

# ANNUAL REPORT

# 2022

*Generation*

SPAIN

# Letter from the President

*Digitisation, artificial intelligence and other innovations with a bearing on employment arrive at breakneck speed, and this makes our endeavours even more relevant. The greater necessity for ongoing learning and skills management in the professional sphere, alongside the demand for new abilities, mean proper professional training has come to the fore and thus endows our purpose to back people in their learning processes and accessing the workplace with, if possible, even greater significance.*

Against this backdrop, 2022 has been a year in which celebrate success and congratulate many people and companies, plus it is a major satisfaction to be able to share such great news on our reach. Since coming into being, we have accompanied more than 5,000 people on the pathway to employment. We have offered them the chance to embark upon quality training programmes adapted to the most sought after professional profiles by the companies. 5,000 unemployed youths and adults, of whom 80% are currently working in high-level positions in the technology and IT sectors, or in sales or photovoltaic solar panels. We also work in tandem with more than 2,000 companies in these sectors with high demand for trained professionals, who thanks to being members of our network of employers have been able to access the talent pool they need. Behind these figures, there are thousands of stories of effort, motivation and personal realisation. Young people who required new technical knowledge, a deeper understanding of the skills that companies demand, accessing a network of contacts or finding professional and personal support as a means of entering the job market. Older persons who after half a lifetime in the workplace realise their activity is in decline and seek out retraining in new sectors to prevent the spectre of long-term unemployment, and the possibility of finding work can become somewhat unreachable goal. There are also companies and professionals behind these figures, who are committed to creating a better world that affords opportunities to people and placing the onus on caring for the most vulnerable. Companies who devote part of their budget to accompanying us along our path and finance training programmes. Professionals who selflessly give their time to backing our alumni their experience and knowledge. They make our endeavours possible. To the financiers and partners, companies who recruit our graduates, volunteers, teaching staff and mentors, none of this would be achievable without their active support and trust.

Finally, I would like to congratulate the foundation's team for their god results over this year. Their commitment to quality, their vocation to the services and passion are key contribution to the latter. It is a pleasure to share this work with you. From here, thank you all! We will continue working together to set out the difference in backing for unemployed people and their access to quality professional career paths.



**Alejandro Beltrán**

—President, Fundación Generation Spain



## Letter from the CEO

*Alumni and graduates from our programmes are the real start of 2022. People like Curro or Trini who have been recruited for positions of high standing and are proving therein their boundless worth and potential. When a graduate, upon starting work and garnering experience, joins the teaching staff on our syllabus is a source of major satisfaction for all involved. The trust this builds in the students who view themselves in a similar scenario has greater impact than a thousand explanations.*

Now it is Curro, beforehand it has been Claudiu and many, many others. Likewise with Trini, the first female graduate in our photovoltaic solar panel installation programme. She has forged a path for many others who have passed through our classrooms on a training programme that boasts an employment placement rate of close to 100%.

These are just two of the 750 stories we have been party to in 2022 and the more than 5,000 that we have shared since starting our professional activities in Spain. To attain these results and continue working towards a better society, we have an active voice in the fostering of diversity and inclusion amongst our alumni. We seek out the incorporation of women into our courses on the most masculinised professions and continue to offer courses aimed at persons in situations of serious vulnerability and those of limited mobility. And now that the pandemic is behind us, we have decided that online training is here to stay as a further option within our course programmes. In-house teaching also plays its part, yet it is important to be able to facilitate participation in programmes to the unemployed who have greater difficulties in travelling to class, or those who live some distance from our training centres.

### **We wish to reach everyone.**

The foregoing is performed alongside many other bodies and the public sector administration as we are of the belief that together, we can go further. It would be amiss not to thank our financial backers, above all Blackrock, Verizon, Google, Unibail Rodamco Westfield, Universia and la ONCE. Not forgetting our partners and collaborators, the Andalusian Employment Service, the Industrial Organisation School and the INCYDE Foundation. Finally, I would like to thank and congratulate the team for their work. It is my very good fortune to be able to collaborate with them.



**Mercedes Valcárcel**

—CEO, Fundación Generation Spain

## Mission and Vision

**Generation is a foundation focused on empowering individuals when it comes to obtaining high-quality and sustainable jobs that make a difference.**

### **Our mission**

We transform people's career paths, connecting them with professions that would otherwise be inaccessible without Generation.

### **Our vision**

Our vision puts the onus on a high-quality, significant and sustainable career for every individual throughout the world.

