



Local Action Plan Executive Summary



**Uma Rede Europeia de Parcerias
Locais para a Promoção do Emprego
Jovem e de Oportunidades**

A European Network of Local
Partnerships for the Advancement
of Youth Employment and Opportunity



Connecting cities
Building successes



Gondomar, May 2015

Gold – Gathering Opportunities for Local Development

Local Support Group Coordinator

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Technical Team

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Acknowledgements

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JOBTOWN: A EUROPEAN NETWORK OF LOCAL PARTNERSHIPS FOR THE ADVANCEMENT OF YOUTH EMPLOYMENT AND OPPORTUNITY

JOBTOWN has been co-financed by the European Regional Development Fund (ERDF) through the URBACT II Operational Programme

Why apply to URBACT?

The challenge posed by unemployment and youth unemployment in particular, are of enormous complexity, taking into account the polyhedron that is the issue of employment and employability, particularly among young people.

The question always comes down to two strategic objectives:

- I) Promotion of new job opportunities;
- II) Adjustment to the needs and qualifications to labour market opportunities, including at the level of the offer of vocational education and training.



Figure 1: Youth trainee at CINDOR

This issue is particularly evident in the Parish of Gondomar (S. Cosme), where the socio-economic context was characterized by an economic crisis with damaging repercussions at the level of the job market.

Thus, the Executive of the Union of Parishes of Gondomar (S. Cosme) decided to give particular attention by outlining a strategy committed in obtaining, maintaining or reacquiring jobs for the unemployed people with a particular focus on youngsters.

With this aim, the Parish of Gondomar (S. Cosme) joined the European thematic network JOBTOWN, within the framework of the URBACT territorial cooperation programme, due to the focus that this network has on young unemployment, reflected in five specific themes:

- Defining effective models of cooperation – to involve and mobilize young people, local businesses, education and training institutions and entities, public administration bodies and services concerned.
- Making education and vocational training respond market demands workplace.
- Analysing the labour market through harmonisation of employment supply and demand, improving analysis and forecasting the progress and needs of the labour market in terms of qualifications and profile applications.
- Providing support for the creation and development of companies, for self-employment, for acquisition of entrepreneurial skills and improvement of the business environment.
- Social Economy and resource management: innovation and how to do more with less.

Following this accession, the Union of Parishes de Gondomar (S. Cosme), Valbom and Jovim undertook an exercise in diagnosis and reflection, by the establishment of a Local Support Group (LSG), and proceeded to identify the main problems and challenges of the intervention territory, with a view to promoting employment and employability of young people, with the final product of this complexity and planning exercise to develop a Local Action Plan (LAP) called "**G.O.L.D.: Gathering Opportunities for Local Development**".

This Local Action Plan (LAP) must be assumed as a reference framework of policies concerning the promotion of employment and employability for all actors involved in the territory, duly articulated among themselves through the creation of a body of governance of the G.O.L.D project.

In this context, it is imperative that after participating in the JOBTOWN thematic network, the LAP is accepted by all relevant stakeholders in the territory that have responsibilities and competencies in the field of employment and employability, through the implementation of a **Pact for Employability and Employment of the City of Gondomar (S. Cosme)**.

Gondomar City Context and Governance

In 2013, the legal framework strengthened the competences of local municipalities. These have acquired more competences and fields of intervention through the establishment of an Inter - Administrative Contracts and Implementing Agreement established with the municipalities. Hence, the Union of Parishes has acquired a major role in the implementation of a set of assignments in various domains (urban equipments, education, primary health care, and, with particular relevance to the present project in social inclusion.

The Union of Parishes of Gondomar (S. Cosme), Valbom and Jovim and is part of the Municipality of Gondomar which in turn is located in the Porto Metropolitan Area (AMP) on the right bank of the River Douro.



Figure 2. Metropolitan Area of Porto

The Municipality of Gondomar is bordered by nine (9) other municipalities: Valongo, Paredes, Penafiel, Castelo de Paiva, Arouca, Santa Maria da Feira, Vila Nova de Gaia, Porto and Maia, which highlights different territorial realities and a significant potential in terms intermunicipal articulation.

