

*While awaiting the start of this session, please already access [Menti.com](https://www.menti.com) & use code **47 15 74 5** to be ready for the introductions round.*

Upskilling and reskilling

Thematic introductory discussion

Niels van der Linden (Capgemini Invent)



Today will be a relaxed session where we share our thoughts – and then spend most of the time learning from you

First some thoughts from US...

- 1. Rationale for re-skilling**
- 2. Potential ICC activities to support cities on re-skilling**
- 3. Good practices & mentors**



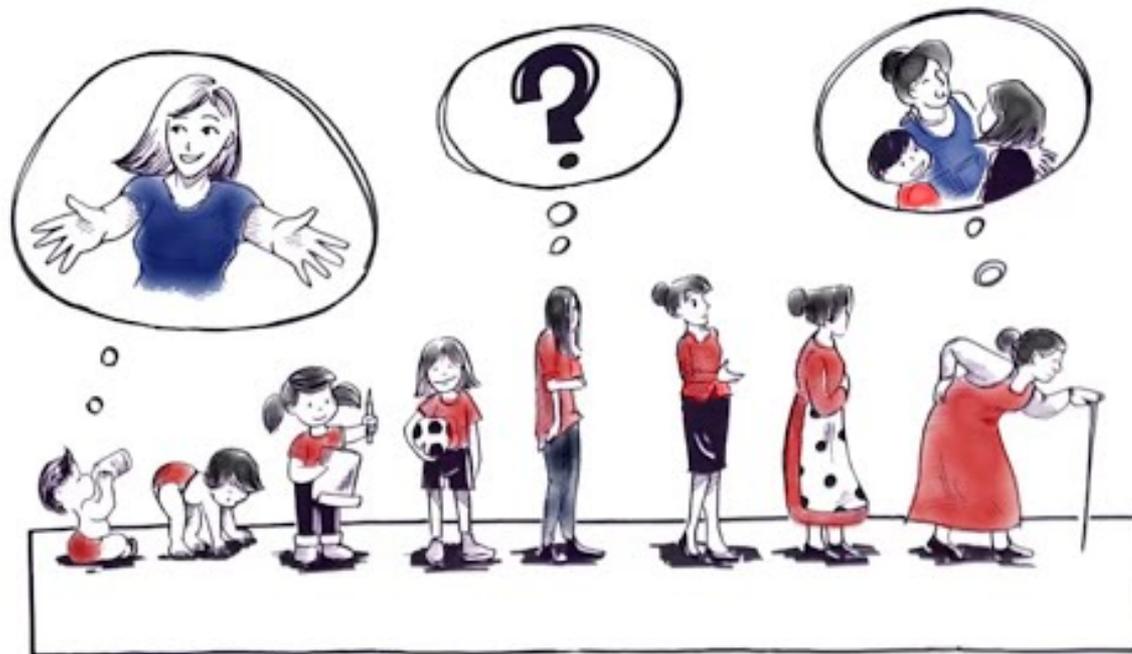
...then listening from you

What are the challenges you face?

What themes & activities would be of most use?

What things would you like to collaborate on and how?

Let's do introductions first!



How mature is the re-skilling strategy of your city?

A round of introductions

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Please introduce your city and indicate how mature the re-skilling strategy of your city is



Introductions. Who are you, which city you represent and how mature is the re-skilling strategy in your city?



Rationale for re-skilling

Introduction to current challenges and the European Commission's 'Pact for Skills'

Skills are an important framework condition for a strong digital economy and society

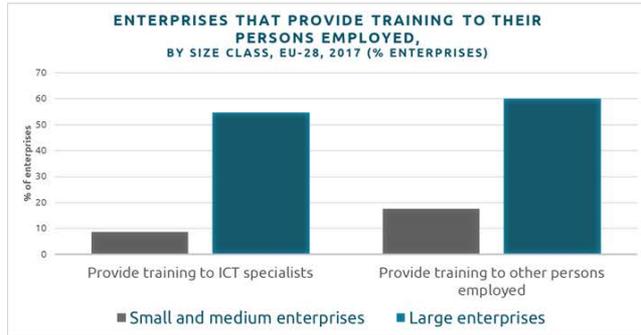
- Availability of (digital) skills determine competitiveness and the capacity to drive innovation
- Pull factor for investment and a catalyst in the virtuous circle of job creation and growth
- Companies that invest in re/upskilling see productivity growth & also more happy employees
- Key to social cohesion in a city
- A person's skillset is their pathway to employability

