



Organisation for Economic Co-operation and Development



Local Economic and Employment Development Programme



DESIGNING AND DELIVERING SKILLS STRATEGIES FOR CITIES

Capacity Building Seminar for Partnerships

11-13 June 2008, Trento, Italy

Agenda

Venue

*OECD LEED Trento Centre for Local Development
Vicolo San Marco 1, Trento, Italy*

AGENDA

The issue

When developing a skills agenda for a particular locality or region, a number of different factors have to be taken into account. Local people need to be equipped with the skills required for career development and future prosperity, while the skills demands of local employers need to be met through innovative and flexible training delivery. Measures range from improving employability of those who are about to enter the labour market, helping adults with low or no qualifications to achieve the skills necessary for sustainable employment, as well as providing opportunities for the highly qualified to renew and refresh their skills. In areas undergoing economic restructuring or planning economic diversification the skills training infrastructure needs to anticipate and prepare for future demands. Local partnerships prove to be a particularly useful tool in responding to these challenges: joint efforts by employers, local authorities, employment services and training and educational institutions maximise complementarity, help people take better informed decisions, avoid duplication and improve policy efficiency.

The seminar

The objective of this seminar is to improve the capacity of partnerships to design and deliver integrated skills strategies. It will focus on three main themes and pursue the following objectives:

Theme 1. Understanding local skills needs

Objective. To improve your understanding of the kind of data needed to develop and update a skills profile of your city, the way it can be gathered and analysed.

Theme 2. Building an integrated skills strategy

Objective. To build your expertise in using skills profile data to set priorities for a workforce development strategy and ways to build an integrated strategy.

Theme 3. Assessing the impact: moving from quantitative to qualitative assessment

Objective. To develop your knowledge on the techniques used to measure the impact of your skills strategy and feed back the results to improve performance.

Who

The seminar will gather some 25 participants: Urban partnerships managers and practitioners responsible for workforce development strategies as well as national co-ordinators of partnership networks, policy makers at national, regional and local level from OECD member countries.

How

The training programme will be based on the findings of the OECD study on Designing Local Skills Strategies. Partnerships will also gain from learning how peers in other localities are addressing the skills development challenge. The programme will be structured around a mix of short presentations by invited experts and OECD staff followed by discussion, group work around case studies developed by participants prior to the seminar, and group work exercises.

Cost of Participation

No participation fees are required. Participants will cover their own travel and accommodation.

For more information on the seminar, please contact Elisa.Campestrin@oecd.org at the OECD LEED Trento Centre, Italy or follow the link www.trento.oecd.org

Working language

English

AGENDA

Wednesday, 11 June 2008

13:00 – 14:30

SKILLS AND COMPETITIVENESS

13:00 – 14:30

KEY ISSUES

Opening remarks and overview of the seminar: objectives, themes and working methods

by *Sylvain Giguère*, Deputy Head, OECD LEED Programme and Manager of the OECD LEED Forum on Partnerships and Local Governance and *Ekaterina Travkina*, OECD LEED Programme

Introduction of participants

Participants will be requested to specify 3 key skills challenges of their localities

Designing local skills strategies: key issues to consider

by *Francesca Froy*, Policy Analyst, OECD LEED Programme

14:30 – 14:45

Coffee break

14:45 – 18:00

MEASURING SKILLS NEEDS

14:45 – 16:00

PLENARY SESSION

Introduction to the issue

by *Cristina Martinez Fernandez*, Associate Professor, Urban Research Centre, University of Western Sydney, Australia

Key tools and methods

by *Mark Hepworth*, Chief Executive of Geoeconomics, UK

16:00 – 16:15

Break

16:15 – 18:00

PARALLEL WORKING GROUPS

Group work exercise 1: how to define regional/local skills profile

Using a set of data and learning templates participants will define the skills profiles of the 2 case study localities. The session will start with a short introduction by representatives of the case study localities who will provide participants with key data. Throughout the session participants will also reflect on their own case studies to identify ways and key obstacles to skills profiling in their locality.