Regarding the Parish of Gondomar, it has a total of 48,600 inhabitants, the second largest parish with a decisive contribution to the positive variation recorded in the resident's population of Gondomar, between 2001 and 2011. This population is distributed through an area of 23,3 km². It has a central location that characterises it, results in main features of urban condition, therefore the classification of city, the strong presence of public facilities, trade and services give you a centrality and a certain territorial polarity in relation to the remaining territory.

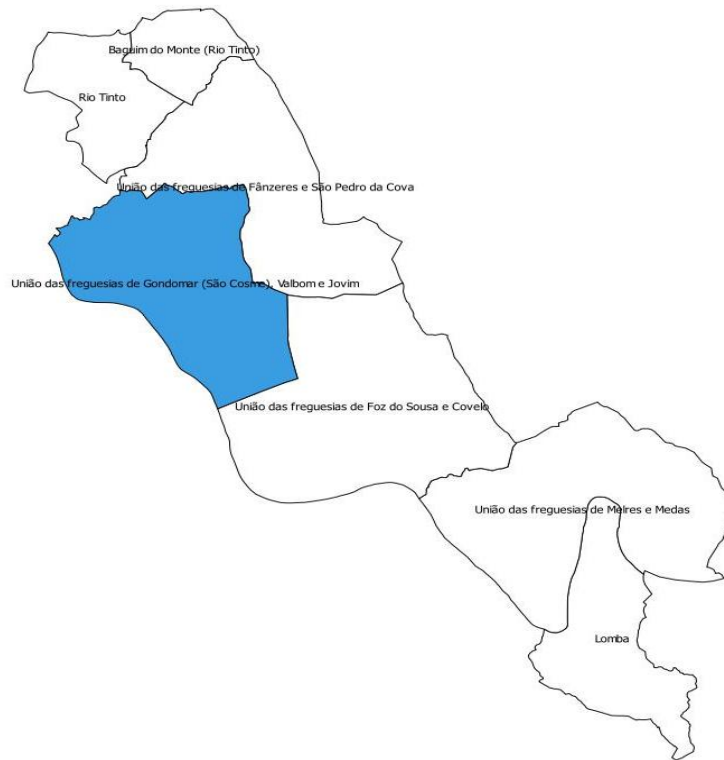


Figure 3 . Parish Gondomar location Enquadramento metropolitano da UF de Gondomar (S. Cosme)

Local Support Group

“The URBACT II-Local Support Group Toolkit” establishes the importance of a appropriate selection of entities for the constitution of Local Support Groups (LSG).

It has a major role in the elaboration of an effective diagnosis, attached to the territory, enhancing, locally, the strategy adopted in the LAP.

Through the involvement of 18 entities (see **table 1.** “*Local Support Group*” with an proactive participation based on several methodologies provided by URBACT, it was possible to outline 21 projects and activities, ensuring consistency, precision and effectiveness on target indicators to be achieved through the implementation, under "co production", of the LAP.

As we can see by the composition of the LSG, it was possible to achieve an eclectic and multifaceted group, with attributions and competencies in different areas, with special relevance in the areas of employment, education and vocational training, social inclusion and youth.

Finally, it should be noted that the constitution of this group is something completely innovative for the territory. After the JOBTOWN project ends, the LSG will “remain in office” as a consultative body of the Executive Forum.

