



Strategic plan for local economic development and employment of Vallès Oriental (2018-2025)

Estratègia Vallès Oriental Avança



Generalitat
de Catalunya

SOC

Servei d'Ocupació
de Catalunya

TVOA

Taula Vallès Oriental Avança



El Vallès Oriental Consell Comarcal



Diputació
Barcelona



1	PREAMBLE	3
2	OBJECTIVES AND FUTURE STRATEGY	5
2.1	STRATEGIC OBJECTIVES	5
2.2	CENTRAL OBJECTIVE	6
2.3	STRATEGIC LINES	6
3	ACTION PLAN	7
3.1	PROGRAMS AND PROJECTS	7
3.1.1	SE 1. Training, key to employment, inclusion and development	7
3.1.2	SE 2. Technology, knowledge and innovation	8
3.1.3	SE 3. El Vallès Oriental, industrial pole of reference	9
3.1.4	SE 4. Accessible, connected and sustainable territory	10
3.1.5	SE 5. Support to business and entrepreneurship	11
3.1.6	SE 6. Promotion of the Vallès Oriental	12
3.2	MODEL OF GOVERNANCE OF THE STRATEGIC PLAN	14

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en el marc dels Programes de suport al desenvolupament local.**



1 PREAMBLE

This document contains the **Strategic plan for local economic development and employment of Vallès Oriental**, promoted by the Vallès Oriental Regional Council and the Vallès Oriental Avança (TVOA) Table.

The Strategic Plan is part of the Local Development Support Programs, in the line of the Support and Accompaniment Program for Strategic Planning, promoted by the Catalan Employment Service (SOC).

The objectives of the Strategic Plan have been:

- Obtain a socio-economic diagnosis of the region.
- Identify the main challenges and opportunities facing the territory.
- Define and agree on the growth model of the region based on the analysis of its situation.
- Involve the agents of the territory and the citizens, promoting with different mechanisms, their participation throughout the development of the tasks and presentation of the final results.
- To articulate an action plan based on the objective and the strategic lines, quantify the resources necessary to execute it and identify the set of agents involved for its implementation.

Regarding its content, this document is structured as follows:

1. Strategic objectives.
2. Strategic lines.
3. Action Plan.
4. Plan governance model.

From a methodological point of view, the Strategic Plan has used both quantitative techniques (analysis of statistical information collections) and qualitative (interviews, working groups, technical return sessions, prioritization and assessment surveys for participants, etc.) and It has had the participation of public agents (technicians and political representatives of the different local administrations of the region) and private (business network, associations of collectives, etc.).

2 OBJECTIVES AND FUTURE STRATEGY

2.1 Strategic objectives

- OE1. FORMING a society geared towards continuous improvement and the ability to adapt to the new challenges.
- OE2. Create EMPLOYMENT generating quality employment, sustainable and inclusive.
- OE3. Foster CREATIVITY; INNOVATION culture, entrepreneurship and support for talent.
- OE4. Forging a business fabric STRUCTURED TO THE TERRITORY with the capacity to generate wealth, singularity and PROMOTION of the Region.
- OE5. To consolidate the region as INDUSTRIAL POLICE AND ECONOMIC CENTRALITY, supporting diversification and with a determined commitment to the specialization to project Vallès Oriental as a reference in key economic sectors of the territory.
- OE6. Promote the JOINT WORK of public and private actors to build and manage a common territorial story.
- OE7: Promote EMERGING AND CONSOLIDATED ECONOMIC AND SECTOR ACTIVITIES in the region.

2.2 Central objective

To project the Vallès Oriental as a Territory of Opportunities, Creation and Innovation, reinforcing its character as an industrial pole and its business spirit; consolidate the region as a space for business diversification and prepare an economic environment that is a national and international benchmark for specialization, singularity and originality in economic, current and future sectors, as a key link to the creation of wealth and employment Sustainably and integratively.

To project the Vallès Oriental as a Space for People by placing people in the centre of their eyes; discovering their values as economic actors, investment engines, generators of leadership and promoters of their land. Thinking about people as agents of social transformation and drivers of actions and joint governance; thinking of people as detonators of a region that is synonymous with Welfare.

2.3 Strategic lines

Below is the proposal of Strategic Lines and Action Programs derived from the Diagnosis Work and Prospective Work Groups carried out within the framework of the project.

