

DIPUTACIÓN PROVINCIAL DE JAÉN (JAÉN COUNTY COUNCIL) - EUROPEAN PROFILE -



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DESCRIPTION OF DIPUTACIÓN PROVINCIAL DE JAÉN (Jaén County Council) AND THE PROVINCE OF JAÉN

DIPUTACIÓN PROVINCIAL DE JAÉN is the Local Public Administration of the province of Jaén, one of the eight provinces belonging to the Region of Andalusia, in Spain. It is strategically located between Madrid (2 hours 45 minutes) and the most important Andalusian cities (45 minutes from Granada, 1 hour from Cordoba, 2 hours from Seville, and 2 hours from Malaga).

DIPUTACIÓN PROVINCIAL DE JAÉN is primarily aimed at providing technical assistance and services to 97 towns located in the province of Jaén, having a total population of about 650,000 inhabitants and, especially, to the 91 villages with less than 20,000 inhabitants.

The province of Jaén is considered as the *Inner Paradise* in Spain. It has the largest area of protected natural areas in Spain, including four national parks and two areas which have been declared 'Starlight'. It has two cities, Úbeda and Baeza, which have been declared a World Heritage Site by UNESCO, and a rich monumental heritage of Arab and Christian castles, as well as sites and museums from the Iberian culture.

With regards to its economic structure, it is the main producing area of olive oil in the world since it has more than 60 millions of olive trees. The agricultural and oil sector represents the main economic activity for most of its towns and villages. Therefore, the food industry and, specifically, the olive oil industry is one of the key industrial sectors of our economy. In addition, the plastic industry is the most important industry in the field of R&D in the province of Jaén. Other key sectors are as follows: the industries of electrical and electronic automotive components, wooden furniture, ceramics, new technologies, environment and renewable energies and, of course, domestic tourism thanks to its rich natural and cultural heritage.

Concerning the business structure of Jaen, the most common types of businesses are SME and freelance workers mainly in the field of industry and auxiliary services to large and medium enterprises of different economic sectors. The work market is primarily linked to the periods of olive picking. The unemployment rate is one of the highest in Spain, around 30% (in the last quarter of 2015). Young people are the age group with the highest unemployment rate. The most common profiles of unemployed people are, on the one hand, people with low qualifications living in rural areas working during the harvest and, on the other hand, unemployed people with high qualifications due to the economic recession or young people looking for their first job.

Among the research and innovation institutions, we must highlight the University of Jaén as well as 1 Technological Park (GEOLIT) and 6 Andalusian Technological Centres located in our province: ANDALTEC (plastic sector), CETEMEC (automotive sector), CITOLIVA (olive oil sector), INNOVARCILLA (ceramic sector), ATLAS (aeronautical sector - drones) and CTAER (renewable energy sector - biomass).

MAIN WORKING AREAS	
AREAS	DESCRIPTION
Area No. 1: EMPLOYMENT AND BUSINESSES	<p>The Employment Area of DIPUTACIÓN PROVINCIAL DE JAÉN is primarily intended to promote employment in the province through the Employment Plan of the province of Jaén. This plan mainly focuses on:</p> <ul style="list-style-type: none"> - UNEMPLOYED PEOPLE: development of counselling and training programmes, promotion of internships in both local and foreign companies, mediation and insertion of unemployed people in local SME, specifically of young people. - SME AND FREELANCE WORKERS: development of aid programmes to promote self-employment, promotion of mobility programmes for entrepreneurs, competitiveness and internalization of SME and creation of new companies in Jaén. - TOWN HALLS: development of programmes and grants in order to hire unemployed people and to improve services and facilities assigned to the new businesses created in villages and towns.
Area No. 2: AGRICULTURE AND ENVIRONMENT	<p>The Agriculture, Livestock and Environment Area is intended to support two main areas:</p> <ul style="list-style-type: none"> - AGRICULTURE AND LIVESTOCK: diversity of agriculture and olive groves, sustainable rural development and support for rural employment and food industry. Brand of Regional Quality. ENVIRONMENT: Economy based in low carbon emissions, Covenant of Mayors, biodiversity, energy management and efficiency, waste management. Strategic planning of local sustainability (Agenda 21), regeneration of green spaces and green corridors (Greenways).
Area No. 3: TOURISM	<p>The Promotion and Tourism Department works in the enhancement of Jaen province's natural and cultural heritage; furthermore it empower the local tourism businesses offers. So their main promotion axes are offering their experiences in protected natural areas and cultural landscapes.</p> <p>Jaen province has got one of the greatest biodiversity in Europe as well as offering excellent opportunities for ecotourism and adventure tourism. Ubeda and Baeza World Heritage Renaissance cities, the castles of medieval Andalusian border, the prehistoric legacy of the Iberians, World Heritage cave paintings or events and festivals on inherited sites are the basis of its cultural offerings. The olive oil trees landscape and the extra virgin olive oil are both the brand identity of our territory. The County Council's strategic objectives are to consolidate accommodation facilities and services offered by the tourism sector in the Jaen province, by the support of the competitiveness of SMEs and its changes to new market demands.</p>

