

MILMA

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Description of the Initiative

MILMA is a project that the City of Fuenlabrada develops in Fuenlabrada within the framework of the European UIA (Urban Innovative Actions) program and which proposes the integration of migrants and locals through labor insertion through collaborative strategies. To do this, it proposes an innovative methodology called BC Lab that seeks the active participation of companies to adjust training to the real market conditions. The main objective of MILMA is to generate an efficient model of access to employment, professional reconversion and inclusion that, in addition to contributing to the improvement in the number and opportunities of access to employment, encourages exchange and mutual knowledge among the people participating in the project, facilitating and promoting the processes of inclusion and the strengthening of social cohesion in the city of Fuenlabrada.

MILMA is a Europeanist project that is being developed between 2018 and 2021 and which starts from the premise that the construction of the Union is based on the synergies that are created between the different territories that make it up. In this sense, Fuenlabrada looks to Europe, not only to bring to our city the resources and experiences that can allow us to continue growing, but also to bring our good practices and policies to Europe in order to serve as an example to many other cities.

Within the framework of the project, training laboratories are being developed in the fields of catering and restoration, green production, web development, drones and robotics, urban creation and recycling, internet of things and assistance to dependents in institutions.

The Center for Initiatives for Training and Employment of the City of Fuenlabrada, the Santa María la Real Foundation, the Association of Labor Societies of Madrid (ASALMA), the NGO CESAL and the Center for Islamic Culture of Madrid are involved in its development of the project. Fuenlabrada

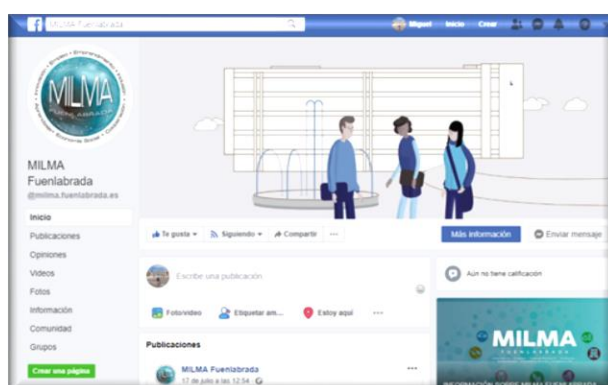
Multimedia resources

(Click on the images to access the contents)

MILMA Project Youtube Channel



MILMA Project Profile on Facebook





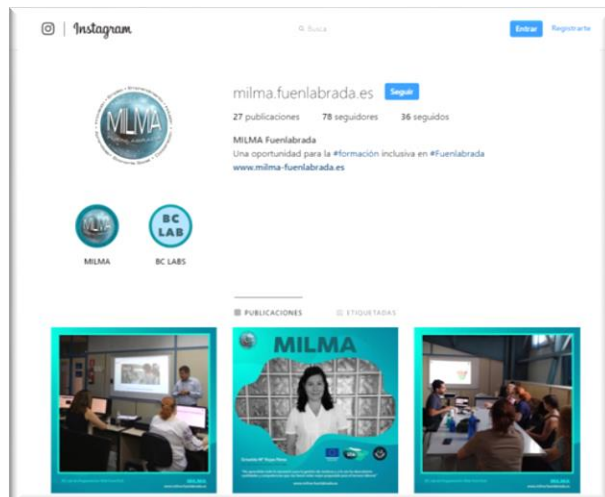
MILMA Project Profile on Twitter



MILMA Project Profile on Linked In



MILMA Project Profile on Instagram



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Interviews MILMA Project in Onda Fuenlabrada Radio

