

GOOD PRACTICES SHEET

ANDALUSIAN REGIONAL STRATEGY FOR COHESION AND SOCIAL INCLUSION. ALCALA DE GUADAIRA (SEVILLE).

The Andalusian Regional Strategy for Cohesion and Social Inclusion (ERACIS, for its acronym in Spanish) is an initiative that will improve the living conditions of a million people living in 99 disadvantaged areas, and it has resulted in a total of 65 municipalities of the community. The plan, cross-sectional and included in the 2014-2020 Andalusia European Social Fund Operational Programme, has a budget of 169.5 million euros.

99 areas included in the ERACIS have been selected considering indicators such as the unemployment rate, the provision of educational and health services, and security and coexistence problems, among others.

The northern part of Alcala de Guadaira (Seville) is one of these areas. The project has been allocated an 890,000-euro investment in four years for social intervention programmes for the development of socio-labour insertion, training-education, and social cohesion strategies. Among the specified actions for this local intervention plan, socio-labour insertion itineraries are key, including social measures that affect all sectors of the population, that is children, youth, adults and elders, from the social intervention point of view aimed at the improvement of their living conditions.

The general aim of this strategy is to enable an intervention procedure in disadvantaged areas through local plans that are formulated from local administrations and developed and implemented in a participatory way.

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

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

The communication strategy of the Directorate-General of European Funds of the Government Andalusia provides for the publication of a quarterly magazine called "Huella". Its 5th issue from July to September 2018 included a report on the "Regional Andalusian Strategy for Cohesion and Social Inclusion".

The Directorate-General of European Funds publishes and distributes a quarterly digital publication: the "Huella" magazine. In its 5th issue of 2018, as a relevant project in the "ESF" section, a wide report on the "Regional Andalusian Strategy for Cohesion and Social Inclusion" has been offered. This magazine is distributed to 10,000 subscribers and includes photographs, video reports and a description of the project.

The link to access the aforementioned site is:

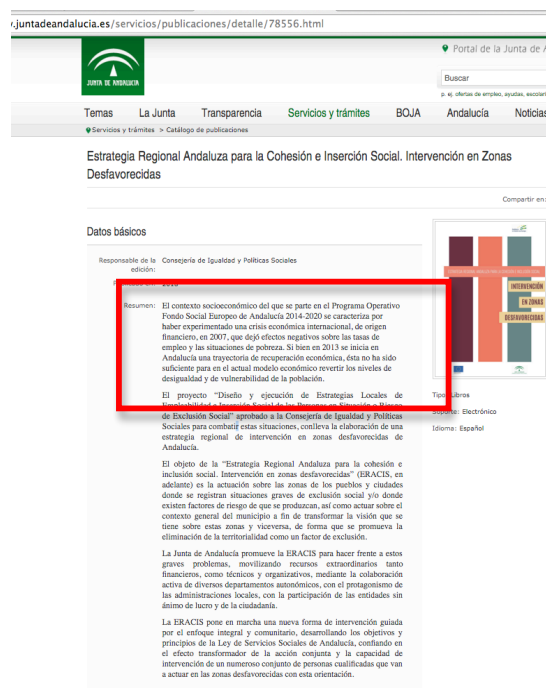
<http://www.andaluciasemueveconeuropa.com/revistahuelladigital/post-type-3.php?idC=4&idN=188&idR=59>

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The screenshot shows the website of the Junta de Andalucía, specifically the 'FSE' (Fondo Social Europeo) section. A red box highlights the headline: **169,5 millones de euros para combatir la exclusión social en Andalucía gracias al FSE**. Below the headline is a large image of a group of people standing on a street. The text below the image reads: **La Estrategia regional andaluza para la cohesión y la inclusión social mejorará la vida de un millón de personas residentes en 99 zonas desfavorecidas de Andalucía**. The article text continues: **El Consejo de Gobierno ha aprobado la Estrategia regional andaluza para la cohesión e inclusión social, una iniciativa que mejorará las condiciones de vida de un millón de personas residentes en las 99 zonas desfavorecidas en las que intervendrá, correspondientes a 63 municipios de la comunidad. El plan, de carácter transversal e incluido en el Programa Operativo Fondo Social Europeo Comunidad Autónoma de Andalucía 2014-2020, cuenta con un presupuesto de 169,5 millones de euros.** **Este año se destinan 37,2 millones de euros a través de dos convocatorias de ayudas. La primera de ellas, con casi 28 millones, se dirige a las entidades locales para reforzar el personal de los servicios sociales comunitarios en las zonas de intervención. La segunda, de algo más de 9,3 millones, se destina a entidades privadas sin ánimo de lucro. Las 99 zonas incluidas en el documento han sido seleccionadas teniendo en cuenta indicadores como la tasa de paro, prestación de servicios educativos y sanitarios y existencia de problemas de seguridad y convivencia, entre otros.** **"De carácter transversal, la estrategia se coordina desde la Administración local, regional y nacional"** **En su mayor parte, estas zonas son entornos urbanos donde se registran situaciones graves de exclusión social o con factores de riesgo de que se produzca. La intervención en ellas se desarrollará a través de planes locales cuatrimestrales, promovidos por los ayuntamientos en los 43 municipios de más de 20.000 habitantes que se incluyen en la estrategia y por las diputaciones provinciales en los 22 de población inferior a esa cifra.** **Los planes abarcan las distintas políticas sectoriales que las administraciones autonómicas y local desarrollan en estos territorios, especialmente las vinculadas a facilitar el acceso a los sistemas de protección social y la inserción socio-laboral de las personas en situación o en riesgo de exclusión. Entre las medidas concretas, destacan las dirigidas a evitar la ejecución de desahucios de viviendas por impago, incrementar la empleabilidad, favorecer el comercio local y reforzar la dotación de equipamientos deportivos, culturales y sociales, entre otros.**

Also, the Government of Andalusia web page has disseminated the implementation of the ERACIS, emphasising the importance of the European Social Fund co-funding in its development.

