



COMUNE DI CESENA



European Union  
European Regional Development Fund



## JOBTOWN: A European Network of Local Partnerships for the Advancement of Youth Employment and Opportunity

### 2ST STEERING GROUP MEETING

**Date:** 20<sup>th</sup> September 2012

**Place:** Gondomar, Portugal

**Venue:** Auditorium of LIPOR - Intermunicipal Waste Management Service of Greater Porto

LIPOR- Intermunicipal Waste Management Service of Greater Porto, Rua da Morena, N.º 805 - 4435-996 Gondomar.



### Objective:

- Consolidate JOBTOWN partnership – we become a group of 12 partners;
- Explain what is to be done next; Involve the Managing Authorities of the European Structural Funds and facilitate productive City-Managing Authorities relationships;
- Obtain input from partners on work plan for Implementation Phase;
- Clarify coordination and management procedures.

### Attendance

**Ian Goldring**, URBACT Lead Expert and ProjectWorks Director

### JOBTOWN PARTNERS:

#### Municipality of Cesena

**Matteo Marchi**, Councillor for Labour, Youth, Enterprises and Development

**Roberto Branchetti**, Administrative Officer for Participation-Employment-Development-Youth Service

**Silvia Degli Angeli**, on behalf of Stefano Severi - Accounting Officer. Economic and Financial Service

**Serena Nesti**, Communication Officer, European Projects Office

**Francesca Begamini**, Managing Authority

#### Municipality of Thurrock

**Andy Smith** Councillor

#### Municipality of Gondomar

**José António Macedo** Parish Gondomar President

**Fernando Gomes**, - Managing Authority

**Alcídio Jesus** - Local Coordinator



**João Pedro**

**Members of local support group**

**Municipality of Latsia**

**Michalis Socratous** - City Manager of the Municipality of Latsia , Local Coordinator

**Eleftherios Loizou** - Managing Director Nicosia Development Agency

**JOBTOWN ADDITIONAL PARTNERS**

**London Borough of Enfield – UK**

**Derek Goddard** - Local Coordinator

**Forogh Rahmani** – Managing Authority

**University of Kaiserslautern – Germany**

**Nadine Schrader Boelsche** – Local Coordinator

**Rennes Métropole- France**

**Christel de Mullenheim- Morin** – Local Coordinator

**Nathalie Wright**

**Aveiro- Portugal**

**Lidia Martins** - Managing Authority

**André Cester Costa** - Local Coordinator

**Rosa Geraldo** - Managing Authority, Economic Development and Structural Funds Office

**Aviles- Spain**

**Victor Manuel Fernández Martín** – Local Coordinator

**Joaquín Gómez González** - Municipal Employment Responsible

**Kielce – Poland**

**Natalia Luba-Chudzik** – Local Coordinator

**Nagykallo- Hungary**

**Marianna Diósi** – Local Coordinator

**Csilla Horvath** – Managing Authority

**Working language:** English, Portuguese, Italian, Spanish

## ***1. Welcome and introduction round***

In the first part of the morning session the following intervention has been held:

- **José António da Silva Macedo**, President of Parish Gondomar, on behalf of the Municipality of Gondomar as the host of the second transnational meeting welcomed Partner of Jobtown and all participants (Participant and contact list is included in contact list of participants).

- **Ian Goldring**, pointed out to the partners what are the expected results of the meeting, underlying what Jobtown is in terms of goals, main findings and emerging themes and focusing on methodology of work.
- **Matteo Marchi**, Councillor, Municipality of Cesena- Lead partner, explained the building political commitment and gaining support from the region.
- **Susana Abreu**, (Intermunicipal Waste Management of Greater Porto) - Audit Office, Sustainability and Total Quality LIPOR, Member of Gondomar Local Support Group, explained an example for a smart, sustainable and inclusive growth strategy

After a brief coffee break the morning session has gone on with the following item:

## **2. Current situation and what to expect**

- **Ian Goldring** illustrated the JOBTOWN Baseline Study, explaining the review of main findings and emerging sub-themes to focus on in the implementation phase;
- **Roberto Branchetti**, as JOBTOWN coordinator explained to all partners what's coming next in JOBTOWN and he detailed the Work Plan for implementation phase;
- **André Cester Costa**, Economic Development and Structural Funds Office of Aveiro municipality. Aveiro will be one of the additional partner in the second phase of the project. M. Costa exposed a useful example: building on previous successful URBACT experience.

