes in social and working life. Active participation in all types of networks and initiatives involving an exchange of best practices for the implementation of gender mainstreaming in the field of local development. Systematization of indicators of equality in the monitoring and evaluation system of the Pact

5. **Partnership agreements** for employment and economic promotion with the main socio-economic actors in the town, in order to network and share methods, carry out the measures agreed on under the present Pact

6. **11x11 Project (11 hours a day, 11 months a year):** Complementing the existing opening hours of schools in the levels of pre-school and primary education with activities based on play, culture and education, co-ordinating the different specialists that carry out their activity in after-school hours, ensuring appropriate use of the facilities, ensuring the combined times of activity, free play and rest of boys and girls, combining indoor and outdoor activity, adapting the project to the curricular objectives of each stage and in a climate of respect and coexistence, promoting the values of equality and integration. Within this project, public centres will be given priority

7. **Social clauses in public procurement.** Launch of contracts with special conditions of execution. As a result of the new Law 30/2007 of October 30, for public sector contracts, the contracts may include clauses of execution, particularly positive weighting measures, including social considerations such as for example promoting the employment of people with special difficulties as regards integration into the labour market, which will be indicated in the relevant specifications. In the same vein and in relation to the implementation of the Law for equality between women and men, specific measures will be included in conditions for implementing those contracts in which they may be applicable, to promote effective equality between women and men in the labour market

In all cases, to set thresholds, the figures and variables of employment in the sector will be analyzed to gauge the current social conditions and propose realistic thresholds, provided that the availability of the labour

DESCRIPTION OF ACTIONS

DESCRIPTION OF ACTIONS	market of the sector allows it, and after consultation with the affected sectors	
EXPECTED OUTCOMES	<ul style="list-style-type: none"> —Creation of a Local Employment & Occupations Antenna complementary to the Occupations Observatory of the Principality of Asturias —At least 8 socio-economic studies —400 businesses participate in the Human Resources Forum —Gijón belongs to RETOS —Two editions of the award to companies —Carry out at least 40 business analyses, 80 advisory actions, 8 pilot experiences in the field of equality —Opening after school hours of at least 1 education centre per neighbourhood —Carry out at least 8 contracts with special execution conditions 	
BODIES INVOLVED	Responsible	<p>Local Economic Promotion & Employment Agency of Gijón Town Council</p> <p>Agents signing the Pact</p>
	Partners	<p>Public Employment Service</p> <p>School Centres in the town</p>
	Co-financing	<p>Principality of Asturias</p>

REFERENCE INDICATOR (BENEFICIARIES)	Reference Value	Year 2008: 300 Year 2009: 300 Year 2010: 300 Year 2011: 300 Total 2008-2011: 1.200
	Typology	Companies
BUDGET	Year 2008: 1.066.766 Year 2009: 1.081.069 Year 2010: 1.092.225 Year 2011: 1.103.715 Total 2008-2011: 4.343.775	
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous Programme <input checked="" type="checkbox"/>	

AXIS	EMPLOYMENT
PROGRAMME	Health & Safety at Work
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Develop a comprehensive programme to promote the culture of prevention and support for the implementation of the measures required throughout the business environment of the city with the aim of making progress in achieving optimum working conditions as regards safety and occupational health and reducing accident rates
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Identify and improve the current situation of companies in the town as regards safety and occupational health 2. Step up awareness-raising among workers and enterprises as regards the culture of prevention, in collaboration with other key players in the area 3. Enhance and promote the improvement of information and training for the prevention of occupational risks and their implementation as a transversal discipline 4. Provide advice and support for the implementation of measures to improve the situation of safety and occupational health in enterprises
DESCRIPTION OF ACTIONS	<ol style="list-style-type: none"> 1. Implement, with regard to health and safety at work, the studies considered appropriate for the improvement of the starting out situation; among others, studies of accidents 2. Republish the SEGURA Agreement (SECURE) signed with the agents that are signatories to the Pact, in order to promote and disseminate the culture of prevention as well as carry out awareness-raising of business and industry in respect of health and prevention of occupational hazards. Work both with business management and workers, as well as the unemployed and public in general. Include specific actions for the educational community. Creation of a Monitoring Committee to assess the results achieved within the framework of this Agreement and to enhance the performance of further action in this area

DESCRIPTION OF ACTIONS	<p>3. Carry out concerted training actions for the active people and unemployed in the prevention of occupational hazards in collaboration with business entities and trade union bodies</p> <p>4. Include a transversal training module in all municipal employment and training programmes to teach a basic level of occupational hazards prevention</p> <p>5. Ensure, in the area of municipal subsidies to recruitment, the fulfilment by all bodies of the occupational health protection requirements for workers</p> <p>6. Give the necessary technical advice to local businesses, especially small businesses and self-employed, in regard to the prevention of occupational hazards, in collaboration with the social partners</p>	
EXPECTEC OUTCOMES	<p>—Performance of 4 studies relating to workplace accidents</p> <p>—Reduction of the local workplace accidents rate</p>	
BODIES INVOLVED	Responsible	<p>Local Economic Promotion & Employment Agency of Gijón Town Council</p> <p>Agents that are signatories to the Pact</p>
	Partners	<p>Asturian Institute for Prevention of Occupational Hazards</p>
	Co-financing	<p>Principality of Asturias</p>

REFERENCE INDICATOR (BENEFICIARIES)	Reference value	Year 2008: 100 Year 2009: 100 Year 2010: 100 Year 2011: 100 Total 2008-2011: 400
	Typology	Companies
BUDGET	Year 2008: 206.000 Year 2009: 207.520 Year 2010: 208.706 Year 2011: 209.927 Total 2008-2011: 832.153	
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous Programme <input checked="" type="checkbox"/>	



