



PLATFORM FOR EMPLOYMENT AND GREEN ENTREPRENEURSHIP



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THE PLATFORM

Objective, partners and process



OBJECTIVE OF THE PLATFORM

Take advantage of the ecological transition initiatives and projects that will be developed in the coming years to:



TO EASE

the **labor insertion** of unemployed people in new green jobs.



PROMOTE

initiatives of **self-employment and collective employment** in the green economy (cooperatives, Labor Corporations...)



FOMENT

the **inclusive entrepreneurship**.

THE PROCESS





THE PARTNERS



GECV

Association that integrates 53 large innovative Spanish companies and SMEs committed to the environmental challenge and ecological transformation.

40% of the IBEX 35 companies represented in GECV

- Facilitate the proactive participation of the business sector.
- Identify green employment needs and facilitate the integration of people in them.
- Recognize and define the improvement opportunities generated by its value chain.
- Contribute the incubation experiences of associated companies.



ECODES

With more than 25 years of experience, she is co-founder of the Community for the Climate, which brings together more than 1,800 companies, more than 500 Public Administrations and more than 600 social entities. Pioneers in Spain of the methodology for measuring the social impact of investments "SROI"

- Design of the green employment and entrepreneurship observatory.
- Preparation of the catalog of green professions and the required competency designs.
- Dissemination of the importance of the just transition to these jobs among the key actors.
- Evaluation, with the SROI methodology, of the impact generated by the initiative.



INGEUS

25 years of experience at the service of employment and entrepreneurship serving more than 12,000 people in Spain (1 million in the world) and more than 5,000 entrepreneurs.

- Holistic and comprehensive support for the unemployed.
- Brokerage management. Accompaniment to entrepreneurs in the different phases.



PSU

+ 30 years offering training for employment

+ 70 accreditations to issue Certificates of Professionalism

+ 300 continuous training courses per year

- Skills transformation of the participants so that they can adapt to the new professional profiles required by green jobs.
- Training and entrepreneurship, digital autonomy.



two THE JOB

Approach and process



JOB

Focus

The fundamental principle for the execution of the Labor Insertion Process will be the **centrality of the participant person**: holistic, comprehensive, flexible and personalized treatment of the professional and personal circumstances of each participant.



Each participant:



- You will have a Labor Advisor who will accompany you throughout the entire Program



- You will attend group sessions where you will acquire and strengthen the basic, transversal and digital skills necessary to enter the labor market



- You will develop your digital autonomy for an effective job search

- Participate in professional training processes



- Prepare for selection processes by simulating interviews



At the same time, intense work will be done with the GECV and the company management team on the employment of users in all green employment opportunities.

JOB

The process



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ENTREPRENEURSHIP, SELF-EMPLOYMENT AND COLLECTIVE EMPLOYMENT

Approach and process



ENTREPRENEURSHIP, SELF-EMPLOYMENT AND COLLECTIVE EMPLOYMENT

Focus

The fixed platform **two goals** fundamental:

- The generation of business ideas and the recruitment of potential entrepreneurs.
- The facilitation of the viability of entrepreneurship and self-employment projects.

The **focus of our proposal** combines:

- Face-to-face and digital actions
- Group and individual accompaniment.
- An appropriate mix of training in technical aspects and transversal skills
- The facilitation of the integration of entrepreneurs in the value chain of companies.

ENTREPRENEURSHIP, SELF-EMPLOYMENT AND COLLECTIVE EMPLOYMENT

The process



CAPTURE, AWARENESS AND PRESELECTION

- Communication: Image, media, value chain of the GECV
- Generation of business ideas and recruitment of potential entrepreneurs.
- The Entrepreneur's Workshop:
 - ✓ Where, when and how ideas are generated.
 - ✓ First evaluation of the idea, the test of 3
 - ✓ Do I have entrepreneurial material?

VIABILITY

- Workshop: "From idea to company" (Daleph/Ingeus/UPM)
 - ✓ Business idea(Lean Start up)
 - ✓ Business model
 - ✓ Sale MK
 - ✓ Design doing
 - ✓ Entrepreneurial behavior.
- Accompaniment and Business Plan (Daleph/Ingeus)
- Business Experience and Mentoring (GECV)
- Technical Training (UPM)
- Workshop: "The green opportunity" GECV/ECODES

LAUNCH

- Comprehensive accompaniment.
- Operational support unit: commercial, digital, logistics and legal.
- Financial Mediation

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OTHER KEY ELEMENTS

Business workshops and training



BUSINESS WORKSHOPS

In these business meetings in which medium and large companies demanding green services will participate, a reflection will be made around:

GREEN SERVICES

that are currently in demand or are expected in the short and medium term: typology, and quantification of the demand dissatisfied.

COMPETENTIAL PROFILES

associates a these services: competencies transverse Y vertical (technical), need for certification and/or homologation, etc.

GENERATION POSSIBILITIES

of self-employment me job collective: Dimension, Exercise, Legal form, Location and scope of action, Needs of accompaniment.



PROFESSIONALIZING TRAINING AND ENTREPRENEURSHIP



COMPETENCE ITINERARIES

Strengthening of developing competence of the person participant in a manner consistent with the professional profile demanded by companies



BASED LEARNING PROJECTS

assimilation of knowledge theory through its application to solve a real problem



COMMUNITY OF KNOWLEDGE AND PRACTICE

Informal space for interaction and exchange of knowledge between participants