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From the city council of Alcalá de Guadaira, diverse documentation for the implementation of the Local Plan of Intervention in Disadvantaged Areas has also been elaborated (included in the ERACIS), showing the importance of the ESF in its execution.



Other media, such as the press, echoed this project for its dissemination among citizens, like the digital journal www.alcaladeguadaira.es

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Finally, the Directorate-General of European Funds planned special actions on radio, specifically in Onda Cero and Cadena Ser on 18 October 2018, with spaces dedicated to the ERACIS and the ESF dissemination. Below, detailed links with the contents of these spaces can be found:

<http://www.fondoseuropeosandalucia.es/ERACIS/cadenaser.mp3>

<http://www.fondoseuropeosandalucia.es/ERACIS/ondacero.MP3>

2. The action incorporates innovative elements:

ERACIS sets in motion a new form of intervention guided by the integral and community approach. This is accomplished by developing the objectives and principles of the Social Services Act of Andalusia and by relying on the transformative effect of joint action and capacity of intervention of a large number of qualified people, who are going to act on these disadvantaged areas following these principles.

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

The objective of the Andalusian Regional Strategy for Cohesion and Social Inclusion implies acting on these areas of towns and cities where serious situations of social exclusion are recorded and/or where there are risk factors for them to occur. In addition, it includes acting on the general context of the municipality in order to transform the existing image of these areas and vice versa, so as to promote the elimination of territoriality as a factor of exclusion.

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Situations of collective exclusion occur in environments where poverty prevails, combined with other factors that cause difficulty of accessing full citizenship and using and benefiting from welfare state rights. These processes, once implemented, imply a complex approach due to these factors' destructive capacity of the possible achievements on health, education, housing or other areas through welfare policies.

The vast majority of these areas are urban environments where serious situations of social exclusion or risk factors are recorded. The action in these areas will be developed through quadrennial local plans promoted by the city councils of the 43 municipalities of more than 20,000 inhabitants that are included in the strategy, and by the provincial councils of the 22 municipalities of less than 20,000 inhabitants.

The plans cover the different sectoral policies that regional and local governments develop in these areas, especially those related to facilitating access to social protection systems and socio-labour insertion of people in situation of exclusion or at risk of exclusion. Among their specific measures, those aimed at avoiding the execution of evictions by default, increasing employability, promoting local commerce and reinforcing the endowment of sporting, cultural and social equipment, among others, are emphasised.

Among the actions specified in this plan for the town of Alcala de Guadaira, for which the socio-labour insertion itineraries are a key part, we find social measures that affect all sectors of the population, that is childhood, youth, adults and elders, from the standpoint of social intervention towards improving their living conditions.

The objective of this programme is to establish access mechanisms for people living in disadvantaged areas to different social protection systems, especially health, housing, education and employment, as well as other public services.



4. Resolution contribution of a problem or weakness detected in the territorial scope of execution:

The socio-economic context of which the 2014-2020 Andalusia European Social Fund Operational Programme is part of is characterised by having experienced a financial economic crisis in 2007, which left negative effects on the

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employment rates and situations of poverty. Although in 2013 a tendency towards economic recovery began in Andalusia, this has not been enough for, in the current economic model, reversing the levels of inequality and vulnerability of the population.

These situations of social vulnerability, risk and exclusion have greater consequences when they are concentrated in limited geographical areas like neighbourhoods. This is due to the fact that the concentration and identification in a certain area or district adds the territorial factor as an element of exclusion. Therefore, it is imperative to work in a coordinated way not only at the individual level, but also as a whole, with the immediate environment of the area or neighbourhood. Above all, it is essential to work with the whole of the municipality or city to achieve social cohesion, and this involves the elaboration of a regional intervention strategy in disadvantaged areas of Andalusia.



5. High degree of coverage of the population to which it is directed:

This plan includes different types of confluent actions that favour the inclusion of the resident population and are designed and carried out from an integral and community approach, specially aimed at achieving a higher level of labour insertion. The local plans are capable of implementing appropriate integration mechanisms so that people at risk of exclusion in Alcalá de Guadaira can access the different social protection systems.

6. Consideration of the horizontal criteria for equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability:

Local intervention plans in disadvantaged areas consider, analyse and act while taking into account the different realities of women and men, their different starting points, and their different opportunities, needs and expectations. They also assess gender relations from a critical perspective, studying the ways in which men and women relate to each other, with their environment, and how these relationships can be modified and transformed. It also addresses conflicts arising from traditional asymmetric relationships, favouring their balance and, therefore, equality.

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7. Synergy with other public intervention policies or instruments:

In addition to this specific programme, investment in social cohesion is of prime importance as it brings closer other projects framed within the Sustainable and Integrated Urban Development Strategies (EDUSI, for its acronym in Spanish) as well as coordinated initiatives such as youth employment, Emplea30+, employment shuttles or entrepreneurship promotion programmes, among others.

TECHNICAL DATA OF THE PROJECT:

Operational Programme: Andalusia 2014-2020 ESF

Thematic Objective 9: Promoting social inclusion, combating poverty and any discrimination.

Investment Priority: 9.i. Active inclusion, including with a view to promoting equal opportunities and active participation and improving employability.

Specific Objective: 9.1.1 - Improve the social-labour insertion of people in situation or at risk of social exclusion, through activation and integrated and personalized insertion itineraries.

Beneficiary's website:

<https://juntadeandalucia.es/organismos/igualdadpoliticassocialesyconciliacion.html>