

Gaitasunak lantzen
Potenciando Capacidades



Workability Annual Conference 2008

Workshop Diversification in Services



GUREAK

ZERBITZUAK

WORKSHOP INDEX

- GUREAK Video
- KEYS OF GUREAK's DIVERSIFICATION:
Powerpoint & videos
- INNOVATION IN SERVICES NOW
- VISITS:
 - Industrial Workshop: shortly to compare later
 - AULARIO (Self-service in University) with mentally handicapped people
 - PETROL STATION



1. GUREAK Video

9' Quick view of GUREAK history. Just to make context.



WORKING ON ABILITIES



2. KEYS OF GUREAK'S DIVERSIFICATION

1. CAPACITY = Believing on Abilities
Motivation in Gureak beginning, was to believe on the abilities of mentally disabled people

2. ORIGIN: Services Division

First strategy: Workshops all over Gipuzkoa (less than 20 km)

After 16 workshops, next strategy was DIVERSIFICATION

Workshops were not using top of capacities of some people

There was an idea of 'ghetto' of industrial workshops



2. KEYS OF GUREAK'S DIVERSIFICATION

3. PUBLIC COMPLICITY

Industrial beginning = implication from some industrial companies

Services beginning = public administration implication

Training Programs in public installations, gardens...:

- Gureak's capacity is demonstrated doing the service, at the same time as people's capacity.
- Testing people is possible
- Creating the necessity. Public gardens that were not maintained, cleaning buildings after works...

After implication, service quality is the only one way to continue.

The services that began like this, later became in Public Concurrence Services.



2. KEYS OF GUREAK'S DIVERSIFICATION

4. WORKING GROUP: Complementing different disabilities

Experience demonstrated us that WORKING IN GROUP was important for mentally handicapped people (similar concept to the workshop assembly line)

Phisically disabled people reforced the capacities of mentally disabled (instead of being a threat for them)

Again we do one-person-jobs with phisically disabled

Also very important: the different categories in agreement with trade unions (more than in sectorial-standard ones)



2. KEYS OF GUREAK'S DIVERSIFICATION

5. MARKET

Important to be present in the market in the moment administration began subcontracting services

Open minded position in the market: any opportunity for employment creation

Non proactive comertial activity & high diversification ratio

Non specialiced know-how in all activities. Different management accordings.

Important to keep competitiveness in each service



2. KEYS OF GUREAK'S DIVERSIFICATION

6. PEOPLE

Different Categories & Wages make posible internal promotions, step by step as an important way of motivation

People with responsibility in the division: they have promoted.

This is motivating for people, but limitating for the company.

New Strategy: EMPLOYMENT QUALITY



2. KEYS OF GUREAK'S DIVERSIFICATION

6. PEOPLE

Medium wages in Services Division:

Galant (cleaning) 11.790 €

Goroldi (gardening) 14.983 €

Goiar (laundry) 13.642 €

Gureserbi (multiservices) 14.699 €

Guregas (petrol stations) 15.814 €

Ostalaritza (Restaurant) 17.827 €

Official Minimum wage
(SMI) 8.400 €



2. KEYS OF GUREAK'S DIVERSIFICATION

7. ECONOMIC SUSTAINABILITY

We are a non-profit profitable company, because is the best way to consolidate employment

Any business must look for its sustainability

In this way, companies are nearer to ordinary companies and the employment they offer is more integrating

We try paying wages depending of the profit – but not easy because of trade unions.



2. KEYS OF GUREAK'S DIVERSIFICATION

8. COMPANIES & FIGURES

GALANT	Cleaning	520 people / 468 disabled
GOROLDI	Gardening	166 people / 142 disabled
GURESERBI	Multiservices	133 people / 124 disabled
GUREGAS	Petrol stations	104 people / 96 disabled
GOIAR	Laundry	109 people / 91 disabled
OSTALARITZA	Restaurant	33 people / 28 disabled

Division 1.065 people / 949 disabled (89%)



2. KEYS OF GUREAK'S DIVERSIFICATION

8. COMPANIES & FIGURES (2007)

Corporation

100 M€ Budget

30 M€ Public Incomes

70 M€ Comercial Sales

Services Division

32 M€ Budget

4 M€ Public Incomes

28 M€ Comercial Sales

30% Public Income

13% Public Income

With SS

38% Public Income

21% Public Income

Public Income:

50% of Minimum Salary = 4.200€/year

Exention Of Social Security (30% aprox)

12.000€ once/job for investment on adaptation



3. INNOVATION

1. Weaknesses

Combined disabilities = management complicating

Organization chart is very functional, but does not facilitate participation, people's contribution...

Emerging services many times offer not good Quality Employes



3. INNOVATION

2. Strengths

Our position in the market (colaborators, not just providers)

An open minded organization, not afraid of managing employment

Participating in different Working Groups with other companies

New bussinesses coming:

- Maintenance (painting...)
- Prepared quality food (product)
- Diaper cleaning
- Domestic oil recycling
- Backoffice
- ...



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?? QUESTIONS ??