

GOOD PRACTICE: VISIBLES PROGRAM – PROJECTS FOR IMPROVING EMPLOYABILITY OF THE TOWN HALLS / LOCAL ENTITIES OF MARRATXÍ, INCA AND CALVIÀ'S LONG-TERM WORKERS.

<p>Title: 50 characters including spaces</p>	<p>VISIBLES Program- Projects for the improvement of the employability of the long-term workers of the Town Councils/Local Entities of Marratxí, Inca and Calvià.</p>
<p>Body Text: 1500 characters including spaces</p>	<p>The VISIBLES Program is an initiative of the Government of the Balearic Islands to promote employment among long-term unemployed people, aimed at reversing the difficult situation of these people who, after spending a long time unemployed, end up seeing how their professional skills become obsolete and the chances of finding a new job are considerably reduced. This program is part of the Quality Employment Plan of the Balearic Islands (POQIB) 2017-2020, in Priority 6 «Immediate and specific attention groups» - action line 6.2 «SOIB VISIBLES: Comprehensive care plan for the long-term unemployed and people over 45 years old».</p> <p>It is a public contracting program within the framework of personalized insertion itineraries. People receive the opportunity to do a job for six months in a local entity, with the aim of recovering work experience, preferably in an area related to their skills and qualifications. In parallel, the person is enrolled in a process of employment guidance aimed at strengthening the subsequent insertion in the ordinary labour market.</p> <p>In general, the program is aimed at unemployed people over 35 years, registered as unemployed applicants in the Employment Service of the Balearic Islands (SOIB) at least twelve of the eighteen months prior to the time of pre-selection, who preferably do not receive unemployment benefit or subsidy.</p>

Annex - table

<p>Country:</p>	<p>Spain</p>
<p>Project name:</p>	<p>Programa VISIBLES</p>
<p>Area of activity:</p>	<p>Strengthening employment and mobility</p>

<p>(choose one or several)</p>	<p><input checked="" type="checkbox"/> Opening up paths to work/for job seekers, the inactive and the long-term unemployed</p> <p><input type="checkbox"/> Creating opportunities for youth</p> <p><input type="checkbox"/> Driving business / Adapting to change</p> <p><input type="checkbox"/> Career guidance/ Gender equality and work/life balance</p> <p><input type="checkbox"/> Active ageing</p> <p><input checked="" type="checkbox"/> Mobility</p> <p>Improving education</p> <p><input checked="" type="checkbox"/> Opening the Doors to Learning / Reducing Early School Leaving</p> <p><input checked="" type="checkbox"/> Helping people to aim higher / paths of death</p> <p><input checked="" type="checkbox"/> Training that works/ Lifelong learning</p> <p>Giving everyone a chance</p> <p><input type="checkbox"/> Combating marginalisation / Integration of marginalised communities (Roma, migrants)</p> <p><input type="checkbox"/> Promotion of social enterprise/social economy</p> <p><input type="checkbox"/> Support for local partnerships/community-led development strategies</p> <p><input type="checkbox"/> Inclusive Approaches/ Better Access to Social Services, Homelessness and Exclusion from Housing, De-Institutionalisation, Child Poverty</p> <p>Better public services</p> <p><input type="checkbox"/> More effective institutions/ Modernisation of labour institutions and transnational mobility</p> <p><input type="checkbox"/> Partnerships for Progress / Capacity Building for Stakeholders</p>
<p>Key words:</p>	<p>Employment, inclusion, labour insertion, long-term unemployed, insertion itineraries.</p>
<p>Project duration: (month) yyyy – (month) yyyy</p>	<p>Calls for 2015 and 2016</p>

ESF contribution:	1.802.299,97 €
Total budget:	3.604.599,93 €
Number of participants:	A total of 70 people are participating in the two calls: 54 men and 16 women.
Quotes: (e.g. personal experiences by persons/beneficiaries)	There is no testimony.
Organisation:	Servei d'Ocupació de les Illes Balears - SOIB https://soib.es/es/
Contact details: Name of contact person Email address Telephone number Organisation website Social media accounts Links to publications or videos	Head of communication in the SOIB: Ester Callizo . Email: comunicacio@soib.caib.es They do not have their own RRSS. They are not provided or carried out to maintain the anonymity of the participants

