



## INSERTADIX DEL MEDITERRANEO & AROMAS Y COLORES VI

### SECTOR

Work integration for people in vulnerable situations through the social economy

### COUNTRY

Spain

### LEAD ORGANISATION

[Asociación El Cerezo](#), partner of the [European Network of Social Integration Enterprises](#) (ENSIE)

### CONTACT

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### DESCRIPTION

El Cerezo is a non-profit organisation founded in Alicante (Spain) in 1996 that is in charge of two main projects:

- 1. Insertadix del Mediterraneo**, a work integration social enterprise (WISE).
- 2. Aromas y Colores VI**, a training service to improve disadvantaged people's employability.

The two projects were introduced in a context of extremely high unemployment rates in the region, particularly for young people aged 35 years and under, women, and people over 45 years old who face enormous difficulties in re-entering the labour market if they lose their job.

El Cerezo has sole responsibility for the WISE Insertadix del Mediterraneo. It was founded in 2010 with the ambition to bring people who are the furthest away from the labour market

back into employment. Like all WISEs, it is an enterprise that provides goods and services while favouring the social and professional integration of people in vulnerable situations.

Insertadix works in close cooperation with the regional government, including Valencia's employment services that recognised it as a WISE and evaluates its work on a monthly basis. The employment services also provide funding to Insertadix; this public funding complements the

revenue created through service provision. Insertadix is engaged in various economic sectors: gardening and maintenance services, construction and renovation, plumbing, cleaning, environmental services, recycling, and decorating. With regards to the latter, Insertadix is specialised in "trencadis", a ceramic coating technique used, for example, to build Park Güell in Barcelona.

The service Aromas y Colores VI was also introduced in 2010. It was set up in a context of economic crisis, high levels of poverty, and digital and gender gaps that impede the development of an inclusive economy. The objective of Aromas y Colores VI is to improve the employability and professional qualifications of people in vulnerable situations through comprehensive training programmes. They are provided in a safe and supportive environment, which allows for each individual to realise their full potential. The training programmes are funded by the Social Affairs, Health and Equal Opportunities Ministry.

### **A SOCIAL INVESTMENT APPROACH**

In the region of Alicante there is a lack of adequate resources to support youths and older people experiencing long-term unemployment. As a consequence, these groups can lose working habits and motivation to work, study or participate in training. Insertadix plays a crucial role in promoting the social and professional integration of people at risk of social exclusion by providing them with tools to (re-)enter the regular labour

market. Its work focuses on empowering users by developing personalised pathways that combine training with on-the-job support and supervision. The aim is to improve users' sense of responsibility, social skills, and technical capabilities. Users are encouraged to adopt a positive stance and to become actors of their own future. They are involved in the design, implementation and evaluation of their personalised pathways from the beginning, as well as in the economic activities of Insertadix.

This approach reflects Aromas y Colores VI's understanding of social investment, rooted in the concept of quality. The objective is to create training, employment and personal development opportunities adapted to the current economic reality of the rural region in which the service is active. This allows service beneficiaries to achieve their personal goals and, at the end of the process, finally (re-)enter the labour market, either in Insertadix, the mainstream labour market, or as a self-employed person.

### **MAIN ACHIEVEMENTS**

Some figures can attest to the added value of El Cerezo's work. Insertadix currently employs four disadvantaged people who are completing their work integration period (which can last a maximum of three years in Spain). Insertadix is an economically and financially sustainable enterprise.

With regards to Aromas y Colores VI, more than 70 users benefited from its training activities over the

last year. Among them, five have been able to enter the labour market and three decided to become self-employed.

In 2015, an important achievement of El Cerezo was the signing of an agreement with associations of small- and medium-sized enterprises in Villena and La Comarca. This agreement defines concrete actions and ways of collaborating to promote greater and better inclusion of people at risk of social exclusion, thus contributing to the implementation of companies' policies on corporate social responsibility. All participants of El Cerezo's two projects benefit from the agreement.

### **LOOKING FORWARD**

El Cerezo has very clear expectations and targets for the years to come, notwithstanding the difficult economic context, especially in the construction sector. It intends to sign at least 15 framework partnership agreements with public authorities, civil society organisations and companies that are interested in engaging in their work integration activities. It also aims to increase the number of service users, ensure that at least 80% of users finish their training with a positive assessment and obtain a diploma, and create at least two jobs linked to the project every year.