

OECD Forum for Local Development
Practitioners, Entrepreneurs, and Social Innovators

A new world of work: Global trends and local actions

18-19 September 2018 | Porto, Portugal

AGENDA



A new world of work: Global trends and local actions

■ What's the issue?

Megatrends related to digitalisation, automation and the development of the 'gig' economy are reshaping the way people live and work. A significant proportion of jobs will change or disappear altogether but the new world of work also creates unprecedented opportunities for both people and places to transform society and promote inclusive growth.

By 2019, it is estimated that 1.4 million new industrial robots will be installed in factories around the world. The pace of technological change requires that we rethink local and regional development policies. Some communities are going to be harder hit than others and must look for new ways of creating quality jobs. The Forum will convene the voices of local practitioners, entrepreneurs, and social innovators to identify actions needed to re-shape workplaces of the future and take advantage of new ways of producing, creating, and working.

■ About the Forum

The 14th edition of the OECD Forum for Local Development Practitioners, Entrepreneurs and Social Innovators will gather over 300 participants from the local, national and international level, including mayors, employers, social innovators, entrepreneurs, as well as national government leaders to discuss how the megatrends are impacting jobs, workplaces, and local economic development opportunities.

■ Venue

Alfandega Porto Congress Centre

Rua Nova da Alfândega - Edifício da Alfândega
4050-430 PORTO, PORTUGAL

Contact

Questions? Email us at local.forum@oecd.org

For more information, visit our website: <http://www.oecd.org/leed-forum/>

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This Forum is organised in partnership with



■ Tuesday, 18 September 2018

08.45-09.30

Registration & welcome coffee

09.30-10.00

Opening Remarks

Mari Kiviniemi, OECD Deputy Secretary-General

Fernando Freire de Sousa, President, Norte Portugal Regional Coordination and Development Commission (CCDR-N), Portugal

Miguel Pereira Leite, President of Municipal Assembly, Porto, Portugal

José António Vieira da Silva, Minister of Labour, Solidarity and Social Security, Portugal

10.00-11.00

LAUNCHING “JOB CREATION AND LOCAL ECONOMIC DEVELOPMENT 2018: Preparing for the Future of Work”

Brand new evidence will be presented by the OECD on the regional implications of automation and non-standard forms of employment. Participants will then engage in a “Foresight Exercise”.

MODERATOR **Peter Creticos**, President and Executive Director, Institute for Work and the Economy

PANELLIST **Lamia Kamal-Chaoui**, Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

FORESIGHT EXERCISE **Jonathan Barr**, Head of Employment and Skills Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

11.00 – 11.30

Coffee Break

11.30-12.45

PLENARY SESSION 1

Rethinking local employment and skills policies in a polarising labour market

The growth of the gig economy is challenging traditional models of employment, while technological innovation is transforming jobs in new and unpredictable ways. The megatrends have led to increasing labour market polarisation with a decline in middle-skilled workers and an increase in the demand for high- and low-skilled workers. Local and regional governments have an important role to play in creating jobs and assisting workers to shift into the digital age. This session will aim to address:

- How can local employment and skills policies be reformed to better prepare individuals to adapt to labour market changes throughout their career?
- How can stronger connections be built between employers and the education system? What is the role of local leadership in this regard?

CHAIR **Sally Sinclair**, CEO, National Employment Services Association, Australia

PANELLISTS **Samuel Engblom**, Policy Director, Swedish Confederation of Professional Employees (TCO), Sweden; TUAC representative

Sunil Johal, Policy Director, Mowat Centre, University of Toronto, Canada

Séin Ó Muineacháin, EMEA Lead - Economic Graph Analytics, LinkedIn

Sara Sousa, Head of HR, BLIP, Portugal

CLOSING **Randall W. Eberts**, President, W.E. Upjohn Institute for Employment Research

12.45-14.15

Lunch

14.15-15.30

PLENARY SESSION 2

Social innovation for a more inclusive labour market

Public policies must look for new ways to co-design and deliver social innovation programmes to tackle growing inequalities, particularly those driven by changes in the labour market. Social innovation can help by generating new ideas, services, and partnerships to create better quality jobs and help people transition into new forms of employment and inclusion.

This session will aim to discuss:

- How can social innovation make the labour market more inclusive and resilient?
- Which is the potential of digital social innovation to facilitate inclusion?

CHAIR **Mario Calderini**, Director, Tiresia; full Professor, Politecnico di Milano School of Management, Milano, Italy

PANELLISTS **Nicolas Hazard**, Founder and President, INCO, France and USA

Paola Pisano, Deputy Mayor for Innovation, Smart City, Demographic and Statistical Services and Information Systems, City of Turin, Italy

Filipe Santos, Full Professor and Chair of Social Entrepreneurship, Catolica-Lisbon School of Business and Economics

Aline Sara, Co-Founder and CEO, NaTakallam

CLOSING **Peter Ramsden**, Managing Director, Freiss Ltd and URBACT

15.30 -16.00

Coffee Break

16.00-18.00

INTERACTIVE WORKSHOPS WITH FEATURED INITIATIVES

Each interactive workshop will feature a local organisation that will provide an overview of its key achievements. This will be followed by a peer-to-peer exchange to facilitate mutual learning.

