

**NAME OF PRACTICE:**

*"Samur Social of Madrid City Council: Tackling Social Emergency Challenges in a Large City"*

<b>Organisation(s):</b>	<b>Madrid City Council.</b> Government Area for Social Policies, Family and Equality. Directorate-General for Social Services and Disability Care	
<b>Country:</b>	Spain.	
<b>Contact:</b>	<a href="mailto:policy@esn-eu.org">policy@esn-eu.org</a> (we will function as intermediary between you and interested organisations)	
<b>Theme:</b> Choose at least one option	<input type="checkbox"/> Ageing & Care <input type="checkbox"/> Asylum & Migration <input type="checkbox"/> Young People <input type="checkbox"/> Support for Children & Families <input type="checkbox"/> Community Care <input type="checkbox"/> Integrated Care & Support <input type="checkbox"/> Co-Production <input type="checkbox"/> Disability <input type="checkbox"/> Housing & Homelessness <input type="checkbox"/> Artificial Intelligence <input type="checkbox"/> Digitalisation <input type="checkbox"/> Quality Care	<input type="checkbox"/> Labour Market Inclusion <input type="checkbox"/> Social Inclusion <input type="checkbox"/> Technology <input type="checkbox"/> Workforce and Leadership <input type="checkbox"/> Social Benefits <input type="checkbox"/> EU Funding <input checked="" type="checkbox"/> Social Service's Resilience <input type="checkbox"/> Mental Health <input checked="" type="checkbox"/> Person-Centred Care <input type="checkbox"/> Research & Use of Evidence <input checked="" type="checkbox"/> Management & Planning <input checked="" type="checkbox"/> Other, please specify: Emergencies & Crises
<b>Principles of the European Pillar of Social Rights:</b> Check the 20 principles <a href="#">here</a> .	<input type="checkbox"/> 1. Education, training, life-long learning <input type="checkbox"/> 2. Gender equality <input type="checkbox"/> 3. Equal opportunities <input type="checkbox"/> 4. Active support to employment <input type="checkbox"/> 5. Secure and adaptable employment <input type="checkbox"/> 6. Fair Wages <input type="checkbox"/> 7. Transparent employment conditions <input type="checkbox"/> 8. Social dialogue <input type="checkbox"/> 9. Work-life balance <input type="checkbox"/> 10. Healthy, safe work environment	<input type="checkbox"/> 11. Childcare and child support <input checked="" type="checkbox"/> 12. Social protection <input type="checkbox"/> 13. Unemployment benefits <input type="checkbox"/> 14. Minimum income <input type="checkbox"/> 15. Old age income and pensions <input type="checkbox"/> 16. Health care <input type="checkbox"/> 17. Inclusion of people with disabilities <input type="checkbox"/> 18. Long-term care <input checked="" type="checkbox"/> 19. Housing and assistance to homeless <input checked="" type="checkbox"/> 20. Access to essential services
<b>Current status of the practice:</b>	<input type="checkbox"/> Concept and Design Phase <input type="checkbox"/> Testing or pilot phase <input type="checkbox"/> Temporary practice that has terminated <input type="checkbox"/> Temporary practice that is ongoing and has a termination date <input checked="" type="checkbox"/> Established and ongoing practice <input type="checkbox"/> Scaling Up and Transformation Phase <input type="checkbox"/> Other (please specify)	
<b>Summary:</b> Please summarise the practice in	Samur Social is a 24/7 public social service integrated into Madrid City Council's Emergency Response Network, providing social care during emergencies, including	

