

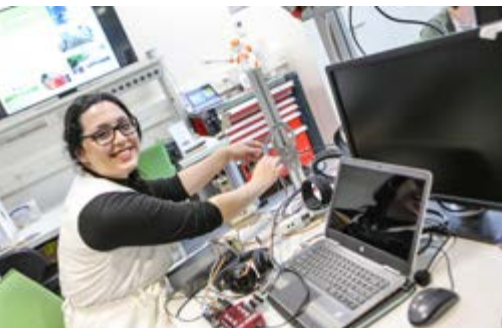
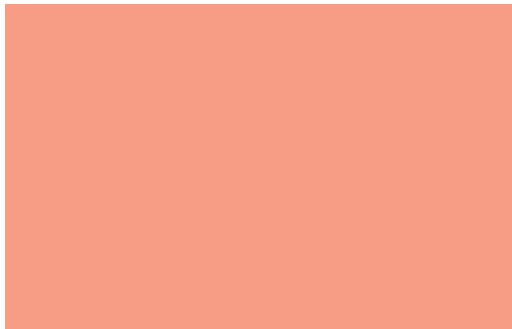
## Invitation and programme

# European city seminar -

# New skills for an inclusive labour market

25-26th of September 2017

Netwerkstad Twente- City of Hengelo and City of Enschede (NL)



draft programme 18.07.2017

# Invitation



**Theme:** This seminar in Netwerkstad Twente\* will focus on the challenges related to the transitions in the economy and what Europe can do to help create employment opportunities. Because of fast-changing technologies and innovations, our society and job requirements are changing rapidly. This requires a different approach in how and what we are teaching our children to prepare them for the labour market of the future. Developments like our Technical Pact Twente, designed to introduce the youth to technical studies. And, for example, the LEGO Education Innovation Studio that creates educational programs together with education experts and researchers from Twente. In the studio school children develop an interest for technical studies and jobs through play and experimentation with Lego. Please join us on the 25th and 26th of September 2017 so you can visit the Studio during the seminar.

**Goal:** By organising the seminar in Twente, we hope to match good practices, ideas and projects with those from other European cities, and to obtain broad inclusive solutions that can resist global economic changes. Our main goal is developing many career opportunities at all levels and it is very important to keep investing in jobs and skills. Together with the Province of Overijssel we continue to invest in our region so it can be an attractive region to study, live and work in. Our cities are ideally located at the German border, which offers opportunities for new cross-border labour market initiatives.

**Programme:** one of our key messages for the seminar will be that cities and regions play an important role as active partners in securing sufficient job opportunities for both high and low-skilled jobs, thus ensuring social and economic stability. Our cities want to organise site visits and workshops with the following themes for you:

- Enhancing **new skills** needed for the fast-changing society and economy.
- Ensuring that those with a **distance to the labour market** get a chance to be part of an inclusive labour market through skills and jobs that match.
- Looking for opportunities **cross border** by opening up the labour market across the border where there is a shortage of employees.

With these themes, we hope to come closer to answering questions that are high on the priority list of all European cities. How do we open up jobs for those who have been unemployed for a long period of time, or those who would like to work more, or for disadvantaged youth? How do we connect education, and skills, to our economy and society, which is becoming more and more innovative? According to recent data the European unemployment rate is slowly going down. However, cities need to continue their efforts in assisting their citizens to be employed in fair, suitable jobs and in providing support in developing skills for the fast-changing labour market.

\* *Netwerkstad Twente or networking city Twente consists out of the five cities Enschede, Hengelo, Almelo, Oldenzaal and Borne working closely together. We are an active member of the network Eurocities.*

**Location:** Netwerkstad Twente is located in the region of Twente in the East of the Netherlands and is part of the Euregio with more than 3 million inhabitants. Twente is an entrepreneurial high-tech region with a pioneering state of mind. Companies, local governments, education and knowledge institutes work together to constantly create answers to societal challenges to get a head start in our fast-changing economy. Our region delivers a high number of start-up companies and our high-tech implementations lead to new products and services. Our ecosystem makes our region attractive for high-tech companies, students, professionals and investors.

We would like to inspire you with our new projects, ideas, outstanding meeting facilities, and our green environment and hope you will come and meet us on the 25th and 26th of September. Please sign up [here](#).

