

VOLVEMOS.ORG

Supporting Spain's diaspora connection and promoting their return back home

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ABOUT VOLVEMOS.ORG

GOALS & ACHIEVEMENTS

Founded in 2016 to facilitate the connection and return of Spanish emigrants.

Building a new emigration narratives, more positive and constructive.

Introducing Return Policies in the Spanish political agenda for the first time.

COMMUNITY WITH
+12.600
EMIGRANTS WILLING
TO RETURN

COLLABORATED WITH
15
PUBLIC SERVICES

INTERNATIONAL
EVENTS
14
WITH THE SPANISH
COMMUNITY ABROAD

+1.400
PEOPLE RETURNED WITH
A JOB OR
ENTREPRENEURIAL
PROJECT

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COLLABORATING WITH THE PUBLIC SECTOR

We've collaborated with 15 public administrations, 13 of them in Spain and the Government of Greece and Poland.

Through these partnerships, we've provided support and advise in the allocation of their human and economic resources in order to better connect with their communities abroad and make their return possible.

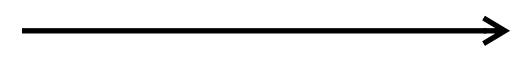


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OUR APPROACH TO POLICY MAKING

Working towards more collaborative, open and agile process, with the user at its core

Traditional process



Citizen centered process

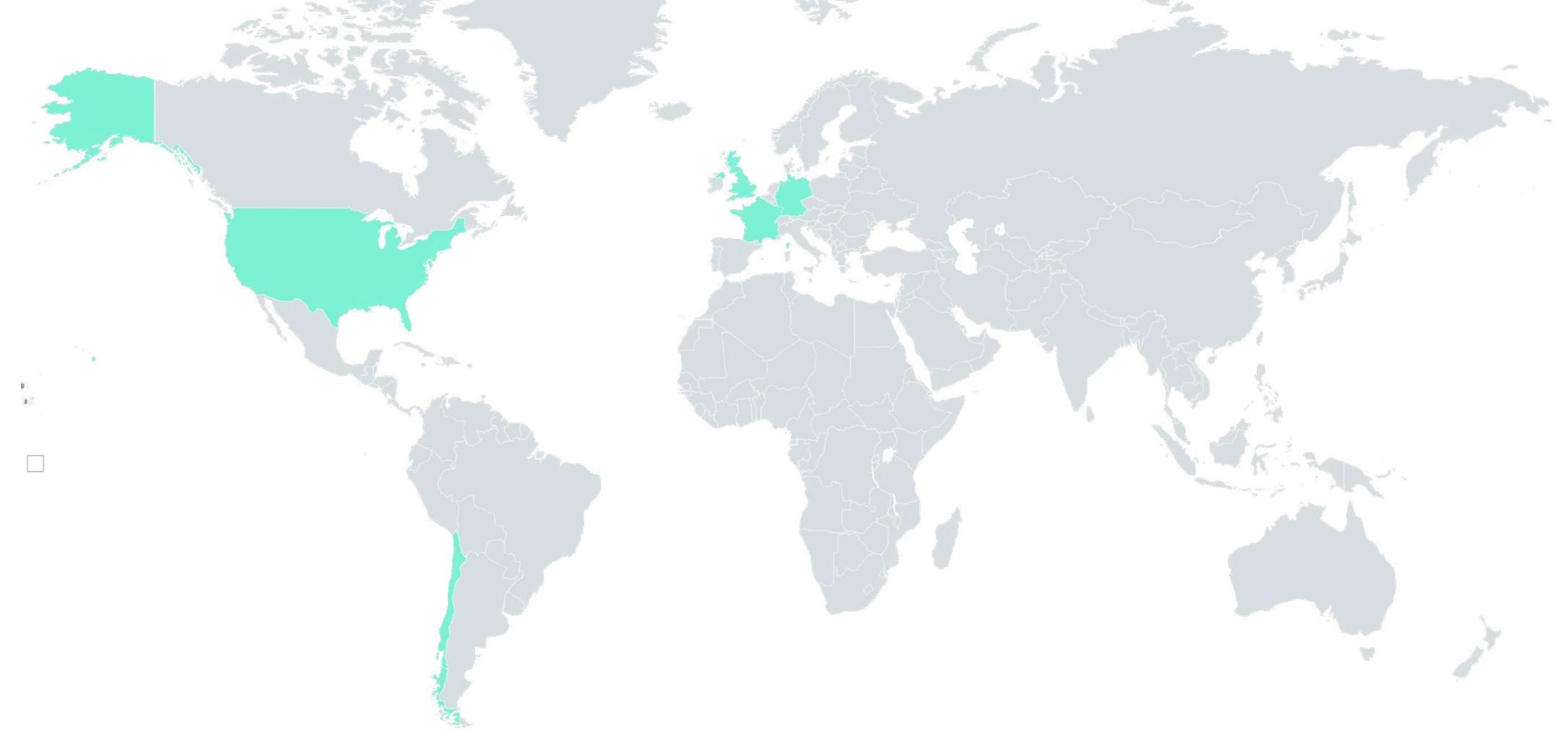
1. Political decision
2. Policy making
3. Implementation
4. Users

