



PACTEM NORD

CONSORCIO PARA LA
CREACIÓN DE EMPLEO



July, 2014

1. PACTEM NORD TERRITORIAL EMPLOYMENT

Since the European Summit of Heads of State and Government held in Luxembourg in November 1997, local development is a part of one of the building blocks that make up the current **European Strategy for Employment**.

This drive for action in support of employment policies at a local level has been ratified by the successive Lisbon, Barcelona and Brussels summits, with European Commission guidelines:

“...Member States will promote measures to exploit fully the possibilities offered by job creation at local level and in the social economy, especially in new activities linked to needs not yet satisfied by the market, and examine, with the aim of reducing, any obstacles in the way of such measures. In this respect, the special role and responsibility of partners at the regional and local levels, as well as of the social partners, need to be more fully recognised and supported.”

In the Autonomous Community of Valencia, the Valencian Pact for Growth and Employment (PAVACE) 2001-2006 establishes the promotion of local development as key to achieving positive results in the generation of effective strategies with inherent active employment policies, and supports the Territorial Employment Pacts for as a clear element of interest that permits:

- ☐ *“Identification of the needs, problems, concerns and perspectives of those with responsibility in the field employment.”*
- ☐ *“Mobilization of available resources towards an integrated strategy with which to coordinate measures for the promotion of employment.”*
- ☐ *“Bringing about of measures which will serve as models to increase the effectiveness of activities for the promotion of employment”*

Thus, in the year 2001 in L'Horta Nord region of Valencia, Spain, the Territorial Employment Pact PACTEM Nord was signed, as a framework agreement, based on dialogue, cooperation and consensus, and centred on employment, training, local development and the promotion of small and medium-sized enterprises.

The Consortium PACTEM Nord, through the final provision of its statute, is the public sector management entity responsible for the promotion and development of the actions and projects implemented via the pact.

2. THE CONSORTIUM PACTEM NORD CONSORCIO

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2.2. TERRITORIAL SCOPE OF ACTIVITY

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2.4. FRAMEWORK OF ACTION

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2.1. AFFILIATES

The Consortium PACTEM Nord was founded in the year 2001 as an instrument to develop the framework of action of the Territorial Employment Pact in the L'Horta Nord area of Valencia, Spain. This initiative has involved the cooperation of local administrations, trade unions and business associations, all with the common goal of promoting the development of the municipalities in the region and providing support for citizens with social inclusion and incorporation into the labour market.

Currently, the Territorial Employment Pact PACTEM Nord is composed of the following entities:

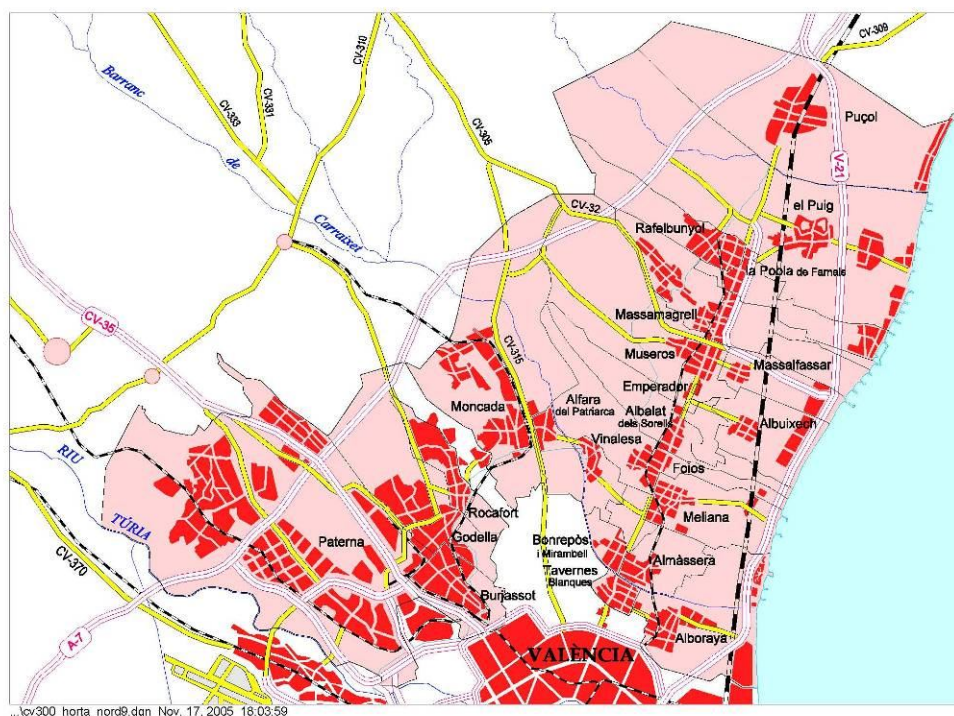
| | |
|-----------------------------------|--|
| Albalat dels Sorells Town Council | Moncada Town Council |
| Alboraya Town Council | Museros Town Council |
| Alfara del Patriarca Town Council | Pobla de Farnals Town Council |
| Almàssera Town Council | Puig Town Council |
| Bonrepòs i Mirambell Town Council | Puçol Town Council |
| Burjassot Town Council | Rafelbunyol Town Council |
| Emperador Town Council | Rocafort Town Council |
| Foios Town Council | Tavernes Blanques Town Council |
| Godella Town Council | Vinuesa Town Council |
| Massamagrell Town Council | The UGT, CCOO, USO trade unions |
| Massalfassar Town Council | ASIVALCO, AUPIM, AEMON business associations |
| Meliana Town Council | |