FEATURED INITIATIVES

A.
Making training more relevant in a digital world

.SWitCH()

SWitCH is a graduate requalification and job placement program in Software Development aiming to mitigate the chronic shortage of IT skilled workers in Portugal. It was created as a partnership between a IT trade association and a Higher Education Institution and it is 100% self-funded.

MODERATOR

Sylvain Giguere, Head of LESI Division and LEED Programme, OECD

KEY PRACTITIONERS

Menno Bart, Public Affairs Manager, Adecco Group

Jeffrey Brown, Manager, Bertelsmann Foundation

Emma Crichton, Executive Director of Skills, PeoplePlus

Pedro Duarte, Corporate, External and Legal Affairs Director, Microsoft Portugal

Ângelo Martins, Auxiliary Professor of Computing, ISEP, Porto

Anu Parantainen, Head of Planning and Development, City of Turku, Finland

Anna Ståhlberg, Administrative Official, Gävleborg County, Sweden

B.
Entrepreneurship and start-up support in cities

UPTEC

UPTEC – Science and Technology Park, University of Porto, supports the creation and development of business projects, through knowledge-sharing between the university and the market. Founded in 2007, UPTEC has supported more than 500 business ideas.

Cristian Santibanez, Founder and CEO, SC Consulting

Eli David, CEO, Startup Blink

Niina Immonen, Director, Smart Cities Services, Business Tampere

Carlos Oliveira, Director of Communication and Co-operation, UPTEC

C.
Women's entrepreneurship in the digital economy

COLLECTIVA
JÓIA PARA O FUTURO

Collectiva is an independent platform and store-gallery, directed to the promotion of Portuguese women entrepreneurs in the jewelry sector. It does so by presenting collections, limited editions and exclusive pieces, as well as through exhibitions and regular events.

Nicolas Hazard, Founder and President, INCO, France and USA

Naima Smaini, Policy Analyst, OECD

Loubna Azghoud, COO, Women in Business – Women in Tech Brussels

Natalia Basterrechea, Facebook Spain

Telma Ferreira, Artist, Collectiva Initiative

Lu Li, Founder, Blooming Founders

Ines Santos Silva, Advisor, Portuguese Secretary of State for Industry

D.
Financing social innovation for the future

saom

S.A.O.M. – Serviços de Assistência Organizações de Maria, is a private social solidarity institution founded in 1976. It has since been involved in several projects to foster social inclusion, by working with disadvantaged people.

Risto Raivio, Senior Expert, European Commission

Antonella Noya, Head of Social Economy and Innovation Unit, OECD

Claudia Belli, Head of Social Business and Microfinance, BNP Paribas

Markus Freiburg, Founder and CEO, FASE, Germany

Filipe Santos, Professor, Catolica-Lisbon School of Business & Economics

Suzanne Wisse-Huiskes, Incoming Executive Director, Euclid Network

20.00

CONFERENCE DINNER hosted by the Mayor of Porto

Welcome by **Rui Moreira**, Mayor of Porto, with the participation of **Ricardo Rio**, Mayor of Braga, and **José Maria Costa**, Mayor of Viana do Castelo

■ Wednesday, 19 September 2018

08.30-09.00

Welcome Coffee

09.00-10.30

THEMATIC WORKSHOPS

	E. Labour markets of the future: A foresight exercise	F. "Smart" cities and the Future of Work: Opportunities, challenges, and risks of digitalisation	G. Supporting regional industrial transition	H. Creative jobs: Maximizing the impact of culture on local development
MODERATOR	Duncan Cass-Beggs , Counsellor for Strategic Foresight, OECD Julia Staudt , Policy Analyst for Strategic Foresight, OECD	Marissa Plouin , Co-ordinator of OECD Champion Mayor Initiative, OECD	Sandra Hannig , Policy Analyst, OECD	Ekaterina Travkina , Co-ordinator, Culture, Creative Industries and Local Development, OECD
KEY PRACTITIONERS	David Bartolini , Senior Economist, OECD Marguerita Lane , Labour Market Economist, OECD Peter A. Creticos , President and Executive Director, Institute for Work and the Economy Menno Bart , Public Affairs Manager, Adecco Group Jeffrey Brown , Bertelsmann Foundation Chris Warhurst , Director, Warwick Institute for Employment Research	Laurent Frideres , Head of Unit for Evidence and Outreach, ESPON EGTC Tracey Johnson , Project Director, Digital Media Centre Alexandre Mendes , Executive Director, Startup Braga Roman Mendle , Manager, Smart and Circular Cities, ICLEI Chloë Voisin-Bormuth , Head of Research, La Fabrique de la cité	Lucia Cusmano , Acting Head of SME and Entrepreneurship Division, OECD Raphaël Conz , Economic Promotion Manager, Office for Economic Affairs and Innovation, State of Vaud, Switzerland Raffaele Farella , Director for International Affairs, Autonomous Province of Trento Gorazd Jenko , Secretary and Senior Expert, Government Office for Development and EU Cohesion Policy, Slovenia DirkPlees , Co-ordinator for internationalisation, Province of Limburg	Alessandra Proto , Acting Head of OECD Trento Centre, OECD Cristina Farinha , Culture & Creative Economy Expert, Ecures – Association of Cultural Researchers Josephine Hage , Deputy Director, Creative Saxony, Germany Paolo Montemurro , Director, Matera Hub Paul Zealey , Skills Planning Lead, Skills Development Scotland