Cities however face an up-skilling challenge, accelerated by COVID-19

Skills gaps & mismatches in various roles

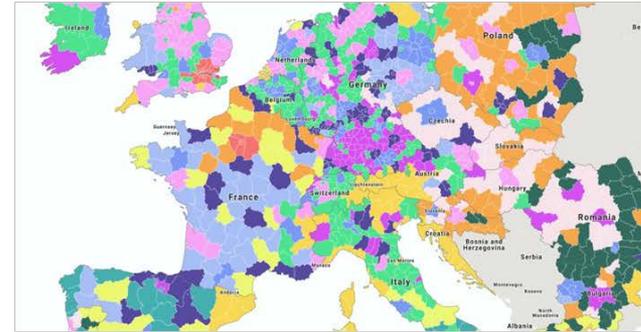


No incentives for training?



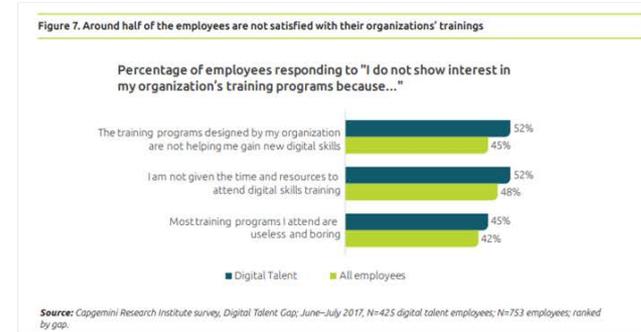
Source: Eurostat

Challenges different per region / city



Source: McKinsey/Google

No valuable training?



Source: Captergini Research Institute



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Pact for Skills



WHY?



- **50 million** low-qualified adults
- **70%** of companies report that lack of skills hampers their investment
- **15%** of business leaders communicate about upskilling initiatives

HOW?



Charter and KPIs

A new Skills Agenda for Europe – Pact for Skills

**Upskilling and
reskilling of
people of
working age**

Apprenticeships

**All types of
skills**

Large scale partnerships

- Major players in industrial ecosystems
- Public authorities
- Concrete investments in upskilling opportunities for employees in the company and in a whole value or supply chain

National/regional/ local partnerships

- Employers
- Public authorities
- Stakeholders e.g. VET providers, PES, social partners
- Sectoral or regional focus on upskilling

