

## **Line 4: Employability Promotion for Unemployed People**

### **Equipment for the Employability Promotion for Unemployed People: Creation of the Civic Centre "Los Silos"**

#### **La Rinconada Town Hall**

##### **1. INTRODUCTION – SUMMARY**

The ERDF funds are contributing greatly to the urban development of the municipality of La Rinconada (Seville). One of the most significant lines within this strategy is the contribution to the Promotion of Employability of the unemployed, especially the most disadvantaged groups.

Among the different actions that have been carried out, it is worth highlighting the one called: *Creation of the "Los Silos" Civic Centre*.

The Civic Centres are public socio-cultural facilities located in the different neighbourhoods or districts of the city. They are multi-purpose spaces adapted to different uses. They are open to all groups, entities and citizens of the area without any type of restriction.

This operation has consisted in the creation of a new Civic Centre with the mission of providing citizens with an open place for meetings, information, training and orientation. It will also be a leisure space where, through the multidisciplinary use, both individual and collective, of the different services, programmes and activities, and the collective participation of associations, groups and users, it will contribute to the creation of healthy leisure habits and improve the quality of life.

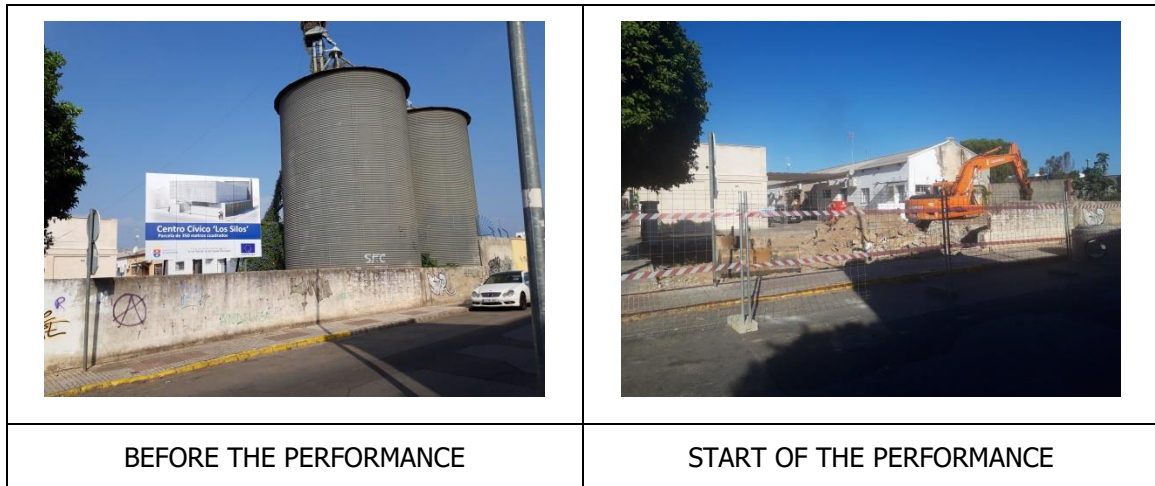
In this building, a second headquarters of the Municipal Employment Service has been installed: DOSLA (Department of Socio-Labour Guidance). Previously, the DOSLA was only located in the centre of San José de La Rinconada, being more complicated to attend to people in a situation of social exclusion in the area of La Rinconada, as this group has particular difficulty in travelling from one town to another.

The location of this new municipal facility is strategically calculated to provide services to different neighbourhoods with the largest disadvantaged populations and where the greatest number of vulnerable people and those at risk of social exclusion live.

This facility has been built within the urban nucleus where the passage of neighbours is continuous, taking into account the proximity. The location corresponds to a municipal plot where several Association headquarters are currently located, C/Manuel de Rodas, n. º 4.

The building has been erected on a plot of 334 m<sup>2</sup>. It consists of:

- A ground floor with a multi-purpose hall, an assembly hall with a capacity for 60 people, a toilet block and 4 offices.
- A first floor with 3 classrooms, a storeroom and a toilet block.
- It also has a basement floor. This contains an Archive.



This project has been carried out by two different lines, "Line 4: promotion of employability for unemployed people" and "Line 5: generation of equipment and spaces of social innovation for the attention of disadvantaged groups".

Thanks to the coordination between the two lines, it has been possible to have a total investment of 1,102,895.00 €. Below is a breakdown of the investment made by each line:


- Line 4 involved expenditure of 715,000.00 €, of which 598,000.00 € was financed by the Sustainable Urban Development (SUD) Strategy of the ERDF Funds. The remaining amount was financed by La Rinconada Town Hall's own funds. In addition, a total of 1,875.00 € was spent on communication and dissemination actions, also fully financed by SUD Estrategy. The total amount of this line was 716,875.00 €.
- The works carried out by line 5 amounted to 385,000.00 €, being 325,380.00 € financed by the SUD Strategy of the ERDF Funds. Communication and dissemination actions were also carried out at a cost of 1,020.00 €. Thus, the total investment of this line has been 386,020.00 €.