## **3. Afternoon Meetings**

Two separate and parallel sessions were held in the afternoon: a technical and coordination meeting (A) and a political meeting (B).

### **A) Technical and coordination meeting : Introducing new partners and Implementation phase preparation workshop for Cities:**

Participants: Local coordinators at each partner city.

This session has been developed in the following three parts:

Part 1: All partners, new and old, introduced themselves to each other using a Pitch video.

Part 2: Based on the Baseline Study experience partners exchanged opinions and ideas about what they will now do in the Implementation Phase.

Moderator: **Nadine Schrader-Bölsche**, University of Kaiserslautern; Video coach: **Joao Pedro Constâncio**, Parish Council of Gondomar (S. Cosme).

In the workshop session every partner had the opportunity to define three important topics that should be addressed by the JOBTOWN-network. After a compilation of all mentioned topics the partner could prioritize their preferences for the JOBTOWN-project. Therefore each partner had five points to award their priorities. They could give all five points to one topic with extreme importance or they choose five topics with the same importance and give one point per topic.

This method allowed to identify the priority of one partner as well as synergies between partners in a

very effective way.

→ The details and the results of this afternoon section are summarize in Annex 1

### Part 3:

**Roberto Branchetti**, as JOBTOWN coordinator :

- led the discussion on the budget for the implementation phase and has moderated the discussion on it;
- defined the plan of action and the calendar for next steps.

### **B) Political meeting : Relating Managing Authorities to local needs and young people:**

Participants: Representatives of Managing Authorities;

Moderator: **Ian Goldring**, JOBTOWN Lead Expert

Main topics discussed: how can partners take advantage of Youth Opportunities Initiative and uncommitted ESF funds for 2012-2013; how can the Operational Programmes of the 2014-2020 European Structural Funds reflect/respond to the local needs for youth employment and opportunity and local development, as manifested in JOBTOWN and its objectives. Opportunities to work together has been explored.

→ The details and the results of this afternoon section are summarize in Annex 2

# Annex 1

## Conclusion of the JOBTOWN- working groups session

### “Introducing new partners and Implementation phase preparation workshop for Cities”

Moderator : **Nadine Schrader-Bölsche**, University of Kaiserslautern

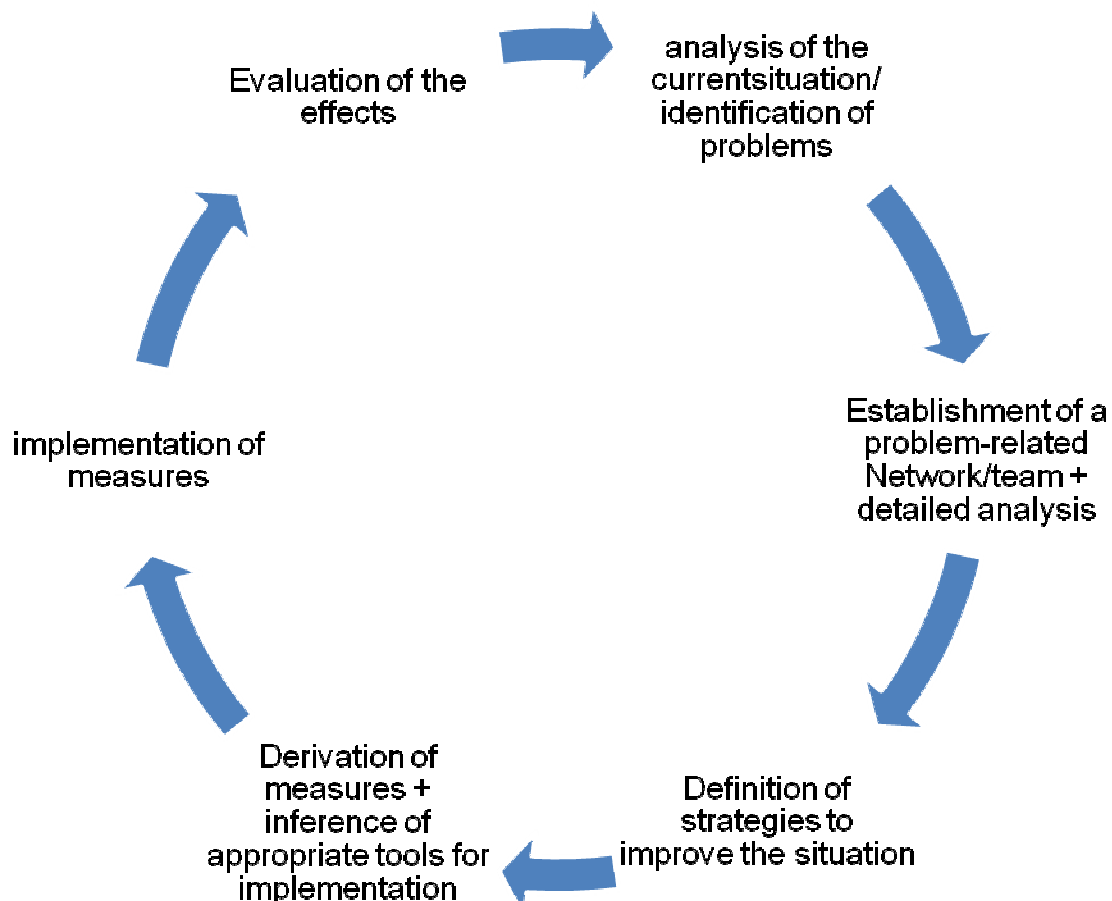
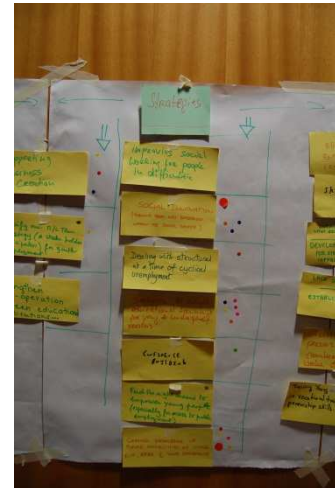
#### Methodology

