



Entrepreneurship development and capacity building policies for business creation and growth in outermost regions



GROW RUP Action Plan

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Section I – General Information

Project: GROW RUP

Partner organisation: Servicio Canario de Empleo

Other partner organisations involved:

The Regional Council of Reunion, the Regional Department for Employment and Professional Training of the Azores, Madeira Employment Institute (IP-RAM), and the Territorial Collectivity of Martinique

Country: SPAIN

NUTS2 region: ES70

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Section I.B - Presentation

GROW RUP is a four-and-a-half year project of Interreg Europe that brings together **five outermost regions of the EU (Azores, Canary Islands, Madeira, Martinique and Reunion)**. GROW RUP supports the creation and growth of innovative companies in the field of green and blue economy, with a particular focus on long-term unemployed people. The outermost regions (OR) have to face a series of difficulties related to their geographical characteristics, such as remoteness, insularity, small size, climate, which have generally acted as a restriction on their development. GROW RUP has as its framework objectives: to boost the competitiveness and entrepreneurship of SMEs aimed at the employment of long-term unemployed people in the ORs and to support green and blue growth with a view to offering a more efficient economy in economic resources and activities sustainable in those territories.

During the preparation of the Second Phase of the project on June 10 and 11 in La Laguna (Canary Islands), each partner presented the draft of their Action Plan. It became clear that the partners focus on the training of human resources and the development of skills of entrepreneurs as tools to impact the competitiveness of SMEs. In particular, the following measures were presented in the action plans:

TRAINING AND EMPLOYMENT:

- Increase in the professional training catalogue and certification of competences on blue / green professional competences.
- Develop the cooperation between companies and training organizations to better adjust the supply and training demand.
- Promote Blue and Green entrepreneurship.

SECTOR BASED ESTRATEGIES:

- Develop Research and Development in blue and green sectors
- Study for the development of Regional Strategic Plans for the Green and Blue Economy
- Observatory of Green and Blue Economy

BLUE ECONOMY:

- Unify the structure around the blue economy: a Blue Institute and respond to the strategic challenges for business development of the affected regions
- Develop an economic sector of ship conversion
- Mapping professional skills within the context of the Blue Economy

OTHER AREAS:

- Establish a territorial brand with high added value for the territory
- Strengthening the growth of the green economy

At the meeting, the partners were reminded that the objective of the policy instrument in which the project is framed is the ERDF and, more specifically, Investment Priority 3 *“Promote entrepreneurship, in particular by facilitating the economic exploitation of new ideas and encouraging the creation of new companies”*. In fact, the project aims to facilitate the creation of new businesses in the green and blue economy, however, the partners' action plans are more oriented towards the ESF context than towards the objectives / framework of the ERDF. This is because, in order to meet the objective of the project in terms of support for long-term unemployed people, and since they are currently in an already very advanced phase of ERDF spending, it is very difficult to modify the approach of the measures of the ERDF. In fact, most of the ERDF funds have already been spent and, in most of the partner regions, the latest calls for proposals have already been launched.



Given this context, the project partners are including in their Action Plans, measures related to the management of the ERDF that can be adopted with some ease (for example, modifications to the ERDF monitoring system through the inclusion of employment indicators) and also directed to the ESF, where the opportunities for adoption of the actions are more concrete in the short term.



Section I.C.- Brief regional analysis. Canary Islands

State of the art

The Canary Islands business structure is mainly characterized by SMEs, which are usually familiar and excessively dependent on the local market and have proven unable to cope with the economic crisis, which has led to a sharp decrease in the number of companies in the region. In fact, the entrepreneurship rate in the islands is 5.70% lower than the national average.

In this context, it is necessary to promote political measures capable of increasing the competitiveness, differentiation and productivity of SMEs and allowing the renewal of the industry and the reception of innovations. On the other hand, the unemployment rate in the Canary Islands (20.6% in 2018) is much higher than the EU28 rate (7% in 2018). Measures 3a and 3b of the Canary Islands Operational Program are aimed at boosting entrepreneurship and supporting the creation of new companies (especially those with a technological base, innovative and internationally oriented) and guaranteeing their financial viability and their effective growth. However, these measures do not specifically target unemployed people and do not guarantee a direct impact on employment, which limits their potential. At the same time, although in the Smart Specialization Strategy of the Canary Islands 2014-2020-Canarias RIS3, support for green and blue growth has been established as specific priorities, there are no specific measures for entrepreneurship in these sectors.

