

## ESIMeC EVENT 6

**Sabadell, 22 and 23 November 2011**

### Programme

#### Event topic:

#### Key questions to be addressed during event:

- How can medium sized cities progress workforce development initiatives as an integral part of their economic strategies?
- How can they integrate workforce development into a comprehensive business support offer (particularly for SMEs)?
- What sort of tool do ESIMeC partners want to help them forecast future skills need to match supply and demand?

### DAY 1 – Tuesday 22 November

Delegates to meet in hotel reception at 08.00.

#### Morning

**09.00 – 09.30**

#### **Welcome and Introductions**

Managing Director of Vapor Llonch and Councillor in charge of Economic Development

**09.30 – 10.30**

#### **Focus on Sabadell:**

- Local initiatives for business support and workforce development
- Brokering relations between jobseekers and employers
- Linking workforce development, innovation and entrepreneurship

#### Speakers –

- Francis Zanuy, Training and skills manager, Vapor Llonch, Promoció Econòmica de Sabadell
- Anna Moner, Employment brokering manager, Vapor Llonch, Promoció Econòmica de Sabadell
- Iolanda Repullo, Business development manager, Vapor Llonch, Promoció Econòmica de Sabadell

**10.30 – 11.00**

**Break**

- 11.00 – 12.30**      **Focus on Sabadell's Local Action Plan + ULSG meeting**  
Brief overview of the city's Local Action plan's topic and key objectives
- Gerard Mayol, Vapor Llonch, Promoció Economica de Sabadell

Interactive groupwork  
Partners and Local Support Group address some key questions to support the development of Sabadell's LAP.

Session facilitated by D. Garnier and A. Partridge

- 13.00 – 14.00**      **Buffet lunch**

Afternoon

- 14.30 – 16.30**      **ESIMeC partnership meeting – focus on Managing Authorities**
- Local Action Plan development
  - How to engage MAs in the development of the Local Action Plans: what are MAs looking for?

Interactive session facilitated by A. Partridge  
Participation of Raffaele Barbato, URBACT Secretariat

- 16.30 – 16.45**      **Break**

- 16.45 – 17.45**      **Mid-term project evaluation**  
This session aims to complete a mid-term assessment of ESIMeC

- How is ESIMeC progressing so far? Is the project meeting partner expectations? What's been achieved? What's still to do? Anything missing?
- What key learning has ESIMeC facilitated? How can this learning be incorporated in the Local Action Plans?
- What support do partners need which is not currently offered to help them achieve their ESIMeC goals?

- 17.45 – 18.15**      **ESIMeC Corner**
- ESIMeC partners share good practice on innovation and technology transfer

- 20.30**                      **Dinner**

## DAY 2 – Wednesday 23 November

Delegates to meet in hotel reception at 08.00. Delegates staying overnight in Barcelona after the study visit and dinner are requested to take their luggage with them.

### Morning

#### ESIMeC masterclass + ESIMeC fishbowl

- **09.00 – 10.30 ESIMeC Masterclass**  
**Key focus: breaking down policy silos**

#### Key questions:

- How can medium sized cities break down silos to link economic and employment development?
- How can medium sized cities integrate economic and employment strategies?
- How can medium sized cities develop a comprehensive business support offer to include training and skills support?
- How can medium sized cities engage employers in this process?

#### Speakers:

- The Big Picture: breaking down silos in economic and employment policies and engaging the relevant stakeholders to match skill supply and demand  
**Mike Campbell**, Former Director of Research and Policy, UK Commission for Employment and Skills. Mike has also undertaken work for the OECD, the ILO, the European Commission and the World Bank  
([www.professormikecampbell.com](http://www.professormikecampbell.com))
- The support angle: the role of business support intermediaries in facilitating a comprehensive business support offer to include training and skills – assessing the needs of businesses and developing training  
**Mike Lunch**, Vital Six Ltd, an organisation that supports the development of high growth businesses (<http://vitalsix.co.uk>)
- The business angle: what do businesses need as part of an integrated business support offer including training and skills  
Speaker: representative from a local SME

**10.30 – 11.00**      **Break**

**11.00 – 13.00**      **ESIMeC Fishbowl**

Keynote speakers from the Masterclass start the debate on how to integrate training and skills into a comprehensive business package offer based on the Masterclass presentations.

**13.00 – 14.00**      **Lunch**

Afternoon

**14.00 – 15.30**      **ESIMeC partnership meeting – skills forecasting**

Topic: Developing the ESIMeC skills forecasting tool: what are the needs of ESIMeC partners?

The aim of this session is to define what ESIMeC partners would like the skills forecasting tool to achieve and how it would need to work. The information gathered in this session will help develop the specifications to commission an external consultant that will devise the tool.

Session facilitated by A. Partridge and D. Garnier and to include local ULSG members

**15.30 – 16.60**      **Event debrief**

- ESIMeC event 6 evaluation
- Key learning: summary of the key learning points of the event
- Next event: ESIMeC event 7 - Cherbourg - Wednesday 29 February and Thursday 1 March 2012

**16.45 – 18.30 Study visit – a case study**

16.45-17.30 Transfer by coach to Barcelona city centre

17.30-18.30 Study visit:

Partners will take part in a study visit at the offices of Barcelona Activa focusing on the work the agency has done in supporting business with training and skills development.

Barcelona Activa is the city's economic development agency and has done extensive work in supporting local businesses and promoting economic and workforce development

For more information log on to [www.barcelonaactiva.cat](http://www.barcelonaactiva.cat)

**21.00**

**Dinner in Barcelona**

Partners have the choice to find a hotel in Barcelona or return to the hotel in Sabadell

**End of event 6**