

COME DINE WITH ESIMeC



ESIMeC FINAL EVENT

WEDNESDAY 7 NOVEMBER 2012
BRUSSELS



with the collaboration of



Generalitat de Catalunya
Government of Catalonia
Delegation to the European Union



EUROPEAN
PROGRAMME
FOR
SUSTAINABLE
URBAN
DEVELOPMENT



The European Commission's Employment Package, published during 2012, includes a range of measures which aim to help Europe move towards a job-rich recovery. It pinpoints a number of sectors – green, white and digital in particular – as providing potential for job creation and economic growth. It stresses the importance of investing in skills and linking education to the world of work.



All of these issues have been explored by ESIMeC, an URBACT II Thematic Network, since it began in December 2010. Through a series of transnational exchanges, the eight city partners have produced recipes and a cookbook to help city practitioners successfully blend a series of key ingredients into a successful dish for a job rich recovery.

Come and dine with us and sample some of these recipes on Wednesday 7 November at the offices of the Delegation to the EU of the Government of Catalonia. It will also be an opportunity to hear from experts in the field of skills and workforce development.

The programme includes:

- Launch of the ESIMeC cookbook and the ESIMeC Skills Forecasting Tool
- Keynote speakers including Professor Mike Campbell OBE, Graeme Harrison from Oxford Economics and the OECD LEED programme
- Interactive workshop on how to cook up a demand-led workforce development strategy using ESIMeC recipes and ingredients
- Exhibition on ESIMeC Local Action Plans showing what partners are doing to facilitate a job rich recovery in their cities

And why not sample some of our recipes in advance at www.urbact.eu/esimec

Event information:

DATE: Wednesday 7 November

TIMES: Registration opens at 9am

Event starts at 9.30am

Event closes at 4.30pm

VENUE: Offices of the Government of Catalonia,

Delegation to the EU

227 rue de la Loi

1040 Brussels

Nearest metro: Schumann

For more information or to register for the event, please email esimec@basingstoke.gov.uk

Note on speakers:

- **Professor Mike Campbell OBE:**

Mike Campbell has over 20 years experience as an expert in the fields of skills, labour markets and the economy, focusing on research, policy analysis and high level strategic thinking. He has worked as a senior researcher, consultant and adviser to the UK government, providing intelligence and insight, combined with strong communication and presentation skills. He is experienced at working with the policy, analytical and business communities. More recently, Mike has done extensive work on skills and employment with the European Commission, the OCED LEED Forum and the International Labour Organisation.

- **OECD LEED Programme**

The mission of the OECD Local Economic and Employment Development (LEED) Programme is to contribute to the creation of more and better jobs. Achieved through effective policy implementation, innovative practices, stronger capacities and integrated strategies at the local level, LEED sees building quality jobs as the way back to prosperity. LEED calls on an international body of best practice to illustrate how national and local policy can help communities create more and higher skilled labour forces.

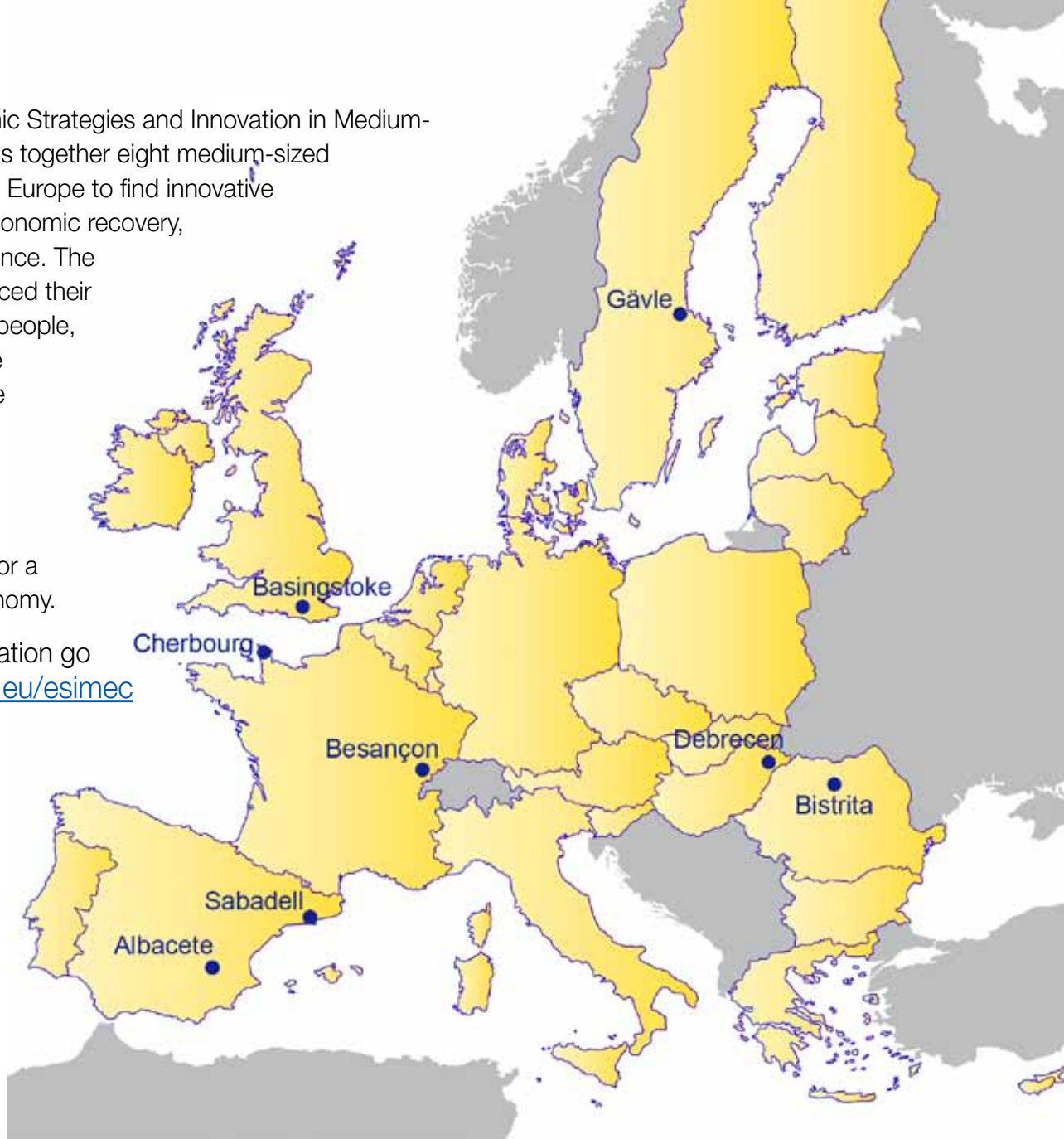
- **Graeme Harrison, Lead Consultant, Oxford Economics**

Oxford Economics is one of the world's foremost global forecasting and research consultancies. Founded in 1981 as a joint venture with Templeton College and the business college of Oxford University, Oxford Economics has since grown into a major independent provider of global economic, industry and business analysis. A leader in quantitative analysis, Oxford Economics relies on detailed economic research and cutting-edge analytical tools to help its clients assess the opportunities, challenges and strategic choices they face now and in the future.

ESIMeC

ESIMeC (Economic Strategies and Innovation in Medium-sized Cities) brings together eight medium-sized cities from across Europe to find innovative approaches to economic recovery, growth and resilience. The partners have placed their main asset, their people, at the heart of the project and define how workforce development and demand-led skills provision can be the main drivers for a thriving local economy.

For more information go to www.urbact.eu/esimec



URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants.