1. Diagnosis (users and involved actors)
2. Public policy design.
3. Service design, building technology and processes.
4. Pilot
5. Evaluation
6. Policy launch

Model inspired in: Allio, L. (2014). Design thinking for public service excellence. UNDP Global Centre for Public Service Excellence.

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OUR COMMUNITY



Who are they? The emigrant profile

Average age: 35 years old

Studies: Higher education

Professional sectors: Diverse, however, there's a stronger presence of engineers, communication specialists, marketing and sales, healthcare and education professionals

Average time spent abroad: 7 years

Countries with more Spanish migrants: United Kingdom, Germany, France, US, Chile

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OUR TEAM & AREAS OF EXPERTISE



Public Policy - Software Development - Communication - Human Resources -

Job Search Advice - Service Design - Entrepreneurship - Psychology

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SERVICES

Services tailored to the characteristics of each institution and territory

CONSULTANCY

User research focused on the needs of the emigrants, public resources screening and allocation, design and implementation of return plans.

TECH SOLUTIONS

Development of tech platforms for the comprehensive management of return plans.

COMMUNICATION

Direct contact with the community abroad, participant acquisition, communication with companies and the press.

TRAINING

Tailored trainings for public servants in technology, communication, HR and entrepreneurship.

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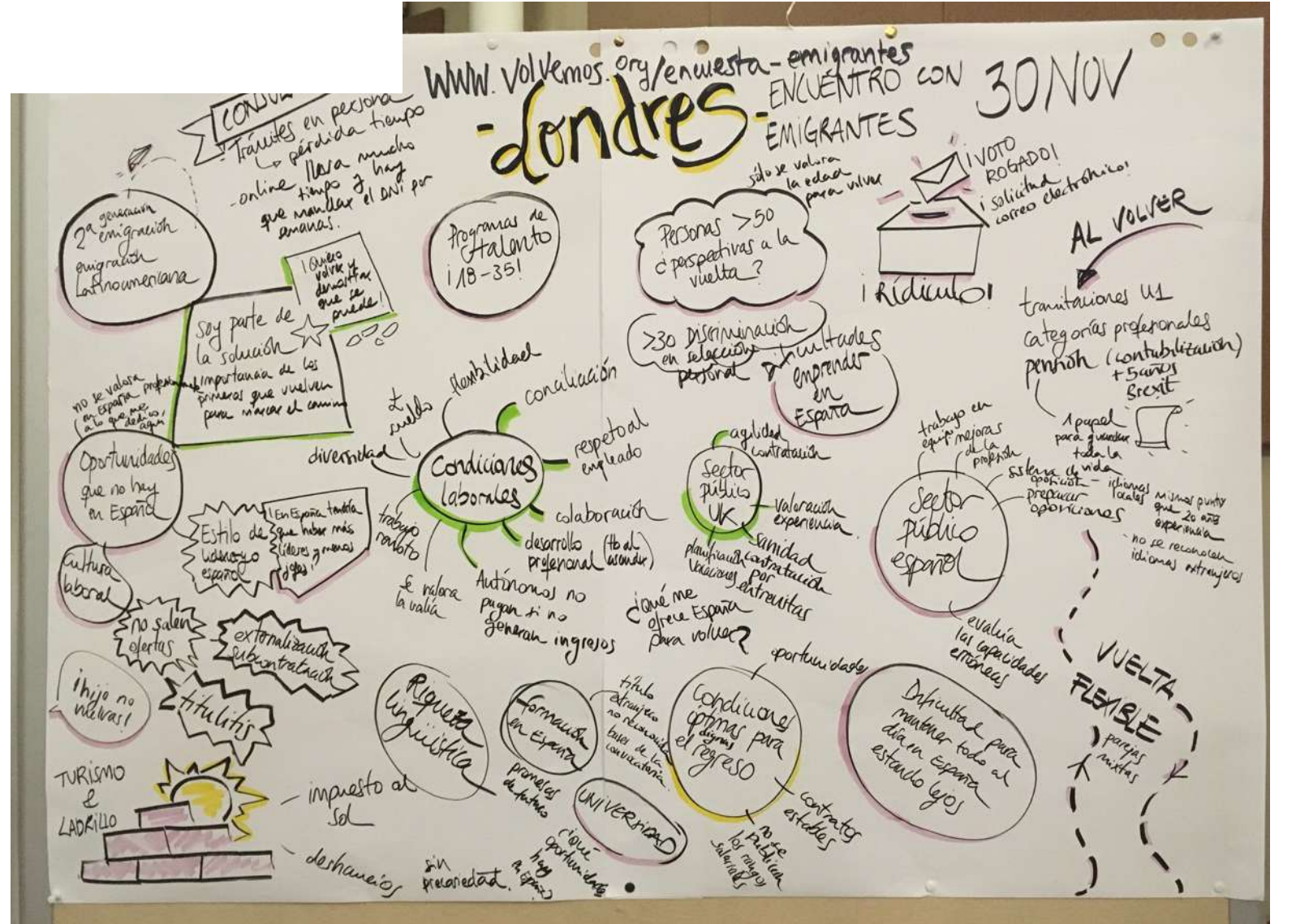


3 aspectos negativos de tu experiencia de emigración.

Usa un post-it para escribir los 3 aspectos más negativos de tu experiencia de emigración.

- RACISMO
- FAMILIA
- VIVIENDA
- DIFICULTAD DE ENCONTRAR TRABAJO
- CAMBIO DE CULTURA
- DISTANCIA DE LA FAMILIA
- RIESGO DE PERDERER LA IDENTIDAD
- DIFICULTAD PARA VOLVER

NATIONAL AND INTERNATIONAL OPEN MEETINGS WITH EMIGRANTS



**Our work: National,
Regional & Local plans**

NATIONAL | THE SPANISH RETURN PLAN - A COUNTRY TO RETURN TO

EXAMPLE OF AN INCLUSIVE PROGRAM AND POLITICAL COLLABORATION



PLAN de RETORNO a ESPAÑA

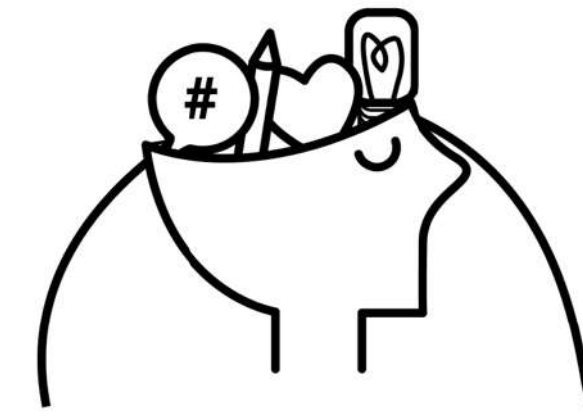


The Spanish Return Plan was approved on the 22nd of March 2019 by the Spanish Government.

The design phase of the program involved more than 1.500 emigrants, more than 60 companies, 10 ministries from the Spanish Government, regional governments and the exterior service administration.