In total, 6 strategic lines and 16 programs are identified:

SL 1. TRAINING, KEY FOR EMPLOYMENT, INCLUSION AND DEVELOPMENT

SL 2. TECHNOLOGY, KNOWLEDGE AND INNOVATION

SL 3. El Vallès Oriental, REFERENCE INDUSTRIAL POL

SL 4. ACCESSIBLE, CONNECTED AND SUSTAINABLE TERRITORY

SL 5. SUPPORT TO THE BUSINESS NEGATIVE AND THE EMPRENEODORY

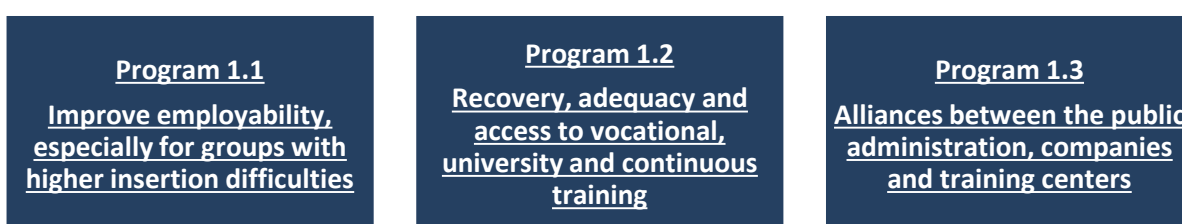
SL 6. PROMOTION OF VALLÈS ORIENTAL

CROSS CHANGE FACTOR: GOVERNANCE

3 ACTION PLAN

3.1 Strategic lines, Programs and projects

3.1.1 SL 1. Training, key to employment, inclusion and development



Program 1.1: Improve employability, especially for groups with higher insertion difficulties

1. Stable information systems for the analysis and prospection of labor market opportunities and training needs.
2. Creation of a regional network of labor orientation and intermediation services with regular coordination mechanisms
3. Plan for dissemination and promotion of the regional training offer
4. Application of contracting criteria and social clauses by the administration
5. Bonuses and incentives for the recruitment of people in a situation of socio-economic vulnerability and risk of exclusion.

Program 1.2: Recovery, adequacy and access to vocational, university and continuous training

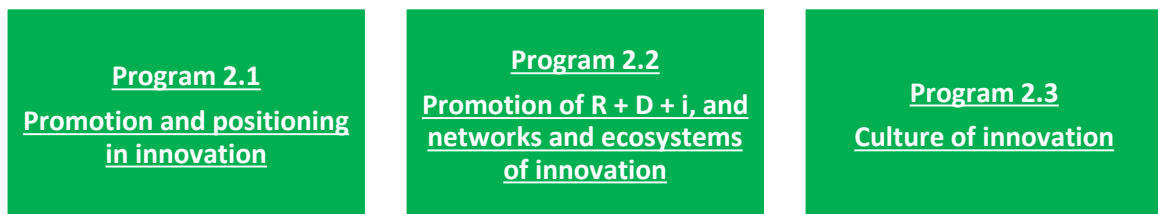
6. Adaptation of the offer of face-to-face and dual vocational training to the needs of the business community

7. Promotion of the recognition and prestige of the degrees of FP and the certificates of professionalism
8. Creation of an area of regional coordination of the FP
9. Implement new cycles, courses and related training specialties
10. Dissemination actions of the validation and accreditation system of the certificates of professionalism.
11. Dissemination and practical training to promote the training bonus available to companies.

Program 1.3: Alliances between the public administration, companies and training centers

12. Establishment of periodic coordination between local administrations in the educational and employment fields

3.1.2 SL 2. Technology, knowledge and innovation



Program 2.1: Promotion and positioning in innovation

1. Creation and adaptation of the portfolio of support services for business innovation and internationalization

Program 2.2: Promotion of R + D + i, and networks and ecosystems of innovation

2. Regional leadership for the realization of strategic and specialized projects in key sectors

3. Actions supporting business cooperation and the emergence of clusters and innovation districts in key sectors

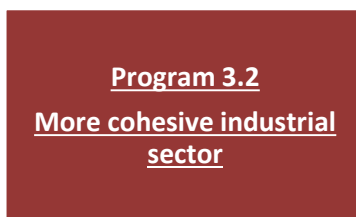
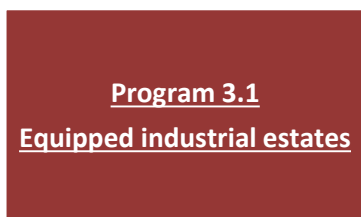
4. Create spaces for collaboration, experimentation and the transfer of knowledge between companies, public administrations and society.

