

GOOD PRACTICES SHEET

CENTRE FOR SOCIAL AND LABOUR ORIENTATION AND INSERTION (COILS) IN JAEN

The Centre for Social and Labour Orientation and Insertion of Jaen serves minors that the Regional Government of Andalusia has as their guardian. This centre, promoted by the Regional Ministry of Equality, Social Policies, and Conciliation and co-funded by the European Social Fund, comprehensively serves the collective, taking up its training component, activating its social and integration skills thanks to the work of technicians and caregivers.

The budget co-funded by the ESF reaches EUR 701,760 for an implementation period of 24 months.

It is considered a Project's Good Practice since it meets the following criteria:

1. The ESF's role has been suitably disseminated among the beneficiaries, potential beneficiaries, and the general public:

The Directorate General of European Funds carries out a high-impact outreach activity among citizens such as the "local modules" in collaboration with the free 20 Minutos newspaper. It is a 4-page colour spread on the project which is inserted into the 20 Minutos newspaper, and a special spread is distributed. In this way, on 31 July 2020, 3,000 issues of the 20 Minutos newspaper were distributed with the spread dedicated to "The European Social Fund promotes the placement and socio-employment training of minors under guardianship in Jaen". In addition, a banner was inserted on the cover, of which an image is attached:



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As support to this written press campaign, the "local module" also disseminated the EAFRD's role in launching and developing this project through a major radio campaign. Below is the link to the slot, issued a total of 179 times during July 31 and August 7, 2020:

<http://www.fondoseuropeo#1DEB7C9>

EMISORAS	NÚMERO INSERCCIONES
Onda Cero	40
Europa FM	40
COPE	25
Cadena Cien	20
Canal Sur Radio	54
Total insercciones	179

In addition, the website of the Directorate General of European Funds keeps an image bank in which the projects co-funded by the ESF are disseminated showing some significant photographs along with a brief description. And, among them, the action at hand:

<https://www.juntadeandalucia.es/economiaconocimientoempresasyuniversidad/fondoseuropeos/enandalucia/index.php/proyecto/458>

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www.juntadeandalucia.es/economiaconocimientoempresasyuniversidad/fondoseuropeosenandalucia/index.php/proyecto/458



For its part, the website of the Don Bosco Foundation, which directly manages the centres, disseminates this project expressly mentioning the participation of the ESF: <https://fundaciondonbosco.es/coils-san-martin-jaen/>



And in compliance with European regulatory requirements as regards the dissemination of the European Union's participation through the European Social Fund in the project, the mandatory information plate has been placed at the entrance of the centre:

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Finally, the dissemination strategy is also carried out through digital media, using social networks to publicise the different activities and actions carried out by the residential facility. These publications are made through the different social networks of the entity, adapting the content to the existing audience in each of them. These networks have about 23,000 followers:

Facebook:

<https://www.facebook.com/page/225355410826403/search/?q=coils%20san%20martin%20>

Twitter: https://twitter.com/search?q=Coils%20San%20martin&src=typed_query&f=live

Instagram: <https://www.instagram.com/donboscosalesianosocial/?hl=es>

Linkedin: <https://es.linkedin.com/company/fundaciondonbosco>



2. The action incorporates innovative elements:

One of the identified needs of the collective on which the project focuses is the digital divide. That is why during 2020 and, accentuated by the experienced health situation, a new line of work has been generated to focus on digital training for personal productivity and telework.

The "digital pills" initiative seeks to provide children with digital tools to confront the current labour market. Though many of these young people are digital natives, they still lack knowledge on the potential that ICTs can offer them. Therefore, 30-minute sessions are scheduled, with as much practical content as possible, where applications are used to create professional profiles, develop professional networks, and to train in finding a job or according to their needs regarding the internet.

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3. Adaptation of the obtained results to the established objectives:

The programme aims to address, in a comprehensive and complementary way, all the areas of maturation of young people. It does so by promoting personal and social development of minors who are homeless and placed in the protection centre through an educational intervention that guarantees attention to their specific needs. All aspects of the child's life are worked on, with special emphasis on promoting the young persons' autonomy and training regarding socio-labour insertion. For this purpose, focus is placed on areas such as physical and mental health, cognitive and behavioural development, affective and emotional development, family environment, school and training context, labour framework and training for employability, residential context, and community context.

Receiving the European Social Fund has materialised in a greater staffing of technical personnel, specialised in different thematic areas, that allows to fully address the gaps the group presents.

4. Resolution contribution of a regional problem or weakness:

The Don Bosco Foundation aims to promote the process of maturation and autonomy of the youth under guardianship by promoting the responsibility and commitment of the collective in their process of maturation and social insertion. This work is complex when applied to profiles of minors without a family network. This deficiency stigmatises children once they reach the age of majority and condemns them to an underprivileged socioeconomic environment.

The lack of training, the scarcity of social skills, their low level of autonomy, among other aspects, make these young people a collective in a situation of social exclusion. It is therefore a prioritised care group during the transit situation to the age of majority.

The "San Martín de Porres" Coils is a unique residential facility in the province of Jaén specialised in responding to the needs of independence and autonomy, as well as the promotion of labour insertion, the development of labour skills, and the optimisation of the training process in the last stage of minors under guardianship.

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5. High target population coverage:

The "San Martín de Porres" Centre for Social and Labour Orientation and Insertion offers a degree of coverage at the provincial and regional level for minors protected by the Public Administration, with a capacity of 12 places. Currently, a total of four young people under the age of 18 guarded by the Regional Government of Andalusia reside, are trained and acquire personal competences in the Jaén Centre promoted by the Regional Ministry of Equality, Social Policies, and Conciliation of the Regional Government of Andalusia and managed by the Don Bosco Foundation in the capital, with the financial support of the European Social Fund.

In addition, the Centre is immersed in the associative fabric of the city, working in a network and actively participating in socio-community activities.

6. The horizontal criteria for equal opportunities and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:

The Centre for Social and Labour Orientation and Insertion, by providing comprehensive attention to minors, it facilitates integration and mediates in accessibility to local resources such as educational, training, and labour oriented resources, community, residential and leisure facilities, etc. And, therefore, pursuing to fill the gaps and promoting equal opportunities and non-discrimination.

The annual programme places particular emphasis on awareness and prevention of gender equality, violence, and respect for diversity.

In terms of environmental sustainability, the operation of the centre facilitates and promotes responsible habits towards the environment, as well as environmental awareness. During 2020, the group has participated in activities of preservation and restoration of the natural environment.

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7. Synergies with other public intervention policies or instruments:

The centre jointly works with different programmes and entities in the social and economic field of the town, promoting joint work and facilitating the achievement of the objectives. Among them, the following programmes and projects are highlighted: Andalusia Orienta, EPES, Incorpora by Caixa, Inserta Andalucía mentoring programme, and Labora Programme, among others.





[Government of Andalusia. Regional Ministry of Economy, Knowledge, Business and University. Directorate General of European Funds]



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TECHNICAL DATA OF THE PROJECT

Operational Programme: Andalusia ESF 2014-2020.

Thematic objective 9: Promoting social inclusion, combating poverty and any form of discrimination.

Investment priority 9.1: Active inclusion, with a view to promoting equal opportunities and active participation, and improving employability.

Specific objective: 9i.1: Improve the social-labour insertion of people at risk of social exclusion, through activation and integrated personalized itineraries of insertion.

Beneficiary's website: <https://fundaciondonbosco.es/coils-san-martin-jaen/>

Project manager: Regional Ministry of Equality, Social Policies, and Conciliation.