Through the improvement of the Canary Islands ERDF operational program, the Main Partner of the GROW RUP Project - the Canary Islands Government Employment Service - hopes to ensure a stronger connection between the Smart Specialization Strategy and the ERDF operation. Green and blue economic activities represent, in fact, crucial innovation-intensive economic fields that have the potential to promote not only the economic growth of the islands, but also a more sustainable and efficient use of resources.



In the Canary Islands there is a marine-maritime sector with a wide variety of activities, with great opportunities to become a highly competitive sector internationally, and that can be a key element for the economic diversification of the Canary Islands, currently based on the tourism sector.



In February 2018, the regional government begins the development of its blue economy strategy, with the aim of maximizing the potential of economic activities related to the sea. This strategy was presented in the framework of the Conference of Presidents of the ORs held in October 2018 in the Canary Islands. In the field of green economy, as reflected in the Strategic Diagnosis of the Canary Economy of *La Caixa*: "The Canary Islands approves in 2017 a motion that redirects its production model towards one whose main engine lies in the environment, to starting from eco-innovation. With this initiative, what is sought is to lay the foundations to make the Canary Islands known as a modern, innovative and sustainable region". This motion raises, as far as the green economy is concerned, two basic lines of development:

- Continue to promote the green economy, that is, a low carbon economy, which values natural resources, promoting their sustainable use and conserving biodiversity. For which the joint work with the economic promotion entities, the Island Councils and the Canarian universities will be encouraged, increasing the investment in R&D projects applied in strategic areas related to waste and water management.
- Continue to promote joint programs with the Canary Islands Public Administrations for training and attracting researchers in blue economy and green economy.

It is difficult to delimit the number of people engaged in activities of what we call "green economy". With regard to traditional agricultural activities, as of December 2018, 15,630 people were enrolled in their Social Security contribution scheme, of which 2648 were self-employed. To this figure should be added that of those workers in rural tourism, environmental protection, clean energy generation, water production, etc.



GROW RUP main partner competencies and activities

The Canary Islands Employment Service (Canarian Employment Service, SCE) is an autonomous administrative body, attached to the Ministry of Economy, Knowledge and Employment of the Government of the Canary Islands with the responsibility of supporting the active insertion of work in the Archipelago. Its mission is, in fact, to promote and strengthen employment and training of the population (employed and unemployed people) in the region. His work focuses on the analysis and intermediation of the labour market, the promotion of employment, information, guidance and training. The agency also carries out actions to support and promote the social economy. The SCE provides citizens with support through different channels, face-to-face appointments, by telephone and through telematic tools.

Regional employment support policies / measures / programs

Within the *Plan Choc* prepared by the OR-Employment Network, the Canary Islands identified a series of specific measures to support employment and training, particularly in the green and blue sectors. Regarding training and professional qualification, the region committed to:

1. Implement a certified and intensive training program that combines the fields of renewable energy and maritime studies and complements the study of the languages spoken in the outermost territories: Portuguese and French, in addition to English. This programme should include the possibility of conducting an internship period in one of the ORs. The composition of the training program should be composed as follows: 75% vocational training and 25% language training.
2. Provide training for unemployed people in sectors with weak growth prospects. For example, new job skills related to energy efficiency, building rehabilitation or maintenance of renewable energy equipment must be provided to the unemployed from the construction sector.



3. Create and disseminate a system of correspondence of qualifications that is efficient, dynamic and functional. This system could include a digital infrastructure to facilitate and facilitate its use.

As regards employment aid, the measures adopted by the region are the following:

1. Generalized reduction of social security contribution rates and subsidies to contracts in emerging sectors that hire unemployed people from sectors in crisis.
2. Organization of dissemination campaigns on hiring aid and incentives and subsidies to companies.



