

ESIMeC TRANSNATIONAL EVENT 4

Gävle, Sweden - 21 and 22 June 2011

FINAL PROGRAMME – PARTNERS/SPEAKERS

(For optional activity on Monday 20 June, see last page)

DAY 1 - TUESDAY 21 JUNE

Morning:

8.30am – 12pm Focus on Gävle – presentations and Q&A sessions

- Local challenges and projects on workforce development
 - Presentation on specific activities targeted at young people and to foster co-operation between education, business and municipality
 - Speakers: Göran Arnell, Municipal manager, Helena Ribacke, Head of department of Trade and Industry, Birgitta Pettersson, director of department of Education and Labour, Maria Eliasson, Bergby elementary school, Sofi Jonsevall, department of Education and Labour
 - ULSG meeting – Discussion groups creating input to Gävle's LAP – promoting the value of higher and further education to employers and young people
- A holistic and entrepreneurial approach to education:
 - How to inspire and boost interest in further/higher education skills at all ages?
 - How to change society's attitude towards further/higher education and skills and assist individuals when faced with the choice between ending school and continue education?
 - How to create successful partnerships from a quadruple helix perspective in order to create insights and inspiration regarding the need as well as the benefit of further/higher education?

12pm – 1pm: Lunch

Afternoon:

1pm- 3.30pm:ESIMeC Partnership Meeting – training session and interactive workshop

- Focus: Working with managing authorities: training session and interactive workshop
 - Key questions
 - Why should Managing Authorities be involved in ESIMeC?
 - How to engage effectively with Managing Authorities?
 - How to meet Managing Authorities' expectations?
- Facilitators: Alison Partridge, ESIMeC Lead Expert and Raffaele Barbato, URBACT Secretariat

3.30pm – 3.45pm: Partnership update – reprogramming

- Open discussion on the implications of Charleroi leaving the partnership and the process for reprogramming

4pm – 5.30pm: ESIMeC Corner – exchange on good practice

- ESIMeC partners present some good practices
 - technology transfer and innovation (teacher: Sabadell)
 - fostering entrepreneurship (teachers: Albacete, Sabadell and Gävle)

8pm Dinner

- Partners to meet at 7.30pm at the hotel

DAY 2 - WEDNESDAY 22 JUNE

Morning

8.30am – 12.00pm: ESIMeC Masterclass + workshop (fishbowl)

- Topic: “preparing young people for the 21st century economy: raising ambition and aspirations and linking education and training to the world of work”
 - Speakers:
 - Eddy Adams, expert on youth employability
 - Karl Nässén, Youth strategist, municipality of Gävle, Presentation on the results of a regional survey on young people and the Local Youth Political Programme
 - Stephen Sheedy, Principal of Queen Mary’s College, Basingstoke
 - Young people from Gävle

Fishbowl participants to include speakers plus young people, careers service, employment service, training and education providers and policy makers, employers and employer representatives

12.00pm – 1.30pm: Lunch

Afternoon

1.30pm – 4pm: ESIMeC Training session + workshop

- Topic: “positioning medium sized cities” (destination marketing and inward investment)
 - Trainer
 - Helen Butler, Welsh Assembly Government
 - Case study
 - City of Jyväskylä - The Human Technology City
Susanna Makinen, International Communication and PR Officer, Regional Development Company Jykes Ltd., Jyväskylä
 - Gävle Convention Bureau
Tove Elvelid, Director of Tourism, Municipality of Gävle
 - Key questions:
 - Identifying strengths and opportunities for positioning medium sized cities
 - Developing a Unique Selling Point

4.30pm – 5.30pm

- ESIMeC corner: 1 topic – Cultural industries and tourism (teachers: Cherbourg, Besançon and Albacete)
- Event debrief and evaluation
- Next event

6pm

Dinner

7pm – 8.30pm

Site visit: Gävle Technology Park including presentations of FPX-Future Position X (Europe's leading GIS-cluster), Open Care – IT-solutions and private/public collaboration in elderly care and Movexum, regional business incubator.

OPTIONAL ACTIVITY

MONDAY 20 JUNE

Visit to Gasklockorna:

- City of Gävle's old gasometers that are being transformed into a cultural and business quarter
 - Presentation on the redevelopment of an run-down and polluted area into a vibrant cultural centre
 - Discussions on how to achieve the right mix of activities and companies in the area

Participants: Besançon and Gävle