NAME	LEGAL STRUCTURE	AREAS OF INTERVENTION
1.ActualGest - Formação Profissional, Lda	Private Sector Partnership	The ActualGest, develops activities in the area of vocational training for different groups, directing its action not only in initial training as an instrument for immediate employment but also for lifelong learning in multiple areas.
2.ADDICT: Agência para o Desenvolvimento das Indústrias Criativas	Development Agency	Promotion of favourable environments for creation, production and distribution in cultural and creative areas, defending the interests of organizations and professionals in the sector and serving as a platform for training, information and interaction.
3.Agrupamento de Escolas de Gondomar	Local State Schooling Structure	Youth education and training at pre-school, primary middle and secondary level.
4. ACIG: Associação Comercial e Industrial de Gondomar	Private Sector Association	Representing private sector trade and industry for Gondomar
5. AORP: Associação de Ourivesaria e Relojoaria de Portugal	Private Sector Association	Representing Goldsmiths industry nationally
6. ADSG: Associação para o Desenvolvimento Social de Gondomar	Independent Social Support Institution	Providing social support to the families, the community and the elderly in the municipality of Gondomar.
7.Câmara Municipal de Gondomar	Local Authority	Promoting socio-economic development in the municipality of Gondomar.
8.Centro de Emprego Gondomar	Local representation of State Institution	Generically responsible for implementation of employment and vocational training as defined by government policy.
9.CINDOR: Centro de Formação Profissional da Indústria de Ourivesaria e Relojoaria	State funded Independent Organisation	National vocational training centre for the goldsmiths and watchmakers industry which aims to develop human resources for several professional areas, with a focus on the goldsmiths industry, promoting vocational training and education and stimulating innovation, technology and initiative.

NAME	LEGAL STRUCTURE	AREAS OF INTERVENTION
10.Comissão de Coordenação e Desenvolvimento Regional do Norte	Regional representation of state institution	Overseeing regional development policies, environmental and town planning in the northern region (NUTS II) and technical support for local authorities and their associations.
11.Escola Secundária de Gondomar	State Secondary School	Youth education and training at secondary level.
12.Fundação da Juventude	Non-Profit NGO	Implementation of social innovation projects for youth.
13.GEOCLUBE – Associação Juvenil, Ciência, Natureza e Aventura	Youth Association	Non-formal education, environment and citizenship.
14.IPDJ: Instituto Português do Desporto e da Juventude	Public Institution	Implementation of integrated and decentralized policy in the areas of sport and youth, in close collaboration with public and private entities, particularly with sporting organisations, youth associations, students and local authorities.
15.LIPOR	Association of local Municipal Authorities	Intermunicipal waste management service of greater Porto, responsible for management, recovery and treatment of urban waste produced by eight municipalities: Espinho, Gondomar, Maia, Matosinhos, Porto, Povoia de Varzim, Valongo and Vila do Conde.
16. Santa Casa da Misericórdia de Gondomar	Social Support Institution	Social intervention with the socially disadvantaged population (senior citizens and the socially excluded) in the Gondomar area.
17.União das Freguesias de Gondomar (S. Cosme), Valbom e Jovim	Local Parish Authority	Socio-economic development in the Gondomar area
18.Universidade Fernando Pessoa	Private Foundation	University

Problems and Solutions Analysis: Unemployment: A problem and a challenge

Based on the data provided by the Gondomar Employment Centre, the municipality of Gondomar was characterized by the existence of 16,877 registered unemployed, of whom 2,545 were located in the territory of the city of Gondomar, with special relevance to the age range of young population (under 34 year-olds) 810 unemployed.