## 2. CRITERIA

This action meets all the criteria to be considered as a good implementation practice co-financed by ERDF.

**2.1. The action has been adequately disseminated.** *The role of the ERDF in the action has been adequately disseminated to beneficiary entities and to the public.*

Between the two lines, this operation has had a total investment of 5,322.26 € in communication and awareness-raising actions on the operation implemented, i.e. 0,48% of the total expenditure.



Production and editing of a video showing the facilities of the new Civic Centre. Video published on Youtube on 9 April 2021. Likewise, the video was also published in English. Both were disseminated on the social media of the City Hall of La Rinconada.

[https://www.youtube.com/watch?v=W5Qh1\\_3uily](https://www.youtube.com/watch?v=W5Qh1_3uily) <https://www.youtube.com/watch?v=e1xGimOSR6k>

**// NEWS**

Publication of journalistic articles in different media.

Digital press:  
EuropaPress, Diario de Sevilla, Cadena Ser. In addition, Cadena Ser made a radio programme with the local authorities, and the news was broadcast on the website of the Town Hall of La Rinconada.



<https://www.europapress.es/andalucia/sevilla-00357/noticia-abre-centro-civico-silos-rinconada-sevilla-puerta-multiples-actividades-posibilidades-20210408140509.html>

## La Rinconada abre el nuevo centro cívico Los Silos tras una inversión de más de un millón de euros

- Las instalaciones tienen casi mil metros cuadrados y se ubican junto al Centro de Alzheimer
- Cuenta con salón de actos, sala multifuncional y aulas y acogerá también el archivo municipal



[https://www.diariodesevilla.es/provincia/Rinconada-centro-civico-Silos-inversion\\_0\\_1563145297.html](https://www.diariodesevilla.es/provincia/Rinconada-centro-civico-Silos-inversion_0_1563145297.html)



Sociedad

### Abre el Centro Cívico 'Los Silos', una puerta a múltiples actividades y posibilidades en La Rinconada

El alcalde, Javier Fernández, fue el encargado de llevar a cabo la inauguración en una jornada que acogió, también, la emisión en directo de 'Hoy por Hoy Sevilla', 'La Cámara de los Balones' y 'Libre y Directo', de la Cadena SER



[https://cadenaser.com/emisora/2021/04/08/radio\\_sevilla/1617881476\\_820457.html](https://cadenaser.com/emisora/2021/04/08/radio_sevilla/1617881476_820457.html)



La Rinconada, protagonista de la Cadena SER desde el nuevo Centro Cívico Los Silos

CULTURA Y OCIO | 08/04/2021

<https://www.larinconada.es/noticias/11042/la-rinconada-protagonista-de-la-cadena-ser-desde-el-nuevo-centro-civico-los-silos>

**// NEWS**

Printed Press: Toma Nota de La Rinconada, local press. Published in December 2020.

Print run (copies printed) = 14,000  
 Estimated impact on population = 28,000 inhabitants.



The operation has deployed a wide range of face-to-face and online media to raise public awareness:

- / The municipal newspaper Toma Nota was distributed in both La Rinconada and San José de La Rinconada.
- / A remarkable communication campaign was developed through several sponsored articles in the most popular digital newspapers among the population of La Rinconada, giving priority to these due to the 2020 situation caused by COVID.
- / Also, with the rise of Podcast culture in the digital age, the Cadena Ser Radio interview was given a lot of importance.
- / Being aware of the transformation, both visual and social, that the area of action was going to undergo, and the informative relevance that nowadays the audio-visual media have, it was necessary to make a video of the new Civic Centre and its facilities, clearly demonstrating the substantial change in the environment. This video has been published on YouTube in Spanish and English, and disseminated through the municipality's social networks.

It should be pointed out that all the communications made included the elements required by the reference regulations: The European emblem, the reference to ERDF co-financing and the slogan "A way of making Europe". As well as appearing on the information poster of the works, these elements also appear on the reports, specifications, projects, invoices, etc.

