

### IO1.3 Best practice in Spain

<b>Type of practice</b>	Programme aiming at fostering employability of unemployed people through coaching
<b>Best practice title</b>	“Lanzaderas de Empleo y Emprendimiento Social – LEES programme”
<b>Period of implementation</b>	From 2013 up now
<b>Location</b>	The programme has different headquarters in Spain, among them: Aguilar del Campo (Palencia), Valladolid, Madrid, Sevilla, Gijón and Mérida
<b>Geographical coverage</b>	Local and national
<b>Contact</b>	<ul style="list-style-type: none"> <li>• info@lanzaderasdeempleo.es</li> <li>• comunicacion@lanzaderasdeempleo.es</li> </ul>
<b>Link</b>	<a href="http://www.lanzaderasdeempleo.es">http://www.lanzaderasdeempleo.es</a>
<b>Contact person</b>	n.a.
<b>Target audience</b>	Unemployed people of any age
<b>Objectives</b>	The main objective is to improve employability of unemployed people from a perspective that places them in an active, committed and supportive role when facing the great challenges of the current labour market.
<b>Short description</b>	<p>A <i>lanzadera</i> or “job shuttle” is a heterogeneous group of unemployed people with a dynamic, engaged and supportive spirit that voluntarily get involved in this programme and that, under the supervision and coordination of a coach, improve their competences, build collective knowledge and collaborate together to achieve a common goal, i.e. to get an employment either as freelancer or hired hand worker.</p> <p>VISION: The programme takes distance from the passive behaviours traditionally associated to the unemployed people, as it stands for change and action, for committed and proactive teamwork in order to make unemployed people regain illusion as well as discover in themselves and develop all the skills and abilities needed to efficiently find a job and / or develop own business.</p> <p>METHODOLOGY: The methodology is mainly based on <b>coaching techniques</b>, with a coach who lead and act as facilitator of teams, although participants are the real protagonists of their own employability process.</p>
<b>Activities/Action plan</b>	<p>Through the coordination and facilitation of a coach, job shuttle’s members:</p> <ul style="list-style-type: none"> <li>• Build and act as a team in a climate of trust and mutual help</li> <li>• Participate in coaching sessions</li> <li>• Work on emotional intelligence, communication and creativity skills</li> <li>• Learn new techniques on how to write attractive CV and efficiently present themselves as candidates</li> <li>• Analyse how to deal with job interviews through various dynamics</li> <li>• Develop employability maps</li> </ul>

	<ul style="list-style-type: none"> <li>Learn how to create personal brand and stand out in the labour market.</li> </ul>
<b>Resources/Products</b>	<p><b>COLLABORATORS:</b> The program is based on the solid experience and expertise provided by the Santa María la Real Foundation, with José María Pérez "Peridis" at the head of a team of professionals of different disciplines and backgrounds. Furthermore, the programme has been rapidly increasing and developing thanks to the support of a wide network of partners, like public and private entities that collaborate in LEES program and that has contributed to consolidate it as a successful tool to face the consequences of unemployment. The Ministry of Employment, municipalities, universities, companies and entities from diverse sectors have been providing resources, infrastructure, volunteers, training services, etc., thereby demonstrating their social and human commitment to active employment policies.</p> <p><b>FUNDING:</b> Several public institutions, companies, associations and foundations have been supporting financially LEES programme, also in the framework of their own Social Corporative Responsibility policies. Among them: European Social Fund, Telefónica Foundation, Barclays, Fundación Ciudadanía, University of Burgos, Bizkaia dema, etc.</p>
<b>Impact</b>	<p>Since 2013, more than 141 job shuttles have been launched in all Spanish regions. The number of new "shuttles" has been constantly increasing and nowadays also the National Ministry of Employment contributes to the general budget.</p> <p>The first L of Employment began in 2013 in Aguilar de Campoo (Palencia) and in four municipalities of Cantabria (Torrelavega, Castro Urdiales, Astillero and Santander), thanks to the collaboration and funding of Fundación Profesor Uría and Regional Government of Cantabria. The good results obtained in labor insertion facilitated the extension of the model throughout 2014 until today. The expansion of the model took place especially during the year 2015, thanks to the collaboration and funds provided by public administrations, companies and private entities, among which stand out Fundación Telefónica, Barclays Foundation, "la Caixa" Obra Social Foundation or Caja Burgos Foundation, as well as an endless number of public administrations of different sectors.</p> <p>From the beginning of the program to the present, Fundación Santa María la Real has launched more than 200 job shuttles in all the Spanish Regions, reaching more than 4,500 participants, and registering an average labor insertion which exceeds 60%. The program has been recognized by the European Union and will count with the budget of European Social Fund to start up more than 500 job launches until the end of 2019.</p>
<b>Key words</b>	Unemployed / Employability / Job Shuttle / Proactive / Coaching / Coach / Active / Dynamic / Supportive / Team / Network