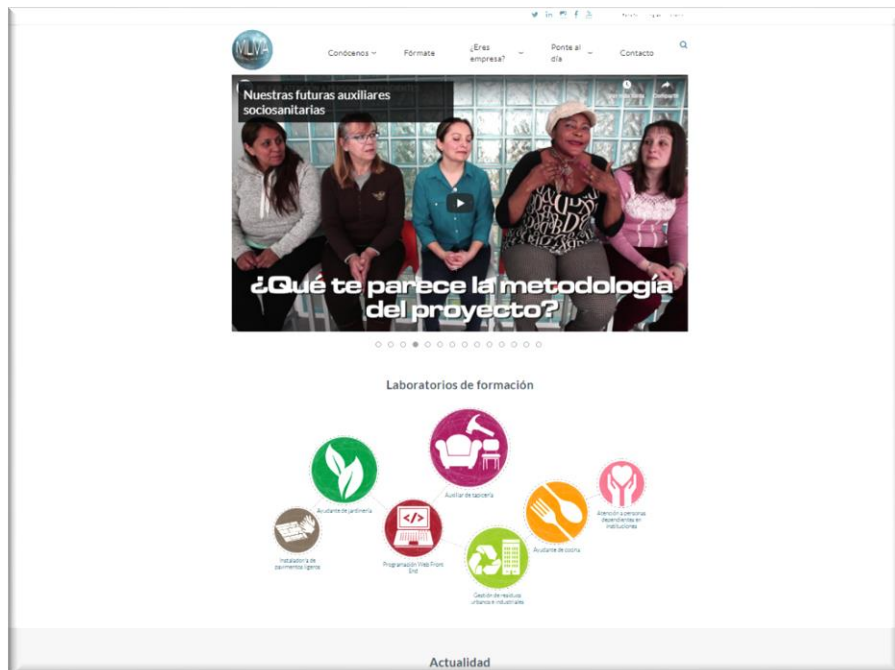


**The MILMA Project:
Initiative for inclusive training and
employment**



**Free places in the training laboratories
of the MILMA Project**

MILMA Project Website



Presentation of the project



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Some images of the MILMA Project



EMPRESAS COLABORADORAS



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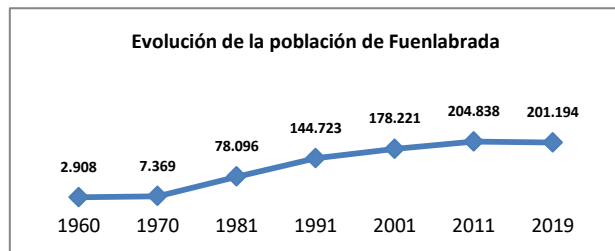


Annex I

MILMA COMUNICATION PLAN

1# Context.

Fuenlabrada is a city of more than 200,000 inhabitants. At a demographic level, its most significant characteristics are, on the one hand, the rapid growth of its population, since the city in a short space of time went from the 7,369 inhabitants in the 70s to more than 200,000 at present, and on the other hand the composition of its population in terms of the place of origin of its neighbors, being very important during the decades of 70, 80 and 90 internal immigration, mainly from the Autonomous Communities of Extremadura and Castilla-La Mancha and also from other countries that makes Fuenlabrada currently have a percentage of migrant population of 13.5%. To respond to the needs arising from this demographic reality, the City of Fuenlabrada has made an important effort in the development of policies to promote integration and participation.



At an employment level, our city has one of the highest rates of active population in Spain, above 70%. In addition, it has 12,500 unemployed citizens, 9.09% of the working-age population, about one and a half points above the average of the Community of Madrid. 13.4% of unemployed citizens are migrants.

For years, the Center for Initiatives for Training and Employment (CIFE), an autonomous organism that belongs to Fuenlabrada Municipality, has been carrying out an intense work of training and job seeking for unemployed people, as well as support for entrepreneurial initiatives. During the past year, the employment and entrepreneurship services attended to 4,000 people, in addition they trained 350 students in face-to-face courses and more than 2,500 in online courses.

2# Objectives.

The main objective, from the communication point of view, is to make the project known to the population in order to facilitate the participation of unemployed people both locals and migrants.

Two more goals are derived from this. On the one hand, to deepen the inclusion of migrants through the development of integrated training, employment and entrepreneurship initiatives that favor multicultural perception based on respect for multiculturalism and teamwork. On the other hand, to present this innovation project outside the city, which is financed by the European Union through Urban Innovate Actions (UIA).

3# Target audiences.

Based on our objectives, there are different levels of target to which we must address:

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- Potential participants in the project. Unemployed people of the city of both local and migrants who can gather the profile to participate in the different employment laboratories of the MILMA project.
- Citizenship of Fuenlabrada in general with the objective of knowing the nature of the project, the participation of the EU through the UIA, and promoting in it a spirit of integration and inclusion of migrants as part of local development.
- Public outside the city with the aim of projecting abroad the lessons learned from the development of this initiative (mainly public organizations, civil societies, NGO's, etc.)
- Companies. The initiative seeks the active participation of companies, through collaborative networks, to participate in the program to favor labor inclusion, training, cooperation...

4# Message

Fuenlabrada has been chosen from around 300 cities in the European Union to develop an innovative project for integration, employment and entrepreneurship. It is an experimental initiative financed with almost 4 million euros through the Urban Innovate Actions program of the European Union that seeks to improve labor insertion and promote the inclusion of the migrant population using a methodology that prioritizes teamwork, companies networks and takes advantage of the possibilities of mutual enrichment that multiculturalism offers.