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BANCO DE TRABAJO

Axis II

TRAINING



AXIS	TRAINING
PROGRAMME	Local Training Plan
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Facilitate insertion of the unemployed into the labour market; improve skills for employment in those sectors of the population with greatest difficulties in finding a job and increase the levels of employability of people involved in the training actions
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Facilitate the alignment of occupational profiles of the unemployed with labour market needs and respond to the demand for qualified personnel in local companies 2. Collaborate with training organizations with recognized experience and locally established, in order to bring their projects to the sectors of the population most affected by unemployment (women, young people without experience, people with disabilities and older than 45 years); establish systems of cooperation between training institutions and the Gijón Town Hall guidance service, in order to promote recycling and the occupational retraining of the unemployed, paying special attention to female unemployment, knowledge of the occupations most in demand, motivation for active job seeking by the inactive and the effectiveness of the processes of publicity and selection of candidates for the various training activities 3. Provide access to these programmes for employed persons, in the terms set out in RD 395/2007 of March 23, which regulates the subsystem of vocational training for employment. Exceptionally specialized training courses for the active population may be financed 4. Maintain a commitment to financing for training activities with a commitment to recruitment

DESCRIPTION OF ACTIONS**1. Redefinition of the Local Training Plan, in order to:**

—Encourage the development of training programmes on demand-courses with a commitment to recruiting at least 60% of the students

—Facilitate the development of career paths, paying special attention to unemployed women, completing the training programme of other entities with measures aimed at facilitating the reconciliation of work and family life, at intensifying the actions of career guidance (job tasting), and at encouraging, in the case of women, their incorporation into professions traditionally undertaken by men

—Support the processes of employment insertion of people participating in the training actions, facilitating recruitment in paid employment, integration into the Innovative Programme to Improve Employability, or a period of work practice in companies, not representing a labour relationship

—Establish incentives for the integration of persons with disabilities into training and employment programmes

—Improve, by means of public-private collaboration, the processes of publicity and preselection of candidates to participate in training programmes for employment

—Training actions for the Information Society: promotion of training tailored to the needs of innovation and technological improvement of local enterprises, by providing the technological and organizational competences needed to improve the employability of the beneficiaries (unemployed and employed) and to improve the competitiveness of companies, by collaborating in conducting training courses in advanced specializations

2. MAP Projects

—Development of integral Training and Employment pathways in collaboration with key players in the territory

—Implementation of projects aimed primarily at labour market insertion of women, long-term unemployed and unemployed people over 45

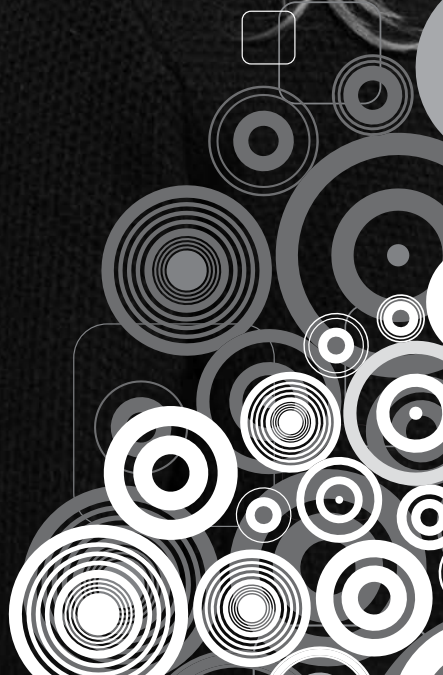
EXPECTED OUTCOMES	<p>1. Courses held with commitment to recruitment: 10 courses per year</p> <p>2. Training/employment itineraries or work practice without permanent labour relationship: 15 courses per year</p> <p>3. Job Tasting carried out: 10 per year</p> <p>4. Courses on the Information Society: 15 courses per year</p> <p>5. % of unemployed people inserted into the labour market after passing through the MAP training projects = 60 %</p>	
BODIES INVOLVED	<p>Responsible</p>	<p>Local Economic Promotion & Employment Agency of Gijón Town Council</p> <p>Agents that are signatories to the Pact</p>
	<p>Partners</p>	<p>Training bodies</p>
	<p>Co-financing</p>	<p>Principality of Asturias</p> <p>Ministry of Public Administrations-esf</p>
REFERENCE INDICATOR (BENEFICIARIES)	<p>Reference Value</p>	<p>Year 2008: 1060</p> <p>Year 2009: 1100</p> <p>Year 2010: 1000</p> <p>Year 2011: 1000</p> <p>Total 2008-2011: 4.160</p>
	<p>Typology</p>	<p>Beneficiaries of training actions run directly or by third parties by the Town Council of Gijón</p>

BUDGET	Year 2008: 1.852.300 Year 2009: 1.858.392 Year 2010: 1.863.144 Year 2011: 1.868.038 Total 2008-2011: 7.441.874
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>

AXIS	TRAINING
PROGRAMME	Training workshops, trade schools and employment workshops
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Achieve better qualification for unemployed youth under 25 in the Municipality in various trades, and provide a first work experience 2. Promote labour market insertion of unemployed people over 25 through qualification in activities of general and social interest and with training and employment in tandem 3. Provide access to basic transversal training (PRL, new ICT, career guidance, etc.). In tandem with their specific training in various trades 4. Consolidate the Second Chance School project, in collaboration with other public administrations, with the relevant administrative figure, in order to provide career guidance for young people at risk of social and occupational exclusion, and normalize their skills and attitudes to later be included in the general projects of Training Workshops, Employment Workshops and Trade Schools
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Qualification of 540 unemployed persons in various trades with potential to enter the job market 2. Social incorporation, educational reincorporation and integration into the labour market of groups at risk of social exclusion, especially young people in difficulty, people from school failure and immigrants
DESCRIPTION OF ACTIONS	<ol style="list-style-type: none"> 1. Development of programmes for Training Workshops, Trade Schools and Employment Workshops in collaboration with the Regional Ministry of Education of the Principality of Asturias, linked to environmental projects, construction and rehabilitation of buildings, work with people with disabilities, recovery of heritage, ICT, renewable energy, depending on market requirements and guidelines set by the regional government 2. Second Chance School: <ul style="list-style-type: none"> —Provision, in collaboration with other public administrations, of a professional team to develop and improve the methodologies for intervention with young people in difficulty implemented by the Second Chance School of Gijón