With kind regards,



**Jan Bron**, Alderman and vice mayor  
of City of Hengelo, Netwerkstad Twente



**Eddy van Hijum**, Member of the executive  
Council of the Province of Overijssel

# Programme

## **Sunday 24 September 2017 (optional)**

Location Proeflokaal, Tuindorpstraat 61, Hengelo (tbc)

19.30		informal dinner (at own expense)
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## **Monday 25 September 2017** Location ROC van Twente, Gieterij 200, Hengelo

9.30	Registration and coffee	
10.00 - 10.20	Official Welcome	<ul style="list-style-type: none"><li>• Jan Bron, Alderman and vice mayor of City of Hengelo, Netwerkstad Twente</li><li>• Eddy van Hijum, Member of the executive Council of the Province of Overijssel.</li><li>• Moderator Sandy Nijhuis</li></ul>
10.20 - 10.55	Keynote speaker	Duco Bannink, on the Labour Market Dynamics and the Social Cohesion in Europe. What are the fast-changing technologies and innovations our society should be prepared for?
10.55 - 11.30	Keynote speaker	Ton Heerts, on what approach is required in education to prepare our children for the labour market of the future.
11.30 - 11.45	Short coffee break	
11.45 - 13.00	Panel discussion	Discussion on how can companies, local governments, education and knowledge institutes work together to constantly create answers to societal challenges to get a head start in the fast-changing economy in Europe? Panellists: <ul style="list-style-type: none"><li>• Ton Heerts</li><li>• Eddy van Hijum</li><li>• Duco Bannink</li><li>• Olga Strietska-Illina (tbc)</li><li>• Jonathan Barr (tbc)</li><li>• Lambert van Nistelrooij (tbc)</li></ul>
13.00 - 14.00	Networking Lunch	Possibility of a short tour of the Gieterij building of 30 minutes. Leaving at 13.30hrs. The group can accommodate up to maximum 20 persons.

<b>14.00 - 15.30</b>	<b>parallel sessions (please select either from critical friend reviews or from workshops)</b>	
<b>Critical friend reviews*</b> 1. Critical friend review 1 subject Technical Pact Twente, site visit Legolab 2. Critical friend review 2 subject The promise of Twente, site visit VSO Proschool  * In a critical friend review colleagues who work on similar subjects but in different cities or contexts meet and evaluate one another's projects or policies. They learn about how others are tackling the situation and can see their own work in a new perspective.	<b>Workshops</b> A. Social impact bond-Working in Germany B. Discussion with local entrepreneurs about the labour market of the future	
<b>15.30 - 17.30</b>	<b>Site visits</b>	
<ul style="list-style-type: none"> <li>• Critical friend review 1 - Legolab</li> <li>• Critical friend review 2 - VSO Proschool</li> </ul>	<ul style="list-style-type: none"> <li>• ROC, enterprising regional training centre for vocational education and training and adult education</li> <li>• Regional organisation for entrepreneurs (ROZ)</li> </ul>	
<b>20.00</b>	<b>Dinner</b>	<i>Location Jaargetijden, Parkweg 49, Enschede</i>

**Tuesday 26 September 2017** Location City Hall, Langestraat 24, Enschede

<b>8.45 - 9.00</b>	<b>Welcome</b>	by Patrick Welman, alderman and vice mayor city of Enschede
<b>9.00 - 10.30</b>	<b>parallel sessions</b>	
<b>Critical friend reviews (follow-ups)</b> 1. Critical friend review 1 subject Technical Pact Twente 2. Critical friend review 2 subject The promise of Twente	<b>Workshops</b> C. Project Go Getter with dreams (doorzetters met dromen) D. Practice centre process technology ROC van Twente	
<b>10.30</b>	Short coffee break	
<b>10.30 - 12.45</b>	Speednetworking session	Three rounds of 30 minutes each. Do you have an idea or project that you want to present during the speednetworking session? Please fill in the application form before 11 September. Moderator: Rianne Driessen
<b>12.45</b>	Lunch and Closing of seminar	By Mariska ten Heuw, alderman and vice mayor of Hengelo
<b>13.30 - 18.00</b>	Eurocities working group Smart Social Inclusion	(for Eurocities members only) <a href="#">Sign up here.</a>