Metadata

Description: 200 characters including spaces – <i>should mention the country</i>	Programa VISIBLES of the Autonomous Community of the Balearic Islands of Spain
Latitude	Marratxí: 39° 38' 32" North Calvià: 39° 33' 55" North Inca: 39° 43' 15" North
Longitude	Marratxí: 2° 45' 8" East

	Calvià: 2° 30' 15" East Inca: 2° 54' 39" East
Keywords: <i>Between 3-4 taking into account geography (by country), theme and target group</i>	Employment, inclusion, labour insertion, long-term unemployed, insertion itineraries.

JUSTIFICATION FOR CRITERIA TO BE CONSIDERED AS GOOD PRACTICE.

1. The action has been adequately disseminated among the beneficiaries, potential beneficiaries and the general public.

The actions carried out within the framework of the projects of the three municipalities (Marratxí, Calvià and Inca) have been widely disseminated among beneficiaries, potential beneficiaries and the general public through various information and communication measures carried out both by the Public Employment Service (SOIB), the Government of the Balearic Islands and the Municipalities of Marratxí, Calvià and Inca, as beneficiaries of the co-financed aid. In the first place, the call has appeared on the SOIB website

Picture 1: Website of SOIB with the diffusion of the call



Picture 2: Website of the Government of the Balearic Islands with the diffusion of the Visibles 2016 Call



<https://soib.es/es/convocatorias/> /
<https://www.caib.es/seucaib/es/tramites/tramite/2679304>

The terms of reference and the annual subsidy calls were published in the Official Journal of the Balearic Islands (BOIB), mentioning the co-financing of the measure through the ESF and the Operational Program for the Balearic Islands.

Picture 3: Visibles Program 2015 Call. BOIB, October 22, 2015



Núm. 154
22 de octubre de 2015
Sec. III - Pág. 42538

Sección III. Otras disposiciones y actos administrativos ADMINISTRACIÓN DE LA COMUNIDAD AUTÓNOMA SERVICIO DE OCUPACIÓN DE LAS ILLES BALEARS

15551

Resolución del consejo de Trabajo, Comercio e Industria y presidente del Servicio de Empleo de las Islas Baleares, de 20 de octubre de 2015, por la cual se aprueba por el procedimiento de urgencia la convocatoria de subvenciones para las corporaciones locales destinadas a financiar proyectos de mejora de la empleabilidad de los trabajadores desocupados de más edad, de la cual se prevé el cofinanciación en un 50% con cargo al Programa Operativo FSE 2014-2020 de las Islas Baleares

Ilustración 4: Visibles Program 2015 Call. BOIB, August 27 2015

Secció III. Altres disposicions i actes administratius
ADMINISTRACIÓ DE LA COMUNITAT AUTÒNOMA
SERVEI D'Ocupació DE LES ILLES BALEARS

9782

Resolució del conseller de Treball, Comerç i Indústria i president del Servei d'Ocupació de les Illes Balears, de 25 d'agost de 2016, per la qual s'aprova la convocatòria de subvencions per a les empreses locals destinades a finançar projectes de millora de l'ocupabilitat de les persones treballadores desocupades de més edat, de la qual es preveu cofinanciar-ne un 50 % amb càrrec al Programa Operatiu FSE 2014-2020 de les Illes Balears

In the calls for subsidies, information has been provided to potential beneficiaries of the eligibility conditions, the selection criteria of the projects, the description of the procedures used to assess the funding applications and the deadlines for submission.

As far as the communication measures are concerned, the obligations that participation in the program and the acceptance of the aid entail have been reported, giving orientations to the potential beneficiaries for their correct compliance.

