ESIMeC Local Action Plans and MA engagement
ESIMeC – so far…..

• Baseline study
• Theme
  • Demand led workforce development as a tool for sustainable economic recovery and the specific role of medium sized cities
• 5 transnational exchange events
• ULSGs and LAPs
• Capitalisation
• MA engagement
ESIMEC Virtuous circle of sustainable growth

- Partnership (Triple Helix, PPP)
- Long-term demand led Workforce Development Strategies
  - Forecast Skills needs
  - Workforce with skills in demand
- Attract inward investment - Entrepreneurial culture and innovation enhanced
- Sustainable Economic Recovery and resilience
- Retention of skilled workers
- Improved positioning (Image)
Aim of today’s session

• Promote dialogue between the MA’s, network and compare approaches
• Share information on partner LAPs
• Review MA engagement
• Consider how to ensure mutual benefit
Review of partner progress on LAPs

Not a race BUT there is a finishing line.....September 2012
### Review of partner progress on LAPs

<table>
<thead>
<tr>
<th>Category</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the starters blocks</td>
<td>Bistrita</td>
</tr>
<tr>
<td>Lap 1 completed</td>
<td>Cherbourg, Albacete, Besançon, Sabadell, Debrecen, Gävle</td>
</tr>
<tr>
<td>Approaching the finish</td>
<td>Basingstoke</td>
</tr>
</tbody>
</table>
Cherbourg

- Focus: Maritime industries as a driver for economic diversification and recovery
  - Promotion of maritime jobs
  - Review and improvement of professional training offer
- Consultant being appointed Autumn 2011
- LAP draft programmed for February 2012
Albacete

- Focus: Economic recovery through green technologies and energy efficiency
  - Match and broker labour market demand and supply
  - Green skills and new skills for young people (including forecasting)
- Initial LAP draft available
- MA engagement planned
- LAP draft programmed for Spring 2012
Basingstoke

• Focus: Workforce development as part of Basingview regeneration
  – Match and broker labour market demand and supply
  – Employability skills
• Initial LAP draft available
• Identification of specific activities in progress
Debrecen

• Focus: Economic recovery and growth through research, development and innovation
  – Match and broker labour market demand and supply
  – Entrepreneurship and innovation skills
  – Workforce development and lifelong learning
• Overview LAP draft available
• Final draft due end 2011
• Final LAP due September 2012
Gävle

- Focus: Changing attitudes to education
  - Contributing to economic recovery and growth
- Workshops – Dec, Jan and Feb:
  - Inventory of Stakeholder Activities
  - Game “How to change Attitudes”
- 2 x external experts
- 1st draft programmed February 2012
- Final LAP June 2012
Bistrita

• Focus: Industrial park development
  – Contributing to economic recovery and growth
  – Creation of new workspaces
• External expert to be appointed Spring 2012
• Final LAP June 2012
Sabadell

• Focus: Development of business support services
  – Comprehensive review including training and skills provision
  – Broker labour market demand and supply
• Workplan to be developed after Sabadell Transnational meeting
• Final LAP ??
Besançon

• Focus: maximising economic value of cultural and artistic activities
  – Comprehensive review including training and skills provision
  – Integration of skills and training issues

• Sectoral sub groups and 1:1 meetings rather than full ULSG

• Actions to be defined by end 2011

• Final LAP ??
Questions to consider:

• Does each LAP embed the overall theme of ESIMeC?:

An adaptable workforce for local economic growth and resilience

• What advice would you give the other partners?
• How do we engage MA’s in this process?
ESIMeC Information on MAs (from AF – reminder)

• Promote dialogue between the MA’s, network and compare approaches
• Strengthen cooperation between MA’s and ESIMeC partners
• Raise awareness amongst MA’s of challenges of medium sized cities
• Discuss “fit” of ESIMeC theme – workforce development – with current and future Structural Fund Programmes (ERDF and ESF)
• Explore potential funding streams to support implementation of activities included in LAPs
Reminder of ESIMeC MA Context

• Gävle meeting results
  • No one size fits all
  • Partners need to meet and talk to Managing Authorities and compare notes / define areas of mutual benefit
• Focus on 2014-2020 programming period
Recap of MA engagement to date

- Member of ULSG in Cherbourg, Debrecen and Gävle
- Studies planned in Gävle and Cherbourg
- Developing contact in Bistrita, Besançon, Albacete and Sabadell
- MA restructuring in UK (Basingstoke)

