

Làbora

How Barcelona turns
**public-social
collaboration, data
and research** into a
force for labour
market **inclusion**

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Programme co-created by



Entitats Catalanes
d'Acció Social



IN THIS PRESENTATION...

Objectives:

- [Part I] Introduce you to **Làbora**, briefly:
 - What is it.
 - Short account of results and impact.
 - What Làbora does differently from other ALMPs* & public programmes
(particular emphasis on how we manage data and knowledge).
- [Part II] Take a **deep dive** into 2 data-based resources developed by the Data & Knowledge department at Làbora using **QlikSense** and **PowerBi**.

**ALMP: active labour-market policy.*

WHAT IS LÀBORA?

Overview

What is Làbora?

A programme born out of a **public-social partnership** led by the Barcelona City Council and 3 social sector federations, aimed at **improving the employability** of people at risk of exclusion in the city of Barcelona, by **empowering jobseekers** and **employers** through **training**, **counselling** and **support** to attain long-term working opportunities.

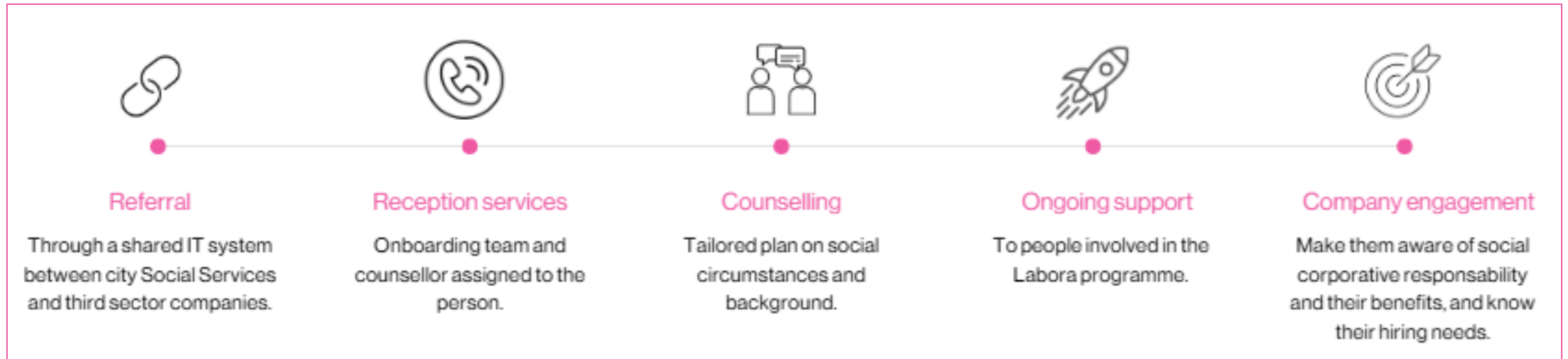
Why Làbora?

Due to the need to create a **collaborative, tailored** program addressing both **social** and **employment** challenges through a **community-based** approach that engages both jobseekers at risk and employers in the task of improving employability.



HOW DOES LÀBORA WORK?

Summary of methodology



Combined with:

- Constant data-based **innovation projects** (several on-going pilots), with a **tailored innovation methodology**.
- Embedded and external **researcher involvement** to boost knowledge transfer all across the board.
- **Relational** and **collaborative dynamics** that integrate diverse insights in decision-making



L'àbora's evaluation of impact by an external team of researchers (press conference, May 2025)

KEY IMPACT STATS:



+60,000 participants since 2015 (70% women; 50% of +45)



+ 1,000 new placements every year
€4.5 for every €1 of public funds invested (average 2015-2022)



+8% probability of being employed when joining the programme
+12% probability of getting a full-time job (compared to other programmes)

- Holistic approach and strong community-based approach, centred on people and their context.
- More efficient way to manage public employment policies
- Building of synergies through public and third sector shared leadership and collaboration.
- Increased self-confidence on people facing a job research process

WHAT MAKES LÀBORA DIFFERENT TO OTHER ALMPs

How we design and use data-based solutions

- Integrated, programme-wide **cloud-based database**, integrated with social services platform.
- **Data and findings** are an **essential part** of all **decision-making** processes, including participatory dynamics
 - We use *QlikSense* to generate cloud-based **'live' dashboards** for all stakeholders.
 - We generate **155-160 data-based reports per month**, and use diverse analytical tools as needed.
- **Collaboration with academia and external reviewers**: embedded researcher at the decision-making table.
 - Currently reviewing **system of indicators** to better define and track how we improve employability for participants through a relational approach.
- **Future scenarios**:
 - Use of AI for more efficient reporting in specific instances.
 - Open data scenarios.

IN PART 2, WE WILL LOOK INTO...

Examples: dashboard using QlikSense vs. Microsoft PowerBi

