



MÜNCHENKOMPETENT

Desenvolvimento de Competências na Região de Munique

Lisboa, 10.12.2007



EUROPÄISCHE UNION
Europäischer Sozialfonds



Bundesministerium
für Wirtschaft
und Arbeit



Landeshauptstadt
München
Referat für Arbeit
und Wirtschaft



Bayerisches Staatsministerium
für Arbeit und Sozialordnung,
Familien und Frauen

Presentation Structure

1. MünchenKompetent:

1.1 „History“

1.2 Objectives

1.3 Structure

2. Which factors hinder MK in influencing local policy?

3. Which are the highlights of MK approaches that have maximised the contribution of all partners?

Munich Labour Market

- a. No big unemployment rates
- b. No big lack of resources

BUT

- c. High concentration of high technology enterprises demands high qualified HR
- d. Transformation of models – labour intensive to technology intensive
- e. Settlement of conception and de-location of production

Urgent need of innovation

- Insertion Programmes and instruments must be adapted and adjusted to the new reality
- Flexibilisation of Work and Employment concepts
- Active LM policy must be expanded to promote more adaptability either for HR or for the organisations.
- Instruments incorporate this necessary flexibility to respond to that need

EQUAL Programme - the opportunity



- a) To test a new approach - development new cooperation model (partnership) aiming the policy delivery in parallel with the mainstreaming Programme MBQ
- b) „from service providers to partners“
- c) Establish joint work and dialogue with relevant actors namely the stakeholders
- d) Capitalisation of synergies between EQUAL and mainstreaming city projects to enable transfer and policy in corporation
- e) Mainstreaming in the local policy bodies to support growing sustainability of EQUAL project structures

MünchenKompetent

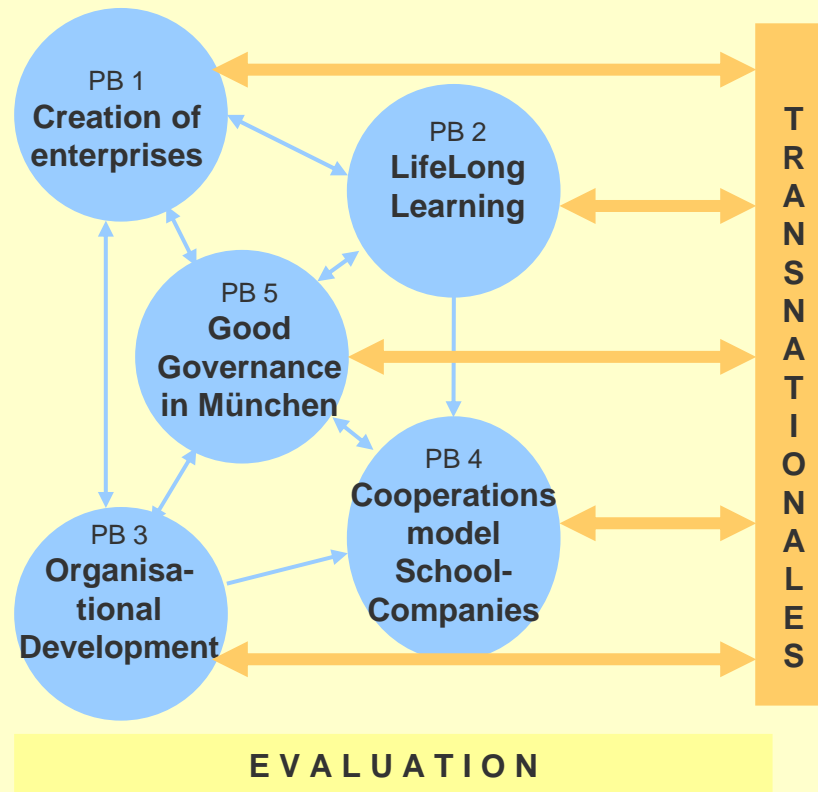
One innovative policy delivery instrument



Objectives:

- To improve the local governance model
- Through the creation of a more participative policy delivery instrument – the **partnership**
- **To analyse the bottlenecks to expansion of employment** and to introduce the necessary **correcting measures to adapt offer the demand** and
- to **generate new employment** opportunities for the more disadvantaged groups

Project Structure



Organisation and Management

- **Advisory Committee** – strategic partners
- **Partnership Board**– Operative + strategic partners
- **Steering Committee** – Project Areas+Coordination+RAW
- **Project- Areas** – 5 self-organised working project areas
- **Thematic Groups** –Individual Partners/ transversal interests

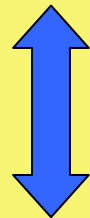
Organisation and Management

DP Thematic working Groups

Entrepreneurship

LLL

Org. Dev.



TH1

TH2

TH3

TH4

Policy Group

Transnational thematic Working groups

Highlights of MK approaches maximising the contribution of partners



1) *Partnership Level*

- Efficiency / Results
- Trust
- Gaining influence in policy design
- Gaining wider offers in the market

Highlights of MK approaches maximising the contribution of partners



2) City of Munich

- Policy closer to practice needs - equality policy for groups more distant of the labour market
- Partnership as Policy delivery instrument
- Integrated Labour Market approach reflecting EES, NAP and Local policies

Highlights of MK approaches maximising the contribution of partners



3) Transnational Partnership

- Good communication/exchange platform among European Regions with potential scale economy effect on research and development investments

Factors hindering MK to influence local policy

- Lack of „needs“/Too good average performance
- Too less dialogue among strategic actors
- Lack of resources to support the management costs of the partnership (No Programmes available in due time)



Obrigada !

Questões ajudam-nos a reflectir
ea aprender!

Maria Joao Filgueiras - Rauch

rauch@equal-muenchen.de