

ESTHER GONZÁLEZ AND MAGENTA PROFILE

✓ **Esther González Díaz**

Founder and director of [Magenta Consultoría Projects S.L.U.](#) Degree on English Philology. Master in Women Studies. Expert on Gender Equality. Coach certified by European School of Leaders. Senior technician on the development of European and International Projects.

✓ **Magenta Consultoría Presentation**

Magenta Consultancy is an educational and European projects' consultancy set in 2003 and specialised in the promotion of gender equality and social development at regional, national and European level. Our target group is represent by all generations. We work in the field of school, youth, VET, high and adult education not only directly with learners, but also with professionals.

Our programmes are mainly focused on the following areas of expertise:

- Gender equality and violence prevention.
- Social integration.
- Psychological and physical health: cognitive stimulation, emotional intelligence programmes, social abilities projects, coaching processes.
- Access to the labour market and entrepreneurship promotion.
- Literacy, empowerment and key competences.
- Youth: social integration, labour orientation, entrepreneurship promotion, quality leisure, healthy habits and drug prevention, active citizenship, emotional intelligence and social abilities, conflict resolution, etc.
- Active ageing.

We daily invest our efforts on promoting the re-build of an equal and fair society in which everybody has the same opportunities and the citizenship per se promotes the inclusion and integration of vulnerable groups. We design and implement programmes thanks to the power of education. We trust on education as the proper tool to achieve socio-economic human rights: education, health, housing, work, an adequate standard of living, science and culture.

We work by and for people. Annual we work with approximately 500 learners/users and we collaborate with 50 NGOs and 56 City Councils from Asturias, our region. At an international level, we host around 300 European learning mobilities thanks to the cooperation with our net of partner organisations around Europe which is integrated by more than 200 institutions.

Regarding our team, we are 10 professionals whose careers are not very similar: we are philologists, psychologists, social workers, social educators, philosophers, pedagogues. However, this is exactly our main value. We complement each other, we are ready and trained to cooperate and collaborate because we know this is the real added value. Together we are much more capable than all of us joined. We are not only professionals working together, we are a human group in which each element is essential, at the same time it complements and is complemented by others.