<p><i>maximum 3 sentences. This will be the disclaimer of your project on our website.</i></p>	<p>accidents, disasters, and sudden vulnerability situations. It is accessed via 112 (EU Emergency phone number).</p> <p>Samur Social has demonstrated a strong capacity for innovation and adaptability in responding to major crises, including the COVID-19 pandemic, climate-related emergencies, and migration challenges. As a specialist in social emergency response, Samur Social has developed a comprehensive crisis management framework and continues to implement targeted measures—such as the creation of the Samur Social Unit for Older People, updated response protocols, and the integration of new professionals—to ensure rapid and effective support, particularly for the most vulnerable populations. These efforts also include the ongoing adaptation of resources and services to meet the specific demands of each crisis.</p>
<p><b><u>Context/ Social issues addressed</u></b>  <i>Please explain the problem you attempt to solve with your practice.</i></p>	<p>Samur Social was formed in 2004, shortly after the tragic terrorist attacks in Madrid. Those events made it clear that the city needed something that was already being planned: a municipal emergency social service that could work alongside other first responders. At that time, Samur Social also assumed responsibility for homelessness.</p> <p>After the COVID-19 pandemic, two important steps were taken:</p> <ul style="list-style-type: none"> <li>-The reinforcement of SAMUR Social as an emergency service, taking over responsibilities related to homelessness from another program. This decision had made both services stronger.</li> <li>-In addition, 'Samur Social for Older People' was created to provide strong and urgent care for those at risk.</li> </ul> <p><b>Samur Social resources:</b></p> <ul style="list-style-type: none"> <li>- Over 250 professionals.</li> <li>- Coordination Unit ("La Central"): located in the city center of Madrid; connected to the 112 Communications Room; 24/7 in-person and phone social assistance.</li> <li>- 11 mobile units.</li> <li>- An emergency accommodation network with over 400 places, which expands by 400 more and 60 additional professionals during the "Winter Campaign".</li> <li>- A system prepared to scale up accommodation in major emergencies.</li> </ul>
<p><b><u>Objectives:</u></b>  <i>Please provide a maximum of three objectives in bullet points.</i></p>	<p>To strengthen Samur Social's emergency response in Madrid, the following <b>strategic objectives</b> have been set:</p> <ol style="list-style-type: none"> <li>1. Reinforce its identity as an emergency service and improve response capacity.</li> <li>2. Integrate new technologies for faster and more efficient interventions.</li> <li>3. Human Resources: Ensure continuous training and support staff well-being.</li> </ol>
<p><b><u>Activities:</u></b>  <i>Please describe the activities put in place to achieve the objectives (maximum 300 words).</i></p>	<p>Key activities aligned with strategic objectives include:</p> <ul style="list-style-type: none"> <li>- <b>Review and reorganisation of protocols and procedures, which help:</b> <ul style="list-style-type: none"> <li>o Standardise responses,</li> <li>o Clarify roles and responsibilities,</li> <li>o Allocate resources more efficiently based on individual or group needs,</li> <li>o Promote coordination and shared responsibility with other emergency services, social services, and public systems (health, justice, etc.).</li> <li>o Currently, Samur Social has 39 SOPs (Standard Operating Procedures) under continuous review, covering: <ul style="list-style-type: none"> <li>o Internal procedures,</li> <li>o Procedures for major crises,</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Joint procedures with other services.</li> </ul> <p>- <b>New response initiatives:</b></p> <ul style="list-style-type: none"> <li>○ Summer Heatwave Campaign.</li> <li>○ Samur Social for Older people Unit: integrating social care for older people in all emergency situations.</li> </ul> <p>- <b>Strengthening Human Resources:</b></p> <ul style="list-style-type: none"> <li>○ Hiring psychologists to: <ul style="list-style-type: none"> <li>- Enhance emotional support for citizens.</li> <li>- Support team resilience.</li> </ul> </li> <li>○ Commitment to professional training and care: drills, professional supervision, etc.</li> </ul> <p>- <b>Digital transformation efforts:</b> New projects to modernise social services information systems, advanced data analytics, and geolocation tools.</p>
<p><b>Outcomes:</b> <i>Please explain what the results were/are so far and how you evaluated this.</i></p>	<p>-Samur Social Service <b>Figures – 2024</b></p> <ul style="list-style-type: none"> <li>✓ 76,895 calls received and managed</li> <li>✓ 19,508 individuals assisted</li> <li>✓ 15,433 interventions carried out by the Central Unit</li> <li>✓ 14,313 mobile units deployments</li> </ul> <p>- Samur Social has a <b>Quality-of-Service (QoS) Charter</b> with public commitments evaluated annually.</p> <p>- In the ranking of the <b>most highly valued public services</b> by the citizens of Madrid, SAMUR Social holds <b>third place</b>—only behind the Fire Department and SAMUR PC (the emergency medical and civil volunteer service).</p>
<p><b>Funding Source</b></p>	<p>EU Funds: ESF+ <input type="checkbox"/> INTERREG <input type="checkbox"/> ERDF <input type="checkbox"/> ERASMUS <input type="checkbox"/> RRF <input type="checkbox"/> other <input type="checkbox"/></p> <p><input type="checkbox"/> National Government Funds</p> <p><input type="checkbox"/> Regional Government Funds</p> <p><input checked="" type="checkbox"/> Local Government Funds</p> <p><input type="checkbox"/> Private Sponsorship / Public-Private Partnership</p> <p><input type="checkbox"/> Financial contribution of People using Services</p> <p><input type="checkbox"/> Other, please define:</p>
<p><b>Links to supporting documents:</b> <i>e.g. website or report of the practice</i></p>	<p>Samur Social in Madrid city council website: <a href="#">SAMUR Social - Emergencia Social - Ayuntamiento de Madrid</a></p> <p>Samur Social video (with English subtitles): <a href="https://www.youtube.com/watch?v=u-AWoKkQNcE">https://www.youtube.com/watch?v=u-AWoKkQNcE</a></p>
<p><b>Comments and tips</b> <i>i.e. for people willing to use your Practice</i></p>	<p>After celebrating our 20th anniversary under the motto: “<b>Samur Social: 20 Years Supporting People During Emergencies</b>”:</p> <p>¡We want to thank everyone who has trusted us over the years! Our daily challenge is to provide effective and personalized care (Person-Centred Care approach) and be prepared to offer flexible and adapted responses to various emergencies and crises.</p>