## Sustainable Development

**From within the Generation Spain Foundation, we are committed to upholding the Sustainable Development Goals, and to achieve these, we work actively to offer quality training for employment.**

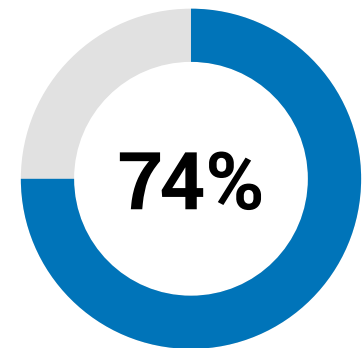


During the **year 2022 in Spain**,  
our **main accomplishments** were...



**781**

Students have been supported  
by the Generation Spain.



Placement ratio at six months  
post graduation.



Editions of the programme  
launched.



Presence in 9 Spanish  
cities.

## Our impact up to 2022 in Spain



**+5.180**  
**ALUMNI**



**208**  
Editions of the programme  
launched.



**20**  
Presence in 20 Spanish  
cities.



**+3.200**

Employers amongst start-ups, medium  
and large scale corporations.



**65%**

Placement ratio at three months  
post graduation.



**81%**

Placement ratio at six months  
post graduation.

Trinidad  
del Rocío



# Spotlight on the real stars of the show

Gaspar  
Mateo  
Medina



**Trinidad del Rocío** is a graduate of the 2nd Edition of our Solar Panel Installation Programme in 2022. Following her studies in the electricity sector and learning about the Generation Spain Foundation Spain pilot programme, she did not need to be asked twice.

***Woman, mother, worker and born fighter. Trinidad is presently under the employ of Holaluz, a technological company engaged in the commercialisation of wholly renewable electrical energy, in the post of photovoltaic technical specialist.***

**Gaspar Mateo Medina**, graduated in April 2022 as a trainee in Process Automation. Gaspar uprooted from Barcelona to Granada in his search for employment in the IT Sector, which would allow him to grow on professional level and specialise in web development or systems administration. Upon finalising his RPA training at the Generation Spain Foundation in tandem with WorkDay, he now works on multiple projects for the firm E-volucionaria by Intelcia.

**Ana Isabel Nuño** is a graduate of RPA training programme in the School of Industrial Organisation and Generation Spain Foundation. Holder of a degree in Linguistics, in 2014, she travelled to several countries as a job seeker in search of experience. Just before enrolling on her training programme at Generation, she taught Spanish language to foreigners. After completing the RPA bootcamp, she began working in Atos, where she is currently delighted to be able to hone her skills in the automation sector.

Ana  
Isabel  
Nuño

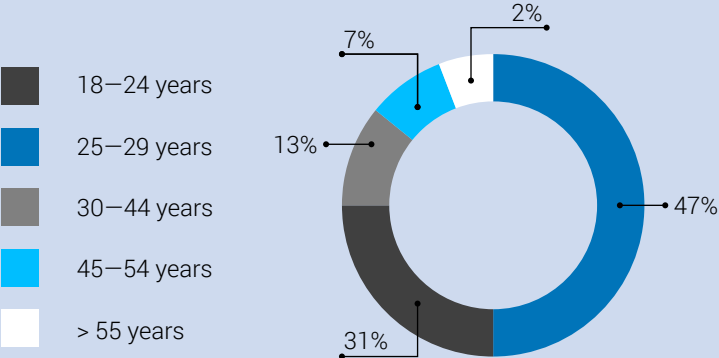


Read more about **Trinidad**, **Gaspar** and **Ana's** stories on our website.

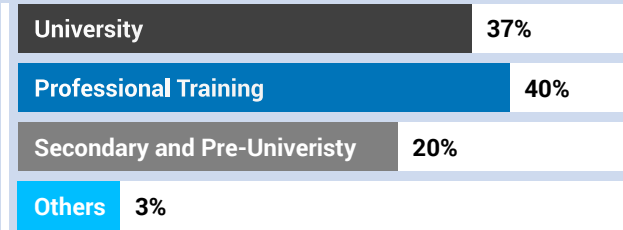


# 2022 Profile

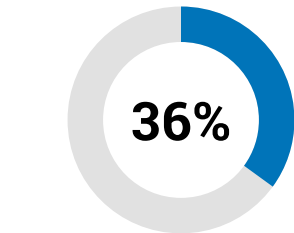
## Age range of participants



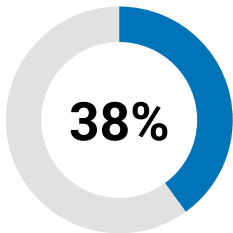
## Educational level



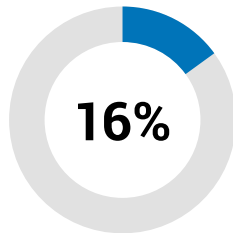
## Gender and dependents



Of Generation identify as females.