DESCRIPTION OF ACTIONS	<p>—Development of integral pathways for work with the young beneficiaries of the School within the framework of which a process can be defined for educational reinsertion or insertion in the labour market in the timeframe of 1 year</p> <p>—Integration of the participants of the Second Chance School into the socio-educational, sporting and cultural resources for youth that exist in the city</p> <p>—Networking with the formal and informal education system</p> <p>—Conducting joint projects within the framework of the Network of Second Chance Schools. Participation in international exchanges</p>	
EXPECTED OUTCOMES	<p>—100% execution of the works provided in the related projects</p> <p>—Job placement later on of at least 70% of the beneficiaries of the projects</p> <p>—% of young people who continue their training or find employment after 2nd Chance School = 50%</p>	
BODIES INVOLVED	Responsible	<p>Local Economic Promotion & Employment Agency of Gijón Town Council</p> <p>Agents that are signatories to the Pact</p>
	Co-financing	<p>Regional Ministry of Education of the Principality of Asturias-ESF</p> <p>European Commission - Grundtvig Programme</p>
REFERENCE INDICATOR (BENEFICIARIES)	Reference Value	<p>Year 2008: 185</p> <p>Year 2009: 185</p> <p>Year 2010: 185</p> <p>Year 2011: 185</p> <p>Total 2008-2011: 740</p>
	Typology	<p>Unemployed beneficiaries of these Programmes</p>

BUDGET	<p>Year 2008: 2.473.529</p> <p>Year 2009: 2.572.470</p> <p>Year 2010: 2.649.644</p> <p>Year 2011: 2.729.134</p> <p>Total 2008-2011: 10.424.777</p>
PERIOD OF EXECUTION	<p>Start date: 1-1-2008 End date: 31-12-2011</p> <p>Total duration: 48 months Continuous programme <input checked="" type="checkbox"/></p>
REMARKS	<p>At the beginning of 2008 the following Training Workshops are in operation:</p> <ol style="list-style-type: none"> 1. La Isla Training Workshop (finalization, June 29, 2008) Training in the trades of masonry, wood carpentry and landscape restoration 2. Rocés Training Workshop School (finalization, 29 June 2009) Training in the trades of masonry, wood and aluminium carpentry <p>At the beginning of 2008 the following Employment Workshop is in operation:</p> <ol style="list-style-type: none"> 1. Las Palmeras Employment Workshop (finalization June 30, 2008) Training in Horticulture & fruit growing, furniture restoration, care for young people in difficulty and intercultural mediation <p>Development of the Second Chance School; cultivation of vegetable gardens of the Old and New World, at the Botanical Garden of Gijón; work with non-profit organizations to care for immigrants; restoration of antique municipal furniture with museum value</p>



Axis III

INFORMATION
SOCIETY



AXIS	INFORMATION SOCIETY
PROGRAMME	Gijón Orienta
TYPE OF PROGRAMME	Continuity <input type="checkbox"/> Improvement of management <input type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Innovate in the field of employment guidance in the context of the Information Society, taking advantage of the full potential of new technologies in the active search of employment
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Provide career guidance and information on the labour market to 10,000 unemployed people in the town of Gijón, by intensive use of new information and communication technologies 2. Carry out training and encouragement sessions for job hunting via the Internet, assessing the results in terms of access to employment 3. Encourage technological and organizational skills among the unemployed of the town of Gijón 4. Provide training for unemployed people in the context of the information society 5. Generate content for employment guidance suited to online use via any access device 6. Encourage innovation and creativity in the early stages of the educational process in order to train future workers and entrepreneurs who can harness the creative potential of new information and communication technologies
DESCRIPTION OF ACTIONS	<ol style="list-style-type: none"> 1. Develop a process of intensive training of guidance and self-employment staff in order to train them for career development within the framework of an innovative programme based on the intensive use of new technologies 2. Energize the existing tools for information and guidance for employment by using new technologies, creating new employment guidance content that can be offered over Internet and other access devices. Creation of an information system via alerts

DESCRIPTION OF ACTIONS	<p>3. Improve the provision of the Guidance Department, making it a mandatory reference in the development of vocational guidance activities in the city, in energizing the unemployed and in the development of processes for dissemination of the information society among working people and the unemployed</p> <p>4. Provide unemployed people in the town of Gijon with a programme that enables them to learn skills for the information society and technology and organizational skills</p> <p>5. Carry out encounter and exchange actions between enterprises and the unemployed, fostering closer relations and retraining of the unemployed towards sectors with good job prospects</p> <p>6. Encourage the creation of virtual cooperative communities in the active search for employment that can facilitate insertion in the labour market or the creation of new joint projects</p> <p>7. Carry out selection processes of candidates to participate in the employment and training programmes developed in the municipality</p> <p>8. Bring future workers in contact with occupations in the labour market through the Guidance Department, using the tools of employment guidance, seeking closer contact of students with the knowledge society and the technological tools</p>
EXPECTED OUTCOMES	<p>—The percentage of people improving their training or in work after going through the guidance programme is more than 60%</p>

BODIES INVOLVED	Responsible	Local Economic Promotion & Employment Agency of Gijón Town Council Agents that are signatories to the Pact
	Partners	Local business and industry
	Co-financing	Public Employment Service Ministry of Industry-Plan Avanza
REFERENCE INDICATOR (BENEFICIARIES)	Reference Value	Year 2008: 2.500 Year 2009: 2.500 Year 2010: 2.500 Year 2011: 2.500 Total 2008-2011: 10.000
	Typology	Unemployed and active workers
BUDGET	Year 2008: 942.000 Year 2009: 930.449 Year 2010: 1.031.112 Year 2011: 971.931 Total 2008-2011: 3.875.492	
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>	