2.2. TERRITORIAL SCOPE OF ACTIVITY

The region of L'Horta Nord is situated in the northwest of the Valencia province, bordering the regions of Camp Morverdre (Sagunto), Camp del Turia (Llíria), the city of Valencia and L'Horta Sud, and currently encompasses a population of around 284,000 inhabitants and covers an area of 170 km².



LA COMARCA DE L'HORTA NORD



2.3. OBJETIVES OF THE ENTITY

The collection of projects and activities that have been implemented since 2002 has reinforced regional development, through the coordination of local initiatives and networking with trade unions and business associations, and has fulfilled the targets defined in the Territorial Employment Pact. These objectives are listed below:

1. **Clarification of the socioeconomic reality of the affiliated municipalities**, the situation and tendencies of the labour market, new opportunities for the creation of employment, the shortcomings and needs for the creation and development of businesses and the best practice for the incorporation into the labour market of the most disadvantaged social groups.
2. **Coordination of the various policies and programmes for training and promotion of employment** of the affiliated institutions, to improve efficiency and aid the synergy of the public and private resources they have been allocated.
3. The **design, planning and implementation** all types of activities, programmes and joint **projects aimed at creating employment, incorporation of the unemployed into the labour market, encouraging entrepreneurship, and the development of small and medium-sized enterprises** within the affiliated municipalities.
4. **Sharing of methodologies of intervention, experiences and resources** for the creation of employment, as well as the available information regarding economic sectors and the labour market.
5. Promotion, within the territory in question, of the different programmes, plans of action, and grants from the Valencian Autonomous Government and the European Union for job creation and business development.
6. The **generation of new jobs and consolidation of those** already existing, through the improvement of the quality of employment and job stability.

2.4. FRAMEWORK OF ACTION

The Consortium Pactem Nord centres its work firstly on the promotion of training and the employment of those persons left outside the labour market, thus generating new opportunities, and secondly, on contributing to the economic development of our municipalities. The lines of strategy around which this entity develops the projects are the following:

- Clarify the socioeconomic reality of the territory.
- Coordinate policies, training programmes and the promotion of employment.
- Design and implement joint projects aimed at job creation, incorporation into the labour market, promotion of entrepreneurship and development of SMEs.
- Share methodologies, experiences and resources.
- Maximize resources and knowledge.

2.5. METODOLOGY OF ACTION

- ☐ Creating a network of professionals and associations from within the key region, including those involved in employment, education, social services, local development, immigration, trade unions, business and equality.
- ☐ Maximization of resources, complementing the existing services and programmes in the region, and the strengthening of networks of cooperation and communication.
- ☐ Respect for local autonomy, through the thorough understanding of the territory, and the development of programmes based on the specific needs and interests of the consortium's affiliated organizations.
- ☐ Commitment to new technologies, developing effective tools for the management of employment programmes and local development.
- ☐ Regard for gender perspective at every level, incorporating objectives, indicators and specifications in each and every one of the activities promoted by the entity.

2.6. MOST SIGNIFICANT PROJECTS

❑ Employment projects

The Consortium has extensive experience in the development of **projects for incorporation into the labour market**, with a view to facilitating access to and reintegration in the labour market for those who have difficulty entering or returning to work. This is achieved through the training of individuals, and the development of existing potential within the territory. We would highlight the participation of PACTEM Nord in the development of projects from **the European Community's EQUAL Initiative**.

Specifically, during the periods 2001-2005 and 2005-2008, the Consortium Pactem Nord managed two IC EQUAL projects, **Argos** and **Agora Nord**¹, which involved the establishment of a network of cooperation within the region aimed at the employment and social inclusion of those persons excluded from the labour force, as well as the advancement of initiatives designed to encourage the development of enterprises and their involvement in practices of social responsibility.