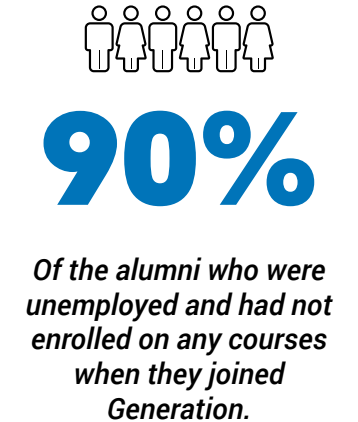
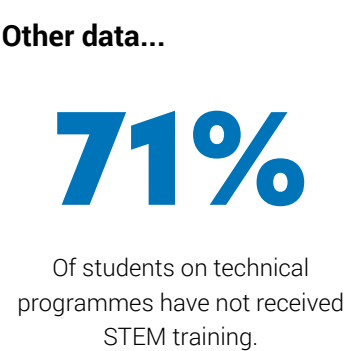


Of Generation students on technical programmes identify as women or another gender.



Of Generation alumni have dependents.

## Other data...



**5% of the alumni included on technical programmes have special needs**

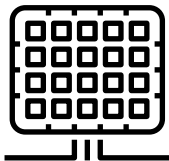
# Where are we and what do we do?

## Programme Portfolio in Spain

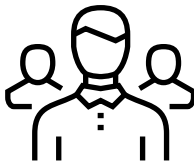
Digital	Digital Marketing
	RPA (process automation)
	Cloud computing administrator
	Cloud computing developer
	JAVA full-stack developer
Retail	Excellence at the point of sale
Green Jobs <b>NEW ADDITION</b>	Solar photovoltaic panel installer



Technological Programmes



Solar photovoltaic panel installer



Excellence at the point of sale



PREPARING,  
PLACING AND  
SUPPORTING  
PEOPLE INTO  
LIFE-CHANGING  
CAREERS.



## Programmes

# What does a Generation programme entail?

We create impact with our seven-step methodology

1



2



3



**1.** Employment and direct commitment with the employers from day one.

**2.** Recruitment based on intrinsic characteristics, efforts and employability standards for the occupation.

**3.** 4-12 weeks training to harness technical skills, behaviour and outlook.

**4.** Social support and mentorship services in place throughout the journey.

**5.** A community that stands by professionals during their professional lifetime.

**6.** Return on investment for employers and alumni alike.

**7.** Data collecting and processing.

4



5



6



7



Following our commitment to reduce the gap between the number of unemployed people and the shortfall of qualified staff to carry out highly sought after professions labour market, in 2022 we opened a new line of programmes linked to training for green employment.

## Programmes

*Thanks to a thorough market analysis and numerous interviews with employers and experts in the renewable energy sector, the growing need for training for a new profession in Spain, photovoltaic solar panel installer, was detected and the syllabus for a programme was developed. in this profession with the unique characteristics of Generation's methodology. The results were highly satisfactory, with more than 100 graduates in less than 7 months and an employability ratio of more than 90% just ninety days after graduation.*

Likewise, for the existing programmes in our portfolio, in an effort to continuously improve employability ratios, the non-technical content dedicated to acquiring the skills and tools for a successful job search has been updated.

## Instructors

*The instructors are at the fulcrum of all Fundación Generation Spain programs, since they are the ones who transmit the 360o content in technical and non-technical skills, aligned with the real needs of the job, carefully designed by specialist consultants and featuring an eminently practical focus.*

A highly suitable profile for facilitating our programmes is that of our own alumni once they graduate, since they have been thoroughly trained in the technical content of the programmes and are also versed in our instructional methodology plus quality standards from the first instance.

**Claudiu Piciorang** joined our alumni and instructor of the RPA Programme (Robotic Process Automation) in 2022, **Curro Arroyo**, graduate from the same programme, who attained highly positive and satisfactory results, several RPA cohorts that were launched in collaboration with the Industrial Organisation School (EOI).





## Acknowledgements

Fundación Generation Spain's outreach has been recognised through awarded, events and media coverage.