The Government of the Balearic Islands and, in particular, the SOIB contributed to the maximum dissemination of the funding opportunity among the potential beneficiaries of the program, by publishing the information and links to the call's documentation of the Visible Program in their corporate websites. In addition, they mentioned the co-financing of the program by the Regional ESF Operational Program 2014-2020 of the Balearic Islands.

In addition, the program has been widely disseminated in **local press media, written or digital**, as well as through the website of the Government News, as shown below:

Picture 5: News of Europa Press published on July 29, 2016

epbaleares.es | europa press

Aprobado el 'Programa Visibles' del SOIB para la contratación de parados mayores de 45 años, por 6 millones

Publicado 29/07/2016 14:01:59

La inversión para esta iniciativa es de seis millones de euros

PALMA DE MALLORCA, 29 Jul. (EUROPA PRESS) - El Consell de Govern ha aprobado la convocatòria del Servei de Ocupació de les Illes Balears (SOIB) del 'Programa Visibles' de parados de larga duración mayores de 45 años, por un importe de 6 millones de euros, así el plan se configura como un programa de fomento de la ocupación en el que el trabajador adquiere una experiencia profesional al mismo tiempo que su reinserción al mercado de trabajo mediante orientación laboral.

De este modo, el programa se realiza a través de los Ayuntamientos y los Consells Insulars y está cofinanciado entre fondos del Govern, Fondo Social Europeo y fondo de Conferencia Sectorial. Este tiene como objetivo final mejorar su ocupabilidad.

Últimas noticias / Illes Balears

- Aena insonorizará tres nuevas viviendas dentro del Plan de Aislamiento Acústico del Aeropuerto de Menorca
- Incluyen 100 nuevas viviendas en el Plan de aislamiento acústico del Aeropuerto de Palma
- TaPalma 2018 se celebrará del 26 de noviembre al 2 de diciembre con el fin de alargar la temporada turística

<http://www.europapress.es/illes-balears/noticia-aprobado-programa-visibles-soib-contratacion-parados-mayores-45-anos-millones-20160729140159.html>

Picture 6: News of Palma Activa Website published on May, 15 2017

Hila y Armengol agradecen su trabajo a las 75 personas paradas de larga duración que han trabajado en el Ayuntamiento gracias al programa "Palma Visibles 2016" del SOIB

Publicado el 15 de mayo de 2017 por PalmaActiva

El alcalde de Palma y la presidenta del Gobierno han asistido al cierre de este programa cofinanciado por el Servicio Público de Empleo Estatal y el Fondo Social Europeo.



Hila y Armengol agradecen su trabajo a las 75 personas paradas de larga duración que han trabajado en el Ayuntamiento gracias al programa "Palma Visibles 2016" del SOIB



<https://web.palmaactiva.com/es/hila-y-armengol-agradecen-su-trabajo-a-las-75-personas-paradas-de-larga-duracion-que-han-trabajado-en-el-ayuntamiento-gracias-al-programa-palma-visibles-2016-del-soib/>

Picture 7: News EL Mundo (Edition "El Día de Baleares"), published on October 11, 2017

El programa 'Visibles' del SOIB da empleo a quince parados en el Ayuntamiento de Marratxí

La iniciativa pretende proporcionarles profesionalización y experiencia para incentivar su reinserción laboral

MARRATXÍ
Una quincena de personas firmaron ayer sus contratos para comenzar a trabajar en el Ayuntamiento de Marratxí a través del programa Visibles, convocado por el SOIB y cofinanciado por el Fondo Social Europeo para parados de larga duración.

Según informó el consistorio, estas 15 personas trabajarán en diferentes áreas durante seis meses a

partir del viernes. El objetivo del proyecto es proporcionar profesionalización y experiencia para sus participantes en actividades de utilidad pública o interés social y favorecer la reinserción dentro del mercado laboral para mejorar su empleabilidad, informó Europa Press.

Dos de los seleccionados estarán como auxiliares administrativos en el Área de Empleo y Trabajo. Uno de ellos pondrá al día la

base de datos de candidatos inscritos en el programa de búsqueda activa de trabajo y cursos de formación de la Feinoteca y el otro como personal de apoyo para llevar a cabo la gestión y administración de la totalidad de los visibles contratados del programa.