	<p>MRVICHJ</p> <p>Expte. 2368/2018</p> <p>PLIEGO DE CLÁUSULAS ADMINISTRATIVAS PARTICULARES QUE HA DE REGIR EN EL CONTRATO DE LAS OBRAS DE "EDIFICIO DE NUEVA PLANTA DENOMINADO CENTRO CÍVICO "LOS SILOS", EN PARCELA MUNICIPAL SITA EN C/ MANUEL DE RODAS Nº4 DE LA RINCONADA", A ADJUDICAR POR PROCEDIMIENTO ABIERTO SIMPLIFICADO, TRÁMITE ORDINARIO.</p> <p>(Objetivo temático 9 del POCS, Objetivo Estratégico 9.8.2 de la Estrategia de Desarrollo Urbano sostenible (EDUS) de La Rinconada, "CIUDAD ÚNICA, LA RINCONADA 2020" financiado por la Unión Europea, a través del FEDER (Fondo Europeo de Desarrollo Regional). LÍNEA DE ACTUACIÓN 4 "PROMOCIÓN DE LA EMPLEABILIDAD DE LAS PERSONAS DESEMPLEADAS" Y LÍNEA DE ACTUACIÓN 5 "GENERACIÓN DE EQUIPAMENTOS Y ESPACIOS DE INNOVACIÓN SOCIAL PARA GRUPOS DESFAVORECIDOS"</p>
<p>WORK POSTER</p>	<p>SHEET REFERENCE</p>

**2.2. The action incorporates innovative elements. The innovative nature of the action is linked to the methodologies, technologies or processes, the services provided and the different**

*tools used. It is also considered innovative with regard to the territory or area of implementation.*

This project has meant innovation on the territory, as this Civic Centre has responded to the needs of the population of the town of La Rinconada, more than 10,000 people who did not have a space for employment guidance, job search and courses and workshops. This new building in Los Silos is not large, but it is big enough to meet the local demand.

The building meets the requirements established by the local authority. It is a multi-purpose space adapted for different uses; it offers a public service of socio-labour orientation, without the possibility of privatising the spaces, with room for all the groups, entities and citizens of the area; as well as facilitating the compacting of services, being able to locate several facilities in the same physical space.

Another innovative aspect is its management, as it is based on citizen participation, which is the backbone. Committed citizens, individually and collectively, participate actively and directly in decision-making that affects the neighbourhood and cultural development of the population. It is a new space for culture, for the free transmission and exchange of knowledge through collective experimentation.

	
TRAINING CLASSROOM	EMPLOYMENT GUIDANCE ROOM

**2.3. Adequacy of the results obtained to the established objectives.** *The main objectives are highlighted, showing the added value of having received European Funds.*

Thanks to ERDF co-financing, the results that had been established from the outset have been achieved. It has been possible to build this new space, and in the medium and long term, objectives were set and are already being reached:

- Promote attention to the population in vulnerable situations, revitalising the areas of influence in which we are working.
- Providing municipal public services aimed at improving the socio-labour conditions of citizens, especially focused on groups at risk of social exclusion.
- The Department of Social and Labour Guidance (DOSLA) of the City Hall has been provided with facilities in the town of La Rinconada, which were lacking.
- To bring guidance and employment services closer to the most vulnerable population, taking into account the mobility complications of this group.

The results have been satisfactory as we have managed to contribute to the creation of healthy leisure habits and to improve the quality of life of the group at risk of exclusion, we have managed to offer activities and services that improve employability, we have carried out job orientation activities, interviews, training activities, conferences, job mediation, etc.

We have also provided a suitable place for study and meetings. People will also be able to attend seminars, lectures and conferences that interest them, with the advantage of not having to leave their neighbourhood.

Proximity to citizens has been the cornerstone of this project. "Los Silos" is an instrument that allows the proximity between the administration and the citizens.

The citizen is not only a member of the community, but also a participant and creator of it. In this space, neighbours are listened to and can influence society. The social integration of disadvantaged or marginalised people is aimed at, social relations and intergenerational contact are encouraged. In short, the Civic Centre has become a part of the everyday life of the population.

**2.4. Contribution to the resolution of a problem or weakness detected in the territorial area of implementation.** *A description is given of the problem that the Project presented responds to and how its implementation favours the development of the territory.*

Thanks to the contribution of ERDF funds, it has been possible to solve a problem that was of great concern to the corporation. The area of action is located in a neighbourhood where people live in conditions of vulnerability and risk of exclusion. This is why an effective intervention was needed to improve these communities.

Social intervention programmes have been designed by La Rinconada Town Hall to prevent poverty and social exclusion, reduce social inequalities and increase training, which is the main reason why the new Civic Centre has been set up.

The construction of the C.C. "Los Silos" has contributed to community development and citizen participation, creating a socio-cultural meeting point, thus enabling active and creative leisure, stimulating and helping to materialise all kinds of initiatives in the area. It has covered those segments of social and cultural activities requested by this area, as well as providing public services aimed at improving conditions in this social and cultural sphere.