Section II – Context

The Action Plan aims to impact:

Investment for Growth and Jobs programme

Name of the policy instrument addressed:

Interregional cooperation for SME competitiveness



Section III – Details of the actions envisaged

ACTION 1:

SPECIAL SUPPORT FOR BUSINESS, JOBS CREATION AND SELF-EMPLOYMENT IN GREEN & BLUE SECTORS

1. THE BACKGROUND

The GROW RUP project focuses on a group of unemployed people (people between 30 and 45 years old) for whom, possibly only self-employment in its different forms is a realistic alternative to their situation. The development of a blue-green circular economy should offer possibilities for the emergence of small and medium enterprises in the sector, thus being new employment opportunities.

During the interregional visits we learned the importance of giving adequate support to the newly born economic activities by the different public organizations. We have directly known the following experiences:

→ LEARNING OF THE PROJECT IN PHASE 1:

In the five interregional visits, we have been able to learn about the experiences in the field of employment promotion and self-employment that take place in the different territories:

- La Reunión: Project SAV: Simplify access to business creation support programs. -P. 39 Joint Interregional Analysis (JIA)
- La Reunión: Design of support services tailored to the specific needs of entrepreneurs -P. 40 JIA
- La Reunión: Regional economic insertion programme (ex-NACRE) -P. 37 JIA.
- Azores: Integra Youth programme, promoting the creation of new jobs through financial support to companies. -P. 49 JIA

- Madeira: PEED – Stimulus Program for unemployed entrepreneurship. -P. 57 JIA
- Martinique: Territorial Scheme of Economic Development, Innovation and Internationalization (STDEII). -P. 61 JIA

Support for companies and self-employment is essential to help them increase their competitiveness and is relevant to the success of the transition to the blue and green economy and in general to more sustainable economic models. Therefore, this action directly helps support the specific thematic objective is **TO3 "Improve the competitiveness of SMEs"**, while the investment priority is **IP3a "Promote entrepreneurship, in particular by facilitating the economic exploitation of new ideas and promotion of the creation of new companies"**.

→ **POLICY ADDRESSED:**

- **PROGRAMA OPERATIVO FEDER DE CANARIAS, 2014-2020**
http://www.gobiernodecanarias.org/cmsgobcan/export/sites/hacienda/dgplani/fondos_europeos/galeria/PO-Canarias-v-2-1.pdf

Selected thematic objective:

03 - Improve the competitiveness of small and medium-sized enterprises, the agricultural sector (in the case of the FEADER) and the fisheries and aquaculture sector (in the case of the FEMP)

3a - Promotion of entrepreneurship, in particular, facilitating the economic exploitation of new ideas and promoting the creation of new companies, also through nurseries

4b - Promotion of energy efficiency and use of renewable energies in companies

11a - Improving the institutional capacity of public authorities and stakeholders and the efficiency of public administration, through actions that strengthen the institutional capacity and efficiency of public administrations and public services related to the implementation of the ERDF and support to measures related to the institutional capacity and efficiency of public administration supported by the ESF.

- **PROGRAMA OPERATIVO FSE CANARIAS 2014-2020**

http://www3.gobiernodecanarias.org/empleo/portal/estaticos_portal/online/contenidos/web/sce_secretaria_general/Documentaci%C3%B3n_FSE_periodo_14-20/Programa%20Operativo%20FSE%20Comunidad%20Aut%C3%B3noma%20de%20Canarias%202014-2020.pdf

Investment priority 8.1

Access to employment by jobseekers and inactive people, including long-term unemployed and people away from the labour market, as well as local employment initiatives and the promotion of labour mobility.

2. ACTION

Sub-sections of the Action :

• **1.A.-** Contacts / Meetings for coordination with ERDF fund management authorities in the region **to introduce changes in the regulations** for aid calls aimed at:

- **promote a green and blue bias in the choice of projects to support,**
- **and promote the prioritization of projects in which long-term unemployed people are hired.**

These contacts will be made with internal means of the SCE and the products will be developed internally by the competent services. The changes will be reflected in the regulations, these will serve as a witness to the modifications carried out.

• **1.B.-** Support the emergence in the Employment and Local Development agencies and self-employment advisory networks of the figure of the **Green and Blue Tutor, supported by a Bank of Ideas and Green and Blue Business Plans, with specific competencies to advise for self-employment to unemployed people in these areas,** as well as the fulfilment of the environmental

obligations that they entail. It will start from a pilot project funded by the SCE, for the hiring of 20 Green and Blue Tutors by the entities integrated in the networks of local development agencies and self-employment advice. The selected agents will be trained in collaboration with the Ministry of Ecological Transition, Fight against Climate Change and Territorial Planning of the Government of the Canary Islands, The effectiveness of the measure will be evaluated after one year of its implementation to expand its dimensions if it is shown profitable. The green and blue tutors will be hired following the conventional processes of the SCE in their relationship with local entities and other collaborating organizations, these being the proof of the realization of Sub-action 1.B.

