

Employment Strategy City of Madrid 2024-2027:

Training Axis

San Blas Digital Skills School

- Generating Opportunities

01.

DIAGNOSTIC SUMMARY

Employment Strategy of the City of Madrid 2024-2027



Unemployment:

PRIORITY PROFILES

- People aged 45+ with long-term unemployment (58%).
- Women with dependent children and low qualifications (57%).
- Young people with low qualifications (16%).
- People with intellectual disabilities and mental health problems.



Employment:

SECTORS & GENERATING POSITIONS

Green Jobs, Digital, Hospitality, Fresh, Care Economy, Logistics, Trades, Construction.



Data analysis:

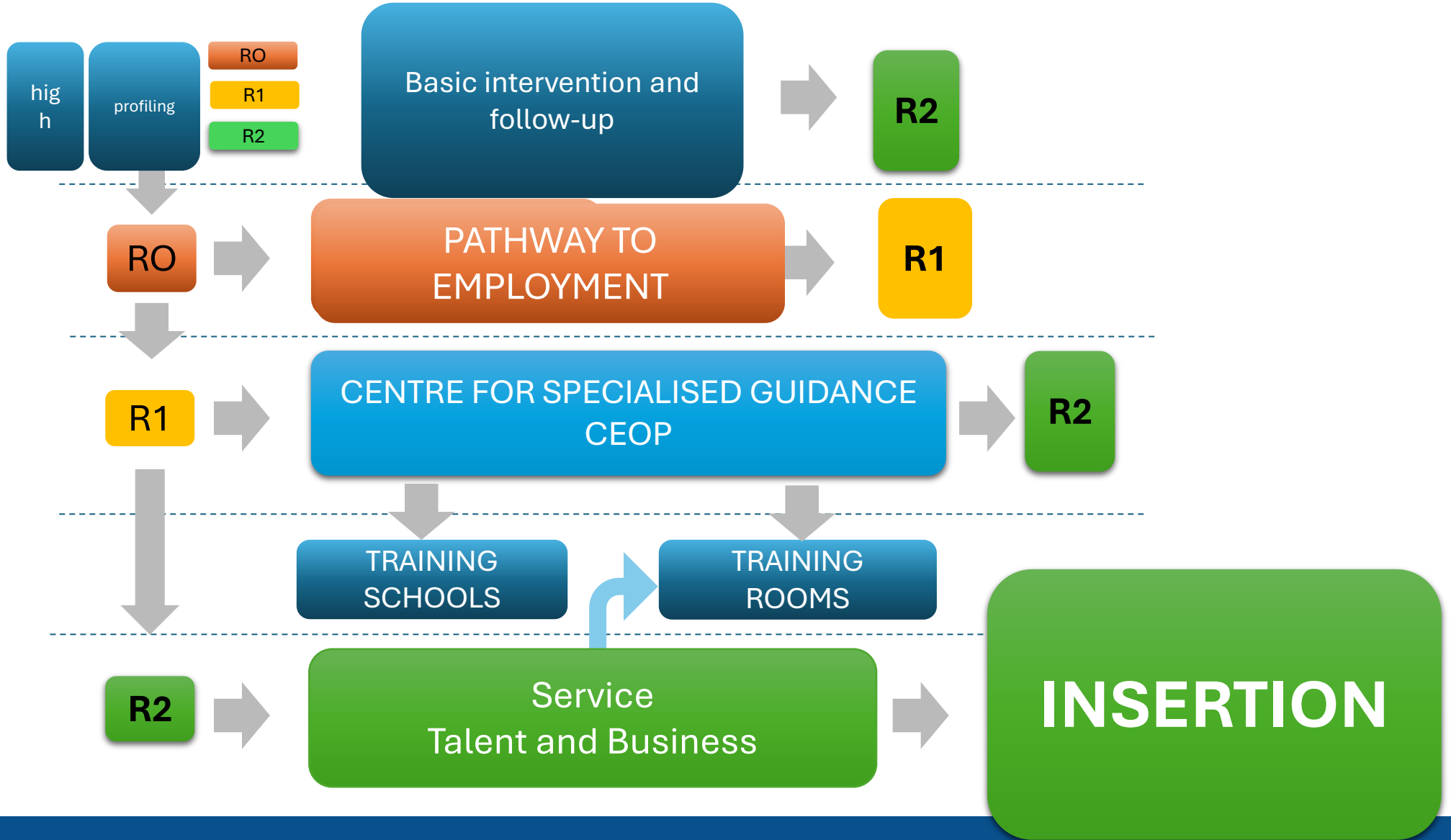
MADRID EMPLOYMENT AGENCY SERVICE

- Low-intensity guidance and disconnected from enterprises (only 4.2% of trained persons reach intermediation).
- Traditional crisis training model (51% less enrolments).
- Intermediation: Success of the *Talent & Companies* Model (20% increase in direct insertion).



New Agency Model

Equality Spaces
Youth Centre
Proximity
Agency



02.