**thedotgood.**

Named #74 of the top 200 social good orgs in the world (2020)

**Tools Competition**

Learning Engineering Tools Competition, Adult Learning Track (2022)

 **Draper Richards Kaplan**  
FOUNDATION

DRK Entrepreneur (2022)

 **REIMAGINE**  
EDUCATION

Silver Award, Nurturing Employability (2021)

**GLG**

GLG Global Social Impact Fellowship (2021)

**RODDENBERRY**  
PRIZE

Humanity Category (2020)

 **100&CHANGE**  
TOP 100

100&Change Competition The MacArthur Foundation (2020)

**Wise**

WISE Award (2018)

**seres**  
fundación sociedad  
y empresa responsable

Recognition by the SERES Foundation of the Generation project, promoted by McKinsey & Company in 2017 on the strategic and ground breaking activity that the Foundation embarks upon, creating value both in society and companies.

 **Digital Skills**  
**AWARDS SPAIN**  
**2020**

**Generation Spain was the winner of the Digital Skills Awards Spain 2020 in the digital skills for the digital market category.**

***fundación***  
**Magtel**

Fundación Magtel awarded the Generation Spain Foundation first prize in its third edition of the Fundación Magtel Awards, in the socio-professional placement category for its contribution to the training of females in the technological sector.

# Our team

## Management

- 01 Mercedes Valcárcel
- 02 Georgina Lagares
- 03 Javier González Lliberós
- 04 Lucía Martínez
- 05 Mariola Díez
- 06 Natalia Molina



01



02



03



04



05



06

## Alliances and firms

- 01 Rubén Carrera
- 02 Adam Choukrallah
- 03 Pablo González



01



02



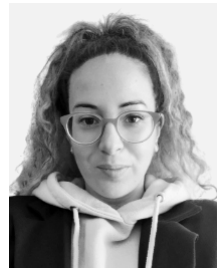
03

## Operations

- 01 Carolina Cano
- 02 Sandra García-Olivares
- 03 Alba Martínez
- 04 Anabel Medina
- 05 Irene Moncloa
- 06 Marta Tello
- 07 Ignacio Vargas



01



02



03



04



05



06



07

## The Board



**Alejandro Beltrán**

Chair of Generation Spain, Senior Partner & Chairman McKinsey & Company Spain.



**Mona Mourshed**

Board Member Generation Spain, President & CEO Generation.



**Ramón Forn**

Board Member Generation Spain, Emeritus Director, McKinsey & Company.



**Anna Oró**

Board Member Generation Spain, Chief Operating Officer at SAP Spain.



**María Pino Velázquez**

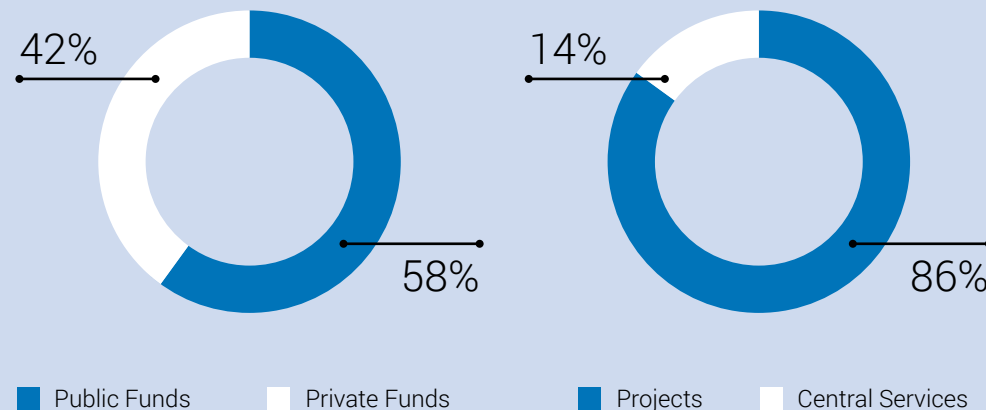
Board Member Generation Spain, Board Member Renta 4 Bank and Founder and former Chair of Unísono Group.

## Quality and openness

— Economic visibility

*Quality and transparency are a priority at Generation. We have implemented an integrated management system based on processes, orientated towards continuous improvement and focussed on the satisfaction of our alumni. In order to achieve this, we've assessed the Foundation's current plans with the aim of updating them and improving their quality and transparency. Likewise, in order to achieve maximum quality, we are now certified in ISO 9001:2015 and ISO 14001:2015.*

### How are we funded?























We are registered on the Ministry of Justice's Registry of Foundations and our accounts are audited annually. **86%** of our earnings **1,553,410** in **2022** was allocated directly to the implementation of projects.





## Main sources of funding

At Generation, we have joined forces with **public sector bodies**, **employers** and **organisations** to aid unemployed youths.