10.30-11.00

Coffee Break

11.00-12.15

PLENARY SESSION 3

Enabling small firms and entrepreneurs to thrive in the new world of work

Digitalisation opens up new opportunities for SMEs to find skilled workers and access new markets. At the same time, changes in job content are driving greater demand and competition for higher skilled workers. While the emergence of platform work may provide SMEs with easier access to workers, the hollowing out of firm-based employment reduces incentives to invest in employee training. This session will aim to discuss:

- How are skill requirements in SMEs evolving as a result of the digital transition and changes in market dynamics?
- How can SMEs ensure that their workers have the needed skills in a digital economy and how can policy help?

CHAIR **Ester Silva**, Vice-President, Norte Portugal Regional Coordination and Development Commission, Portugal

PANELLISTS **Iris Arbel**, Innovation Management Expert; Innovation Consultant for SMEs; Lecturer, Technion and Bar-Ilan universities, Israel

Paul Healy, CEO, Skillnet Ireland

Christin Pfeiffer, Expert, DG Industrial Policies, Competitiveness and SMEs, Ministry for

Economic Development, Italy

Johan Stevens, CEO, SANITOP

CLOSING **Patrik Kovacs**, Vice-President, SME & Entrepreneurship Taskforce, BIAC, OECD

12.15-12.45

WAYS FORWARD

PANELLISTS **Denis Leamy**, CEO, Pobal, Ireland, Chair of the OECD Forum for Local Development Practitioners, Entrepreneurs and Social Innovators

António Dieb, President, Agency for Development and Cohesion, Portugal

Joaquim Oliveira Martins, Deputy Director, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

12.45-14.00

Lunch

14.00-19.00

LESSONS LEARNT FROM THE CITIES OF BRAGA AND VIANA DO CASTELO

Two parallel lessons learnt sessions linked to the themes described in the agenda are open to participants. Each of them is organised by the respective Mayor and will provide the opportunity to engage with representatives of the city to learn about how they are generating new economic activities. Transportation to the venues will be provided.

Discovering Braga

Regenerating the local economy around foreign direct investment

Discovering Viana do Castelo

From a port city to a diversified economy: Story of a resilient city

14.00

Departure from Porto

15.00-15.30

Arrival in Braga (at "Forum Braga")

Welcome by **Ricardo Rio**,
Mayor of Braga

Arrival in Viana do Castelo

Welcome by **José Maria Costa**,
Mayor of Viana do Castelo

15.30-16.45

Lessons learnt discussion

Ricardo Rio, Mayor of Braga

Regional industrial transition

Innovative new business ideas

Carlos Oliveira, President, InvestBraga

Artur Silva, Technological
Accelerator

Daniel Campelo, Aromáticas
Vivas

Carlos Ribas, CEO, Bosch Portugal

Ana Silva, Borg Worner

Joana Carvalho, Dinamo10

Rui Vieira de Castro, Rector, University
of Minho

Pedro Gonçalves, Xpand
IT

José Sampaio, Feelviana
Hotel

Rui Enes, Director, Aptiv Braga

16.45-18.00

Coffee break at Bom Jesus Sanctuary

Cocktail networking session

19.00

Arrival in Porto

The OECD Forum for Local Development Practitioners, Entrepreneurs and Social Innovators is the OECD's network of practitioners in the fields of economic development, employment, skills, entrepreneurship and social innovation. Created in 2004 by the OECD Local Economic and Employment Development Programme, the Forum groups partners from national government, local authorities, employment and training agencies, businesses and NGOs.

The Forum is supported by Pobal (Ireland), Australian National Employment Services Association (NESA), Swedish Association of Local Authorities and Regions (SALAR-SLK), World Association of Public Employment Services (WAPES), ESF-Agency Flanders, Belgium, gsub – Society for Social Business Consultancy (Germany) and W.E. Upjohn Institute (United States).



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