

Press Release

Getafe, March 16th of 2017

A score of young adults from Getafe prepare their way to the labor market in the pioneer program "20 + Tú"

The president of the business-manager's association 'Círculo de Empresarios', Javier Vega Seoane; The president of the Santa María la Real Foundation, José María Pérez "Peridis"; The Business Coordinator of the SERES Foundation, Araceli Pacheco; And the Councilor for Human Resources, Employment and Economic Development at the City Council of Getafe, María Nieves Sevilla Urbán, today visited the Local Employment Agency of the city to meet the twenty young people who participate in the "20 + Tú" initiative.

"20 + Tú" is a pioneer program in Spain that began to operate last February in Getafe to help improve the employability of 20 young people who are not studying or working.

The program is designed by the Institute for Social Leadership "InnÓrbita" of the Foundation Santa María la Real, the same entity that decades ago created the Workshop Schools and currently develops throughout the country the program 'Lanzaderas de Empleo' for facilitating employment. For its development, it has the co-financing of Fundación SERES and the Entrepreneurs Association, as well as the collaboration of the City Council, which allows spaces for the development of the initiative.

The main players

Representatives of the four entities have today approached the Local Development Agency of Getafe to meet the 20 actors of the program: 10 men and 10 women, aged between 22 and 33 years, with different training profiles (High School, college, or university studies).

The coach of Fundación Santa María la Real who coordinates the program, Javier Cortecero, explained during the visit that for the first few days he has organized emotional intelligence dynamics, aimed at working on key competences such as self-knowledge and teamwork. From there, it moved to other labor orientation activities: CV improvement, elevator-pitch techniques and job search through the digital environment, among others.

Challenges with companies

Participants stepped in to explain that the companies and promoters have raised a list of 14 challenges, from which they had to choose two. The first is linked to Getafe Initiatives and regards the design of a campaign to promote a co-working space in the city. The second is with LYMA, and is focused in carrying out an awareness campaign with the animal welfare.

According to their training profiles, job interests and skills, the participants have been divided into two sub-teams to make a proposal that solves both challenges in one month and present it to both companies. They have already worked fifteen days in the planning, organization, market study and generation and development of ideas. Now they have another fifteen to finish their proposal, with which simultaneously they are training and improving different personal and professional skills, key in today's labor market. In addition, participants are recording these moments in an audiovisual project, as a documentary that describes their experience in this program.

Taking advantage of the opportunity

The president of the Santa María la Real Foundation, José María Pérez "Peridis", congratulated the participants for the great work they have done in these first days and encouraged them to continue with the same good organization and proactivity during the next three months. "Along with the dynamics of the program, the challenges with companies and the video-documentary, you have an additional challenge: You are the first to carry out this program. You are pioneers and so, you have to squeeze this opportunity to the maximum to learn, share achievements and reach your job goals, encouraging more young people to follow your example," he said during the visit.

Javier Vega de Seoane, President of the Círculo de Empresarios, stressed "the importance of working together to focus the training of these young people towards employment."

Araceli Pacheco, business coordinator at Fundación SERES said this morning: "It is a great pleasure to be able to share with you this day and to see how thanks to initiatives of this type we take another step in a cultural change: the company cannot live without caring about society. Today you can make a difference, leave a mark and help more young people join this program. In SERES we believe in the role of the company as a key player of change and help consolidate the connection between society and business ". The Councilor for Employment of the City of Getafe, Nieves Sevilla, wanted to emphasize that "this program joins the other initiatives for the promotion of employment that we are carrying out from the Municipal Government. We know that unemployment is the maximum concern of the neighbors, and that is why we continue to increase the budget for training projects and support initiatives like this. "

NOTE: We post the telephone of the coordinator of the program, Javier Cortezero, in case you wish further information, or an interview: 645 81 05 05

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