Question: Is it effective? Are we achieving what we set out to achieve?
ESIMeC Learning sets
Engaging MA’s
A reminder of the resources and tools available
LAP Guidance and Template

LOCAL ACTION PLAN
TEMPLATE AND GUIDANCE

Background and Introduction
This document aims to help OESIMec partners with the production of their Local Action Plans. It provides information and guidance on:
- what should be included
- how it should be structured
- approximate length

The information provided is for guidance only and does not specify that Local Action Plans fit a fixed content. Therefore, there is no obligation to use the guide or the template's suggested structure within it.
LAP review and monitoring tool

<table>
<thead>
<tr>
<th>City Name</th>
<th>Contact Person</th>
<th>Self-assessment process undertaken? Y/N</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Theme or Title of City Local Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Aim of the LAP</td>
</tr>
<tr>
<td>OR date by which this information will be available</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key challenges faced by the city which the LAP aims to address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Xxx</td>
</tr>
<tr>
<td>2. Xxx</td>
</tr>
<tr>
<td>3. Xxx</td>
</tr>
<tr>
<td>4. Xxx</td>
</tr>
<tr>
<td>OR date by which this information will be available</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Main objectives of the LAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Xxx</td>
</tr>
<tr>
<td>2. Xxx</td>
</tr>
<tr>
<td>3. Xxx</td>
</tr>
<tr>
<td>4. Xxx</td>
</tr>
<tr>
<td>OR date by which this information will be available</td>
</tr>
</tbody>
</table>
# LAP Self Assessment Tool

## Self-Assessment Tool for Local Action Plans

<table>
<thead>
<tr>
<th>Local Action Plan</th>
<th>put name of your city here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>put network name here</td>
</tr>
<tr>
<td>Completed by</td>
<td>put your name here</td>
</tr>
</tbody>
</table>

### Instructions

For each indicator (row) complete the score column by entering a score between 1 and 5 where 1 is weak and 5 is strong. You can use the scoring criteria on the right to see what score to give. Complete the evidence column for each indicator. The radar plot and summary scores at the bottom of the table will be calculated automatically.

## 1 - PROCESS OF ACTION PLAN

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Score awarded out of 5</th>
<th>Evidence for score - why was the score given</th>
<th>Indications for scoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of how the action plan was developed with the partners</td>
<td>0</td>
<td></td>
<td>score 1: not addressed, score 2: thin description, score 3: clear outline of how the ULG worked, score 4: consultations held with stakeholders, score 5: meetings held with all stakeholders</td>
</tr>
<tr>
<td>Consultation meetings with stakeholders (who are not part of ULG)</td>
<td>0</td>
<td></td>
<td>score 1: no meetings held with stakeholders, score 2: small number of meetings, score 3: meetings held with all stakeholders</td>
</tr>
<tr>
<td>Total Score</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## 2 - CONTENT OF ACTION PLAN

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Score awarded out of 5</th>
<th>Evidence for score - why was the score given</th>
<th>Indications for scoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisation of document</td>
<td>0</td>
<td></td>
<td>score 1: no coherent structure, score 2: some structure but no progression, score 3: clear logical progression from description of situation to problem analysis to proposed actions</td>
</tr>
<tr>
<td>Coherence of objectives with actions and indicators</td>
<td>0</td>
<td></td>
<td>score 1: solutions do not have link to problems, score 2: not much linkage, score 3: solutions and indicators relate clearly to problems</td>
</tr>
<tr>
<td>Evidence to support definition of problem</td>
<td>0</td>
<td></td>
<td>score 1: no data presented on problem, score 2: some data presented, score 3: full and comprehensive data presented</td>
</tr>
<tr>
<td>Problem analysis</td>
<td>0</td>
<td></td>
<td>score 1: no problem analysis, score 2: weak attempt at problem analysis, score 3: clear problem analysis based on evidence from data, causes and effects identified</td>
</tr>
<tr>
<td>Option analysis - does the plan show that other options were</td>
<td>0</td>
<td></td>
<td>score 1: no other options looked at, score 2: options identified but no evaluation, score 3: different options have been considered and evaluated</td>
</tr>
</tbody>
</table>

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**Connecting cities Building successes**

**ESIMEc**

**Economic Strategies Innovation and Medium sized Cities**

**European Union**
Thanks for your attention