Program 2.3: Culture of innovation

5. Awareness program in schools / schools for the promotion of the culture of innovation

6. Awareness program with companies (in particular SMEs) to highlight the importance of innovation.

3.1.3 SL 3. El Vallès Oriental, industrial pole of reference



Program 3.1: Equipped industrial estates

1. Impulse to plans of renovation of industrial estates

2. Industrial maintaining programs with the exchange of experiences between advanced Industrial estates and Industrial estates with deficits.

3. Regional coordination for the harmonization of the conditions of urbanization, signaling, and of basic services of the Industrial estates.

4. Evaluation and promotion of the certification of quality in the industrial estates.

Program 3.2: Cohesive industrial sector

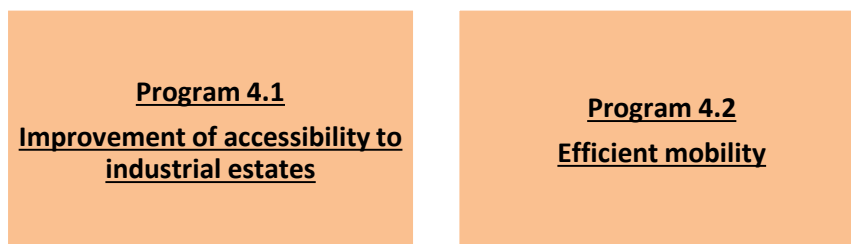
5. Promotion of business associations.

6. Establishment of collaborations with other territories aligned industrially.
7. Promotion, dissemination and regular updating of the Polygons Portal.

Program 3.3: Regional support to the industrial sector

8. Promotion, dissemination and regular updating of the Polygons Portal.
9. Impulse to a unit of local work in charge of the development of the plans of capture of companies
10. Support to circular economics initiatives with the search for funding, training and support.
11. Support for digital transformation and industry 4.0 with the search for financing, training and accompaniment.

3.1.4 SL 4. Accessible, connected and sustainable territory



Program 4.1: Improvement of accessibility to Industrial estates

1. Drafting of a plan for improving accessibility to Industrial estates
2. Impulse to the Mobility Plans of Polygons.
3. Support for the elaboration of Company Displacement Plans through incentives and bonuses.
4. Improvement of urbanization conditions for pedestrians and cyclists in access to Industrial estates.

5. Impulse to bicycle mobility systems for access from the railway stations, and from the nuclei near the Industrial estates.

Program 4.2: Efficient mobility

6. Improvement of the information on the offer of public transport

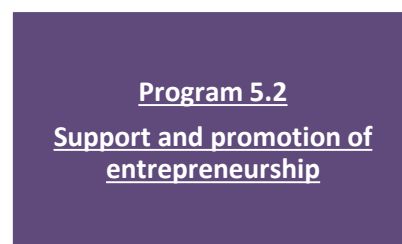
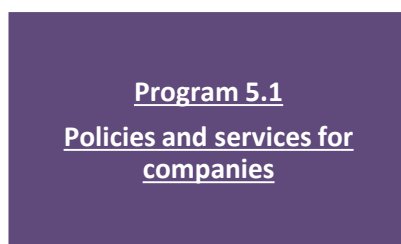
7. Follow-up of the advances in the implementation of the actions included in the Specific Plan for Mobility of the Vallès

8. Awareness-raising and awareness-raising work in favour of more sustainable modes of transport between citizens and business people.

9. Harmonization in the deployment of a network of recharging points for electric vehicles.

10. Impulse to the integrated management of the network of dissuasive parking lots in the railway stations.

3.1.5 SL5. Support to business and entrepreneurship



Program 5.1: Policies and services for companies

1. Creation of a regional network for the company with specialized services and resources

2. Definition of regular technical exchange and training spaces to exchange information about support programs for the company

3. Drafting of a Communication Plan to give visibility to the support services of the company and entrepreneurship of the region.

4. Definition of a business information model (census update) shared between administrations and other agents in the region.

5. Support and support actions for the internationalization of business initiatives with the highest potential of the region.

