Welcome to Gävle!
Gävle – a growing municipality or...
Growing pains?
Main challenges

- Rising unemployment: among young people
- Base industry: High dependency on traditional process industry
- Lack of competence: no strong tradition of higher education due to full employment historically
- Finance: Lack of capital to stimulate new business & innovation
The future

- **Competence & skills**
  Partnerships

- **Added value**
  Creating perception of added value for companies

- **Sustainability**
  Social – environmental - economic

- **Unique clusters**
  GIT, Radio, Green batteries, Care for the elderly, cellulose fibres
Impact of Economic Downturn

• **Employment and economic trends**
  Already high unemployment figures increased, large number of young unemployed people. Lay-offs flooded the job market with competence and pushed large numbers of unemployed further away from the possibilities of getting a job.

• **Strategy for economic recovery?**
  A Phoenix strategy - develop new businesses, clusters, R&D, based on old industries, combined with emerging markets, in order to create unique products and services in a more global setting.
• **Strategic areas**
  ITC, GIS, renewable energy, radio, tourism, logistics, and raising the educational level of the population.
  Focusing on four perspectives: Innovation, competence, capital & infrastructure.

• **Trends**
  Category C work is leaving for good. Replacements must have a strong strategic/longterm focus.

• **Unemployment and Economic inactivity**
  Gävleborg hard hit by unemployment, when old industries move out. Lack of pre-seed, seed and venture capital in the region. Lack of tradition in new start-ups.
Gävles regional labour market

- Under-average educational level. Under-average percentage moving on to further education after secondary school
- Dependence on industry type of jobs – basic industry represents increasing production value but decreasing job opportunities
- Increasing need to promote diversify in the private sector in order to achieve a positive development and increase in job opportunities
- Structural changes demand a higher as well as broader offer of competence in the municipality and also the region
- The level of education connects clearly with health, the higher the educational level the better the health
Gävle’s aim in participating in ESIMeC

To embark upon a journey leading to a change in attitude towards the need for higher education and the perceived value of it

To create a real change in the attitudes and perceptions regarding higher education, we need several generations. But the first sign of a coming change taking place is an increasing number of students who finish secondary school and choose to continue their studies after secondary school.
Gävle’s strategic aims

- How can we increase interest and motivation towards further education through all ages within the school system?

- How can we change society’s attitude towards education and the importance of it in order to influence and support the decisions of those who are at the stage of choosing between going on to further studies or not?

- How can the business side, the municipality and other actors cooperate in order to stimulate and support insights on the importance of choosing further education as a means to enter on a career?
**Ages and environment**

**Competence**
Identify, analyze and strengthen the surroundings from an age perspective – from an early age – in order to change attitudes and perceived value of further education, with a special focus on entrepreneurial learning, entrepreneurship and innovation.

**A sustainable society**
Achieve and further develop economic / social / environmental sustainability through improved insight / pride / motivation in the struggle for higher education.
What do we want from ESIMEC?

To learn; to share and to develop new skills needed to meet the future, in partnership with the ESIMEC network.

To find ways of being innovative in our approach towards implementing strong and sustainable strategies and action plans.

To develop strategies based on Gävle’s “Vision 2025” that will help implement the structural change needed.

To create a model for lifelong learning and developing action plans on a re-iterating basis.
Ready???