Se contará también con una tercera persona, también auxiliar administrativo, para el Área de Promoción Económica, Comercio, Em-

presa, Industria y Turismo que pondrá en marcha una promoción y dinamización de los mercados semanales y gestionará el próximo cambio de ubicación del Gran Mercado para ofrecer la máxima información y servicios a las empresas y los vendedores.

En el ámbito del Medio Ambiente se llevarán a cabo acciones para la mejora, mantenimiento y limpieza del Polígono de Marratxí.

Así, se dotará a esta área de dos trabajadores, en la categoría de Peón de Medio Ambiente, y dos más para el Área de Servicios Sociales, que realizarán tareas de revitalización del Centro de Día Brote de azufraio con la recuperación del jardín y el huerto y tareas de mantenimiento general.

Por su parte, dentro del Área de Vías y Obras y Servicios Funerarios, se pretende cubrir las necesidades de conservación y mantenimiento de las aceras municipales de los núcleos de población de Pórtol y Sa Cabaneta con la contratación de seis peones de mantenimiento de la vía pública. Otros dos peones que se dedicarán a la mejora del estado del edificio central del cementerio.

Picture 8: News Notice by the Government of the Balearic Islands published on May 15, 2017

SALA DE PREMSA

15 maig 2017 | notícies

ARMENGOL DESTACA LA UTILITAT DE LES POLÍTIQUES D'OCCUPACIÓ DEL GOVERN EN LA CLAUSURA DEL PROGRAMA "VISIBLES" A PALMA

ARMENGOL DESTACA LA UTILITAT DE LES POLÍTIQUES D'OCCUPACIÓ DEL GOVERN EN LA CLAUSURA DEL PROGRAMA "VISIBLES" A PALMA

1 de cada 4 beneficiaris aconsegueix tornar al mercat laboral després de participar en aquest programa

La presidenta del Govern, Francina Armengol, ha clausurat avui el programa "Visibles 2016-2017" a Palma destacant la utilitat dels programes d'ocupació que du a terme el Govern a través del SOIB.

Armengol ha ressaltat el compromís del Govern per treballar perquè "tots puguin tenir oportunitat de tenir un treball i que aquest sigui digne". En aquest sentit, ha destacat que les polítiques d'ocupació que s'estan duent a terme funcionen. Enguany, s'ha elaborat un seguiment dels usuaris del programa "Visibles" 2015-2016 i el resultat ha estat que 1 de cada 4 usuaris s'ha reincorporat al mercat laboral després de participar-hi, mentre que, segons les estadístiques, sense polítiques d'ocupació trobarien feina 1 de cada 8 persones.

Finalment, la presidenta ha destacat que al beneficiari final de les polítiques d'ocupació li arriba el treball i de la qualitat de les polítiques.

<http://www.caib.es/pidip2front/jsp/ca/fitxa-convocatoria/8985100>



Picture 9: News Notice by the Government of the Balearic Islands published on November 16, 2016

SALA DE PREMSA

16 novembre 2016 | CONSELLERIA DE TREBALL, COMERC I INDÚSTRIA
Més de 500 aturats són contractats avui a totes les Illes a través del programa "Visibles" del SOIB

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La convocatòria per a aquest pla públic de contractació és de 6 milions d'euros, i està cofinançat pel Fons Social Europeu

El programa "Visibles" que promou el SOIB per a la contractació de persones aturades majors de 45 anys -inclosos en el Programa Públic de Contractació que impulsa la Conselleria de Treball, Comerç i Indústria- s'ha iniciat avui a tots els ajuntaments i consells insulars de les Illes Balears. Un total de 512 persones han estat contractades durant sis mesos, per desenvolupar 72 projectes diferents, que s'adaptin a les necessitats de cada municipi o entitat promotora. La convocatòria per a desenvolupar aquest programa és de 6 milions d'euros, i està cofinançat pel Fons Social Europeu.