Particular programmes such as **Mueve-T** allow us to carry out career guidance during the final years of school, offering resources and information to young people in order that they be better prepared for their decisions regarding training and/or employment.

We would also highlight the accomplishment of a scheme, funded by the Spanish government's Ministry of Public Administration, for the development of a territorial **programme of Social Responsibility**, promoting innovative measures such as the introduction of social clauses in public sector administration, and public events such as the presentation of the "PACTEM Nord Awards for Territorial Responsibility" in recognition of good practices in this field.



¹ Agora Nord was selected by the European Commission as good practice within the European Union. Document: "Equal strategic lesson on empowerment"
http://circa.europa.eu/Public/irc/empl/equal_etg/library?l=/etg1/01_documents/empowermentv1pdf/_EN_1.0_&a=d

❑ Projects for Economic Development

Since 2005, Consortium PACTEM NORD, has been part of the Department of Trade, Industry and Innovation's Network of Agencies for the Promotion of Commercial Initiatives (**Red AFIC**), providing advice and technical support both for local businesses, and for commercial infrastructure of each municipality, with regard to the modernization of SMEs, and commercial renovation and development.

Within this context we would emphasize our drive towards the formation of associations and regional cooperation, resulting in the formation FACENORD, a federation of the trade associations in our target region.

Likewise, we give great importance to programmes and initiatives that support and encourage entrepreneurship, providing an out-of-house service offering advice and guidance to people with entrepreneurial ideas, as well as workshops aimed at young people from our area, organized in collaboration with the youth advice centres of the various town councils.

Similarly, programmes are carried for regional diagnostic studies, revitalization and promotion of local business and trade associations, support for entrepreneurs, and training both for business professionals from the region and members of the trade associations.

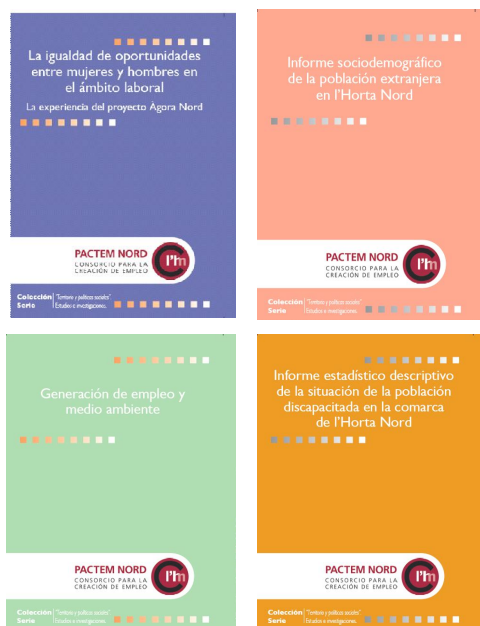
PACTEM Nord also participates in the various trade fairs which take place within the region.



❑ Socioeconomic Observatory

Identification of the training, employment and business development needs in the region of L'Horta Nord is one of the frameworks of action that has developed, since the inception of the Consortium, to become a guiding tool for the training and employment policies in the territory.

The aim of the Observatory is that the studies, publications and workshops carried out should serve as a foundation upon which to base any local development strategy within the framework of the territorial pact. The information gathered is especially useful in the development of projects by both the consortium and its affiliate organizations. This information is available on our website.



❑ Training and dissemination seminars

SPECIALISED WORKSHOPS

One of the objectives of the Consortium PACTEM Nord is the qualification and bringing up-to-date of professionals in the region, facilitating exchange of good practice and fostering processes of innovation and cooperation. Below are listed a selection of the workshops we have held in recent years

- "Strategies for integration in the labour market"
- "Transnational Seminar of the POEMA project"
- "Strategies in the training of people experiencing social exclusion"
- "Reflections on Social Responsibility in business"
- "Socioeconomic status of the L'Horta Nord region"
- "Thematic Study of political/policy measures relating to disadvantaged youth"
- "Disability and employment in the L'Horta Nord region"
- "Immigration and employment in the L'Horta Nord region"
- "Integration in the labour market: a gender-related perspective"
- "Sustainability and employment in the L'Horta Nord region"
- "The role of small and medium-sized enterprises in employment integration"
- "Implementation of the incorporation of social clauses in public sector contracts and local government"
- "Social responsibility in business from a gender-related perspective"
- "Examples of success in business"



AULA MENTOR

The Consortium PACTEM Nord forms a part of 'Aula Mentor'. This is a system of distance learning conducted over the Internet, launched by the Ministry of Education. 'Aula Mentor' boasts more than 100 online courses with open enrolment, local tutorials, and around 350 classrooms in operation.