AXIS	INFORMATION SOCIETY
PROGRAMME	Digital Administration
TYPE OF PROGRAMME	Continuity <input type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Harness the potential of new information and communication technologies for better service from economic promotion and employment programmes of the Town Council
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Implement through the Virtual Office of the Town Council the processing of grants for economic promotion and employment so as to expedite and facilitate these processes for all enterprises and entities that apply for these subsidies 2. Improve and provide greater opportunities for telematics tools for economic promotion and employment 3. Use the telematic channel to provide the public with all necessary information on programmes of economic promotion and employment 4. Make all telematic tools a working channel of citizen participation 5. Reduce the administrative burden on business
DESCRIPTION OF ACTIONS	<ol style="list-style-type: none"> 1. Inclusion in the Virtual Office of Gijón Town Council of procedures for applying for grants to local employment and economic advancement 2. Further development and improvement of the web portals for economic promotion and employment: <ul style="list-style-type: none"> —Integrated Employment Guidance Centre —Virtual Business Centre

<p>DESCRIPTION OF ACTIONS</p>	<p>3. Maintain and update information available through the municipal web of the Agency's services as well as the Municipal Business Centre and Technology Park. Launch a monthly electronic newsletter with key information on the services of economic promotion and employment. Launch an interactive channel working with alerts via the website itself to serve as as a measure to attract people interested in receiving information about the economic promotion and employment actions</p> <p>4. Move forward regarding interactivity of all telematics tools, for both economic promotion and employment, in order to integrate the potential of Web 2.0 in municipal management of this area. Specifically launch an interactive channel for citizen and business participation to attract suggestions for improvement in management, as well as increasing interactivity in the monitoring of strategic projects for the future of the city</p> <p>5. In conjunction with the Action Programme for reducing the administrative burden in the European Union, an initiative will be implemented with the aim of assessing the administrative burden by establishing a continuous process of analysis, monitoring and target setting for reducing the burden and developing those measures that would objectively decrease the administrative burden (inter-administration coordination, reduced response times, etc.)</p>
<p>EXPECTED OUTCOMES</p>	<ul style="list-style-type: none"> —50% of the grants are requested via Internet —The portals themselves receive more than 6.000 visits per year —Each year 100 users register on the Bulletin Board —Some 100 suggestions for management improvement are received in a year —20% reduction in administrative burdens for businesses

BODIES INVOLVED	Responsible	Local Economic Promotion & Employment Agency of Gijón Town Council Agents that are signatories to the Pact
	Partners	IT Service of Gijón Town Council
	Co-financing	Ministry of Industry-Plan Avanza European Commission
REFERENCE INDICATOR (BENEFICIARIES)	Reference Value	Year 2008: 10 % Year 2009: 20 % Year 2010: 40 % Year 2011: 50 % Total 2008-2011: 50 %
	Typology	Number of procedures that can be performed via telematics as a proportion of the total
BUDGET	Year 2008: 58.000 Year 2009: 202.420 2010: 98.000 Year 2011: 36.000 Total 2008-2011: 394.420	
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>	

Axis IV

ECONOMIC PROMOTION & INNOVATION



AXIS	ECONOMIC PROMOTION & INNOVATION
PROGRAMME	Emprende
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Make the town of Gijón a reference for all entrepreneurs thanks to the consolidation and projection of a comprehensive, high added value service for entrepreneurs
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Encourage the creation of positive attitudes towards business initiative (entrepreneurship), promoting the creation of new businesses from existing endogenous resources and the potential of new markets 2. Provide comprehensive advice to entrepreneurs to enable them to shape their idea and validate it through their own business plan 3. Provide entrepreneurs with the basic knowledge of business management so they can successfully approach the launch of their initiative and the future management of their company, by shaping a flexible, modular training pathway that fits the profile of the individual entrepreneur 4. Encourage the use of online tools in all services 5. Install premises that enable entrepreneurs to have a reference point where they can develop their idea and have all the necessary support at this stage 6. Facilitate access to finance for the launch of the company
DESCRIPTION OF ACTIONS	<p>1. Entrepreneurship</p> <p>—Organization annually of the School Competition "Gijón Emprende" for the promotion of entrepreneurial culture, open to all primary schools, secondary and baccalaureate training cycles, with separate categories depending on the school age and educational level</p> <p>—Working together with the Centre for Teachers and Resources, develop continuous training programmes for teachers in the promotion of entrepreneurial and business initiatives</p>

DESCRIPTION OF ACTIONS

—Organize school visits on demand to the Municipal Business Centre and Science and Technology Park in order to bring the educational community in contact with companies and existing resources in business promotion, taking advantage of such visits to increase pupils' awareness of entrepreneurial culture

—Conduct an ongoing campaign throughout the year with the aim of promoting among the population of Gijón entrepreneurial attitudes and concerns

—Support the launch in the university context of a **Chair of Entrepreneurship** from which to stimulate entrepreneurial culture within the university

—Carry out the action of initiation and motivation toward self-employment and the social economy with unemployed people, in collaboration with various bodies related to the sphere of activity mentioned

—Establish means of coordination with the Plan for Entrepreneurship Promotion at regional level

2. Business Initiatives Workshop

—Conduct studies to seek out new market niches and that can serve as the basis for territorial dissemination of existing potentials

—Provide personalized advice to all entrepreneurs who request it for setting up their businesses: legal, fiscal, economic, technological, and so on

—Carry out annual basic business training courses for entrepreneurs through the Business Initiatives Workshop

—Promotion of online tools: both for the development of the business plan and for the training of entrepreneurs as well as for processing the creation of enterprises through the PAIT centre

—Provide entrepreneurs with a **Business Incubator** with individualized facilities that will enable them to perform a simulation of what their business could be in the future at the same time as they form relationships with other entrepreneurs in the same situation