Social Partners Arrangements

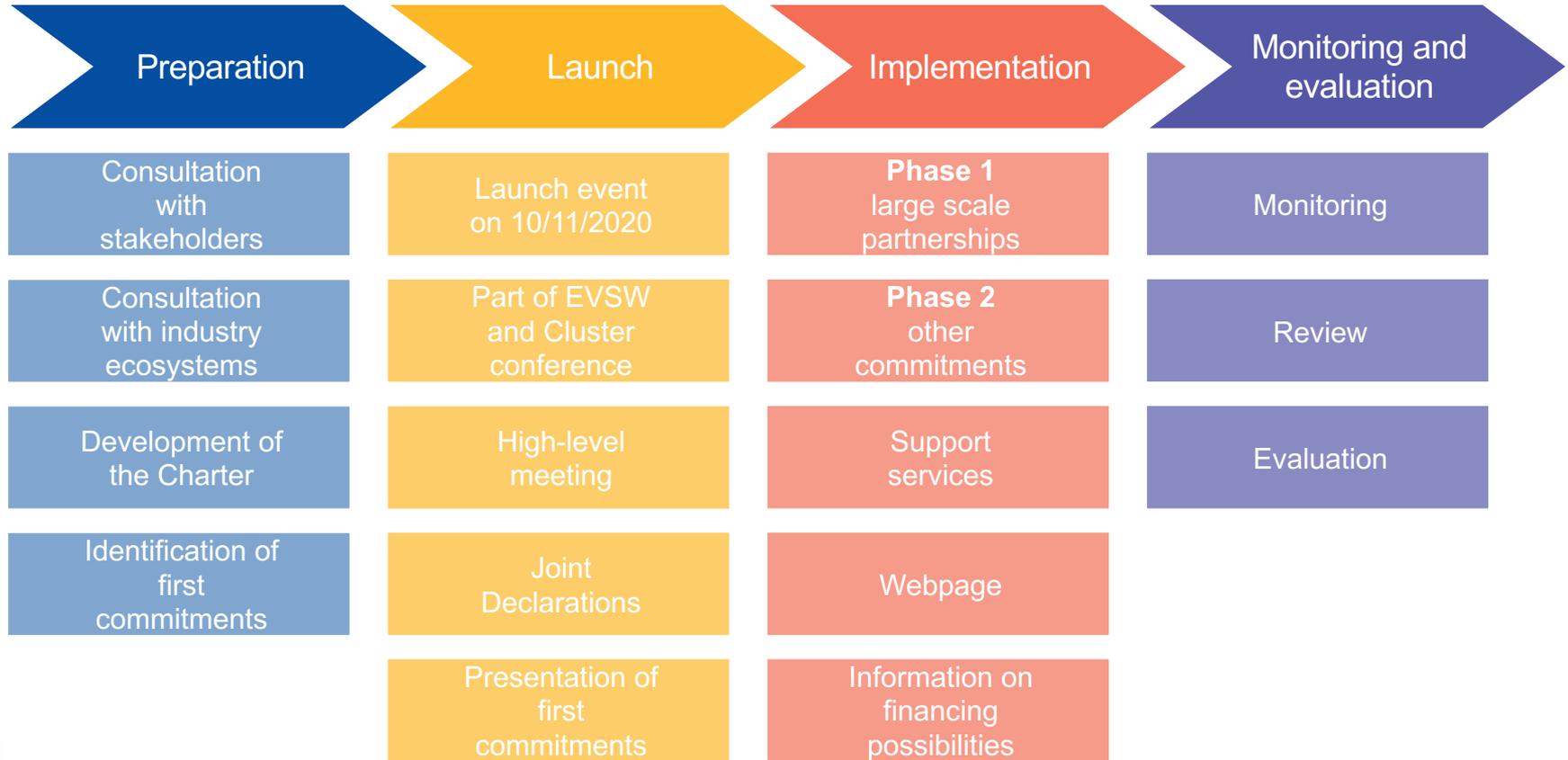
Tripartite agreements
focus on upskilling and
reskilling

Individual commitments

- Companies
- Stakeholders
- Commit to provide quality upskilling opportunities



ROADMAP



ACTIONS ON CITIES OF EXCELLENCE IN RESKILLING

The European Commission's
100 Intelligent Cities
Challenge



A network of Cities of Excellence for Reskilling

Based on existing good practises, starting with ICC Mentor Cities and Metropolitan Areas (Nice, Espoo, Barcelona, Amsterdam..) and other cities(Pori and Robcoast clusters)



A set of best city practices in up/reskilling in the post-Covid era



Consultation with the most influential cities on the Pact for Skills

to collect feedback and ideas for actions to be included in the Pact



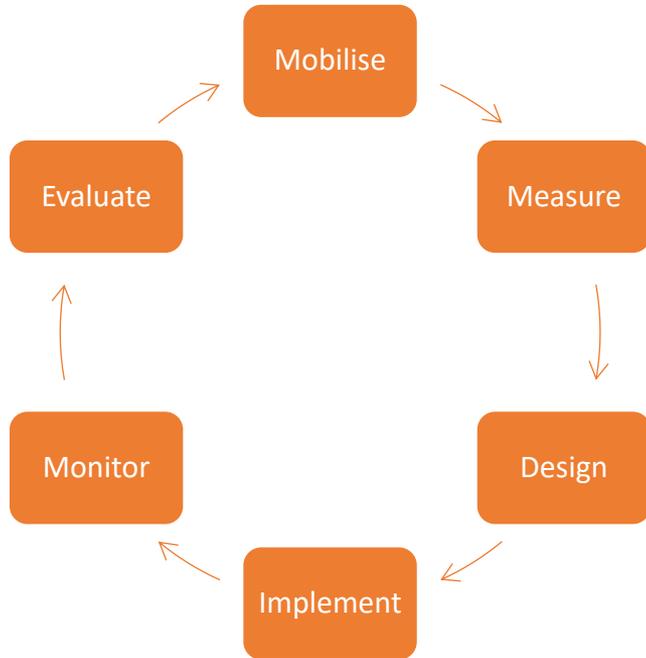
“Cities of Excellence for Reskilling” and a “Cross-city Reskilling Programme”

in close collaboration with CoR, REGIO, EMPL, ENER, CNECT, RTD to be launched under the Pact for Skills, where e.g. many cities (including non-ICC) make pledges to address the local skills gap and reskilling efforts.