El programa "Visibles" del SOIB consisteix en la contractació a través de corporacions locals de persones desocupades de llarga durada, prioritàriament majors de 45 anys i sense prestacions. L'objectiu d'aquesta convocatòria és oferir una oportunitat de feina a través d'un ajuntament o consell insular en projectes d'interès general, perquè aquests aturats de llarga durada puguin tornar a tenir una experiència laboral que els permeti retornar al mercat de treball.

Per aquest motiu, a més de la contractació, cada beneficiari rebrà una orientació especialitzada, a fi de millorar les futures oportunitats de trobar una ocupació de qualitat.

<https://www.caib.es/pidip2front/jsp/ca/fitxa-convocatoria/8934720>

Picture 10: News Notice by the Government of the Balearic Islands published on October 31, 2016

SALA DE PREMSA

31 octubre 2016 | CONSELLERIA DE TREBALL, COMERC I INDÚSTRIA
El conseller Negueruela i el batle d'Inca presenten el programa Garantia Juvenil, Programa 30 i Visibles, que beneficiaran 133 persones i suposa una inversió de 1.543.000 euros

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El SOIB invertirà un total de 2 milions d'euros en programes d'ocupació propis i de l'FSE a l'Ajuntament d'Inca, beneficiant a 192 desocupats en dies agraïts

El conseller de Treball, Comerç i Indústria, Iago Negueruela, i el batle d'Inca, Virgilio Moreno, han presentat a Inca els programes Garantia Juvenil, Programa 30 i Visibles, que beneficiaran 133 persones i suposen una inversió de 1.543.000 milions d'euros. La presentació dels programes, finançats pel Servei d'Ocupació de les Illes Balears (SOIB) i Fons Social Europeu, també ha comptat amb la presència del director general d'Ocupació i Economia, Llorenç Pou, del director general de Fons Europeus, Félix Pablo i de la regidora d'Ocupació, Formació i Educació, Alice Weber.

El conseller ha manifestat que malgrat les xifres macroeconòmiques i la reducció de l'atur, encara hi ha col·lectius com els dels joves i majors de 45 anys que presenten dificultats d'ocupabilitat específiques i que programes com el de Garantia Juvenil i Visibles, permetran a 717 desocupats de totes les Illes gaudir d'experiència laboral, millorar la seva formació i rebre un salari, incrementant així les possibilitats de reinserció laboral i d'accés al sistema de prestacions en el futur.

Negueruela ha ressaltat que Inca és un dels municipis més destacats en el desenvolupament de polítiques d'ocupació del SOIB, ja que enguany ha presentat 8 projectes nous inclosos en tres programes (Garantia Juvenil, Programa 30 i Visibles) amb una inversió de 1.543.000 euros.

El programa Garantia Juvenil del SOIB Jove implementat a Inca, que comptarà amb una inversió de 583.000 euros i beneficiarà 42 persones, permet a joves aturats d'entre 16 i 29 anys aprendre un nou ofici mitjançant un contracte de feina remunerat i una formació pràctica i teòrica durant 12 mesos. Aquesta iniciativa es concreta al municipi en tres projectes i té com a objectiu que joves que no estudien ni treballen, mitjançant un contracte d'aprenentatge, combinin formació i experiència pràctica per obtenir un certificat de professionalitat que millori la seva ocupabilitat.

<https://www.caib.es/pidip2front/jsp/ca/fitxa-convocatoria/8930290>

Picture 11: News on the website of the City Council of Marratxí published on November 16, 2016

**juntament de Marratxí
trata a 12 personas
ocupadas de más de 45 años a
rés del programa Visibles**

Esta contratación forma parte de la convocatoria del SOIB, de subvención para las corporaciones locales, destinadas a financiar proyectos de mejora de la ocupabilidad de las personas desocupadas de más edad, y cofinanciada por el Servicio Público de Empleo Estatal (SEPE) y el Fondo Social Europeo (FSE)

El martes día 15 de noviembre, en la sala de plenos del Ajuntament de Marratxí, ha tenido lugar la firma de los 12 contratos que gracias al programa Visibles, darán trabajo a personas desocupadas del municipio, que cuentan con más de 45 años. Visibles es un proyecto de subvención para las corporaciones locales, destinadas a financiar proyectos de mejora de la ocupabilidad de las personas desocupadas de más edad, y cofinanciada por el

<http://www.marratxi.es/es/firma-visibles-16/>

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Local entities have prepared and disseminated among the participants and the general public different informative material such as posters and brochures of the projects, informative notes, etc. in every project they have developed.