DESCRIPTION OF ACTIONS	3. Consulting for Creation of Innovative Projects —In the case of new, innovative ideas, projects may be part of the programme Consultancy for Creation of Innovative Projects through which it will be possible to analyze the potential diagnosis of the project, and have a consulting process tailored to the project and support during the first months of operation	
	4. Business Residences Make available, energize and manage municipal business residences	
	5. Financing —Management of Grants for Business Promotion for the creation of companies promoted by novice entrepreneurs and self-employment of novices as well as making available financing mechanisms such as microcredits to companies promoted by specific groups. In this area the promotion of enterprises and social initiative labour cooperatives will also be addressed	
EXPECTED OUTCOMES	—Various depending on the type of actions —Support for the creation of 900 enterprises and 1,350 jobs	
BODIES INVOLVED	Responsible	Local de Economic Promotion & Employment Agency of the Gijón Town Council Agents that are signatories to the Pact
	Partners	School Centres in Gijón University of Oviedo Teachers' & Resources Centre of Gijón
	Co-financing	Principality of Asturias

REFERENCE INDICATOR (BENEFICIARIES)	Reference Value	Year 2008: 2.000 Year 2009: 2.000 Year 2010: 2.000 Year 2011: 2.000 Total 2008-2011: 8.000
	Typology	Entrepreneurs
BUDGET		Year 2008: 9.825.000 Year 2009: 9.825.000 Year 2010: 9.825.000 Year 2011: 9.825.000 Total 2008-2011: 39.300.000
PERIOD OF EXECUTION		Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>

AXIS	ECONOMIC PROMOTION & INNOVATION
PROGRAMME	Consolida y Crece (Consolidate & Grow)
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Support for the growth and consolidation of business initiatives in the municipality and improvement of the competitiveness of business
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Know the business and industrial environment of the city, especially micro-SMEs, and their potential needs 2. Information and advice to SMEs in the municipality in relation to resources present in the area 3. Support the development and growth of business in the municipality through funding mechanisms, the provision of production facilities, and so on 4. Improve the competitiveness of enterprises in the city 5. Attract investments for location in Gijón 6. Promote the implementation of projects to boost local business 7. Set in motion a mechanism for access to funding for innovative projects
DESCRIPTION OF ACTIONS	<p>1. Information, Counselling and Consolidation Consulting</p> <p>—Consolidation of the Virtual Business Centre as a benchmark for business information and a coordination and public-private partnership tool</p> <p>—Provide a tool / observatory capable of obtaining a permanent diagnosis of the characteristics and needs of the self-employed, micro-SMEs and businesses in the social economy of the city, articulating a smooth channel of communication between them and municipal services. The tool will include, also, studies into aspects such as the causes of disappearance thereof</p>

DESCRIPTION OF ACTIONS

—Develop innovative projects that meet the new specific needs of business detected through the Observatory

—Consolidation of the **business advisory** service and support tools for business, with special emphasis on SMEs, technology-based companies, those which are labour-intensive and businesses located in rural areas, especially initiatives for organic farming

—Support, through Project Consulting Support, through Consolidation Counselling Projects, for those young companies in the municipality which, after their start-up phase, go through the new challenge of surviving in a fast-growing market, through the involvement of established companies in the process of tutoring the new companies, contributing their experience and good business practices

2. Business Promotion

—Develop an information strategy at regional, national and international levels of the existing infrastructure and equipment as well as the existing support resources for the development of business in the city

—Encourage and stimulate the development of entrepreneurial culture, strengthening the development of positive attitudes towards entrepreneurship, recognizing, rewarding and disseminating the work of enterprises and entrepreneurs in the town of Gijón that have been outstanding in different areas

—Develop tools to enable young Gijón companies in general, and technology-based firms in particular, to publicize their business projects in order to promote trade relations or partnerships with other actors in their business sector

—Disseminate, inform and guide enterprises in the city of Gijón regarding existing programmes for business internationalization, especially in relation to programmes for initiation in export, in close collaboration with local and regional bodies competent in this field

3. Business & Industrial Sites

—Collaboration with regional and national entities for the provision of the **Industrial Land** needed. Development of the different industrial sites available. Boost the growth of industrial sites under development

—Help centre for requests for industrial land or units for the installation of enterprises in the municipality

—Collaboration with other bodies of government in the effective implementation of the Logistics and Industrial Activities Zone (**Zalia**)

—Development of **Modular Industrial Units** for the installation of small businesses in the industrial parks. Feasibility study for their promotion in other areas of the municipality and the different formulas that exist for access to them

—Develop an **action plan for improvements** in existing industrial sites in close collaboration with representative business associations and enhancing projects for business cooperation

—Promotion of associations in those industrial sites where there is no collective body to promote their creation

—Establishment of formulas that favour the use of public transport among workers in the industrial sites of the city

DESCRIPTION OF ACTIONS

4. Financing

—**Microcredits.** Consolidation of this line of access to financing that would contribute to bolstering the viability of new business projects promoted in the municipality, as well as SMEs and micro-SMEs in their consolidation phase. This will take place through collaborative arrangements with different agencies and financial institutions and will be aimed, among others, at companies belonging to disadvantaged groups in the labour market or coming from the municipal programmes for business promotion

—Launch of a venture **capital fund to support innovative projects**, venture capital investments in emerging companies and micro-enterprises, especially those related to R&D+i. The fund aims to boost economic activity in the municipality, facilitating the creation and consolidation of technology-based companies, encouraging R&D+i and the introduction of new activities in the Science and Technology Park and in the future Business Innovation Park. It will be aimed at high-tech companies, innovative small and medium companies, companies in the field of ICT, biotechnology, nanotechnology, logistics and industrial design, etc.

