

IZMIR



SEYHAN TOTUK

IZMIR METROPOLITAN MUNICIPALITY,
STRATEGY DEVELOPMENT DEPARTMENT,
EU AND GRANT PROJECTS DIRECTORATE

SEYHANTOTUK@IZMIR.BEL.TR

WWW.IZMIR.BEL.TR/

PROJECTSINACTION/308/584/EN



IZMIR CITY COLLEGE PROJECT

A TAILORED SET OF VOCATIONAL EDUCATION AND SKILLS DEVELOPMENT COURSES FOR THOSE FURTHEST FROM THE LABOUR MARKET.

Izmir Metropolitan Municipality (IMM) is the third largest city in Turkey and according to data from 2013 from the Turkish Statistical Institute, the unemployment rate in Izmir is around 15.4% (the average rate in Turkey is 9.7%). In 2012 the women's unemployment rate in Izmir was 21.2%, 25.6% for young people, and 28.8% for the long term unemployed.

In the period 2006-2014 the Izmir Metropolitan Municipality decided to focus on a comprehensive approach to tackle unemployment, especially that of young people, women and low income families and was promoted by the IZMEB programme (Vocational Education and Skills Training Courses). In 2015 the IZMEB programme was structurally renewed and turned into the 'Izmir City College Project'.

KEY FEATURES OF THE PROGRAMME

- The programme started in January 2015 and it is coordinated by the Izmir Metropolitan Municipality and partially funded by the Izmir Development Agency.¹
- The target groups are: unemployed young people, women, the long term unemployed and companies that are in need of qualified staff. Additional targets are active workforces in need of specialisation and requalification as well as technical high schools and university students.
- The main aim is to enhance the employability of the target groups through the provision of different VET courses in a newly established VET city college tailored to the needs of the local labour market. The college is supported by the city council in close cooperation with the local private sector and VET institutions. Some of the programme partners include: Yaşar University R&D Application Centre, the Ege University Solar Energy Institute, the Aegean Region Chamber of Industry and the Izmir Union of Chambers of Tradesmen.
- Partnership is ensured by a steering committee where all the stakeholders are represented. Specific agreements are signed with private companies in order to foster the link with actual job opportunities.
- Specific local labour market analysis and skills forecasting are undertaken in order to design tailor made courses focused on addressing the skills mismatch at local level. For example, labour market analysis will identify the five most promising economic sectors in demand of labour for the next five years and the VET course will be designed accordingly.
- There is a clear focus to develop soft skills, as well as entrepreneurial skills and provide vocational guidance.
- The final aim of the programme is to enhance Izmir's competitiveness and economic development in key sectors and bring innovation to vocational education. For this reason, a specific focus is given to promoting entrepreneurship through Fablabs, a technical prototyping platform for innovation and invention.

¹ Other programme contributors are: Izmir Directorate of Turkish Employment Agency, Ege University Vocational School, Young Businessmen Association of Turkey Aegean Branch, Aegean Free Zone.



11 COURSES
LOCATED IN
DIFFERENT
NEIGHBOURHOODS
AROUND THE CITY



20,479
PEOPLE
GRADUATED

RESULTS

The 'Izmir City College Project' is based on the previous initiative IZMEB (Vocational Education and Skills Training Courses). Below are the results of the IZMEB project:

- The IZMEB training courses reached disadvantaged groups with 11 courses located in different neighbourhoods around the city.
- IZMEB provided free courses in 62 branches around the five priority economic sectors but also on languages, contemporary and traditional arts, cooking, music, etc.
- Between 2006-2014 a total of 20,479 people graduated from these courses.

SUCCESS FACTORS

- A detailed labour market analysis and skills forecasting led to the identification of 20 of the best VET pathways and related courses needed in the city.
- The focus on entrepreneurial skills development and training them to create prototypes, designing five year business plans and commercial strategies.
- A large dissemination and awareness raising about the project addressing the target groups, relevant public bodies, businesses and NGOs.

INNOVATION

- Governance structure: the project aims to create synergies between vocational education, employment opportunities and industry needs and improve cooperation between local stakeholders.
- Holistic approach to VET activities: the designing of courses based on the labour market and local economy analysis including key sector assessments and provision of on-the-job training.
- Wide target groups: not only the unemployed and the long term unemployed but also the active work force between the ages of 15-64 years old in need of a qualification.

CHALLENGES, RECOMMENDATIONS & WORK FOR THE FUTURE

Cooperation with partners and stakeholders can be very challenging. To cope with this the project set up consultations, surveys and visits for all involved.

Even though the financial sustainability of the project is assured by IMM and Izmir Development Agency - which covers 75% of the project's budget together - looking for more sources of funding could be one of the next challenges.

The integrated approach of designing VET pathways tailored to the local labour market is a model that could be shared with other municipalities and implemented in pilot projects.

Particular attention must be paid to the accreditation and certification process as skilled trainees with a globally recognised certificate will find it easier to demonstrate to employers that they have the right knowledge, experience and education.