Area No. 4: EQUALITY AND SOCIAL WELFARE	The Equality and Social Welfare Area is intended to develop integrated growth of the province. In addition, it promotes efficient equality and youth policies aiming at protecting citizens, families and minorities at risk, social emergency or dependence, paying special attention to elderly, disabled people, women, children or immigrants.
Area No. 5: e-GOVERNMENT AND ELECTRONIC ADMINISTRATION	The Human Resources and Electronic Administration Area is intended to truly bring the e-Government to all towns and villages of the province, promoting infrastructure and technological solutions in order to improve the service channels and citizen access to public services.

PRIORITIES FOR EUROPEAN FUNDRAISING	
PRIORITIES	DESCRIPTION
Priority 1: EMPLOYMENT AND BUSINESSES	<p>Innovation and improvement of local services and e-services:</p> <ul style="list-style-type: none"> - Competitiveness of SME, access to fundraising, e-services for SME, digital divide and mediation. - Job creation and self-employment, especially for women, young people and adults older than 45 years - International mobility for internships and entrepreneurs. <p>Cooperation with universities and technology centres in innovative projects with impact on strategic business sectors and employment in the province of Jaén.</p>
Priority 2: AGRICULTURE AND ENVIRONMENT	<p>Innovation and improvement of local services and e-services:</p> <ul style="list-style-type: none"> - Economy based in low carbon emissions: circular economy, carbon footprint and energy efficiency in public buildings and infrastructure - Biodiversity, natural heritage and waste management. - Strategic planning of local sustainability (Agenda 21), regeneration of green spaces and green corridors (Greenways). - Sustainable rural development, digital divide, agricultural employment, rural and agriculture-livestock enterprise, crop diversification. Development of food companies and brand of regional quality.
Priority 3: TOURISM	<p>Innovation and diversification in the tourism products supply:</p> <ul style="list-style-type: none"> • Tourism SMEs' competitiveness and adaptability and qualification of human resources. • Adaptation active tourism and cultural tourism offers to the new demands of the main markets of the province of Jaen. • Innovation and development of new tourism products (cultural tourism, gastronomic tourism, ecotourism, outdoor sports and adventure tourism, city breaks, events and festivals on patrimonial sites ...)

	<ul style="list-style-type: none"> • Incorporation of the province of Jaen on long-haul routes by Andalusia and Spain (cycling trips, caravaning by alternative routes, pilgrim hiking ...) taking advantage of its strategic position between the Spanish Levante and Andalusia, between the interior and the Mediterranean coast or as the head role over Guadalquivir Valley -main natural and cultural axis of Andalusia. • Development of tourist accessibility and implementation of inclusive tourism products.
Priority 4: EQUALITY AND SOCIAL WELFARE	<p>Innovation and improvement of local services and e-services:</p> <ul style="list-style-type: none"> - Attention to citizens, minorities at risk or social emergency paying special attention to elderly, dependents, women, young people, ethnic minorities or immigrants. - Promotion of inclusive and equal employment.
Priority 5: e-GOVERNMENT AND ELECTRONIC ADMINISTRATION	<p>Innovation and improvement of e-government services for town halls.</p>

EUROPEAN PROJECTS IMPLEMENTED IN EMPLOYMENT AND BUSINESS			
PROJECT	CALL AND YEAR	IMPLEMENTATION PERIOD	DESCRIPTION
<i>PROEMPLEO VI</i>	ESF, 2007-2013, Ministry of Finance, Spain. Call: 2011	2012-2015	<i>Proempleo VI</i> is a project aimed at integrating unemployed people in the world of work by taking counselling, integration, training and outplacement measures in the 95 towns with less than 50,000 inhabitants belonging to the province of Jaen.
<i>PROEMPLEO V</i>	ESF, 2007-2013, Ministry of Finance, Spain. Call: 2007	2009-2012	This project is aimed at integrating unemployed people in the world of work by taking counselling, integration, training and outplacement measures in the 82 towns with less than 10,000 inhabitants belonging to the province of Jaen.
<i>EUROEMPLEO</i>	ESF, 2009-2011, Employment Regional Ministry, Regional Government of Andalucía. Spain.	2011-2012	This project is aimed at creating an interregional network for the exchange of methodological experiences in counseling, training, integration and outplacement, concretely: <i>Ilo Quidn</i> (Barcelona), <i>Deloss constellation</i> (Badajoz), <i>Proempleo V</i> (Jaén), <i>Innova</i> (Ourense).
“ZONA SIERRA MÁGICA”, “ZONA EL CONDADO”, “ZONA SIERRA DE SEGURA”	ERDF, 2007-2013. Ministry of Finance, Spain. Call: 2011 `Sustainable Urban Development´	2011-2015	This project is aimed at building infrastructure and providing equipment to all the integrated towns and villages in order to decrease inequalities.
<i>POL “SIERRA MÁGICA” Y POL “EL CONDADO – SIERRA DE SEGURA”</i>	ERDF, 2007-2013. Ministry of Finance, Spain. Call: 2007 `Sustainable Urban Development´	2009-2011	This project is aimed at building infrastructure and providing equipment to all the integrated towns and villages in order to decrease inequalities.
<i>EGOS</i>	Competitiveness and Innovation Programme (CIP) 2007-2013, ICT PSP. Call: 2007	2008 - 2011	This project is aimed at providing professional counselling on the Internet: innovative solutions for inclusive and efficient e-government services.