Picture 12: dissemination of the project on the website of the City Council of Calvià



<http://www.ifoc.es/articles/20160226-inicio-de-cinco-proyectos-de-corporaciones-locales-visibles>

Picture 13: Cover of the brochure of dissemination of the project by the City Council of Inca



Finally, it should be noted that the 2015 and 2016 calls for subsidies of the SOIB Visibles Program co-financed by the ESF appear in the list of selected operations, published by the Intermediary Body, in accordance with article 115.2 of Regulation (EU) 1303/2013 on the website of the European Funds.

Picture 14: European Funds Web Portal of the Intermediary Body



http://www.caib.es/sites/fonseuropeus/es/listado_de_operaciones/

2. The action incorporates innovative elements.

The main innovative element is that these projects not only aim to incorporate the person into the labour market, but also provide a **multiple approach**. This means that



in the municipalities of Marratxí, Calvià and Inca, the recruitment process combines hours of **work** with hours of **training** and, therefore, the workers obtain a **certificate in key competences** such as mathematics, Catalan and Spanish. As an added and innovative value, these people participate in various **follow-up and guidance** actions developed by the SOIB.

An innovative element that stands out is the introduction of labour orientation actions for program workers. This orientation could be managed in three ways:

1. By the entity's own staff (Calvià City Council).
2. Hiring a worker of the program (a long-term unemployed project and over 35 years of age) with a counsellor profile (Inca City Council).
3. Hiring an external service (Marratxí City Council).

The fact of introducing the figure of the counsellor had as main objective to provide the workers with tools to develop an adequate relationship with the labour market once the contract was finalized. This orientation consisted of:

- Carrying out a personalized employability diagnosis.
- Establishment of a work plan based on the result of the diagnosis.
- Information on market functioning, different active employment policies, social resources ...
- Providing tools and training in active job search techniques.
- Intermediation ...

Finally, it should be noted that the counsellor figure has helped during the course of the call to manage personal or work conflicts, that is, to manage those resistances or personal problems that may arise from the fact of having been outside the labour market for a long time or due to other individual issues.

3. Adequacy of the results obtained to the objectives set.

The results are clearly appropriate to the objectives pursued, highlighting:

Marratxí City Hall	Women were the majority, with a 54.54% of the total of people. The insertion of 54.54% of the participating women was achieved.
Calvià City Hall	Insertion of 27.77% of the total working people after 6 months. Adaptation of the profiles to the demands of the labour market.
Inca City Hall	Hiring of 32.25% of women.



80.00% of the people hired are over 55 years of age.

Insertion of 32.25% of the total working people after 6 months out of with 30% were women and 80% older than 55 years.

These results are shown below for each City Council disaggregated by sex and age group, including people who were inserted after six months

Table 1: Results in Marratxí City Hall

	Man	Woman	+55years	45-54 years	35-44 years
Workers' profile	5	6	2	6	3
Profile of people inserted 6 months after completion	2	4	1	2	3

Table 2: Results in Calvià City Hall

	Man	Woman	+55years	45-54 years	35-44 years
Workers' profile	18		9	6	3
Profile of people inserted 6 months after completion	5		2	1	2

Table 3: Results in Inca City Hall

	Man	Woman	+55years	45-54 years	35-44 years
Workers' profile	21	10	22	8	1
Profile of people inserted 6 months after completion	7	3	8	1	1

A counterfactual impact evaluation was carried out, by comparing the insertion of the participants in the Visibles program with a group of people with labour and socio-demographic characteristics similar to the group of participants but who had not taken part in the program. The analysis indicates that taking part in the Visibles program increases the probability of having a job by more than a 10% and demonstrates the effectiveness of the program

4. Contribution to the resolution of a problem or weakness detected in the territorial scope of implementation.

The economic crisis that began in 2008 was characterised by its intensity as well as by its unusual duration. This second feature has involved that a high part of the people who went unemployed during the crisis had remained in this situation. Thus, the

percentage of people in situations of long-term and very long-term unemployment has significantly increased.