• **1.C.-** Include a green-blue-circular "bias" as well as a priority in the support of the projects that involve the hiring of long-term unemployed in the calls for aid for self-employment of the Autonomous Employment Program and for the social economy of SCE. In particular, promoting activities such as:

- Ecological agriculture.
- Eco-design for the production of easily recyclable or reusable products.
- Recycling of clothes, plastics, etc.
- "Environmentalization" of "normal" activities for example: multi-store offering organic products, bars and restaurants with returnable packaging.
- Renovation and rehabilitation (without using new land) of homes and spaces for public and private use with sustainable materials.
- Empowerment of "green markets".
- Technology applied to recycling and sustainability.
- Sustainable and respectful green / blue tourism
- Innovative agri-food initiatives (algae,...).
- Urban "waste mining" (electrical, electronic devices, vehicles, appliances,...) for treatment and use in the islands.

The programmatic changes will be the proof of the realization of this sub-action, a report will be made with all the changes carried out.

The following table shows the different indicators identified for each sub-action and links them to the competitiveness of SMEs and, in general, to support SMEs.

Indicators:

1.A	Number of changes introduced in future calls.
	<i>FOCUS SME COMPETITIVENESS: Orientation of public support programmes to growing sectors.</i>
1.B	Number of changes included in the regulation to increase its implementation. Number of Green and Blue Tutors hired by entities.
	<i>FOCUS SME COMPETITIVENESS: Cost reduction in environmental "bureaucracy".</i>
1.C	Number of changes included in the regulation introduced to favour its application. Number of new companies in the Green and blue sector supported by ESF funds managed by the employment service.
	<i>FOCUS SME COMPETITIVENESS: Orientation of public support programmes to growing sectors.</i>

3. PLAYERS INVOLVED

- The public employment service (with competences in the field of self-employment and social economy promotion). (www.gobiernodecanarias.org/empleo)
- The Regional Ministry of Economy and Finance of the Regional Government, responsible for the leadership of public policies for regional development. (<http://www.siecan.org>)
- Regional Ministry of Tourism competent in this key area in the development of the island economy. (<http://www.gobiernodecanarias.org/turismo>)
- The *Cabildo insular* (Island Government), with competencies in the economic development at the island level. (<http://bit.ly/2wU46AQ>)
- The municipalities in charge of the AEDL services. (<http://bit.ly/2ID0wjS>)
- Employers' associations and unions participate in all management boards of public agencies and Regional Departments.

4. TIMEFRAME

SPECIAL SUPPORT FOR BUSINESS, JOBS CREATION AND SELF-EMPLOYMENT IN GREEN & BLUE SECTORS				
ACTIONS	Semester			
	6	7	8	9
Action 1.A	<i>First meetings</i>	<i>Changes in aid calls</i>	<i>Publication and resolution of the calls</i>	<i>Monitoring and evaluation of the effects of the changes</i>
Action 1.B	<i>First actions on the regulation and study of the allocation of budgetary funds</i>		<i>Call, implementation management</i>	<i>Evaluation</i>
Action 1.C	<i>First actions on the regulation and study of the allocation of budgetary funds</i>		<i>Call, implementation management</i>	<i>Evaluation</i>

5. COSTS:

The costs for the implementation of these actions will be covered with SCE own funds (ESF funds).

Action 1.A: Those of the organization of the meetings to be developed, it is estimated that € 1000.

Actions 1B -1C: the derivatives of the meetings to be developed. Support for the hiring costs of the 20 Green and Blue Tutors, initially for twelve months, conditioning the continuity of the program to the subsequent evaluation of their results. The funds for these contracts will be made from the SCE budget aimed at promoting employment and entrepreneurship. For the hiring and training of these tutors, the SCE would mobilize around € 900,000.

6. FUNDING SOURCES

- The regional budgets of the public employment service (ESF) of the Ministry of Finance and Island Councils.