Case study localities

Barcelona, Spain presentation by *Lorenzo di Pietro*, Director, Porta 22, Barcelona Activa, Spain

West Midlands, UK presentation by *Anne Green*, Principle Research Fellow, Institute for Employment Research University of Warwick, UK

18:00

End of day 1

Home work assignment

Participants are invited to reflect on their own case studies to identify ways and key obstacles to skills profiling in their locality and share the results (3 key points) with the group at the next day session (3-4 people from each group will be invited to present their findings).

20:00

Dinner at La Cantinota Restaurant, via San Marco 22

AGENDA

Thursday, 12 June 2008

9:30 – 11:30

MEASURING SKILLS NEEDS (continued)

9:30 – 11:30

PLENARY

EU New Jobs and Skills Strategy

by *Robert Strauss*, Head of Unit, Employment Strategy, CSR & Local Development, DG Employment, Social Affairs & Equal Opportunities, European Commission

Round table discussion on lessons learnt from day 1

Working group rapporteurs: *Mark Hepworth*; *Cristina Martinez Fernandez*; *Anne Green*; *Lorenzo di Pietro*

3-4 participants will report on the key issues for their areas and ways and key obstacles to skills profiling in their locality (3 key points).

11:30 – 11:45

Coffee break

11:45 – 17:00

BUILDING AN INTEGRATED SKILLS STRATEGY

11:45 – 13:00

KEY ISSUES

Key issues in setting priorities and building an integrated strategy

by *Francesca Froy*, Policy Analyst, OECD LEED Programme; *Anne Green*, Principle Research Fellow, Institute for Employment Research University of Warwick, UK and *Randall Eberts*, Executive Director, W.E. Upjohn Institute for Employment Research, U.S.A.

Questions & Answers

13:00 – 14:00

Lunch break

14:00 – 15:15

PARALLEL WORKING GROUPS

Group work exercise 1: building a strategy

Based on the skills profiles and learning templates participants will prepare skills strategies for the 2 case study localities. Representatives of case study localities will participate in the working groups and act as resource persons.

15:15 – 15:30

Coffee break

15:30 – 17:00

PLENARY SESSION

Sharing the working groups results

Each group will present the proposed skills strategies for Barcelona and West Midlands

Skills strategies in Barcelona, Spain and West Midlands, UK

Presentations and moderated discussion

17:00

*End of day 2***Home work assignment**

Participants are invited to reflect on their own case studies to identify ways and key obstacles in building an integrated skills strategy in their locality and share the results (3 key points) the next day (3-4 people from each group will be invited to present their findings).

Friday, 13 June 2008

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| 9:30 – 10:30 | BUILDING AN INTEGRATED SKILLS STRATEGY (continued) |
| 9:30 – 10:30 | <p>LESSONS LEARNT</p> <p>Round table discussion Participants discuss the lessons learnt for their own localities, 3 key issues (reporting back on the homework)</p> <p>Moderated by <i>Ekaterina Travkina</i>, OECD LEED Programme</p> |
| 10:30 – 13:00 | IMPACT ASSESSMENT |
| 10:30 – 11:00 | <p>KEY ISSUES</p> <p>Key issues in assessing strategy impact by <i>Randall Eberts</i>, Executive Director, W.E. Upjohn Institute for Employment Research, U.S.A.</p> <p><i>Questions & Answers</i></p> |
| 11:00 – 11:15 | <i>Coffee break</i> |
| 11:15 – 12:30 | <p>PARALLEL WORKING GROUPS</p> <p>Group work exercise 1: impact assessment Based on learning templates participants will prepare suggestions for impact assessment of the skills strategies for the 2 case study localities.</p> <p>Group work exercise 2: impact assessment of your strategy Participants will work on their own case studies to identify ways and key obstacles in assessing the impact of skills strategy in their locality and share the results (3 key points) with the group.</p> |
| 12:30 – 13:30 | KEY LESSONS ON SKILLS STRATEGY DEVELOPMENT |
| 12:30 – 13:30 | <p>PLENARY</p> <p>What have we learnt? Experts and participants are invited to share the main learning points and feed back (1-2 points).</p> <p>Moderated by <i>Sylvain Giguère</i>, Deputy Head, OECD LEED Programme and Manager of the OECD LEED Forum on Partnerships and Local Governance</p> |
| 13:30 – 14:30 | <i>Farewell lunch</i> |