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This method allows identifying the priority of one partner as well as synergies between partners in a very effective way.

All topics were sorted to main issues and structured to the kind of issue. Due to the fact that the procedure in most projects is similar to the development of strategies for solutions, the definition of the kind of issue is inspired by the cycle of project procedure (shown in figure 1).

Figure 1: Cycle of project procedure



| <b>Main Issue</b>   | <b>Current situation</b>   | <b>Network</b>   | <b>Network-Strategies</b>   | <b>Strategies</b>  | <b>Strategies - Tools</b>   | <b>Tools</b>   | <b>Target</b>   |
|---|--|--|---|--|---|--|---|
| <b>General Aspects</b><br>14 votes  | Lack of Jobs (all levels, no growth)   | Creation local employment network/ Network for employment/<br>Create long-lasting cooperation with other partners in the field of entrepreneurship and economic development<br>7 votes | Clarify middle-/long g term Strategy (stakeholders participation) for youth employment)<br>1 vote | improving social working for people in difficulties  | Dealing with structural Unemployment<br>1 vote                          | Define spaces where young people, trainer, politicians and employers can participate<br>1 vote | Grow jobs<br>4 votes  |
| <b>Placement</b><br>3 votes   | Lack of information about programs for education, entrepreneurs among Youngers<br>“create new centres”<br>“local network for youngers and entrepreneurs” |  |   |  | Establish local job centres (Lack of finding a job guidance)<br>3 votes | Information centre for young   |   |
| <b>Exchange of information &amp; co-ordination</b><br>7 votes             |  | co-ordination national agencies and with local/sub-regional agencies + programs<br>1 vote  |   | gaining knowledge of future possibilities of using ESF, EFRE and Youth Opportunities<br>5 vote |   |  | Adaption of European models to our local needs (gained from other partners)<br>1 vote |
|   |  | provide good samples (self-employment) Programs  |   |  |   |  |   |
| <b>Adaption of apprenticeship /education and labour market</b><br>6 votes | Lack of complementarity of training and labour market  |  | Strengthening co-operation between educational institutions                                       | strategies to adapt educational trainings for young and under qualified persons<br>6 votes     |   |  |   |