Gobierno de Canarias
Servicio Canario de Empleo

GROW RUP
Interreg Europe



ACTION 2:

DEVELOPMENT OF A RESEARCH DEVELOPMENT AND INNOVATION CONTACT NETWORK IN THE BLUE & GREEN SECTOR

1. THE BACKGROUND

We have found in almost all interregional visits a good number of very interesting experiences in the field of R&D aimed at increasing the knowledge and productivity of the green and blue resources of the partner territories. One of the most important lessons learned is that we need to improve the transfer of knowledge produced by these types of projects to SMEs in each region. We could do this by creating areas for exchanging experiences, with the participation, by one of the experts who lead such projects and, on the other hand, promoters of SMEs and existing sectoral clusters.

→ LEARNING OF THE PROJECT IN PHASE 1:

- La Reunión: Maritime Pole: mapping resources, perspectives of key actors and assessing the potential of the maritime basin. -P.44 JIA
- La Reunión: Ocean METISS Project: Definition of a blue strategy for La Réunion, in association with the West Indies Ocean Basin. -P. 44 JIA
- Martinique: Territorial Scheme of Economic Development, Innovation and Internationalization (STDEII). -P. 61 JIA
- Canarias: Estramar and Macsimar projects leaded by PLOCAN (*Plataforma Oceánica de Canarias*). -P. 29 JIA
- Canarias: Build in Green and EWASTE. -P. 31 JIA.

The development of a network of R&D contacts in the blue and green sector will help support the exchange of information between the companies and institutions involved in these fields. This will be of great help to the SMEs involved.

By facilitating the exchange of information, this action directly helps support the specific thematic objective is **TO3 "Improve the competitiveness of SMEs"**, while the investment priority is **IP3a "Promote entrepreneurship, in particular by facilitating the economic exploitation of new ideas and the promotion of the creation of new companies"**.

→ **POLICY ADDRESSED:**

- **PROGRAMA OPERATIVO FEDER DE CANARIAS, 2014-2020_**

http://www.gobiernodecanarias.org/cmsgobcan/export/sites/hacienda/dgplani/fondos_europeos/galeria/PO-Canarias-v-2-1.pdf

Selected thematic objective:

01 - Reinforcement of research, technological development and innovation.

1b - Promotion of business investment in R&D, development of links and synergies between companies, research and development centres and the higher education sector, in particular through the promotion of investment in the development of products and services, the technology transfer, social innovation, ecological innovation, public service applications, demand stimulation, network interconnection, groupings and open innovation through intelligent specialization, and through support for technological research and applied, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular, in essential facilitating technologies and dissemination of versatile technologies.

03 - Improve the competitiveness of small and medium-sized enterprises, the agricultural sector (in the case of the FEADER) and the fisheries and aquaculture sector (in the case of the FEMP)

3a - Promotion of entrepreneurship, in particular, facilitating the economic exploitation of new ideas and promoting the creation of new companies, also through nurseries



- **PROGRAMA OPERATIVO FSE CANARIAS 2014-2020**

http://www3.gobiernodecanarias.org/empleo/portal/estaticos_portal/online/contenidos/web/sce_secretaria_general/Documentaci%C3%B3n_FSE_periodo_14-20/Programa%20Operativo%20FSE%20Comunidad%20Aut%C3%B3noma%20de%20Canarias%202014-2020.pdf

Investment Priority 8.1

Access to employment by jobseekers and inactive people, including long-term unemployed and people away from the labour market, as well as local employment initiatives and the promotion of labour mobility.

2. ACTION

- **2.A.-** Identification of the different actors in the R&D sector in the region (universities, research institutes, companies, clusters, etc.) to promote the **generation of a knowledge transfer network to SMEs**. Creation of a published database that will give visibility to these actors, thus serving as a link between them, in the event that there is already a similar initiative, they will collaborate with them to increase their impact in the region and promote the figure of the *Green and blue tutor* (Action 1).
- **2.B.-** Development of an online resource **guide for new entrepreneurs in the green and blue sector of the region**. This guide will be promoted at the regional level among the actors identified in 2.A, these actors will serve to validate the resources created.

The following table shows the different indicators identified for each sub-action and links them to the competitiveness of SMEs and, in general, to support SMEs.