<i>DIOGENES</i>	LEONARDO DA VINCI – Lifelong Learning Programme, Call: 2007	2007-2009	This project aims to develop methodologies for training, mentoring, counselling and motivation of entrepreneurs in order to start new businesses.
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**EUROPEAN PROJECTS IMPLEMENTED
IN AGRICULTURE AND ENVIRONMENT**

PROJECT	CALL AND YEAR	IMPLEMENTATION PERIOD	DESCRIPTION
<i>MARKET OLIVE RESIDUES FOR ENERGY (MORE)</i>	Intelligent Energy Europe	2007-2013	This project deals with the energy exploitation of olive waste.
<i>MEDEEA</i>	MED	2010-2013	This project is aimed at implementing the EEA® in the towns and villages of Jaén for a better energy optimization.
<i>GLEAN</i>	ERASMUS+	2014-2016	This project is aimed at improving the employment and entrepreneurship rate in agriculture focusing on NEETs.
<i>KNOLEUM</i>	INTERREG IIIB MEDOCC. Call: 2005	2006 -2008	This project aims to develop the Mediterranean Network of olive groves.

**EUROPEAN PROJECTS IMPLEMENTED
IN TOURISM**

PROJECT	CALL AND YEAR	IMPLEMENTATION PERIOD	DESCRIPTION
<i>GASTRA</i>	INTERREG IIIB - SUDOE	2006 - 2008	This project aims to increase the competitiveness of the food industry in order to develop rural tourism.
<i>OLEO-TURISMO (Oil Tourism)</i>	INTERREG IIIC	2003-2007	This project is aimed at promoting olive industry as a tourist resource. Route with inventoried resources.

EUROPEAN PROJECTS IMPLEMENTED IN EQUALITY AND SOCIAL WELFARE			
PROJECT	CALL AND YEAR	IMPLEMENTATION PERIOD	DESCRIPTION
<i>IN OTHER WORDS</i>	Directorate for Justice, Freedom and Security EU, 2009	2011 – 2013	This project aims to avoid the use of stereotypes of ethnic minorities, among others, on the media.
<i>TRACK</i>	ERASMUS+	2015-2017	This project aims to train non- qualified carers of people suffering from Alzheimer.
<i>MOOC 4EU</i>	Europe for Citizens. 2015	2016-2018	The acronym <i>MOOC</i> means minorities, counselling, tools and cooperation in order to create dialogue between European countries.

EUROPEAN PROJECTS IMPLEMENTED IN e-GOVERNMENT AND ELECTRONIC ADMINISTRATION			
PROJECT	CALL AND YEAR	IMPLEMENTATION PERIOD	DESCRIPTION
<i>Modelo TIC de Ayuntamiento Digital (ICT Model of Digital Town Hall)</i>	ERDF. Electronic Administration. Ministry of Finance. Call: 2015	2007-2013	This project deals with technological cooperation between towns and villages in terms of telematic procedures.
<i>Sistema de Gestión de Multas para Ayuntamientos (Fines Management System for Town Halls)</i>	ERDF. Electronic Administration. Ministry of Finance. Call: 2015	2007-2013	This tool is integrated in computing systems in order to manage fines in town halls.
<i>Infraestructuras digitales: Evolución Red Heraclea (Digital Infrastructure: Evolution of the Heraclea Network)</i>	ERDF. Electronic Administration. Ministry of Finance. Call: 2015	2007-2013	This is the Provincial Corporate Network of Diputación Provincial de Jaén. Updating to new technological settings.
<i>Atención a usuarios de los Servicios Sociales (Assistance of users of Social Services)</i>	ERDF. Electronic Administration. Ministry of Finance. Call: 2015	2007-2013	e-Platform of integral management model of Community Social Services management of the province