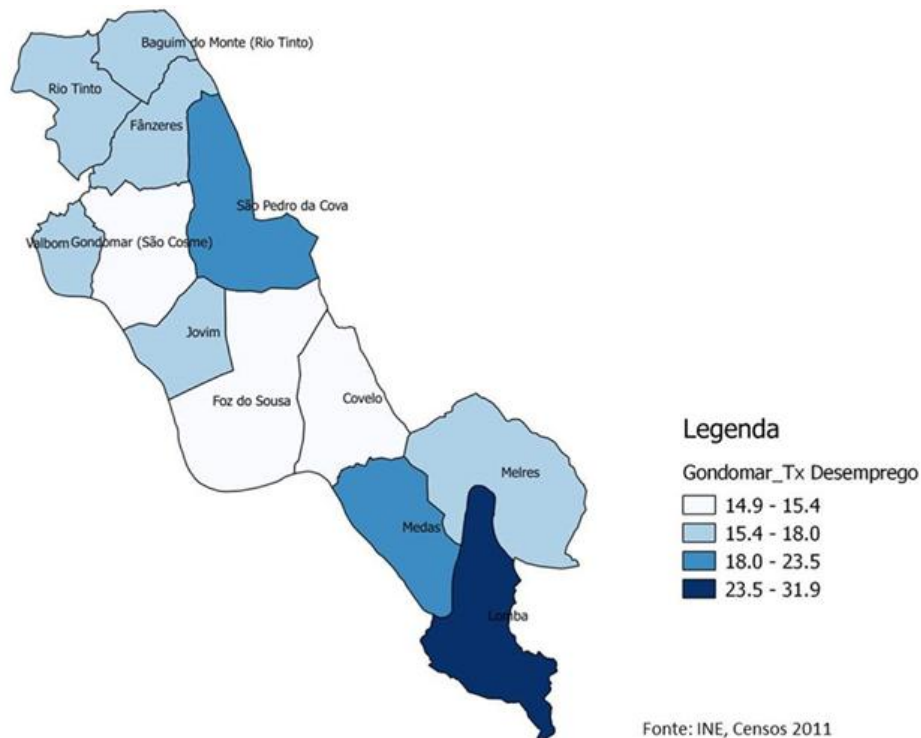


Figure 4. Unemployment rate in Gondomar in 2011

The Local Support Group identified the main problem of the territory: High Unemployment and youth unemployment rate and weak profiles by the youngsters in terms of potential of employability in the labour market.

In this context, three types of problems were defined that contribute to the general problem, in the following contexts:

- (i) "Educational and vocational training Context"
- (ii) "Local teenage employment Context"
- (iii) "Geo-strategic and business Context of the territory".

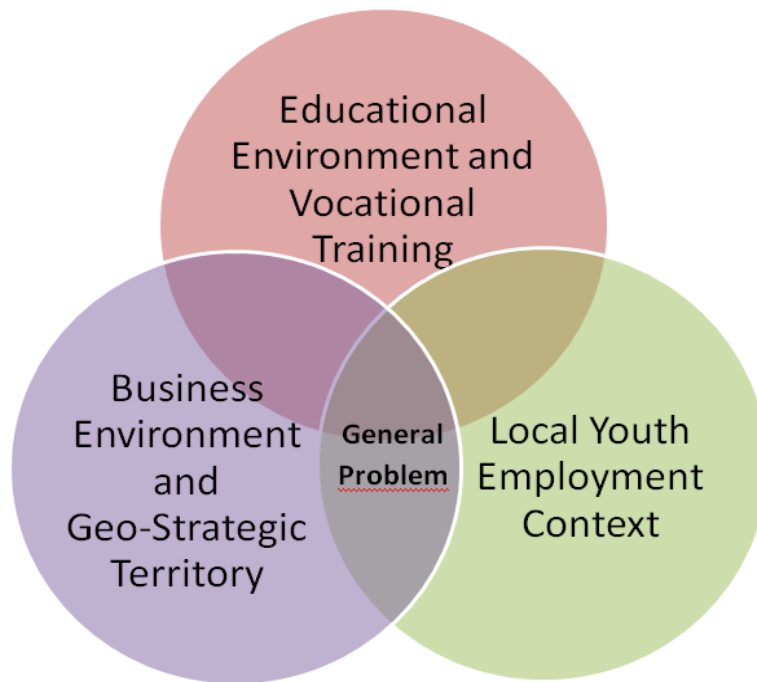


Figure 5. Three “Ecosystems” identified by the LSG related to Youth UNEMPLOYMENT

Local Action Plan Strategy

Priority Axis I: Education and training for Entrepreneurship

CINDOR

novos WORKSHOPS!

GEMOLOGIA

DATAS: 6 março
HORÁRIO: 09h30 – 13h00/14h30 – 18h00
DURAÇÃO: 7 horas
ORADOR: Rui Galopim
LOCAL: CINDOR

GESTÃO DE PRODUTO

DATAS: 13 e 14 março
HORÁRIO: Sexta: 14h30 – 17h30
 Sábado: 09h30 – 13h30
DURAÇÃO: 7 horas
ORADOR: Vítor Varão
LOCAL: CINDOR

INTERNACIONALIZAÇÃO

DATAS: 27 ou 28 março*
HORÁRIO: 09h30 – 13h00/14h30 – 18h00
DURAÇÃO: 7 horas
ORADOR: Danuta Kondek
 Workshop a decorrer em paralelo com a OurIndústria
LOCAL: Pavilhão Multiusos de Gondomar

* Este workshop será realizado a 27 e a 28 de março, com os mesmos conteúdos em cada dia, pelo que os interessados poderão participar num ou noutro dia.