|  |   |  |   |   |   |   |  |
|--|---|--|---|---|---|---|--|
| <b>Dissemination of occupational skills</b><br>5 votes |   |  |   | confidence building<br>1 vote   | Skills training<br>2 votes  |   |  |
|  |   |  |   | find the right means to empower young people (especially for access to public employment) | Develop training sessions for strengthening the capabilities of the unemployed (unemployed people with low education standards)<br>1 vote | tools to shape transition phases between school and training and job<br>1 vote  |  |
| <b>Business incubation</b><br>11 votes                 | Lack of entrepreneur culture and education<br>1 vote                      |  | Supporting business creation<br>3 votes | Social innovation (turning ideas into enterprises within the social sector)<br>4 votes    | Education for entrepreneurship (3 to 18 years old students)<br>2 votes  |   | Involving young people in design of business incubators and municipal council guidance<br>1 vote |
|  | Lack of mechanism that allows to transform ideas in Projects = Incubators |  |   |   | training young people who are in vocational training in entrepreneurship skills   |   |  |
| <b>Skilled worker shortage</b><br>3 votes              |   |  |   |   | attract qualified persons to counteract skilled worker shortage<br>1 vote   |   | goal: stop migration of young people<br>2 votes  |
| <b>Future development of labour market</b><br>6 votes  |   |  |   |   |   | improve knowledge to analyse labour market<br>4 votes   |  |
|  |   |  |   |   |   | Set up a bank with database regarding future employment opportunities "market analysis" (lack of information regarding future job openings)<br>2 vote |  |

## **Interpretation of the results:**

In the current time all partner countries dealing with a declining job offer. Therefore it is not a surprise that most of them seize the topic in a more general way (“general aspects”). Nevertheless, seven main issues could be identified during the working group session, which are categorized as important for the JOBTOWN partnership.

### 1. Business incubation:

The creation of new jobs and establishment of start-ups require creative talents, an innovative atmosphere, entrepreneur culture and affordable premises in response to the needs. Moreover, these talents need the ability and skills to start a business. All these aspects can be supported with short-, middle- and long-termed actions by local municipalities, (economic) institutions and experienced entrepreneurs.

It is obviously that the JOBTOWN-Partner looking for strategies, tools and measures to enhance the business incubation of their city/region.

### 2. Exchange of information & co-ordination

This aspect must be divided into two kinds of information flow. First, the vertical exchange and distribution of information should be enhanced. Vertical exchange means the information flow and coordination between different administrative levels (European level – national level – regional level – sub regional level) concerning labour market issues as well as public funds.

Second, the horizontal exchange at the working level, which allows discussing labour market related issues, developing strategies together, gaining knowledge and learning from good practices and other partner.

### 3. Future development of labour market

Analysis and monitoring tools for the projection of the future development of the labour market were also mentioned as important fact. Several partners pointed out that the improvement of knowledge and the collection of quantitative and qualitative data concerning the labour market are important to get early hints for the future development.

### 4. Adaption of apprenticeship/education and labour market

Partners mentioned a gap between job offer and the vocational training. This gap applies to the quantity as well as to the quality. The quantity gap consists of a high number of persons that were qualified for a small available number of jobs, whereas the quality gap based on the training content, which is not sufficiently coordinated with the requirements of the companies.

Furthermore strategies must be developed to adapt trainings and further trainings to the abilities of young and also of under qualified persons without losses of important contents, which means for instance an adaption of the training structure and promotion of occupational skills.

### 5. Dissemination of occupational skills

This point is directly linked to the aspect mentioned before. It is necessary to develop strategies and tools to empower and encourage young, disadvantaged and under qualifies persons, so that they have a real chance on the primary labour market.

### 6. Placement

The Cyprian partner prioritized the establishment of a local job centre, which offers information concerning career and vocational guidance as well as actual vacancies.



## 7. Skilled worker shortage in connection with migration of young people

Skilled worker shortage is an actual challenge in Kaiserslautern, which is reinforced by the demographic change and a high migration rate of young and qualified persons (brain drain). Also Kielce deals with the migration of young people.

