



JOB CREATION JUST AHEAD: BUILDING ADAPTABLE LOCAL LABOUR MARKETS

POST-EVENT WORKSHOPS LOOKING INTO THE FUTURE

25th April 2014

Münchenbryggeriet (The Brewery – Conference Centre Stockholm)
Torkel Knutssonsgatan 2 - Stockholm, Sweden

In co-operation with Swedish Public Employment Service, Swedish Association of Local Authorities and Regions (SALAR), Swedish Ministry of Employment and the World Association of Public Employment Services (WAPES)

POST-EVENT WORKSHOPS

Friday, 25th April 2014: Post-event concurrent workshops / Workshop time: 14.15 - 16.00

LOOKING INTO THE FUTURE: NEW IDEAS AND CONCEPTS

Venue: Münchenbryggeriet (The Brewery – Conference Centre Stockholm)

Address: Torkel Knutssongatan 2 - Stockholm

a. CUTTING EDGE RESEARCH IN LOCAL DEVELOPMENT PRACTICES

ROOM: *Galleriet*

Chairs: *Mike Campbell*, OBE, United Kingdom and *Francesca Froy*, OECD LEED

Session 1: The latest development in understanding the links between skills, economic diversity and local development

This session will focus on the link between skills, productivity and economic diversity. Frank Neffke will highlight the relationship between skills and the capacity of a region to build economic diversity, and Riccardo Crescenzi will discuss the relationship between skills, mobility and innovation.

Panel discussion

- *Frank Neffke*, Growth Lab, Centre for International Development at Harvard University, United States
- *Riccardo Crescenzi*, London School of Economics, United Kingdom

Session 2: New approaches to area-based partnerships and local governance

The second session will focus on new approaches to partnership working and local governance. David Douglas will explore the results of a four year collaborative research project in Canada, analysing changing governance relationships and highlighting patterns of integration, place-based approaches to development, innovation, learning and knowledge transfer. Randall Eberts will comment drawing on his experience in the United States.

Panel discussion

- *David J.A. Douglas*, Rural Planning and Development, University of Guelph, Canada
- *Randall Eberts*, President, W.E. Upjohn Institute for Employment Research, United States

b. ECOSYSTEMS FOR SOCIAL INNOVATION: WHAT CHALLENGES?

ROOM: *Stora Hallen (Plenary room)*

Workshop organised by the OECD Forum on Social Innovations in partnership with WILCO (Welfare Innovations at the Local Level in Favour of Social Cohesion)

Chair: *Antonella Noya*, OECD LEED

Social innovation, no matter what the definition is, aims at empowering people and at providing solutions to improve individual and community well-being, while addressing unsolved social and societal challenges.

The workshop will present the challenges to building an ecosystem for social innovation at different levels of governance and will address a number of key questions on how to engage with different stakeholders; how to overcome barriers and optimise opportunities to build sustainable and tailored ecosystems; and how to enhance capacities.

Panel debate with:

- *Robert Strauss*, Head of Unit, Employment Analysis, DG Employment, Social Affairs & Inclusion, European Commission, Chair, OECD LEED Forum on Partnerships and Local Development
- *Nazly Frias*, Counsellor, National Planning Department, Colombia (via Skype link)
- *Aurelie Mexandeau*, Networks and Communication officer, Regional Union of Cooperation and Participation Cooperatives, France
- *Adalbert Evers*, Emeritus Professor, Doctor, Justus Liebig University, Germany
- *Andreas Kruger*, social entrepreneur (urban planning), Belius Berlin, Germany
- *Rocio Nogales*, Director, EMES International Research Network, Belgium (via Skype link)

C. BROKERAGE AS THE KEY TO UNLOCKING THE NEW ECONOMY: FINDINGS FROM URBACT PROJECTS**ROOM: Arkaden**

Chairs: *Eddy Adams*, URBACT Thematic Pole Manager for Social Innovation and Human Capital and *Robert Arnkil*, Lead Expert of the My Generation at Work project.

URBACT is the EU transnational learning and exchange programme for cities, promoting sustainable urban development. As the URBACT 2 programme concludes, we have been looking ahead to 2014-2020. In the new programming period, the EU has identified a key role for cities in leading Europe's recovery. An important shift, accelerated by the crisis, has been the need for cross-sectoral collaboration. In cities this has been widely championed by such inspirational figures as Won Soon Park, Mayor of Seoul. Within this new landscape, the role of the broker is widely identified as being important. This applies at both the institutional and individual levels.

This workshop will provide an opportunity for us to share and discuss key messages around this theme relating to cities, labour markets and young people.

The session structure will combine short presentations and interactivity, providing an opportunity to engage other participants and explore the topic. Participants should come away with:

- An understanding of the emerging importance of the brokerage function, through some city examples from the URBACT programme.
- An insight into the organisational capacities required to successfully assume the brokerage function – with particular reference to young people and the labour market.
- A checklist of the capacities commonly identified in individuals working as effective brokers.