

“THE OPPORTUNITY OF THE ENTERPRENEURSHIP IN THE NORTH OF  
CORDOBA”

General details

Organisation	Mancomunidad e Municipios Valle del Guadiato
Name of Contact	Basilisa Pizarro Ranchal
Address	P.I. La Papelera, Ctra. De la Estación s/n
Telephone no.	+ 34 957 56 70 22
Fax	+ 34 957 56 28 34
Email address	<i>basi@valleguadiato.com</i>

Details of activity

<p>BACKGROUND TO THE CASE STUDY</p>	<p><b>Aims and objectives:</b></p> <p>a).-To favour a cultural and mental change in all levels not only in employee and unemployed people, but society in general, trying to promote the relationships between the education system and the company.</p> <p>b).- To favour the generation of a company culture which bear in mind the values and knowledge of women.</p> <p>c).- To make a detailed proposal of performances which are able to mobilize the available resources, promoting the appearance of business initiatives and, all in all to generate employment and to establish the ways for a durable development in the performance areas.</p> <p>d).- To carry out orientation, formation and advice actions leaded to reinforce the personal resources of women and young people, mainly, as enterprising and businessmen.</p> <p>e).- To establish strategic ways of development, in the way that they will be articulated around a modernization and innovation of the companies and the creation of new business activities based on the divers</p> <p><b>Brief rationale:</b></p> <p>The project pretends to establish the strategies to promote a future economic development, in the performance areas, by creating a social-economical project which moves into the implementation of an innovate, dynamic and cohesive system to be able to foment the creation of business activities. A multidisciplinary technical team will lead this process during all the project.</p>
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	<p><b>Implementing organisation:</b> Mancomunidad de Municipios Los Pedroches Mancomunidad de Municipios Valle del Guadiato</p> <p><b>Funders:</b> ESF Employment Andalusian Government</p> <p>Start :2002 End : 31 diciembre 2005</p>
<p>DESCRIPTION OF ACTIVITY</p>	<p><b>Outline of programme / activities and approaches used:</b> Self-employment Itinerary launched from 2 local Integral Entrepreneurship Centers (dissemination and engagement campaign, business training actions, management business courses, monitoring, assessment, business setting-up grant and financial aid to avoid the barriers to the reconciliation between family and professional life)</p> <p><b>Origins – how it came about – bottom up / top down, grew from previous initiative (if so what):</b> The proposing entities (Mancomunidad de Municipios Valle del Guadiato and Mancomunidad de Municipios Los Pedroches) are used to act as main rural development tool of the set of rural city towns and villages from both shires, promoting the implementation of European, National and Regional Initiatives to improve it territory.</p> <p><b>Previous participation in other European Initiatives</b> LEADER II, LEADER plus, PRODER-ANDALUCIA, MINER, DAPHNE Initiatives... etc.</p> <p><b>Who was involved in the design, management and delivery of the programme:</b> Mancomunidad de Municipios Valle del Guadiato Mancomunidad de Municipios Los Pedroches</p> <p><b>Recognition – has the programme been recognised as good practice? If so, by whom?:</b> It has been studied and used in different other projects, entities and political parties (for example, Equal IDEA from Huelva, project from León, Poll programme of the Socialist Political Spanish party...)</p>
<p>POLICY CONTEXT WITHIN WHICH THE PROGRAMME OPERATES</p>	<p><b>Is there an explicit relationship between policy priorities / local activities?</b> There is a clear link between the employment andalusian policy and the activities promoting the entrepreneurship drafted on the project, as well as national level.</p>



	<p><b>Is the policy context supportive / prohibitive?</b> Supportive, but with the difficulty of tackling with many decision-making focuses (rural city town, regional level and national level)</p> <p><b>Has the policy context changed during the life of the activity</b> It has enhanced the linkages and coordination among social, economic and political local stakeholders.</p> <p><b>Which came first – local activities or policy priorities (i.e. is activity leading or following policy priorities)?</b> Both of them, at the same time. But what is really it has firstly come was the local employment needs and situation of the citizens into labour market.</p>
<b>GEOGRAPHICAL FOCUS OF THE CASE STUDY</b>	At local level. On the north from Cordoba, Valle del Guadiato and Los Pedroches shires.
<b>IMPACT</b>	<p><b>Outputs – scale and scope of people reached through the programme</b> 1006 people effectively and directly involved on the programme, as direct beneficiaries, social and local agents, public organisations, rural city towns, local development agencies...etc</p> <p><b>Outcomes: at local level – what difference at local level and at regional and / or national level – what difference made?</b> The project results and it effects have been clearer at local level carried out. It will take more time on a slower process to arrive at regional or national level. But anyway, we have experimented some “transfer” examples of our business setting-up grant at regional level, or even at national level.</p> <p><b>Any impact at European level?</b> Not at the moment.</p>
<b>PARTNERS’ DETAILS</b>	<p><b>Name and briefly describe partner’s contributions to programme</b> It would haven’t any “end-point”, given that the project unified on a same frame a total amount of 35 national partners among local level ( Mancomunidades, Local Business Associations, Local Women Associations, Youth Associations, Centre for Tourist Initiatives, Rural Development Agency), province level (Cordoba City Council) regional level ( Andalusian Employment Government) and national level (Trade Unions, most representative at national level).</p>

Identification, Dissemination and Exchange of good practice in  
Local Employment development and promoting better governance

Theme-Specific Questions



<p>WHICH LEVELS OF GOVERNMENT WERE INVOLVED, INFORMED OR CONSULTED?</p>	<p>Local level Province level Regional level National level</p>
<p>WHAT ACTIONS RESULTED IN MAINSTREAMING?</p>	<p><b>Where has programme been replicated?</b> Equal Action 3, as first and primary tool, as well as the gained experience and contacts of the national partners on it context. Local, province and regional meetings and discussion forums. Dissemination campaign about our results and good practices. The launch of an analysis process on the andalusian region (it 8 provinces) among the main social and economic agents about the advantages and disadvantages of the existing self-employment regional aids and policy, comparing it with our Business Setting-Up grant, and comparing implementation contexts (the role and specialities of the rural environment, it differences with the urban one, the target groups...) As results of this process, other andalusian projects have replicated our setting-up grant (Huelva) and our good practice is been studying by the regional government in order to be further transferred. Other non-andalusian Equal projects have also asked for our help to replicate the good practice on their new national working programme. Finally, we have recently known that the PSOE political programme for immigrants have replicated our good practice in order to promote the business creation by this group of beneficiaries.</p>
<p>SUSTAINABILITY</p>	<p><b>What achieved / how funded?</b> At least, we have improved the advantages of our business setting-up grant and self employment itinerary to this new second Equal round, taking into account the needs and situation of women into labour market and their difficulties to reconcile professional and family lives. Actually, it is our main “mainstreaming” goal to continue experimenting with it and to draft a proper dissemination and horizontal and vertical mainstreaming plan, which will be able to unify the results and analysis of both Equal rounds.</p>
<p>SUCSESSES / LESSONS LEARNED</p>	<p><b>What contributed to the programme’s success?</b> Local network for the cooperation of public entities and multipliers. To pursue an active methodology in order to engage beneficiaries and to implement the project.</p> <p><b>What lessons have been learned</b> The importance of empowering local social and economics</p>



multipliers and public organisations as a mechanism to enhance the final results of the project.

**If you could do it again, what would you do differently?**

We would probably carry out the mainstreaming process at horizontal and vertical level during the first steps of the project implementation.

