

## Press Release

Getafe, April 20<sup>th</sup> of 2017

### **The program 20+Tú reaches a milestone with the achievement of the first two challenges and six registered labor placements.**

**The “20 + Tú” program for labor insertion of young people meets its second month with a satisfactory balance: they have achieved the two first challenges proposed by LYMA and Getafe Initiatives, and six participants have found already a job in their professional sector.**

**The program, promoted by the Santa María la Real Foundation, Círculo de Empresarios, SERES Foundation and the City Council of Getafe, will continue its path until the end of May to improve the employability of young people with new challenges with local entities.**

"20 + Tú" is a pioneer program in Spain that began to operate last February in Getafe to help improve the employability of 20 young people who are not studying or working. It is designed by the Institute for Social Leadership "InnÓrbita" of the Santa Maria la Real Foundation. It develops thanks to the co-funding of the SERES Foundation and Círculo de Empresarios, as well as the collaboration of the City Council.

#### **From Getafe to Kazakhstan**

The program meets two months and reaches its milestone with a satisfactory balance since 6 members have found work. This is the case of Iris Asensio and Jesús Esteban who have started working on Bricodepot. *"We made a visit to the company's site in Getafe. The team was presented in a different and original way, resulting in the hiring of two participants within the recruiting process of a new store in another location,"* explains the coach who coordinates the program, Javier Cortezero.

José Javier González and Carlos de la Torre, two participants with a sound technician profile, have also found work. Their case is especially unusual or extraordinary as they have been hired by a Spanish company to carry out audiovisual works in Kazakhstan for the next Universal Exhibition that will be held in the city of Astana.

## **First challenges overcome.**

During the month of March, the participants were divided into two teams of 10 people to face two challenges established by local Getafe entities to design real solutions to existing problems. Thus, while developing the proposals, they have been able to train at the same time skills that are valued in the labor market, such as communication, planning and organization, proactivity, digital skills, self-confidence and, above all, teamwork.

A team has worked to overcome the challenge proposed by Getafe Initiatives, consisting of creating new proposals to give visibility and boost Getafe's co-working. *"We have delivered and defended in the same co-working our proposal for the design and development of a new identity and brand; Improvements in image and space distribution, as well as planning new workshops and activities to attract new entrepreneurs to the place,"* explain the participants of "20 + Tú".

On their behalf, the other colleagues have met the challenge presented by the local entity LYMA to give visibility to the animal welfare. *"In this case, our proposal included the design of a global campaign, with a new website, radio slots, flyers, as well as an on-line directory of pets where those interested in adopting can check out the main data and photos of the welfare's available pets. To this, they added to the proposal the development of a budget, materials and design of the 'agility' field, as well as the workshops that could boost open days and the creation of games for pets,"* they specify.

Hosting the proposal has had a very positive effect on both entities, which have graded successfully the work developed by the participants.

## **New challenges**

Participants will continue to work until the end of the "20 + Tú" program (planned for May 31) to improve their employability. For this, they will continue with the scheduled company visits and the development of labor orientation workshops at the local Employment Agency of Getafe, in addition to facing a new challenge in helping the Getasur Handball Club to increase its visibility and attract new players to The Handball Beach discipline.



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