AXES & MEASUREMENTS

Employment Strategy of the
City of Madrid 2024-2027

AXIS I: CAREER GUIDANCE

Challenges and solutions

- New model of career guidance.
- Specialisation by profile.
- Collaborative networking.
- Own methodology.
- Capillarity of the service.
- Connection with Social Services.

CEOP

Road to
Employment

Rearrangement
of subsidies



AXIS II: TRAINING

Challenges and solutions

- Training tailored to the needs of companies and aligned with the occupations and sectors with the highest demand for employment.
- Digital talent.
- Green jobs and trades, Catering and Food, Care.
- Classroom for training in transversal competences and access to employment.

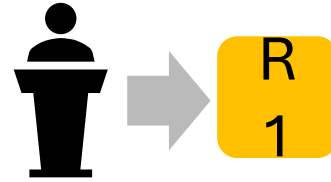


Training
Schools

T&E tailor-
made training



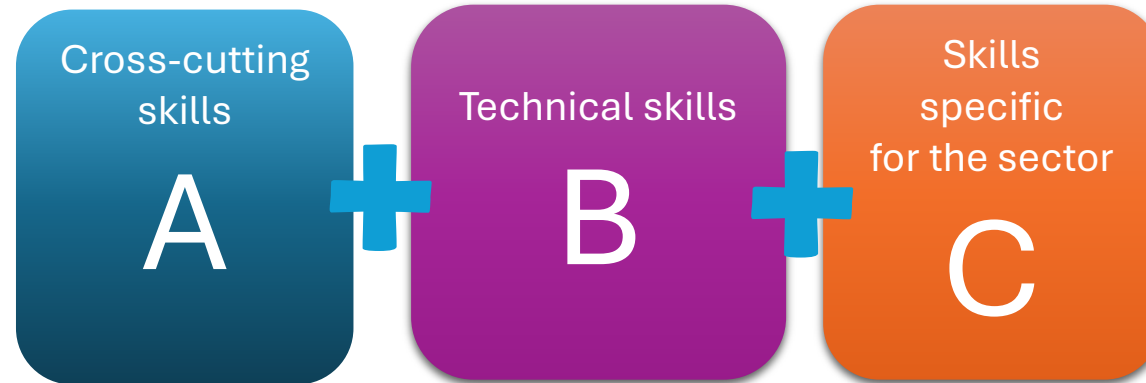
High Quality Schools



EMERGING SECTORS IN THE CITY OF MADRID

- DIGITAL TALENT
- GREEN JOBS & TRADES
- HOSPITALITY & FOOD
- CARE

Modular and demand-driven training itineraries



Personalised tutoring and support

Prior agreement with Sector Company

CM Training Centres



Capital
Digital

Madrid City Council Schools

Green & Crafts, Catering & Food, Care, Digital

ae AGENCIA
PARA EL EMPLEO

Training solutions in line with the demands of the labour market and companies and in line with the new VET Law.

New training model

New training offer linked to the needs of the market (green, emerging niches) and companies (ad-hoc training).

New training offer without competition and complementary to the existing ones, especially with the offer of the Community of Madrid (San Blas Model).

New training offer combining classroom - virtual - streaming - "in the cloud" (San Blas Model).

New integrated management model

The awarded entity assumes both the management of the activity (promotion and dissemination of the training offer and recruitment of students, teaching, monitoring and evaluation, administrative management and prior justification of the actions according to the conditions of the funding bodies).

New model of flexible pathway programming & mentoring

-Short programmes (new standard: 150 to 200 hours) and modularised in itineraries to facilitate the entry and exit of students.

Three training modules (A+B+C: transversal competences + technical competences + tailor-made training for companies).

4475

Training places

4

Training
Schools

SMARTCITY
EXPO WORLD CONGRESS





AXIS III: LABOUR INTERMEDIATION

Challenges and solutions

- Expansion of the Talent and Enterprise service.
- Expand lines of prospecting with SMEs.
- Development of ad hoc training projects with companies.
- Expand sources of recruitment.
- Development of the application training room.
- Network Expansion.

Business
space

Training
Classroom

Business
Mentoring
Grants





Training solutions in line with the demands of the labour market and companies and in line with the new VET Law.

Selection & specialised training

The proposal is based on strengthening the employment intermediation model of the Madrid Employment Agency, *Centro Talento y Empresas*, with the aim of improving results.

Its operation is designed to create a meeting place for companies and applicants, with two objectives: to increase the number of offers managed and to improve the preparation of the people who use the Agency's services.

Training Classroom

Focused on training people in the selection process, working on their CV, interview techniques, their speech and even their image, in order to increase their chances of success.

Space for collaboration with companies:

Personnel selection and tailor-made training

Space aimed at attracting and retaining the business sector. This is already being done, but the aim is to expand the space and the volume of activity.

30

Professionals
Specialised
in Selection

1

Talent &
Enterprise
Centre



Capital
Digital

THANK YOU VERY MUCH



SMARTCITY
EXPO WORLD CONGRESS



ae AGENCIA
PARA EL EMPLEO