Figure 6: “Goldsmith’s Entrepreneurship and Innovation

Specific Objectives:

- Provide young people with new opportunities and contexts to facilitate "entrepreneurial learning".
- Promote a dynamic participation in the identification, analysis and resolution of deficiencies at the level of content related to an entrepreneurial learning
- Provide guidance to young people, within the framework of information/training project construction professionals;
- Raise the degree of autonomy of educational agents planning capacity and the quality of their initiatives and projects

Typologies

- Integrated projects of Youth Innovation to entrepreneurship
- Development of projects of interaction between school and the labour market
- Empowerment of school-level competitions to consolidate the educational merit and the entrepreneurial character of youth

Identified Projects

- ✓ Project G3: "Guiar Geração Gondomar"
- ✓ Projeto "Goldsmith's Entrepreneurship and Innovation"
- ✓ ELEVA Project
- ✓ TRESKA Gondomar Project
- ✓ Talentus Project
- ✓ Mini MBA - Youth NGO Organization

Funding:

- NORTE 2020 Regional Programme.
- Thematic Operational Programme Social Inclusion and Employment
- ERASMUS+
- COSME

Schedule:

The set of actions integrating the Local Action Plan (LAP) will be implemented in the 2014 – 2020 programming period, hopefully with the support of European Investment and Structural Funds (EISF), specially the European Social Fund (ESF) and European Regional Development Fund (ERDF).

Local Action Plan Strategy

Priority axis II: promoting employment and Employability of Young



2. Types of Action

- Integrated vocational orientation projects (pre-training and training)
- Projects for dissemination of information and monitoring of assets and potential assets

3. Identified Projects

- ✓ Careers Office
- ✓ Social Incubator *Generation D'ouro*
- ✓ Occupational Observatory of Gondomar
- ✓ Roadmap for Employability
- ✓ Youth information center
- ✓ Promotion of Entrepreneurship and Creative Industries
- ✓ School Project Women entrepreneurs
- ✓ Project Train to Include

4. Funding:

- NORTE 2020 Regional Programme.
- Thematic Operational Programme Social Inclusion and Employment
- ERASMUS+
- Cosme

5. Schedule:

The set of actions integrating the Local Action Plan (LAP) will be implemented in the 2014 – 2020 programming period, hopefully with the support of European Investment and Structural Funds (EISF), specially the European Social Fund (ESF) and European Regional Development Fund (ERDF)

Priority axis III: Capacity building for innovation



1. Specific objectives

- Promoting projects and actions of business associations through the establishment of partnerships and cooperation networks;
- Enhancing the technologies of the information society in order to promote the entrepreneurial dynamism and networking;
- Equip the territory of equipment/infrastructure that act as platforms for innovation

2. Types of Action

- Integrated projects for the use of new information and communication technologies while up-grade
- Integrated projects to support the Organization and development of Economic Activity
- Host infrastructure equipment of innovative business models (start ups, incubators, entrepreneurs)

3. Identified Projects

- ✓ Gold Park Technological Park and Business Incubator
- ✓ FUTURE JEWELLERY LAB
- ✓ Gondomar, City Gold "Creative Workshop" and City Gold Entrepreneur Core"
- ✓ Living Heritage of Portugal: Candidacy of Portuguese Filigree as World Heritage
- ✓ JEWELLERY B2B NETWORK (Matchmaking in action)
- ✓ Young Creator Competition "GET ON TOP"