## Overview of the speakers

- **Juliette Walma van der Molen**, professor doctor and director of Centre for Science Education and Talent Development (SETD) University of Twente, Institute for Teacher Education, Science Communication & School Practices (ELAN) (tbc)
- **Duco Bannink**, professor at faculty of social sciences at University of Amsterdam
- **Ton Heerts**, president of the branch organisation for secondary Vocational Education and Training (VET) in the Netherlands
- **Olga Strietska-Ilina**, Team Leader of Work Area Skills Strategies for Future Labour Markets Skills and Employability Branch Employment Policy Department International Labour Organisation (tbc)
- **Jonathan Barr**, expert at OECD LEED (local employment and economic development department) (tbc)
- **Lambert van Nistelrooij**, member of European parliament, commission regional development (tbc)
- **Ton Beune**, programme director Technical Pact Twente
- **Timo Keuken**, team leader of compulsory education for the municipality of Enschede
- **Tjalling de Vries**, control and financing consultant within the Social Domain of the municipality of Enschede
- **Ingrid Hoogervorst**, project Go Getters with dreams (doorzetters met dromen)
- **Annet van Mazijk**, director ROC, enterprising regional training centre for vocational education and training and adult education
- **Sharon Leuvelde**, advisor communication ROZ, regional organisation for entrepreneurs

## Critical friend reviews

### 1. Critical friend review – Technical Pact Twente (Techniek Pact Twente)

Techniekpact is an agreement between governmental, educational and business representatives to enhance the connection between education and the labour market in the technical sector to reduce the shortage in technical employees. The main goal is to assist young people in choosing an education in technical areas. They aim for an increase of 20% of students who choose for a technical study. Other goals are to make students and graduates aware of the possibilities of working in this field. And employers need to show a modern perspective by assisting their employers by offering them interesting positions and possibilities to grow. We visit the LEGO Education Innovation Studio.

### 2. Critical friend review- Twentse belofte

Schools and municipalities work together in this programme to make sure that youth between the ages of 12 and 23 without a basic qualification receive good support to enlarge their chances on the labour market and to be included in society. The partners make sure that youth is being guided from school to school or from school to work. It is interesting to see how the Region of Twente keeps in touch with the youth, even after they leave school.

## Overview of the workshops

### A. Social Impact Bond 'Working in Germany'

The goal of the Social Impact Bond (SIB) 'Working in Germany' is to create sustainable matches between German employers and jobseekers in the city of Enschede. Enschede, the Start Foundation, ABN AMRO bank and BOAS Werkt have initiated an innovative partnership to offer Enschede residents who receive unemployment benefits attractive job opportunities in Germany. We invite you to visit the Handwerkerschaft in the city of Rheine to experience how the participants follow extensive training to work in Germany. This is just a short trip across the border. We also want to present to you our idea of a Health Impact Bond.

### B. Discussion with local entrepreneurs about the labour market of the future

(moderator Sandy Nijhuis)

Speakers: Olga Strietska-Ilina, Jonathan Barr, Michael van Straalen, Ben Kuipers, Eddy van Hijum,

### **C. Project Go Getters with dreams (Doorzettters met dromen)**

'Project Go Getters with dreams' is an initiative that encourages employers to give people with disabilities access to the labour market. The project emphasises sustainable deployment. Municipalities in Twente agreed to create 125,000 jobs for these go getters. Entrepreneurs in Twente will actively share their experience with this target group in order to get other entrepreneurs on board.

### **D. Practice centre of process technology in the east of the Netherlands ROC van Twente (Praktijkcentrum Procestechologie Oost NL van ROC van Twente)**

In the years ahead, process operators, in both the food and non-food industries, will be highly sought-after employees. Great for the employees in question, not so much for the companies. After all, they want to have options. For this reason, they are focusing on more goal-oriented training or, to be more specific, the link between grey and green. The practical centre is creating a collaboration between education and businesses in order to share more facilities, specialists (and specialities) and other resources. The first task will be to create innovative study programmes for both the youth and working people. These programmes are intended to teach students how they can retain their labour market value as qualified employees. The second task is to tackle the rapidly increasing shortage of operators due to staff retirement. As a result, increasing the influx of new personnel is an important mission for the practice centre.

## **Overview of the site visits**

### **Legolab**

The LEGO Education Innovation Studio is a way to familiarise children with technology from a very early age. Schools can use the studio in order to integrate technology in the existing curriculum. In collaboration with teachers who are training primary school teachers, special workshops will be created based on LEGO Education. Additionally, students currently enrolled in teacher training programmes can coach children, as well as experience the technological developments for themselves. This will help them in teaching the subject of Science and Technology, which is set to become a mandatory subject in the Netherlands in 2020.

