

Soft powers for hard outcomes:

Using the convening power of local authorities to support employment



6 October 2021



Part II: 15.05-16.30 CEST / 16.05-17.30 IDT



Zoom Interpretation in English/Hebrew

As a result of COVID-19, governments at all levels are facing increasing pressures to address unemployment and ensure that local workers are well prepared for other accelerated labour market transitions, such as automation and digitalisation. This requires efforts to better connect jobseekers and employers; to reskill and upskill workers in declining sectors; and to provide wrap around services to the most disadvantaged job seekers who may now find themselves at the end of the hiring line.

Across the OECD, local authorities have very different tools and powers at their disposal to address these challenges. In some countries, such as Denmark, local authorities are directly responsible for implementing active labour market policies, while in others, these responsibilities lie with regional and local branches of national governments or agencies. Responsibilities for skills policies tend to be even more diffuse, with various ministries and levels of governments playing different roles for vocational training for young people, the unemployed and migrants, for training linked to supports for SMEs, etc. At the local level, this can create a complex landscape for individuals and firms to navigate, and make it difficult to link up programmes to further more strategic local development strategies.

Regardless of how competences are divided across levels of government, there is one power that almost all local authorities share: the power to convene and broker. At the political level, this can mean bringing public, private and third sector stakeholders to a common table to define shared objectives and identify how different policies and programmes can work in tandem to achieve them. At the operational level, this can mean being the first point of contact for individuals and businesses, and then orientating them to appropriate services, or even creating one-stop shops or shared delivery portals to bring the various programmes and policies under a shared roof.

The potential of better leveraging this type of “soft” power should not be overlooked. This webinar considers how local authorities are using this convening and brokering power in different national and institutional contexts, from how to leverage local labour market data to identify challenges and develop a shared vision for community’s future, to how to coordinate services for the most disadvantaged job seekers.

This second part, a closed door session for invited participants from Israel, considers how these international lessons can be applied to the Israeli context. As a highly centralised country, to date, most of the strategic activity for employment and economic development activities has been carried out by national agencies operating locally. Despite being relatively small, Israel is nevertheless characterised by significant socio-economic disparities with a clear spatial dimension. Peripheral areas face a persistent lack of employment opportunities, while the more dynamic centre faces skills shortages and mismatches. The COVID-19 crisis opens a window to re-examine how these challenges are tackled, and the role of local authorities in doing so.



Part II: Bridging international and Israeli experiences

15.05-16.30 CEST / 16.05-17.30 IDT

Closed door session: Registration link to be sent to invited participants separately

Moderator: Alessandra Proto, Head of the OECD Trento Centre, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

Framing the Israeli context: the changing role of Israeli local authorities in supporting employment, skills and jobs

This session will provide an overview of the Israeli context, including the role of local authorities in supporting employment, skills and jobs.

- **Haim Bibas**, Mayor of Modiin Maccabim Reut and Chairman of the Federation of Local Authorities in Israel
- **Lior Farber**, Deputy Director General for Home Affairs, Planning and Development, Prime Minister's Office, Israel
- **Kfir Metsuyanim**, Team Manager for Local Governance, Division for Interior, Planning and Development, Prime Minister's Office, Israel

Breakout groups

Participants will be divided into small breakout groups to reflect on the case studies presented in the first part of the webinar, how the learnings may apply in an Israeli context, and further questions they have for the case study presenters. Each group will be asked to identify 2-3 questions to pose to the case study presenters in the following session.

Bridging international and Israeli experiences

Representatives from each breakout group will have the opportunity to pose questions to the panellists to further unpack the lessons learned and their relevance to the Israeli context. Each of the panellists will also have an opportunity to offer their own reflections on the opportunities and challenges for local authorities in Israel

- **Stephen Overell**, Principal Strategy, Skill and Employment, Greater Manchester Combined Authority, UK
- **Juan Carlos Hernández Navas**, Director for City Projects, Fuenlabrada, Spain
- **Tiziano Barone**, Director, Veneto Lavoro, Italy
- **Tor Hatlevoll**, Labour Market Economist, Swedish Association of Local Authorities and Regions, Sweden
- **Paolo Reboani**, Head, Planning and Coordination of European and National Funds, Umbria Region

Zoom connection details:

Registration link for the closed door, second session will be sent to invited participants separately.

About CFE

The OECD's Centre for Entrepreneurship, SMEs, Regions and Cities (CFE) provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism policies.

The mission of the Local Employment and Economic Development programme (LEED) is to build vibrant communities with more and better quality jobs for all. Since 1982, the Programme has been supporting national and local governments through tailored reviews and capacity building activities, as well as research and good practice reports on innovative approaches to local development.

This event is part of the OECD Local Development Forum is a network of thousands of individuals worldwide, united by their shared commitment to making their communities more resilient, inclusive and sustainable. It counts members from over 70 countries, representing city, regional and national governments, employment and training agencies, chambers of commerce, social innovators, start-ups, businesses and NGOs. The Local Development Forum is a place for peer learning and dissemination of local innovations and best practices at the global level.

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