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3-2-1 ¡DESPEGA!

Replicating Coup de Boost in Madrid

Carmen Gutiérrez | Agencia para el Empleo de Madrid
NET PES Closing Meeting | 2026



Työllisyyspalvelut



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YOUNG PEOPLE AND EMPLOYMENT IN MADRID



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Local Labour Markets In Transitions

The challenge we share

- Spain youth unemployment 17-18% (INJUVE, 2025)
- Madrid youth unemployment 2025 (16-29) 13-15%
- 23,366 Young people under 30 registered as unemployed in Madrid.
- 16,4% of all unemployed are under 30 (Madrid Employment Strategy 2024-27)

The profile

- NEETS: not in employment, education or training
- Generation Z (1997-2010)
- 80-85% not long-term unemployed
- Most concentrated in sothern & Eastern districts

Situación del desempleo en jóvenes menores de 30 años en Madrid

Un 16,4 % de las personas desempleadas (23.366 jóvenes) son menores de 30 años.

Un dato positivo es que la mayoría de estos jóvenes no se encuentran en situación de desempleo de larga duración. Solo el 19,15 % de ellos lleva un tiempo prolongado en búsqueda de empleo, lo que sugiere que, aunque enfrentan desafíos para conseguir trabajo, su situación no tiende a prolongarse indefinidamente.

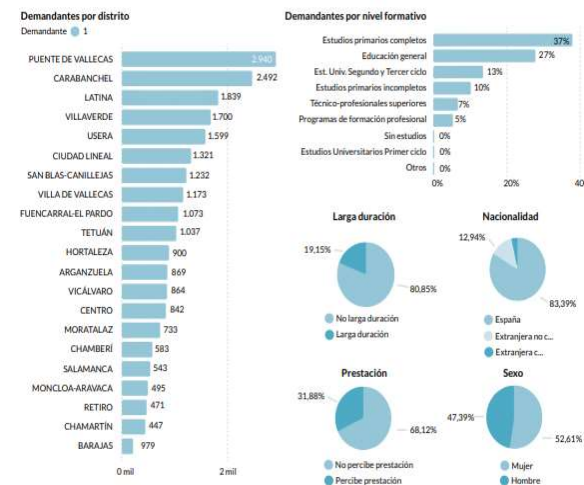


Ilustración 11. Perfilado de los jóvenes desempleados de la ciudad de Madrid.



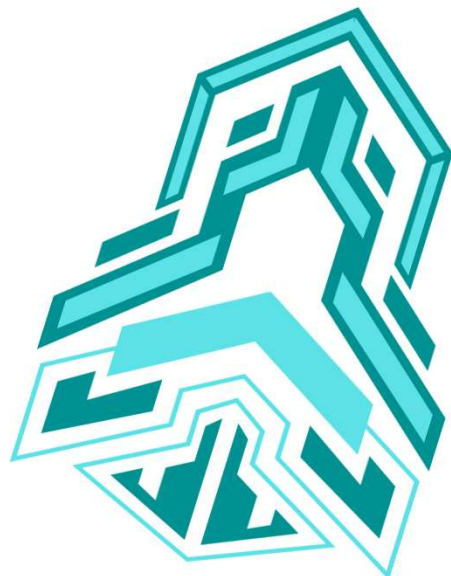


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**COUP DE
BOOST**

FROM COUP DE BOOST TO 3-2-1... DESPEGA!

Adapting a Belgian best practice to the Madrid Employment Service context

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WHY COUP DE BOOST AND HOW WE ADAPTED



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Why Coup de Boost was chosen

- Most voted best practice in internal training sessions with AE staff and stakeholders
- Shared philosophy : mobilise young people, don't wait for them to come to you
- Combination of individual + group methodology , exactly what Madrid needed
- Proven results . 70% return to the labor market in Wallonia. (45,67% insertion and 24,8% training)

The process

- Feb 2026 working meeting with Le Forem Coup de Boost team and AE Active Labour Market Policies team to implement the replica pilot
- Mapped Belgian elements to Madrid AE resources and procedures
- Designed a minimum viable pilot : 1 month , individual + group format
- Added gamification, practical workshops, and intensive tutoring
- Recruited through Madrid City Council Youth Dept training courses (2025)





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3-2-1..DESPEGA!. THE PILOT PROGRAMME



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6 Actions March – April 2026:

- Action 1 – 25 Mar : Information sesión + Icebreaking + Escape room for selection.
- Action 2 – 6 Apr: Personalised guidance (CEOP): employability assessment + individual itinerary.
- Action 3 – 7-8 Apr: Training workshops: Talent map 360°, motivation , CV with AI tolos.
- Action 4 – 10 Apr: Job matching and offer management (CEOP intermediation)
- Action 5 – 17 Apr : Visit EMEVO – Municipal School for Green Jobs and Traditional Trades.
- Action 6 – 20 Apr: Personalised itinerary follow-up + referrals.

Throughout : intensive one-to-one tutoring. Total duration 1 month pilot + 3 months follow-up





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YOUNG PEOPLE . 13 INDIVIDUAL PATHWAYS



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13 Participants:

- 70% male, 30% female
- All under 30 years of age
- NEETs –not in employment, education or training
- Recruited via Youth Dept. curricular training courses (2025)
- Madrid Southern and Easter districts (Carabanchel, Puente de Vallecas, Villaverde, Vicálvaro, Latina, Tetuán, Barajas)

Each participant received

- A personalised employment Passport
- An individual commitment agreement
- A dedicated employment tutor (AE career guidance)





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RESULTS : 69.23% RETURN TO LABOUR MARKET



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69.23%

Return to labour
market

6

Matched with job
offers

3

Enrolled in training

13

Personalised
itineraries

- 4 participants referred to socio-occupational support resources (administrative , language or social barriers)
- Employability: 15% advance route médium – 30% médium –30% base – 38% in progress
- Key barriers identified: residence permit status and Spanish language fluency
- Increased motivation, group cohesion, self-esteem reported across participants

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CONCLUSIONS & NEXT STEPS



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What worked

- **Intensive accompaniment** – a tutor who stays with the Young person throughout
- **Gamification**: escape room , Passport, group dynamics changed the energy
- **Active pedagogies** activate motivation, self-esteem, and realistic expectations
- **Connection to real training environment** (EMEVO) helped them gain a clearer understanding of the realities of working life.

What we learned

- Barriers go beyond employment _ admin, language, social. The system must be connected
- Digital skills are non-negotiable for this generation
- One month is enough to prove the concept. Three months of follow-up are essential.



Next step : evaluating permanent implementation of Despega! As a standard AE pathway.

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