



Asociación Grupo Desarrollo Rural
Sierra de las Nieves
y su entorno

Turiemple @ te: **Your resources and generate employment**

Promoting Entity:

AGDR Sierra de las Nieves

Curriculum of the entity: <http://www.sierranieves.com/desarrollo/>

Call for accessing the project:

Order of 5 October 2009 by the regulating and announces participation in the Program Euroempleo

Basic data underlying the need for implementation of the project

The Andalusian work market has undergone great modifications in the last three years due to the crisis of the construction sector. This branch of activity has worked during years like a powerful generator of direct and indirect use in other branches of the production, are industrialists or of services, like real estate promoters, companies, suppliers of constructors and subcontractors among others. The construction is a sector of extreme sensitivity to the variations of the economic conjuncture and to the changes of the demand, as much in the positive aspect, becoming an important motor of growth; like in the negative, is the one that more quickly reflects the variations of the economic conjuncture.

The crisis of the sector has brought a massive destruction of use in the last years. The unemployment in Andalusia increased from 683,777 in 2008 to 844,400 in 2009. 187,382 belong to the sector of the construction, and it is still one of the sectors where the unemployment continues growing. If we analyzed the numbers of Malaga they are very similar in October of 2009. There are 165,066 unemployed and 41,333 belong to the sector of the construction. It is necessary to find some reconversion project for the people who during years have been working in a sector that actually does not have the most prosperous stage.

The construction in our region is one of the sectors that have absorbed more people essentially by the proximity to the Costa del Sol and the dates demonstrated the unemployment have reached 36.64% of registered unemployment. The profile of the unemployed is very similar : workers with low formation. As a result there are the requests that are realised: 32.48% of the people ask for a non-qualified work and a 25.07% demand the job in the construction sector.

The impact of the crisis had especially negative repercussions for the originating rural women of the textile sector, due to the difficulty that supposes to reorient them and to re-qualify them towards new sectors of activity and new opportunities of business. The region counts of great number of women, who during many years had worked in the textile sector and in the majority of cases, is the unique labor experience they have. Many of them surpass the 45 years



of age. Analyzing the numbers of unemployment, especially in the sector of the manufacturing industry we have 9,874 people stopped in the province of Malaga and 69,638 in Andalusia.

General objects:

To reconvert and adapt the workers, companies and industrialists for the incorporation in emerging sectors or growth in the region, to facilitate the access to the use and to essentially avoid long time unemployment as well as the unemployment of the young people. The object is to incorporate them in sectors related to the resources of the territory, to fight against the forms of discrimination in the work market, to foment and to promote the development of associations that coordinate the development of emergent activities.

Specific objectives:

- To favor the interchange of experiences with other territories that have worked in the processes of reconversion of workers.
- To favor the interchange of experiences with territories which are working with methodologic models of participation of the population in the programs of territorial development.
- To favor the interchange with experiences of management of parks of sustainable form.
- To favor the interchange with experiences in the transformation of the local production being incorporated in the environmental values like a quality symbol.
- To evaluate associative models for the management of local resources with quality assurances and sustainability in other territories.
- To adapt the professional profile of the people for whom that program is designed , and this way the development of the activities that territory needs.
- Evaluation of pre-existing methodologies of the work in other territories for the adaptation of workers and promotion of the enterprising creativity between the participants of the project.
- To foment the communication between the participants of the project through the TIC.



Destination of the project:

- Unemployed of the construction sector.
- Unemployed of the textile sector.
- Associations and companies of the territories whose purpose is the development of tourist activities and give a value to the resources of the territory or the development of agro-alimentary activities.

What we try by this project:

1. To put in contact to the people of the territory with those experiences of reconversion of workers towards other sectors a sustainable tourism, the agro-alimentary industry and use of sustainable form of the resources of the natural parks.
2. To study on the solutions adopted in other territories - incorporation of the population for the development of activities having used the existing resources.
3. To enable, to coordinate, to develop associations that give value to the resources of the territory, coordinate all the activities they use and launch the products with quality attests on the market.
4. Development in the methods of commercialisation of the products obtained by formation and adaptation of the methodology of work of social spaces of innovation.
5. Programs of formation to adapt the workers to the emergent sectors in the territory:
 - a. Adaptation of the workers to the development of activities of sustainable tourism based on the recovery of the local patrimony and its transformation to tourism activities experience.
 - b. Adaptation of workers for the development of activities of agro-alimentary products.
 - c. Development of the program of formation for the development of sustainable activities of the natural parks.
 - d. Development of the formative program of associations to complementary products related to the resources.



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6. Creation of methodology of work for development of processes for the enterprise management to improve the quality of products and services.
7. Adaptation of work methodologies that are being used in other territories to foment the enterprising creativity between the participants of the project.
8. Development of the website 2,0 for the interchange of experiences between the participants of the project with the national and international partners.

Characteristics of the partners:

Any organization that can contribute through good practices a model of management of resources of the territory based on the quality and the sustainability

Requirements to the relevant partners:

Letter of Intent which indicates its willingness to cooperate
Subsequently, the termination of the call will open a date for the preparation of proposals for concrete work

Languages of work:

Spanish English French German

Contact for interested organizations:

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