**MADRID**

**CUIDEMOS CENTRO:**
WORKING WITH MIGRANTS TO RAISE ENVIRONMENTAL AWARENESS

**ABOUT MADRID:**
- 3.2 million people
- 13% foreign born
- 21 districts
Centro (150,000 inhabitants, 27% foreign born)

**WHY:**
Facilitating swift entry of migrants into labour market is an important means of ensuring integration. Systematic labour market exclusion can have profoundly negative consequences for long-term integration.

**WHAT:**
'Cuídamos Centro' is an employment programme that recruits people in unemployment to assist with waste management and environmental needs in the city centre.

The initiative adopts a personalised approach. The figure of 'dinamizador' goes beyond the street cleaning duties to carry out awareness-raising activities and become the link between municipality and inhabitants. The project does not target migrants specifically but these are overrepresented among its beneficiaries.

**WHO:**
Madrid Agency for Employment - placement agency of the municipality working in coordination with public employment services to provide specialised and customised services for businesses and unemployed.

**AIMS:**
- Recognise the potential of migrant groups to make a meaningful contribution to the societies in which they reside.
- By targeting vulnerable job seekers, including foreign-born migrants, this initiative seeks to counter isolation and mistrust in public institutions and improve relationship and participation of migrants in public life of the city.

**FINANCING AND RESOURCES:**
- The entire budget of 225,000 Euros is borne by the municipality.
- Participants for this initiative are employees of the Madrid Agency for Employment with a nine-month contract for which they receive compensation.

**MAIN EXPECTED ACHIEVEMENTS OF PILOT:**
- Bridging the gap between migrant and settled communities in the city
- Empowering and building capacity of migrants to become leaders in relation to compatriots and neighbours – some have even gone on to becoming trained conflict mediators
- Changing the perspective that local government and communities have about migrant populations