The Centre fulfils a bidirectional role, as it is projecting neighbourhood activities of interest to the city, thus promoting knowledge and cohesion between neighbourhoods, and it is also an instrument for disseminating the various cultural initiatives presented in the rest of the city. In this way, the City Hall considers it to be a great success for the cultural richness of the neighbourhood.

**2.5. High degree of coverage of the population.** *Mention is made of the outreach, not only to beneficiaries but also to the general population.*

The execution of this operation has a direct impact on the population of La Rinconada. As mentioned above, it responds to the needs of more than 10,000 people who live in this town.

We must emphasise the importance of the second headquarters of the Municipal Employment Service in this building. Previously, it was located in the other population centre, San José de La Rinconada, and the residents of La Rinconada had to travel 5 km. As we have already mentioned, these neighbours suffer social disadvantages due to worse situations in the socio-labour environment, unemployment, eventuality, etc., and travelling was an extra economic cost for them, which is no longer necessary.

On the other hand, this office is also a reinforcement for the first office in San José, because previously there was only one office, which had to cover the entire population of the municipality, which has around 39,500 inhabitants. It is now possible to divide the work between the two offices, thus speeding up the service and benefiting all residents.

 <p style="text-align: center;"><b>BARRIADA LA ESTACADA</b> LA RINCONADA</p>	 <p style="text-align: center;"><b>CENTRO CÍVICO LOS SILOS</b></p>
<p><b>CC. LOS SILOS LOCATION</b></p>	<p><b>COMMUNICATION PLATE REF. EU</b></p>
	
<p><b>CC. LOS SILOS OPENING</b></p>	<p><b>OPENING PLATE REF. EU</b></p>

**2.6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability. Indicate how these criteria have been applied in the corresponding action.**

As with any SUD operation, the horizontal principles of the POPE have been taken into account for the implementation of this operation.

This action has managed to reduce some of the social disadvantages that characterised this population centre, providing citizens with new opportunities for training and employment orientation, which were previously not easily accessible, as well as new cultural activities that stimulate the creativity and active participation of associations, groups and users.

Another of the improvements, in accordance with the criteria, has been the improvement of accessibility and the reduction of architectural barriers in the street where the Civic Centre is located, facilitating access to the installations. In addition, this building complies with regulations in terms of environmental and social sustainability, as well as energy efficiency, as well as being extremely bright.

On the other hand, it should be added that in the execution of the project itself, the incorporation of non-sexist language and images has been considered, both in the documentation of the dossiers and in all the dissemination actions carried out.



We must emphasise that one of the objectives of the area of Equality of our municipality is: “To promote the active participation of women in all areas, with special emphasis on the social, cultural, labour and educational areas”.

The "Los Silos" Civic Centre is hosting many activities within the framework of the "Programa Mujer-Es", a programme of activities of the Department of Equality, promoting a plural, creative, claim and transformative feminism. One of the most outstanding activities is currently being carried out in the Summer School "Growing Together", offering yoga and pilates workshops to the users, which work on the autonomy and health of local women.



PILATES ACTIVITY IN THE SUMMER SCHOOL “GROWING TOGETHER”,  
C.C. “LOS SILOS”.

**2.7. Synergies with other policies or public intervention instruments.** *This takes into account that the intervention has reinforced the action of other policies and has contributed to reinforcing positive aspects of the same.*

This action has synergies with the Cultural Policy of La Rinconada, which aims to promote cultural centres, including the "Los Silos" Civic Centre, as well as other public spaces as engines for generating creative and cultural activity.

Likewise, the main synergy is with the Urban Agenda 2030 of La Rinconada, specifically with Strategic Objective 6, which seeks to promote social cohesion and the search for equity.

La Rinconada works to reduce the risk of poverty and social exclusion in disadvantaged urban environments, as well as seeking equal opportunities from a gender, age and disability perspective.

Within this objective no. 6 there are challenges such as:

- Promote training and employment programmes that improve the employability of the population with the greatest difficulties in accessing the labour market.
- Improve planning and evaluation capacity in the provision of social services.
- Promote measures of conciliation and co-responsibility in order to facilitate the balance of the different dimensions of family life, leading to greater well-being, health and personal work capacity.
- As well as improving social, cultural and educational facilities and infrastructures, in order to generate spaces for social innovation adapted to the needs and demands of the citizens themselves.

As we have explained, the Civic Centre aims to contribute to meeting these challenges, so far with satisfactory results.

Last but not least, we should mention the synergy with the Action Plan for Sustainable Energy in the municipality (Covenant of Mayors), which sets out the lines to be followed to improve the environmental situation of the municipality, such as the revaluation and improvement of the urban space.