5. Business development platforms									
DESCRIPTION OF ACTIONS	—Enhance the development of innovative projects that promote access to new markets and new technologies by local SMEs through, by way of illustration, the creation of platforms for business development in which large firms in the city serve as a driving force for local SMEs, for the provision of specialized added value services or activities (ICT, industrial design, logistics, etc..) which could be contracted, made to measure, by large companies								
EXPECTED OUTCOMES	Various depending on the actions planned								
BODIES INVOLVED	<table border="1"> <tr> <td>Responsible</td> <td>Local Economic Promotion & Employment Agency of Gijón Town Council Agents that are signatories to the Pact</td> </tr> <tr> <td>Partners</td> <td>Idepa, Asturgar, financial institutions, Asturex, Chamber of Commerce, Industry & Navigation of Gijón, Innovation Club of Asturias, Prodintec Foundation, CTIC Foundation, ASATA, SEPES, SOGEPSA, etc.</td> </tr> <tr> <td>Co-financing</td> <td>Principality of Asturias, Ministry of Industry, Commerce & Tourism, European Union</td> </tr> </table>	Responsible	Local Economic Promotion & Employment Agency of Gijón Town Council Agents that are signatories to the Pact	Partners	Idepa, Asturgar, financial institutions, Asturex, Chamber of Commerce, Industry & Navigation of Gijón, Innovation Club of Asturias, Prodintec Foundation, CTIC Foundation, ASATA, SEPES, SOGEPSA, etc.	Co-financing	Principality of Asturias, Ministry of Industry, Commerce & Tourism, European Union		
	Responsible	Local Economic Promotion & Employment Agency of Gijón Town Council Agents that are signatories to the Pact							
	Partners	Idepa, Asturgar, financial institutions, Asturex, Chamber of Commerce, Industry & Navigation of Gijón, Innovation Club of Asturias, Prodintec Foundation, CTIC Foundation, ASATA, SEPES, SOGEPSA, etc.							
Co-financing	Principality of Asturias, Ministry of Industry, Commerce & Tourism, European Union								
REFERENCE INDICATOR (BENEFICIARIES)	<table border="1"> <tr> <td rowspan="5">Reference value</td> <td>Year 2008: 750</td> </tr> <tr> <td>Year 2009: 750</td> </tr> <tr> <td>Year 2010: 750</td> </tr> <tr> <td>Year 2011: 750</td> </tr> <tr> <td>Total 2008-2011: 3.000</td> </tr> <tr> <td>Tipology</td> <td>Companies in the municipality</td> </tr> </table>	Reference value	Year 2008: 750	Year 2009: 750	Year 2010: 750	Year 2011: 750	Total 2008-2011: 3.000	Tipology	Companies in the municipality
Reference value	Year 2008: 750								
	Year 2009: 750								
	Year 2010: 750								
	Year 2011: 750								
	Total 2008-2011: 3.000								
Tipology	Companies in the municipality								

BUDGET	Year 2008: 39.000.000 Year 2009: 29.000.000 Year 2010: 113.700.000 Year 2011: 88.700.000 Total 2008-2011: 270.400.000
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>

AXIS	ECONOMIC PROMOTION & INNOVATION
PROGRAMME	Local Innovation Plan
TYPE OF PROGRAMME	Continuity <input type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Diversify the local economy by a commitment to innovative, technological and knowledge-intensive activities, networking with key players in the territory region
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Make the Science and Technology Park in a benchmark for the installation of knowledge-intensive companies, and a catalyst for cooperation between enterprises in the municipality and research centres 2. Encourage and support the implementation of technology-based companies 3. Promote and disseminate technological innovation and investment in R&D among local firms 4. Harness the potential of the territory called the "<i>Mile of Knowledge</i>" where culture, technology, science and art come together and merge, through the development of strategies for participation and collaboration related to knowledge 5. Boost the emergence of creative enterprises by promoting the development of a business environment in this sector that would function as network and create a reference point for these companies, increasing the value of the potential of new creative incubator in order to promote cooperation between enterprises and achieve synergies in close collaboration with other key players in the town
DESCRIPTION OF ACTIONS	<p>1. Infrastructures</p> <p>—Expanding the sphere of influence and action of the Science and Technology Park, incorporating local technology enclaves</p> <p>—Provision of new business residences for innovative and technology-based enterprises to complement the existing offer of the main building and the technology centre</p>

—Promote the creation of an incubator for creative companies, mainly in the audiovisual and multimedia sector, through collaboration and active participation of private initiative

—Explore the possibilities of creating a new Business Innovation Park committed to emerging and forward-looking sectors

2. Technological Projects

—Turn the **Science and Technology Park** into a catalyser of the synergies between research centres, universities and advanced services companies in order to convert its area of action into a real centre of excellence, carrying out a smooth transfer of technology from research centres to business, carrying out cooperation projects and being more competitive as a whole. Special emphasis will be given to integrated support processes for incubation and development of technology-based companies, networking at international level with other innovative areas in Europe

—Provide **new value-added services** to the business residences in the Park in close collaboration with the other actors present in the region: business cooperation, *coaching*, promoting the international dimension of companies located in their residences, technology service antenna, industrial property, protection of trademarks, patents, technology vigilance, subsidies for first experiences in R&D+i, promoting certifications in R&D+i, etc.

—Improve the competitiveness of local companies through the effective incorporation of ICT, in close collaboration with the **Advanced Technology Service (SAT)** promoted at regional level. Advance in networking with major corporate entities in the municipality

3. Knowledge Mile

—Reach a **Collaboration Agreement** between the Principality of Asturias, Oviedo University and the City of Gijón for the launch of a joint work program that allows the effective creation of the Mile of Knowledge. Along with this agreement a wider network will be promoted to which the other actors present in the region will be invited

—Develop a **Strategic Plan** for the entire territory defined as a *Mile of Knowledge*. The plan will in turn contain the resource map of the area and the design and implementation of a common marketing strategy

DESCRIPTION OF ACTIONS

—Boost the promotion of local innovation and support for local enterprises in their early experiences in R&D+i through collaborative arrangements for the valorisation of all the work that is being carried out in research, development and innovation in the field of municipal administration and in close cooperation with advanced services companies and research centres in the region

4. Creative Gijón

—Carry out an awareness campaign on the importance of the creative sector and its contribution to the wealth and growth of the economy