Remaining continuously unemployed and therefore, the absence of new work experiences has different consequences. The absence of work experiences implies peoples' knowledge decapitalization. Not in vain, the job interaction that occurs in the workplace is the main way of developing competences and non-formal skills. For this reason, disengagement with work prevents from acquiring this knowledge, leaving those unemployed in disadvantaged conditions.

This issue is especially important in older unemployed people since, in many cases, they do not have high educational levels and, consequently, acquiring skills is more effective through work experience. Apart from knowledge decapitalization, situations of long-term unemployment have important psychological effects. In some cases they suppose loss of self-esteem when the individuals face serious difficulties to reach a job. This fact is especially relevant in contexts like the current one, in which they observe that employment is created, but instead they do not get a job.

This regional need is transferred directly to the City Halls of Marratxí, Calvià and Inca since in the diagnosis carried out there are no significant differences between municipalities. For this reason, the SOIB proposes the Visibles program, which focuses on unemployed people over 35 years of age, preferably older, in situations of long-term unemployment. These calls have a high degree of coverage among the municipalities and, therefore, among the population that resides in them and that meets the aforementioned characteristics.

In conclusion, the regional need encompasses all the municipal needs and, therefore, as these actions contribute to cover a municipal need they also contribute to the regional need as a whole.

5. High degree of coverage of the target population.

The funds initially allocated to the 2016 call (€ 6,000,000) were distributed among all the municipalities and islands of the Balearic Islands Autonomous Community, based on the number of unemployed people over 35 years old that had been registered as applicants for at least twelve of the last eighteen months, according to the data provided by the Regional Labour Observatory. In order to ensure coverage of the entire territory, a maximum subsidy was established per territorial area (municipality and / or island) of € 800,000 and a minimum of € 13,050. This means that projects are launched in 92% of the municipalities.

Table 4: Files and beneficiaries per island. 2016 Call

	Number of towns per island	Number of beneficiaries	% town coverage	Number of Files	Number of workers
Eivissa	5	1	20,00%	1	7
Formentera	1	1	100,00%	2	4
Mallorca	53	52	98,11%	58	330
Menorca	8	8	100,00%	8	33



Total	67	62	92,54%	69	374
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This is specified in the following way in the municipalities covered by this good practice:

- City Council of Marratxí: € 131,400
- City Council of Calvià: € 201,600
- City Council of Inca: € 298,369.90

With this budget it has been possible develop a high degree of coverage among the target population, despite the difficulty inherent to the inclusion of groups in situations of long-term unemployment and over 35 years to which the program is addressed to. In fact, in the City Council of Calvià, 50% of the beneficiaries were over 55 years old, in Marratxí, a 50% is between 45 and 54 years old and in Inca, it reaches 70% in the percentage of people over 55 years. These data are representative of the whole Call. As can be seen below, there is a pre-eminence of the main target group of the program: older individuals. Therefore, a 60.43% were 55 or older and 30.48% were between 45 and 54 years old.

Table 5: Profile of the target group members by sex and age. Call 2016.

Age	Woman	Man	Total	% distribution
35 to 44 years	18	16	34	9,09%
45 to 54 years	39	75	114	30,48%
55 years or more	32	194	226	60,43%
Total	89	285	374	100,00%

6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

The Program is specifically addressed to one of the most vulnerable groups, **long-term unemployed people**, particularly **those who are older and those with dependents** who preferably **do not receive unemployment benefit or subsidy**.