'Aula Mentor' offers flexible and tailored training from the Consortium's own classroom, from home or elsewhere.

❑ **Actions aimed at promoting equal opportunities between women and men**

Promoting equal opportunities between women and men is one of the priority objectives established in the statutes of Consortium PACTEM Nord.

In 2007, L'Horta Nord Regional Centre for Equal Opportunities was launched in order to coordinate and advance all equality-related activities, having as its primary objectives the offering of services, training and incorporation into the labour market of women from our within target area. Since 2006, a regional forum of women's associations has been in place. The forum has a website, (<http://pactemnord.consorci.info/foro>), in which affiliated businesses and professionals actively collaborate. Both the news section and the agenda of activities related to women are updated on an almost daily basis.



Since 2008, meetings bringing together the regional women's associations have been held, as well as campaigns to promote the implementation of strategies for equality in businesses and to promote the recruitment of women in professions in which they are currently underrepresented.

❑ **Participation in networks**

The Consortium PACTEM Nord participates in various employment networks at regional, national and European levels, in addition to those established for our internal operation, such as the Technical Secretariat comprised of the Local Employment and Development Agencies of the affiliated municipalities, which is responsible for the setting-up and of work programmes and for carrying out technical monitoring of their development. Among these networks, we would draw attention to the following:

PROGRAMA INCORPORA

“INCORPORA Incorporation into the labour market of people at risk of social exclusion” is a programme to promote employment integration financed by “Obra Social La Caixa”, a charitable organisation of the savings bank “La Caixa”. This programme is aimed at those people at risk of social exclusion. Over 100 specialized entities from all over Spain cooperate in the development and advancement of this programme.

In the Valencian Community Consortium PACTEM Nord is the coordinating body for this network which is made up of the following entities:

Bona Gent, la Asociación Valenciana Pro Personas con Discapacidad Intelectual-ASPRONA, Cáritas Diocesana Segorbe-Castellón, el Centro de Formación Profesional Xabec, Comité Provincial de Cruz Roja Española en Castellón, Fundación ADSIS, Fundación Nova Feina de la Comunitat Valenciana, Fundació Tots Units, Fundación José María Haro-INTRA, Fundación La Merced Migraciones, fundación Nova Terra, Cruz Roja Castellón, Cruz Roja Alicante, COCEMFE Valencia y COCEMFE Alicante.

RED RETOS

The Ministry of Labour and Immigration, motivated by the results of the EQUAL Initiative, has demonstrated the effectiveness of networking and has embraced the opportunity to discover new ways of working, leaving in its wake a legacy of methodologies and best practice relating to the social and vocational inclusion of disadvantaged groups, corporate social responsibility, the introduction of social clauses in public sector contracts. In short, sustainable local development, which has prompted the creation of a network as a framework in which all levels of public sector administration can continue to develop and share social responsibility projects.

With this in mind, the Network Challenge of Socially Responsible Territories (Red Retos de Territorios Socialmente Responsables) has been set up, with the objective of formulating, incorporating and implementing various strategies for the development of Socially Responsible Territories, such territories applying concepts of social, economic and environmental responsibility

Affiliates of the Network Challenge:

The councils of Gijón, Avilés, Huelva, Gandía, Alcazar de San Juan, Bilbao, Castellón, Burgos, Sevilla, Benicarló, Jaén, Rivas, Vaciamadrid, Dos Hermanas, Terrassa and Coslada. The provincial deputations of: Granada, Málaga, Cuenca and A Coruña. The Autonomous Government of The Canary Islands. The autonomous city of Ceuta. Consorcio Madrid Sur, Fundación CeiMigra (Valencia), Fundación Etnor (Valencia), Observatorio de RSC, The Spanish Federation of municipalities and provinces, and Irun 2020 Bulego Estrategikoko Zuzendaria.

TRANSNATIONALS PARTNERS

In developing our programmes, Consortium PACTEM Nord has cooperated with various transnational partners. In particular, we would highlight the following:

City of Orebro - SWEDEN
Province of Brescia - ITALY
Province of Bologna - ITALY
Alliance Villes Emploi-FRANCE
Le Forem-BELGIUM
Ministry for the Young- LITHUANIA
Council of EUROPE

Municipality of Coimbra - PORTUGAL
Municipality of Dingli - MALTA
Limassol - CYPRUS
Lyon - FRANCE
Reggio Emilia - ITALY
Patras - GREECE

MORE INFORMATION IN OUR WEBSITE
www.consorci.info