—Identification of the needs of creative companies in general and in particular the audiovisual sector, in order to implement the most appropriate actions to improve their positioning and competitiveness. Integral support for entrepreneurs. Support for creators in Gijón in the promotion, distribution and marketing of their work

—Launch of joint projects linking creative activities with other technological activities

—Support the establishment of a Creative Network involving key players in the sector and aiming to boost creative industry in the city

—Development, in collaboration with LABoral Centre for Art and Industrial Creation, of projects that promote the implementation of industrial design in products, services and / or production systems of local business groups

—Participation in European projects that give the programme a European dimension to link it to other cities interested in promoting the creative and audiovisual sector

—Launch of an initiative for public-private cooperation aimed at strengthening the implementation of filming in our town

5. Alliances

—Networking with companies in the city, developing cooperative projects to improve competitiveness, boosting SMEs' access to new ICT, to industrial design processes and to development of expert logistics management processes etc., using, to this end, local supplier companies

DESCRIPTION OF ACTIONS

DESCRIPTION OF ACTIONS	—Support for the implementation of technological projects in cooperation between companies, technology centres and research groups located in the town of Gijón, by designing a programme to encourage generation of ideas and project tutoring, especially aimed at companies with no experience in participating in such programmes	
EXPECTED OUTCOMES	Various depending on the programme	
BODIES INVOLVED	Responsible	Gijón Town Council (Science & Technology Park) Signatories to the Pact, University of Oviedo and Principality of Asturias
	Partners	TIC Cluster, IUTA, actors present in the Knowledge Mile, CAI, Technology Centres, etc.
	Co-financing	Principality of Asturias, European Union – Interreg, European Economic Space
REFERENCE INDICATOR (BENEFICIARIES)	Reference value	Year 2008: 250 Year 2009: 250 Year 2010: 250 Year 2011: 250 Total 2008-2011: 1.000
	Tipology	Companies supported

BUDGET	Year 2008: 13.730.000 Year 2009: 7.980.000 Year 2010: 6.480.000 Year 2011: 3.230.000 Total 2008-2011: 31.420.000
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>



Axis V

COMMERCE & TOURISM



AXIS	COMMERCE & TOURISM
PROGRAMME	Local Commerce Plan
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Comprehensive support to local traders in order to increase their competitiveness
SPECIFIC AIMS OF THE PROGRAMME	<p>1. Consolidate the city as a major centre for commerce, supporting the economic sectors involved, promoting technological modernization, quality and commercial management, with the ultimate aim of achieving greater competitiveness, more dynamic labour market and improving the quality of life of the citizens of Gijón</p> <p>2. Preserve and revitalize crafts, maintaining Asturian cultural heritage, while promoting new sources of employment</p>
DESCRIPTION OF ACTIONS	<p>1. Development of the Local Plan for Trade Organization, in collaboration with the Shopkeepers' Union, the Chamber of Commerce and the Principality of Asturias, in accordance with the guidelines for regional trade</p> <p>2. Promotion of Local Trade through innovation, quality and technological upgrading of premises and shopping areas, services added to selling and management processes, support for ongoing training of employees and owners in the sector, recruitment and self-employment, more dynamic shopping areas and increased awareness by local people of its importance in the city</p> <p>3. Support for the Trade Sector by means of the development of suitable commercial urban planning, modernization of premises and facades, especially those defined under the Open Shopping Centre formula</p> <p>4. Boosting trade in handcrafts</p> <p>5. Carry out specific projects involving business cooperation and participation of local business groups, especially under the Open Shopping Centre formula</p>

BODIES INVOLVED	Responsible	Gijón Town Council (Science & Technology Park) Signatories to the Pact, University of Oviedo and Principality of Asturias
	Partners	Shopkeepers' Union, Chamber of Commerce, Industry & Navigation of Gijón
	Co-financing	Principality of Asturias
REFERENCE INDICATOR (BENEFICIARIES)	Reference value	Year 2008: 250 Year 2009: 250 Year 2010: 250 Year 2011: 250 Total 2008-2011: 1.000
	Tipology	Businesses in the sector
BUDGET		Year 2008: 640.000 Year 2009: 640.000 Year 2010: 640.000 Year 2011: 8.278.000 ¹ Total 2008-2011: 10.198.000
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>	

¹ A figure of €8m is estimated for the 4 years of validity of the Pact so this amount will not be allocated only in 2011.

AXIS	COMMERCE & TOURISM
PROGRAMME	Tourism Strategy
TYPE OF PROGRAMME	Continuity <input checked="" type="checkbox"/> Improvement of management <input checked="" type="checkbox"/> Innovation <input checked="" type="checkbox"/>
GENERAL AIMS OF THE PROGRAMME	Maintain the growth of the tourist destination
SPECIFIC AIMS OF THE PROGRAMME	<ol style="list-style-type: none"> 1. Improve marketing of Gijón as a destination 2. Attract more associative and corporate tourism 3. Increase the financial participation of the private sector in the promotion and marketing of Gijón as a destination 4. Improve and modernize the processes for welcoming visitors and visitor care 5. Increase the profitability of promotion and communication actions
DESCRIPTION OF ACTIONS	<ul style="list-style-type: none"> —Establishment of a strategic plan for Gijón as a destination —Analyze the different possible mechanisms or tools for marketing of the destination —Improvement, expansion & analysis of agreements with tour operators, with special emphasis on telematic media —Raise awareness of local business regarding cooperation and integration of tourism products and services —Boost the presence of Gijón in electronic and web distribution media —Maximum use of ICT for promotion and marketing of the destination and for customer care —Evaluation of promotional and commercial actions