## Annex 2

### Managing Authorities Meeting Conclusions and Follow Up

Moderator: Ian Goldring, JOBTOWN Lead Expert

#### Attendees

- Francesca Bergamini, MA Emilia-Romagna – [fbergamini@regione.emilia-romagna.it](mailto:fbergamini@regione.emilia-romagna.it)
- Ian Goldring, Urbact Lead Expert for JobTown – [iangoldring@gmail.com](mailto:iangoldring@gmail.com)
- Fernando Gomes, MA Northern Portugal – North Regional Coordination and Development Commission – [fernando.gomes@ccdr-n.pt](mailto:fernando.gomes@ccdr-n.pt)
- CsillaHováth, MA Hungar– [horvath.csilla@nfu.gov.hu](mailto:horvath.csilla@nfu.gov.hu)
- Rosa Geraldo – MA Portugal- [rgeraldo@cm-aveiro.pt](mailto:rgeraldo@cm-aveiro.pt)
- MatteoMarchi, City Councillor, Comune di Cesena– [matteomarchi@comune.cesena.fc.it](mailto:matteomarchi@comune.cesena.fc.it)
- Lidia Martens, MA for Central Portugal – Commission for Regional Coordination and Development of the Centre – [lidia.martins@ccdr-pt](mailto:lidia.martins@ccdr-pt)
- Forogh Rahmani, MA for Greater London Authority, UK– [forogh.rahmani@london.gov.uk](mailto:forogh.rahmani@london.gov.uk)

#### Issues discussed:

There was a recognised need to link ERDF and ESF better, as well as capitalising on other programmes; the problem to overcome being essentially an administrative barrier. The way the two programmes are separated is a key issue in various ways, in different national administrative environments. (The lack of synchronisation between Urbact time cycles and those of the structural funds is also a known issue.)

- It would be useful to address the need for better ESF/ERDF coordination in the network's continuing work.

There is a need to adapt, as structural funds become more focused on jobs and entrepreneurship, and reacting to economic challenges.

- This leads to focusing on things like improving Job Centres.

Two main points arose about the economic crisis:

- A certain creative tension is produced. It can be highly motivational, in that things have gotten so bad the realisation that there needs to be action has become generalised
- The need for frugality; resources have been tightened, therefore increasing the need to better coordinate funds (e.g. structural and national etc.) and resources

A fundamental challenge in administering structural funds is the often insufficient understanding of needs and capacities of beneficiaries – i.e. bridging the disconnect between decision making centres and local levels.

- i.e. A constant challenge to the whole process of generating Operational Programmes and implementing structural funds effectively is that of better knowing what the target needs and wants.

**Impact** needs to be better documented and understood. Measuring results is an issue; how much employment is actually created? What sub-goals (i.e. factors of employability, such as improved training levels etc.) are reached and to what degree? A challenge to this is separating the effect of an intervention from other things going on (economic downturns etc.).

- Statistics need to provide a more complete picture and include more follow up – e.g. where are the targeted individuals 6 months after being employed or going through a given programme. Where do young people end up farther down the line?

The 'target' also needs to know about the programmes, interventions and services better – what they do, support and achieve:

- There is a need to show results locally. Emilia Romagna, brought out how, rather than more dialogue, people want to see immediate results and how administrations are generally under pressure to show them.
- Gondomar brought out the issue of how young people too often don't know about projects and services for them.

### Programme developments that need to be clarified

Across the board, there was a lot of unknown about the upcoming ESF cycle:

- Managing micro-credit networks
- There needs to be a better grasp of how changes in Eures will be implemented.
- There is insufficient knowledge of what the Youth Opportunities Initiative involves, though it is being rolled out currently.

### Use of the JobTown network for MAs:

- The network can provide the MAs a space for a policy community – i.e. a structuring of access to, and dialogue with, stakeholders, feeding towards the agencies responsible for setting policy in a given field.
- The involvement of MAs in the network will be shaped by the process as it goes along and the MAs own needs and interests, and be free of bureaucratic obligations.
- Managing Authorities, through the network can have contact with stakeholders, already prepared as a group in one place to communicate with.
- The network can help MAs get a better handle on what happens at a local level and what happens in local administrations.
- Exchange among MAs: the network can provide a space for exchange among managing authorities, concerned with broadly the same issues.
- The experience of the network can potentially feed into Operational Programmes.

### Action to take:

JobTown is organising a seminar in Brussels on October 5th 2012 (see accompanying PDF) with a view to clarifying upcoming Commission policy and programme developments.

The MA representatives were **requested to assist by sending in questions** they think would be useful to put to the speakers from the Commission (Robert Strauss Head of Unit, Employment analysis, DG Employment; Marko Curavic, Head of Unit, Entrepreneurship, DG Enterprise and Industry; Aline Juerges, Policy officer, Vocational training; Leonardo da Vinci, DG Education; Giorgio Guazzugli-Marini, Programme Manager - EU policies - Youth in Action, DG Education).

A report will be produced on the outcome of the seminar.