50 measures to facilitate the return of Spanish emigrants were drawn as a result.

NATIONAL | THE SPANISH RETURN PLAN - A COUNTRY TO RETURN TO PILOT PROGRAMME (JULY 2019 - JUNE 2020)



PARTICIPANTS

200 EMIGRANTS RECEIVING
PERSONALIZED ATTENTION

165 ENTREPRENEURIAL PROJECTS
EVALUATED

SERVICES

LABORAL ORIENTATION SERVICE

ENTREPRENEURIAL ORIENTATION
SERVICE

BUREAUCRACY SUPPORT SERVICE

PSYCHOLOGICAL SUPPORT

RESULTS

45,5% OF THE PARTICIPANTS HAVE
RETURNED

21 ENTREPRENEURIAL PROJECTS ARE
UNDERWAY

+200 ADMINISTRATIVE
DOUBTS SOLVED

REGIONAL | CASTILLA-LA MANCHA RETURN PLAN

A PIONEER PLAN TURNED INTO A CONSOLIDATED AND ROLE MODEL FOR OTHERS



Castilla-la Mancha Government launched its regional Talent Return Programme in September 2017, the first of its kind in Spain.

This program offers three key strands, a website and a team of mediators to facilitate the return.

Currently, the programme is running its 4th edition.

REGIONAL | CASTILLA-LA MANCHA RETURN PLAN

RESULTS



Castilla-La Mancha

Since its launch in 2017

667

REGISTERED
EMIGRANTS

332

PEOPLE RETURNED WITH
A JOB

18

PEOPLE RETURNED
WITH AN
ENTREPRENEURIAL
PROJECT

33

LABOUR MEDIATORS
FROM PUBLIC
ADMINISTRATION

LOCAL | RETURN AMB OPORTUNITATS - BARCELONA'S RETURN PLAN

THE COMMITMENT OF A CITY TOWARDS ITS PROFESSIONALS ABROAD



The city of Barcelona has launched a programme to facilitate the connection with its emigrants in order to support their return.

This programme makes available all the services the city has to offer to its emigrants, allowing their connection with the territory and its institutions.

The project kicked-off in September 2020, with a minimum of a 5-year horizon.



Servicios para personas jóvenes que quieren volver

- Asesoramiento para la búsqueda de



Servicios para empresas

- Publicación de ofertas de empleo.
- Acceso al mapa de profesionales participantes.
- Participación en actividades de



Instituciones implicadas

- Coordinación entre Barcelona Activa, el Departamento de Juventud del Ayuntamiento y el SOC para la prestación de los servicios

LOCAL | RETORN AMB OPORTUNITATS - BARCELONA'S RETURN PLAN

**Retorn amb
oportunitats**

KEY FACTS

GOALS

ENCOURAGE THE RETURN TO
BARCELONA

PROMOTE BARCELONA AS A CITY OF
TALENT

BUILD CONNECTIONS BETWEEN
EMIGRANTS & SOCIETY

SERVICES

LABORAL ORIENTATION SERVICE

ENTREPRENEURIAL ORIENTATION
SERVICE

BUREAUCRACY SUPPORT SERVICE

PILOT PROGRAMME

SEPTEMBER - MAY 2021

100 PARTICIPANTS

WHAT WE HAVE LEARNED SO FAR

1/ COMMUNITY

Create and manage a community of emigrants who are willing to return. Show them that they aren't alone, that they are part of a social collective with specific needs which should be taken care of by the government. Analyse personal and profesional profiles, their barriers and return needs.

2/ COMMUNICATION

Use their language when reaching out to them.

3/ METHODOLOGY

Involve the community of emigrants, companies and social agents. Design an integral Plan that includes different services to facilitate the connection and return process from the decision making up to the integration back in the country.

4/ TECHNOLOGY

Build a technological platform to manage the Plan that includes guidance, information and direct access to the offered services.

5/ TEAM OF EMPOWERED PUBLIC SERVANTS

Bring together a team of career advisors prepared to facilitate the connection between emigrants and companies/job offers. Prospect for companies creating awareness among them to publish job offers suitable for professionals with international experience.

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