EXPECTED OUTCOMES	<p>—Increase in Tourist Demand (Stays, visitors, rate of Occupation)</p> <p>—Increase in Supply (Hotel Provision)</p> <p>—Increase in the Indicators of Activity of SMTG* (Web, info, publications)</p>	
BODIES INVOLVED	Responsible	<p>Sociedad mixta de turismo (public-private tourism body)</p> <p>Agents that sign the pact</p>
	Co-financing	<p>FEMP-SGT, Government of The Principality of Asturias</p>
REFERENCE INDICATOR (BENEFICIARIES)	Reference value	<p>Year 2008 Nights: 795.000 Visitors: 385.000 % Private financing: 4 %</p> <p>Year 2009 Nights: 820.000 Visitors: 395.000 % Private financing: 6 %</p> <p>Year 2010 Nights: 845.000 Visitors: 410.000 % Private financing: 8 %</p> <p>Year2011 Nights: 870.000 Visitors: 425.000 % Private financing: 10 %</p> <p>Total 2008-2011 Nights: 3.330.000 Visitors: 1.615.000</p>

BUDGET	Year 2008: 3.303.341 Year 2009: 3.342.021 Year 2010: 3.357.686 Year 2011: 3.400.714 Total 2008-2011: 13.403.762
PERIOD OF EXECUTION	Start date: 1-1-2008 End date: 31-12-2011 Total duration: 48 months Continuous programme <input checked="" type="checkbox"/>





Budget

The following pages show the allocation of economic resources envisaged for implementation of the various measures contained in the Gijón Innova 2008-2011 Agreement over the next four years.

These economic resources amount to more than 447 million euros and include both the contribution that various Public Administrations and entities will make available for the implementation of the different programmes included in this Agreement, as well as private investments which are expected to be set in motion in the reference period.

Of the more than 244 million euros that will be provided by the public sector for the accomplishment of Gijón Innova 2008-2011, the Gijón Town Council will contribute about 40%, while the Principality of Asturias, as well as other administrations and agencies – in some of which Gijón Town Council is also involved (as is the case of the Zalia Logistics & Industrial Area) -, contribute 60% of resources. 27% of these resources are to be allocated to the development of policies to drive employment, training and promotion of the information society, and 73% to fostering entrepreneurship, support for the business consolidation, boosting innovation, and strengthening key economic sectors such as trade and tourism, among others.

The commitment of the Town Hall for implementation of the present Agreement is not only evidenced by the significant investment effort that the city administration will make in employment policies, training, and economic advancement, but also by the tremendous efforts of coordination and management that implementing the programmes contained in the Agreement will require of both the Town Hall and the signatories thereof.

As a result of this investment effort, we anticipate that the private sector may come to mobilize more than 202 million euros in the period 2008-2011 alone, which represents 45% of the total resources of the agreement, and this is without taking into consideration that all the actions foreseen will no doubt have an impact on future investments that may take place beyond the end of this Agreement.

GIJÓN INNOVA AGREEMENT PROGRAMMES	2008	2009	2010	2011	Total 2008-2011
Axis I. Local Employment Plan	14.746.699	15.034.479	15.258.948	15.490.150	60.530.276
I.1 Innovative Programme Improvement of Employability	13.473.933	13.745.890	13.958.017	14.176.508	55.354.348
I.2. Programme: Quality Employment	1.066.766	1.081.069	1.092.225	1.103.715	4.343.775
I.3 Programme: Health & Safety at Work	206.000	207.520	208.706	209.927	832.153
Axis II. Training	4.325.829	4.430.862	4.512.788	4.597.172	17.866.651
II.1. Local Training Plan	1.852.300	1.858.392	1.863.144	1.868.038	7.441.874
II.2. Training workshops, trade schools & employment workshops	2.473.529	2.572.470	2.649.644	2.729.134	10.424.777
Axis III: Information Society	1.000.000	1.132.869	1.129.112	1.007.931	4.269.912
III.1. Programme: Gijón Orienta	942.000	930.449	1.031.112	971.931	3.875.492
III.2. Programme: Digital Town Hall	58.000	202.420	98.000	36.000	394.420
Total employment area	20.072.528	20.598.210	20.900.848	21.095.253	82.666.839

GIJÓN INNOVA AGREEMENT PROGRAMMES	2008	2009	2010	2011	Total 2008-2011
Axis IV: Economic Promotion and Innovation	62.555.000	46.805.000	130.005.000	101.755.000	341.120.000
IV.1. Programme: Emprende	9.825.000	9.825.000	9.825.000	9.825.000	39.300.000
IV.2. Programme: Consolida y Crece	39.000.000	29.000.000	113.700.000	88.700.000	270.400.000
IV.3. Programme: Local Innovation Plan	13.730.000	7.980.000	6.480.000	3.230.000	31.420.000
Axis V: Commerce & Tourism	3.943.341	3.982.021	3.997.686	11.678.714	23.601.762
V.1. Programme: Local Commerce Plan	640.000	640.000	640.000	8.278.000	10.198.000
V.2. Programme: Tourism Strategy	3.303.341	3.342.021	3.357.686	3.400.714	13.403.762
Total economic promotion & innovation area	66.498.341	50.787.021	134.002.686	113.433.714	364.721.762

TOTAL BUDGET GIJÓN INNOVA 2008-2011 AGREEMENT

	2008	2009	2010	2011	Total 2008-2011
Total employment area	20.072.528	20.598.210	20.900.848	21.095.253	82.666.839
Total economic promotion & innovation area	66.498.341	50.787.021	134.002.686	113.433.714	364.721.762
Total Gijón Innova 2008-2011 Agreement	86.570.869	71.385.231	154.903.534	134.528.967	447.388.601





2008 | 2011

GijónInnova

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This book reproduces the signed document the 14th July 2008 by the City council of Gijón, FADE and the local trade unions of Gijón CCOO and UGT

Gijón Innova: Agreement for Innovation, Economic Development and Employment, 2008-2011, will be a powerful tool, as demonstrated by previous social agreements, so that the local economy may continue the rapid modernization achieved in recent years, progress in its ability to innovate, promote a prosperous, stable and quality work market, and also help to approach and resolve the work and training issues of thousands of citizens of Gijón, both men and women.



Ayuntamiento de
Gijón



unión comarcal de gijón
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