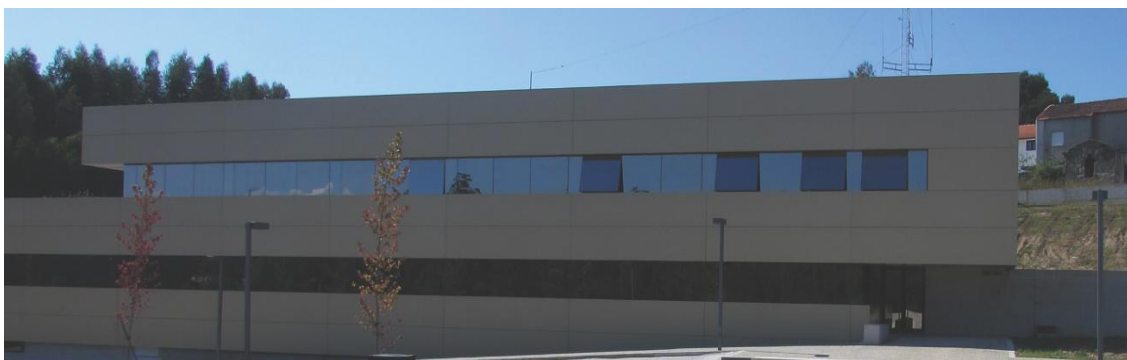
4. Funding:

- NORTE 2020 Regional Programme.
- Thematic Operational Programme Social Inclusion and Employment
- ERASMUS+
- Cosme

5. Schedule:

The set of actions integrating the Local Action Plan (LAP) will be implemented in the 2014 – 2020 programming period, hopefully with the support of European Investment and Structural Funds (EISF), specially the European Social Fund (ESF) and European Regional Development Fund (ERDF)

Priority axis IV: Communication and Dissemination



1. Specific objectives

- Facilitate communication in cooperative partnerships and implementation of projects / measures

2. Types of Action

- Reporting and monitoring of broadcast projects

3. Identified Projects

- ✓ Strategic Studies for Local Development
- ✓ Continuous Communication Plan about Local Action Plan

4. Funding:

- NORTE 2020 Regional Programme.
- Thematic Operational Programme Social Inclusion and Employment

5. Schedule:

The set of actions integrating the Local Action Plan (LAP) will be implemented in the 2014 – 2020 programming period, hopefully with the support of European Investment and Structural Funds (EISF), specially the European Social Fund (ESF) and European Regional Development Fund (ERDF)

Local Action Plan – Funding Scheme

The specific tables of each Action indicate the volume of funding required, though **the financing is not secured for any of the proposed actions**. All actions can and will be applied to European funds. Under the financial instruments available in the national reference framework “Portugal 2020”, it should be highlighted the Thematic Operational Programme “Employment and Social Inclusion” (in Portuguese, “Inclusão Social e Emprego”) and the Regional Operational Programme “Norte 2020” and within the European Union Programs ERASMUS + and COSME.

Therefore, we are hopeful that all set of actions integrating the Local Action Plan (LAP) will be implemented in the 2014 – 2020 programming period, hopefully with the support of European Investment and Structural Funds (EISF), specially the European Social Fund (ESF) and European Regional Development Fund (ERDF)

Local Action Plan – Framework for Delivery

The implementation of the projects identified is based on a partnership culture but there is always an identification of the leading partner of the project/action and the others strategic partners involved. Each of the Actions shall be developed by the leading partners identified, in coordination with the respective strategic partners,

bringing together for this purpose the necessary resources in order to be implemented within the proposed schedule.

Final Recommendations

- **Implementation:** Once the Local Action Plan is concluded, it is imperative that all local stakeholders involved, accept the PAL as their own property, a powerful tool for youth employment guidance, in particular through the conclusion of a formal commitment between all. For fulfilling this aim, the municipality of Gondomar intends to establish a territorial pact for employment and employability that will be subscribed by all of the stakeholders involved.
- **Flexibility:** One of the main conclusions of our LAP is that flexibility is an important asset regarding the menu of skills for young people (normally it is defined by central government) and truly attached to the territory with employability rate info for the youngsters.
- **Social Innovation:** Taking into account that one of the challenges of the project is to increase employability of young people, it is necessary to "draw" "innovative educational strategies". One of the main obstacles is the "status quo" within the schools (quite rigid and bureaucratic structures). For overcoming it is important to have on board the executive board of the schools.
- **Funding:** One of the biggest challenge of the project is possibly how to ensure the financial support necessary for the implementation of the projects. Although the Managing Authority is member of the LAP, it is hoped that this involvement will be an asset for obtaining financial resources from "Portugal 2020".