Modernising rural: skill building in rural areas

VIII OECD Rural Development Policy Conference, Krasnoyarsk, Russia, 3-5 October 2012

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Local Economic and Employment Development – LEED Programme
1. Building a skilled & adaptable labour pool

2. Supporting employment progression

3. Improving skills utilisation
1. Building a skilled & adaptable labour pool

• Generic skills and flexible vocational training in a life-long learning e.g. Third Way in Vocational Training, Brandenburg

• Balanced local skills strategies e.g. Shanghai skills strategy
Balanced skills strategies

Attraction & retention

Integrated local skills strategies

Up-skilling

Integration
Shanghai Highland of Talent Initiative

Attraction and retention of skilled workers

• 3-year programme to attract Chinese emigrants back to Shanghai: special schooling for the children of returning migrants; recognition of qualifications gained overseas; grants to set up a business; guaranteed higher starting salaries in certain professions.

Skill upgrading for workers

• Training centres in leading enterprises and promotion of on-the-job vocational training. A qualification-based job certification system. Specialised training programmes for high-skilled scientists, managers, engineers, politicians and public servants. Continuous education and life-time learning system.

Integrating disadvantaged groups into workforce development

• Providing essential job training to migrant workers in 19 special training centres in each area of the city. Training for the unemployed.
2. Supporting employment progression

- Supporting progression for people with low skills
- Making the labour market more transparent
- Career ladders and clusters
  e.g. New York career ladders & transportation centre
United States Career Cluster Model

- Job profiles mapped across entire industry
- Pathways from secondary school, college, graduate school to workplace
- Partnership approach
• Improving job quality
• Raising productivity and promoting innovation
  e.g. Australian Skills Ecosystem approach
### Skills Equilibrium

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<th>Demand</th>
<th>Low</th>
<th>High</th>
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<tbody>
<tr>
<td>Supply</td>
<td>Low skills equilibrium</td>
<td>Skills surplus</td>
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<td>Skills gaps &amp; shortages</td>
<td>High skills equilibrium</td>
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Addressing Supply and Demand

Supply:
- Strong schooling and education system
- Integrating disadvantaged groups into training
- Working with employers to upgrade skills of their staff
- Attracting and retaining talent

Demand:
- Contributing towards improved productivity
- Facilitating technology transfer
- Management training
- Sharing new forms of work organisation

Well trained labour force
High Skill Equilibrium
High skills utilisation by employers

Public employment service, training institutions, universities, regional development agencies
Tools to improve skills utilisation

- **Support technology transfer**: facilitating investment in new technology by employers
- **Provide technical assistance to improve working conditions and work organisation**
- **Encourage participation in training for both managers and workers**
- **Ensure the availability of patient capital** (*i.e.* funds invested for medium or long term, generally for 5 to 10 years).
- **Develop a quality-driven supply chain through public procurement** (e.g. longer contracting periods, commitment to training)
- **Support social enterprise**
- **Remove local disincentives to a focus on quality in the public sector**
- **Work with intermediaries and unions**
Australian skills ecosystem approach

- Skills deployment and work organisation as important as provision of skills
- Is there a skills shortage because of lack of training or local jobs are unattractive and cannot retain staff?
- E.g. Skills ecosystem pilot in the racing industry in New South Wales
Managing change

4. Fostering & anticipating new areas of growth

5. Good local governance
4. Fostering & anticipating new areas of growth

- More than just forecasting but building new sectors
- Growth sectors? Green jobs, health and social care.
- Flexible specialisation
  e.g. Michigan green jobs strategy
• Aligning policy and reducing fragmentation

• Flexibility in:
  • Programme design
  • Budget management
  • Setting performance targets
  • Deciding on eligibility
  • Outsourcing of services

• Building skills and capacities