### **VSO Proschool**

The school's task is to recognise societal developments as well as developments on the labour market, and to tailor its education accordingly. The goal is to create challenging education in which young people take the initiative, operate independently and become less dependent on assistance. The student will become increasingly responsible for their own learning and developmental process. Education itself focuses on the social, emotional, creative and cognitive development. Internships play a pivotal part. The student's interest and motivation are the driving force.

### **ROC, enterprising regional training centre for vocational education and training and adult education**

ROC van Twente is the leading educational institution for secondary vocational education and adult education in the Twente region. Students take individual subjects, do internships, and work together on projects or practical assignments. ROC van Twente wants to become an educational service provider in the region and offers an innovative educational programmes for that purpose. Especially for the many adults who want to continue working on their own professional development, who want to engage in life-long learning. This is made possible through business and trade-oriented training courses, (extracurricular) courses and other educational programmes.

### **ROZ**

(Regional organisation for entrepreneurs) will show you the entrepreneur's side of the inclusive labour market. Everything in the area of entrepreneurship and social entrepreneurship, whether you want to start a business or you already have a business, or if you want to become a social entrepreneur.

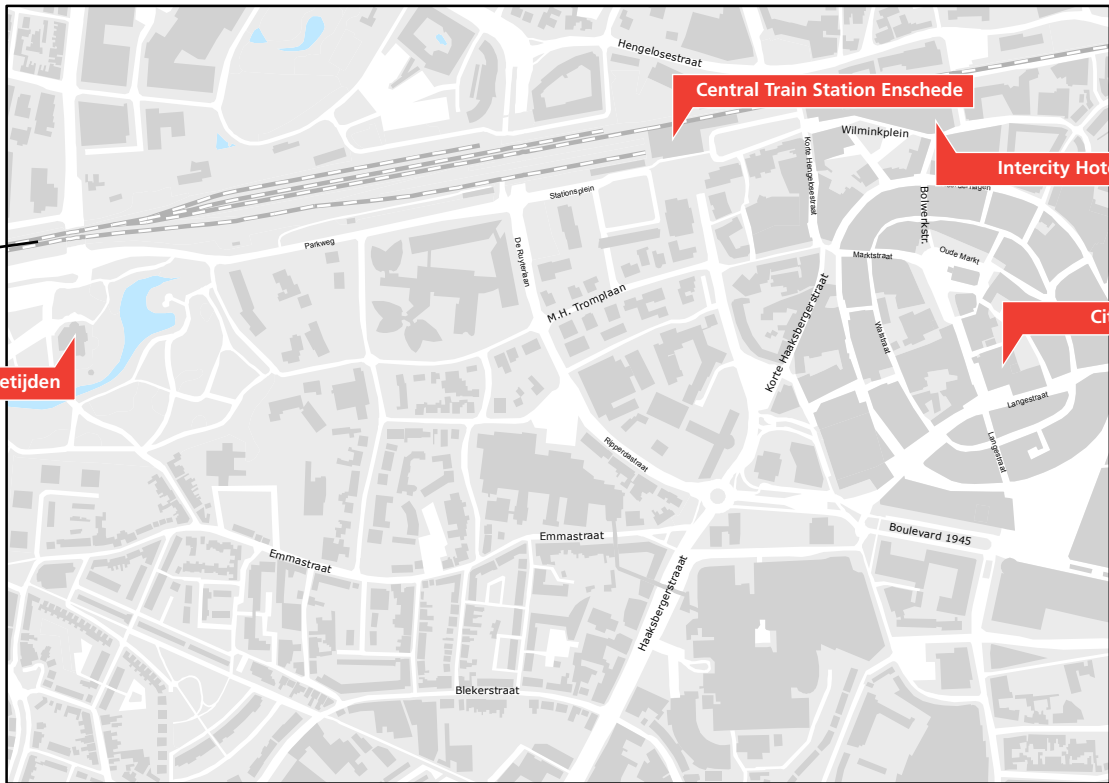
# Locations

HENGELO



to Enschede

ENSCHDE



to Hengelo

**Travel:** Twente is easy to access for members from the Netherlands. Germany and Belgium by car or by train within 2-4 hours. For the rest of Europe, it is possible to fly to Amsterdam airport, Münster airport (FMO) or Eindhoven airport and from those airports it is 1-2 hours to our region by car or by train.

**Extra events:** From 25- 29 September, the Twente region features a German week called "Die Tolle Woche". Find out more <https://www.dietollewoche.eu/> (Website is in Dutch and German)