European
Commission

Re-skilling track in ICC: What do cities need to tackle their skills gaps



- **Mobilise.** Initiate local partnerships to strengthen skills-ecosystem
- **Measure** local skills demand & local skills availability to determine the gap and needs for skills development
- **Design.** Provide ecosystems with instruments and tools to create a reskilling strategy and roadmap moving forward
- **Implement.** Support these ecosystems to effectively implement **solutions** that reduce skills gaps (tailored training offers, career paths, recognition informal learning, matchmaking initiatives, awareness raising activities, increasing mobility / retention etc)
- **Monitor** progress
- **Evaluate** effect of reskilling strategy and redefine / adjust / continue skills strategy

City's Challenges on Re-skilling

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Please indicate the key challenges your city faces wrt re-skilling. You can select 3 out of:

- Ecosystem mobilisation
- Understanding the skills-mismatch/gap
- Mismatch training/education and industry/SMEs needs
- Financial/funding
- Poor access to support
- Specific skills shortage,
- High impact of automation on workforce
- Other ...



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What are the key challenges your city faces wrt re-skilling?



Ecosystem mobilisation



Insight into the skills gap/mismatch



Mismatch training/education and industry demand



Financial constraints



High impact of automation



Specific skills shortage



Poor access to support



Other

Also mentioned: awareness of citizens of the importance of life-long learning

ICC activities on re-skilling

Potential activities in this thematic track to support cities on re-skilling

Objective of re-skilling in ICC

- **Prepare** cities for transformation – a practical guide with examples to design a reskilling strategy & information on funding opportunities
- **Support** implementation to create impact – on the ground advise for city employees to advance their design of a reskilling strategy (including data-insights, operational support, and training modules)
- **Mobilise** the community – both within the local ecosystem as across cities to grow a network of excellence on skills

Schematic overview of activities (TBC)

Stages of the ICC Advisory services

Activities to support re-skilling in cities



However, the main objective is to match the activities with real city needs!

Themes and activities of most use to cities during ICC

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Please indicate on which topics you would like to learn and what kind of instruments/tools could support the city.



Besides the challenges mentioned earlier:

- Soft skills: which are important, what experience or instruments exist (Regio Emilia)
- H2 engage research centres with enterprises to stimulate innovation; moving them from an inward looking attitude towards opening up for the local ecosystem (Derry)
- Derry happy to share their experience on local partnership initiative that successfully mobilised the ecosystem
- Suggestion for cities to use the ICC brand as means to activate local ecosystems (Technopolis)
- Suggestion to join efforts in building a programme to tackle shortage of digital skills (various cities)
- Potentially, a successful approach on digital skills could be scaled/transferred to other skills areas

Output of the discussion on themes and activities of most use to cities during ICC



Good practices & mentors

Overview of some good practices with the aim of understanding how cities want to learn and collaborate



HOUSE of SKILLS

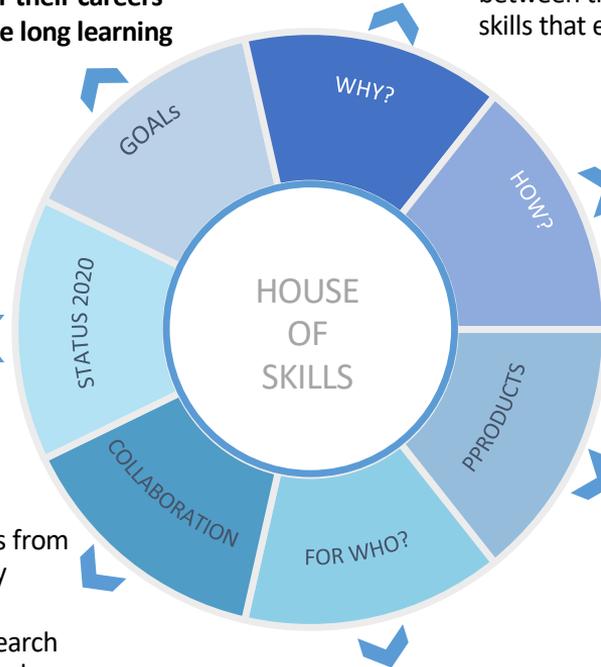
a public-private partnership in the Amsterdam Metropolitan Area that works to transform today's labor market to be more focused on skills and live long learning.