In addition, during the selection process, job offers have been monitored to verify that they had **generic nature and did not contain any element that could imply any form of discrimination**. In this same selection process, **women were prioritized** in the following ways:

- In equal conditions women were preferred to men.
- The condition of victim of gender violence was considered as a priority criterion of selection, as established in article 6 of Royal Decree 1917/2008, of November 21, which approves the social-labour insertion program for women victims of violence of gender.

By virtue of article 11 of Law 11/2016, of July 28, on equality of women and men of the Autonomous Community, **those entities sanctioned or convicted in the last three**



years for having exercised or tolerating practices considered discriminatory because of sex or gender could not participate in the call.

Gender equality was also taken into account in the field of advertising and information. Among the calls terms of reference there was the obligation to use an **inclusive language of men and women** in all advertising, written documentation, advertisements or exterior signage and also in any type of information in electronic or computer support.

Environmental sustainability has also been observed in relation to the areas of the projects that the municipalities should propose.

More concretely, the **City Council of Calvià** highlights the observation of the Horizontal Priorities as follows:

- At environmental level, the work carried out at the Finca Galatzó stands out, where maintenance and improvement actions have been carried out. It is a public estate of 14,013,500 m² that was historically configured as a unit of agricultural production typical of the Sierra de Tramuntana. The Finca presents the possibility of generating exhibition and interpretation spaces, refuge and shelter infrastructures, visiting areas and use of water systems, exploitation zones and interpretation of the olive tree culture, the vineyard, the almond trees and visits to the native livestock and biodiversity of the Sierra.
- Also noteworthy are the improvement works carried out on the Calvià Promenade increasing the landscaped areas

As for the **City Council of Marratxí**, the compliance with the Horizontal Priorities is specified as follows:

- At the environmental level, the improvement and maintenance of natural spaces in the municipality stands out, increasing landscaped areas and also through the maintenance of these natural spaces for the prevention of fires and torrent clean-ups for floods prevention.
- In relation to the gender perspective, they have selected profiles that have facilitated the insertion of women although in no case in masculinized professions, but they have had an equal percentage of women.

Finally, the following elements stand out in the **City Council of Inca**:

- Environmental sustainability highlights the work of conservation and repair of Parc des Serral, being an important green area of the municipality. On the other hand, regarding the facilities of schools, it is worth noting the orchard and the area for planting addressed to pedagogical use.
- Equality of opportunity and non-discrimination has been taken into account in various ways, highlighting the adaptation of sidewalks for access to children's strolls and people with reduced mobility, also providing free spaces for families and citizens.
- It is important to highlight an innovative element aiming to combat the failure levels at the 1st course of Compulsory Secondary Education (ESO) students through the



creation of a school reinforcement service where, in addition to support classes, materials adapted to the needs of the students have been created.

7. Synergies with other policies or instruments of public intervention.

The **VISIBLES program** is one of the active employment policies of the Government of the Balearic Islands included in the **Annual Employment Policy Plan** for 2016, encompassing the following planned measures aimed at improving the employability of unemployed people also presenting synergies to meet the employment objectives of the **Spanish Strategy for Employment Activation 2014-2016**.

The synergies of the program with other policies of the Autonomous Community are straightforward, as it is framed in the **Quality Employment Plan of the Balearic Islands 2017-2020**. The program has been consistent with the Organic Law of Equality 3/2007, of March 22, whose titles II, IV and V established the action framework in relation to employment programs. This framework influences the procedures of beneficiaries' selection. The Law 11/2016, of July 28, on equality of women and men establishes the action framework with respect to work.

At national level, it presents synergies with the actions foreseen in the **Operational Program of Employment, Training and Education**, in its Specific Objective 8.1.5 "Improve the employability of the unemployed or inactive, especially those with greater difficulties of access to the labour market, through the acquisition of professional experience, including local employment initiatives".

At European level, synergies with the EU **Program for Employment and Social Innovation (EaSI)** can be highlighted. This program is a financial instrument at EU level, which purpose is to promote high level of quality and sustainable employment, providing correct social protection, combat social exclusion and poverty and improve working conditions.