Program 5.2: Support and promotion of entrepreneurship

6. Programming of actions for the promotion of entrepreneurship and the vocations of young people to the schools and institutes

7. Individualized counselling services to the company and new entrepreneurs for their consolidation

8. Actions supporting the emergence of new ESS projects and initiatives in Vallès Oriental.

9. Mentoring and generational exchange activities in business projects

3.1.6 SL6. Promotion of Vallès Oriental



Program 6.1: Promotion and communication instruments of the Vallès Oriental

1. Definition of the promotional and communication tools of Vallès Oriental

2. Shared management of regional promotion tools in Vallès Oriental

3. Preparation of a catalog of business promotion, digital and shared between administrations

Program 6.2: Tourism and product creation

4. Completion of a Regional Communication Plan and promotional and singular campaigns in the welfare environment
5. Reinforcement of the institutional collaboration in matters of tourism to generate more complementary between administrations
6. Design and commercialization of tourist routes and experiences
7. Specific actions to support gastronomic tourism, fairs and traditional commerce of agri-food products of proximity.
8. Obtaining environmental quality certifications at the municipal level.

Program 6.3: Business destination

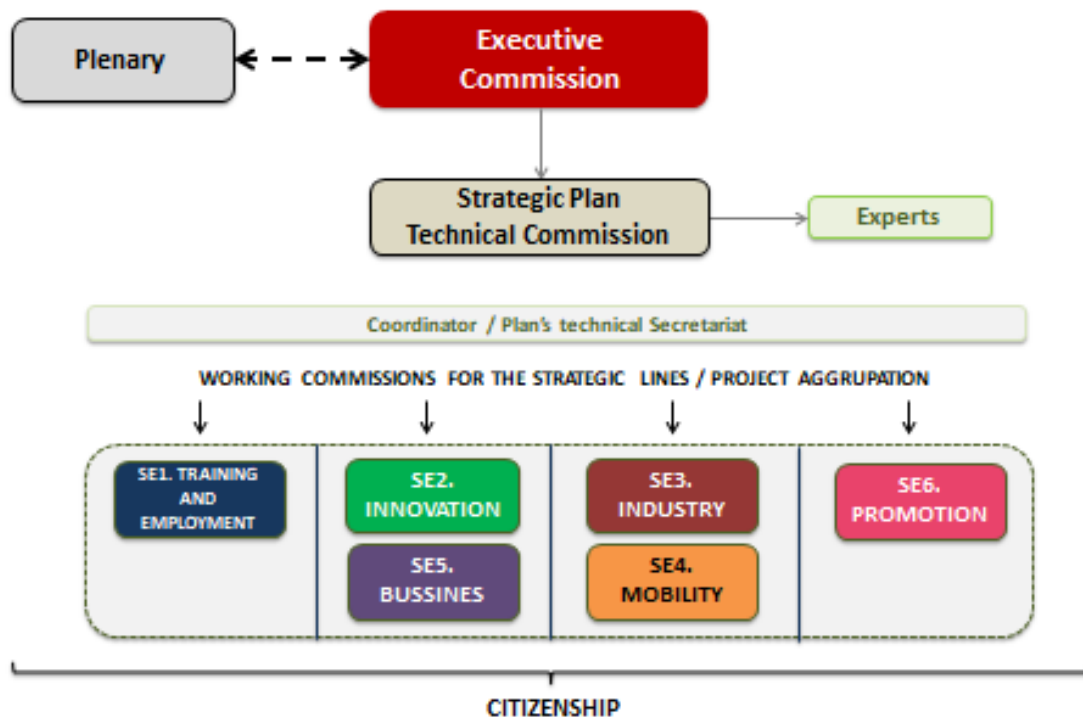
9. Campaigns of positioning and external promotion to attract business activity
10. Realization of small and medium size business fairs in the area of strategic economic sectors

3.2 Model of governance of the Strategic Plan

One of the main tools for governance and monitoring of the implementation of the Strategic Plan is the use of the coordination spaces and work tables existing within the framework of the TVOA. In this sense, the model of governance raised is based on the leadership of the Executive Committee of the TVOA, which plays the strategic direction of the Plan and is in charge of promoting its coordination and development.

The table will also be supported by the TVOA Plenary, which will exercise the maximum functions of decision and participation and will have the power to supervise the development of the plan and formulate new proposals throughout its implementation.

Map of governance bodies



From a technical perspective, the Plan will be structured through the Technical Commission and 4 work commissions. The technical commission will be responsible for implementing the operational structure of the plan, supervising the work commissions and preparing the monitoring reports. For

this reason, it is expected that it has the support of a technical secretary or a director of the Strategic Plan and external experts.

With regard to the work Commissions, they will be in charge of advising and making recommendations about the different projects and meeting periodically to monitor their implementation. The commissions will have a person in charge and will be formed by technical representatives of the administration in charge of implementing the actions and representatives of the business and associative network.



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