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PROMOTING INCLUSIVE LABOUR MARKET IN CITIES

EUROCITIES SOCIAL AFFAIRS
FORUM

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Inclusive Labour Market

Everyone of working age can participate in paid work especially vulnerable and disadvantaged people

- Improving employability
- Removing barriers to work
- Flexible & Integrated public services





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Is there a role for cities?

- Home to three-quarters of the EU population
- Account for 85% of the GDP of the EU
- Key source of 'inclusive growth'
- Unique insight on local labour market





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But also

- Rise in urban poverty, unemployment, NEETs
- Social polarisation and inequalities
- Deprived urban areas
- Need to ensure territorial cohesion



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How cities can connect
vulnerable and disadvantaged
people

with the economic and
employment opportunities ?



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EUROCITIES Declaration on Work February 2015

A commitment from cities to
create a more inclusive labour
market

EUROCITIES represents over 130 cities





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2015 Research: How cities are promoting Inclusive Labour Market ?

Inspiring examples from 12 cities

Barcelona, Essen, Ghent, Gothenburg,
Helsinki, Izmir, Madrid, Nacka,
Newcastle, Preston, Tampere, Tilburg

**PROMOTING
AN INCLUSIVE
LABOUR MARKET
AT LOCAL LEVEL**

SOCIAL INVESTMENT IN CITIES



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GREEN JOBS FOR SOCIAL INCLUSION



2015 Research:

Harnessing the green economy for creating inclusive labour market in cities

Encouraging examples from 12 cities

Amsterdam, Antwerp, Barcelona, Berlin,
Birmingham, Newcastle, Brussels,
Glasgow, Gothenburg, Oslo, Rennes,
Tampers, Zagreb



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Our key finding:

Cities have a number of tools at their disposal to create an inclusive labour market



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What are the cities tools?

➤ **Social clauses in public procurement**

- Ensuring benefits from economic investments go to the local people - acting on the demand side
- Companies employ and training local people
- Supporting social enterprises - protected labour market for vulnerable people



➤ Matching vocational education and training with local labour market needs

- Partnering with local businesses, trade unions, education providers to design VET based on local labour market needs.
- Engaging local employers to offer work experience and training
- Local employment services assessing people skills and directing them to the right training



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➤ Supporting entrepreneurship

Support people to create their own business and social enterprises through:

- Grants
- Training & business coaching
- Start-ups & businesses incubators



- **Providing a highly individualised pathway into employment for the most marginalised**
- Working with national job centres to create highly individualised support package
- Working with NGOs to reach out people, motivating & supporting them in labour insertion programmes



➤ Reducing barriers to employment

- Providing services in line to people needs: for example flexible child care with longer opening hours, night & weekend and emergency child care
- Coordinating social services with employment support to better address people needs



Conclusion 1

A better recognition of the role of cities in delivering inclusive labour market is necessary



Conclusion 2

Local partnerships are necessary to harness the knowledge, expertise, economic resources and regulatory power of all stakeholders



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Today is the opportunity to:

- Discuss the findings & conclusions with all relevant stakeholders
- Identify obstacles, challenges and solutions
- Feeding into our future work: Feb 2016 Round Table on Work and Mutual Learning Programme



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**Thank you
for your attention**