Corporate funding	Public funding sources	FSE Intermediaries	Private funding sources	Donors
    	   	 	   	    
Collaborators				



United Way España

# Itemised Project Breakdown

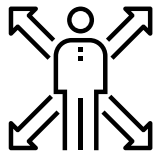
In 2022, we collaborated with more than **180 employers**, of which the ones below are worthy of special mention due to the recruitment of Generation graduates.

Employers	Partnerships
<div></div>	<div></div> <div></div> <div></div> <div></div> <div></div>



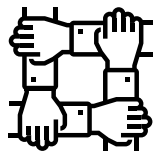
# Priorities in 2023

Our main priority is to continue increasing our impact. **How will we do this?**



**Increasing our graduates' % of incorporation into the workplace and diversifying the profiles of our participants.**

- 01 1,005 students enrolled on 40 programmes.
- 02 By continuing to increase the high job placement %.
- 03 By diversifying the student profile, actively incorporating individuals with different skills and the long-term unemployed (Regeneration).
- 04 By improving the accompaniment of our students through mentoring initiatives.



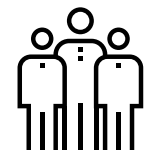
**Bolstering the network of partners by increasing partnerships.**

- 01 Growth of our network of partners and collaborators with the incorporation of stakeholders from the green economy.
- 02 The incorporation of new companies that employ graduates through active recruitment campaigns and events.
- 03 Strengthening our community of volunteers and mentors.



**Diversifying the professions linked to our training.**

- 01 Investment in the development of the curriculum for other new, growing professions.
- 02 Adapting current curricula to the profile demanded by companies.



**Backing the systemic changes in the current employment and professional training policies.**

- 01 Boosting a collaborative model between public and private institutions.
- 02 Active participation in the Vocational Training support networks in which we have a presence, along with the elimination of gender biases.
- 03 Bringing attention to the value of skills in training.
- 04 Firmly backing the digital transformation of the sector.

# How can you collaborate?

	Role	Benefits	Success stories
<b>Funding / Donation</b>	<ol style="list-style-type: none"><li>1. The funding of a programme for training in high-demand professions in which your company has a talent shortfall.</li><li>2. Support by funding projects that have a major social impact as part of CSR and / or philanthropic activities.</li><li>3. Contributions in kind: classrooms, materials, systems, equipment, etc.</li></ol>	<ol style="list-style-type: none"><li>1. Competitiveness.</li><li>2. CSR based-comms.</li><li>3. Social and / or environmental impact.</li><li>4. Diversity and inclusion.</li></ol>	<ol style="list-style-type: none"><li>1. BlackRock.</li><li>2. Microsoft.</li><li>3. McKinsey&amp;Co.</li><li>4. ONCE.</li><li>5. Workday.</li></ol>
<b>Staff recruitment</b>	Form part of the network of Generation employers and gain access to qualified talent in the Tech, Green Jobs and Excellence at the point of sale sectors.	<ol style="list-style-type: none"><li>1. Competitiveness.</li><li>2. RSC.</li><li>3. Social impact.</li><li>4. Diversity and inclusion.</li></ol>	<ol style="list-style-type: none"><li>1. Magtel.</li><li>2. Deloitte.</li><li>3. Uniqlo.</li><li>4. NTT Data.</li><li>5. ATOS.</li></ol>
<b>Programme disclosure</b>	Support in the disclosure of programmes and aid for young people who may benefit from Generation's training programmes.	<ol style="list-style-type: none"><li>1. Links to the Foundation (image).</li><li>2. RSC.</li><li>3. Social impact.</li><li>4. Diversity and inclusion.</li></ol>	<ol style="list-style-type: none"><li>1. Másmovil.</li><li>2. Servicios de Empleo.</li><li>3. United Way.</li></ol>
<b>Individual and corporate volunteering</b>	<ol style="list-style-type: none"><li>1. Join our mentoring initiative and become a mentor to the participants on our programmes.</li><li>2. Participate in our programmes as an expert, giving masterclasses, company presentations, programme jury member.</li></ol>	<ol style="list-style-type: none"><li>1. Links to the Foundation (image).</li><li>2. RSC.</li><li>3. Social impact.</li><li>4. Diversity and inclusion.</li></ol>	<ol style="list-style-type: none"><li>1. United Way.</li><li>2. BlackRock.</li><li>3. McKinsey&amp;Co.</li><li>4. WeWork.</li></ol>

Contact us! [empresas.spain@generation.org](mailto:empresas.spain@generation.org) | [spain.generation.org](https://spain.generation.org)



# *Generation*

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