Indicators

2A	Number of contacts and meetings with actors in the R&D sector and (number of meetings, participants, etc).
	<i>FOCUS SME COMPETITIVENESS:</i>
2.B	Guide of resources of R&D in the green and blue sector in the Canary Islands.
	<i>FOCUS SME COMPETITIVENESS: Number of identified R&D initiatives.</i>

3. PLAYERS INVOLVED

- The public employment service (www.gobiernodecanarias.org/empleo)
- The Regional Ministry of Economy and Finance of the Regional Government, responsible for the leadership of public policies for regional development. (<http://www.siecan.org>)
- Regional Ministry of Tourism competent in this key area in the development of the island economy. (<http://www.gobiernodecanarias.org/turismo>)
- Canarian Universities (www.ulpgc.es, www.ull.es)
- Canarian Technological Institute (<http://www.itccanarias.org>)

4. TIMEFRAME

DEVELOPMENT OF A RESEARCH DEVELOPMENT AND INNOVATION CONTACT NETWORK IN THE BLUE & GREEN SECTOR				
ACTIONS	Semester			
	6	7	8	9
Action 2.A	<i>Contacts and meetings with actors in the R&D sector</i>	<i>Start-up of the knowledge transfer network to SMEs</i>		<i>Evaluation</i>
Action 2.B	<i>Production and dissemination of the resource among potential users</i>			<i>Evaluation</i>



5. COSTS

- The outcomes of the meetings that are held.
- Those of the development and maintenance of the online platform and its dissemination. A cost of around € 6000 is estimated for its development, maintenance and commissioning.

6. FUNDING SOURCES

- The regional budgets of the public employment service, the Ministry of Finance of the Government of the Canary Islands as well as the other participating organizations.



Annexe 1 – Endorsement letter



Protocolo de colaboración

Entre el Servicio Canario de Empleo, SCE, representado por su Directora, Ilma. Sra. Dúnnia Rosa Rodríguez Viera,

y

la Dirección General de Promoción Económica de la Consejería de Economía, Industria, Comercio y Conocimiento, representado por el Ilmo. Sr. Laureano Pérez Rodríguez.

Considerando la necesidad cooperar en el desarrollo y seguimiento del Plan de Acción elaborado en la Primera Fase del Proyecto Interreg GROW RUP, cuyo objetivo es mejorar, a través del intercambio de experiencia entre las administraciones regionales de 5 regiones ultraperiféricas, el diseño y gestión de las políticas estructurales para el empleo y la creación de empresas, orientado a un grupo objetivo específico – desempleados de larga duración entre 30 y 45 años – y a las posibilidades que la economía verde y azul les ofrece en términos acceso al empleo y de creación de empresas innovadoras en los ámbitos de la llamada economía verde y azul, ambas partes **ACUERDAN:**

Establecer líneas de cooperación reforzada para el desarrollo conjunto de los siguientes puntos del mencionado Plan de Acción del proyecto GROW RUP:

- 1.A.- Contactos/Reuniones para la coordinación con las autoridades gestoras de fondos FEDER en la región para introducir cambios en las normativas de convocatorias de ayudas orientados a:
 - promover un sesgo verde y azul en la elección de proyectos a apoyar,
 - y promover la priorización de proyectos en los que se contrate desempleados de larga duración.
- 2.A.- Identificación de los diferentes actores en el sector I-D-i en la región (universidades institutos de investigación, empresas, clusters, etc.) para impulsar la generación de una red de transferencia de conocimiento a las PYMES.

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LAUREANO VICTOR PEREZ RODRIGUEZ - DIRECTORIA GENERAL		Fecha: 18/10/2018 - 13:24:44
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Esta cooperación reforzada se concretará en la designación de interlocutores por ambas Direcciones, que estarán a cargo del desarrollo de los contactos y reuniones de trabajo que resulten necesarias.

Esta cooperación reforzada se mantendrá, en todo caso, hasta la fecha de finalización del proyecto GROW RUP, prevista el 30 de junio de 2021, pudiendo extenderse más allá, si fuese necesario para consolidar los resultados y objetivos del mismo.

En Santa Cruz de Tenerife,

La Directora del Servicio Canario de Empleo

Dunnia Rosa Rodríguez Viera

El Director General de Promoción Económica

Laureano Pérez Rodríguez

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