



# PULSA Employment

Bespoke integration activities and internships in enterprises to improve the employability skills of young jobseekers

**SPAIN**

**Title of the practice (in original language)**

PULSA Empleo

**Who is implementing the practice?**

Spanish Red Cross

**Which other organisations are/were involved in the practice?**

Local and regional employers

**What are the main objectives of the practice?**

- The project aims to:
- Raise young people's interest and participation in vocational training initiatives.
  - Support young people in making professional career choices.
  - Develop individual and collaborative processes in job searching and training opportunities.
  - Facilitate young women's participation to enable family conciliation.
  - Accompany participants in the job search process (i.e. supporting them in decision making).

**When was the practice implemented?**

Since 2016 (ongoing)

**Who is targeted by the practice?**

Young people aged 18-29 registered in the Youth Guarantee database. Particular attention is paid to those individuals at risk of social exclusion.

**What activities are carried out?**

- Social and labour diagnosis to identify participants' barriers to employment (e.g. low qualifications, disabilities, material deprivation etc.).
- Skills diagnosis using a specific tool, Employ+ (designed by Accenture Foundation).
- Individual and group activities to help participants change their perception about employment and encourage their participation in activation programmes:
  - Motivation and activation (individual sessions and workshops).
  - Informative workshops about the labour market situation (i.e. skills needed, vacancies).
  - Empowerment workshops.
- Professional Guidance, including:
  - Self-Knowledge: identification of the participants' skills (individual sessions, and through the Employ+ tool) after which the participants are assigned to specific workshops based on their skills levels.

**What activities are carried out?**

- Individual counselling on the evaluation, design, and adjustment of professional objectives.
- Tailored educational guidance with the aim of bringing back into formal education those participants who have not completed their basic studies.
- Counselling and accompaniment for effective job search:
  - Labour market briefing
  - Self-promotion
  - Active job search workshop
- Actions aimed at reducing economic, personal and gender barriers:
  - Time organisation, gender roles and co-responsibility
- Job matching through mediation between young people and companies, aiming to understand their needs and the needs of the labour market. The Red Cross staff carries out regular visits to companies in different regions to present the project and to establish relationships with employers, increasing their commitment to hiring young people from the target group. Based on this information, individuals receive:
  - Advice on the skills needs
  - Job interview simulations
  - Selection process training by skills

**What are/were the sources of funding?**

Funding came from the European Social Fund (EUR 6 630 691) and the Spanish Red Cross (EUR 585 209.53).

**What are/were the outputs: people reached and products?**

#### **People Reached**

Between January and December 2016:

- 3 790 young people took part in the project as direct beneficiaries.
- 1 570 direct beneficiaries found a (probationary, temporary or fixed-term) job (labour market insertion rate: 41 %).

#### **Products**

Between January and December 2016:

- Partnerships were established with 932 companies across 44 provinces.
- A total of 4 159 agreements were signed with the 932 companies regarding: hiring commitments for certain job positions, collaboration in the various project activities (e.g. provision of individual guidance, organisation of company visits, job interview simulations etc.).

**What are/were the outcomes: medium-term results or effects?**

- Increased level of inclusion of young people in the labour market.
- Improvement in companies' level of social responsibility through their involvement in supporting the labour market insertion of young people at risk of social exclusion.
- More educational and professional experience opportunities for young people to find employment in their local area/region.
- Improvement of beneficiaries' professional skills, communication skills, numeracy skills, attitudinal skills and self-confidence.

**What are/were the lessons learnt and success factors?**

#### **Lessons learnt:**

- Methodological innovation for the identification of young people's skills and their empowerment through activities outside the classroom (e.g. theatre workshops, group games, robotics).
- Activities tailored to the target group's specific needs.
- Coordinated intervention with all Red Cross departments to cover every participant's specific needs (i.e. social intervention).
- Employers' cooperation is a key aspect for the success of the project. The companies are involved in this project by offering visits to their facilities, by playing their 'role' in the selection process, e.g. through job interview simulations.

**What are the lessons learnt and success factors?**

**Success factors:**

- Individualised support to participants, including an initial diagnosis of their skills/needs and support intervention to achieve better results.
- A well targeted selection process to ensure that those individuals who really need support are involved in the project.
- Coordination between the different teams involved in the project (i.e. technical assistants and management teams).
- Commitment to the participants' experience rather than to the achievement of targets.

**What are key source(s) of information?**

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