- **Sustainable employability** for less and intermediated educated workers in the region
- Empower employees with more **control over their careers**
- Promote **live long learning**

- Reached **5968** job seekers, employers and other important stakeholders
- **2037** participants followed one of their trajects
- **1493** participants had a career interview with one of their coaches

Bringing together representatives from the business community, industry bodies, employee and business associations, universities and research institutes, the education sector and local government



New technologies and the ageing of the population influences the labor market. The result is a **mismatch** between the skills of employees and skills that employers are looking for.

Changing he labor market:

- From diploma's to **skills**
- From sectoral to **intersectoral**
- From national to **regional**

- Assessment and skills scans
- Career advice
- Skills trainings
- Job matching based on skills
- Platform to employers

SME's, branch organizations, employers, employees and job seekers in the Amsterdam Metropolitan Area

Good practice leading the way to excellence

Espoo's Intelligent Community

- Espoo's own education system has led to citizens of all ages playing an active role in their city's economy and its future. Having already set five **new education-based startups** on their path to international markets, **the KYKY Accelerated Co-Creation program follows a clear model designed by students, teachers, businesses and communities together to allow education tech businesses to implement and experiment** with educational products and services inside the city's schools. The decisions on structure, method and goals are taken collaboratively between the schools and the companies involved. By making these schools into **living labs**, the students get a say in the future of their education and the companies have a real environment in which to test their offerings, ensuring that any products will have been proven to be useful and effective before they are marketed for wider distribution.
- Since its launch in 2016, forty schools have signed up to be a part of the collaboration, with 33,000 people participating in this simultaneous educational and economic development. The **outcomes** have not only been financial gains: the program has led to an increase in the digital skills of both students and teachers, as well as a new understanding of entrepreneurship within the schools.
- Espoo is very focused on the **concept of educational co-creation**. It has several projects based around the idea of connecting students with researchers and industry professionals, including the Aalto University Product Development Project (PdP) course.
- Secondary education, already impressively strong in Finland as witnessed by student performance and general education levels, is being completely redesigned in Espoo to incorporate academic and industrial professionals in a new model called '**School as a Service**' (SaaS).

Good practice leading the way to excellence

Nice: Digital, Web and Design schools

Objectives:

- Create a talent pool in line with company needs to strengthen the innovation ecosystem
- Support companies in transitioning to digital, via training courses tailored to their needs

The Metropole Nice Côte d'Azur wants to support companies opening offices in the urban area by offering training courses focused on the future needs of these partners. The Metropolis is therefore developing a talent pool that will create jobs in the industries of tomorrow. This is particularly true for the key digital sector.

The Metropole and more generally the Côte d'Azur ecosystem is home to a large number of training courses covering information technology, digital and private web.

These training courses in both public and private schools cover a vast field of specialisations which are aimed as much to those under 5 with no or few qualifications (SimplonNice school) as future engineering graduates.

Good practice leading the way to excellence

IT@Cork Skillnet

it@cork Skillnet offers a broad range of training courses to address the varied training needs of our member companies, who operate at all levels across the IT sector and beyond. Our training courses provide exceptional value for money, and are all locally delivered by top trainers. Training can also be tailored to suit the specific needs of your business.

- *Member-Led* – Training courses are organised on the basis of requests from members – our training courses are therefore directly relevant to the needs of members across the IT sector. So if you have one or one hundred employees, we can help you to provide targeted, effective training to help increase productivity, morale and competitiveness.
- *Quality-focused* – Through a rigorous procurement process, we select only the top trainers who work with us to tailor our training to the needs of our members.
- *Cost Effective* – Skillnet Ireland's funding enables us to achieve significant efficiencies, which are passed on to our members in the form of substantially reduced training rates. Also by combining the training needs of our member companies, we are able to achieve significant cost efficiencies which we pass on to our members.
- *Locally Delivered* – All training is provided in the Cork region.
- *Networking & Knowledge-Sharing* – The networks help promote the sharing of information, best practice and business contacts among member companies. Interacting with other member companies on training courses greatly increases your opportunity to learn about the latest developments, share best practice and broaden your network.
- Free membership for It@Cork Member Companies (subject to eligibility)



For discussion

- What can be learned from these good practices? What would you be interested to dig into further?
- What can mentor-cities present in the call today share on the process?
- Do you see opportunities for cross-city collaboration?

What could be topics for collaborative action?

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Please indicate on which topics you see opportunities to collaborate with other cities

