



EUROCITIES Social Innovation Lab

26-27 March 2019, Glasgow

Co-learning workshop 2 - Tuesday, 26 March 10.00 - 12.30

Venue: Grand Central Hotel, 99 Gordon Street, Glasgow



Workshop 2: Preparing for the future of work and skills with digitalisation

Case study: **Porto's Jobs City**

The co-learning workshops at the Social Innovation Lab in Glasgow will offer participants an opportunity to learn from and capitalise on the lessons learned from recent pilots of innovative approaches to social challenges in cities. Each workshop will examine in depth one case study of urban social innovation. Following the presentation of the case study, participants will discuss the lessons learned and how to apply them to other urban contexts.

Workshop 2 will discuss Porto's innovative approach to tackle skills mismatch by preparing the low-skilled for the changing world of work with a focus on new sectors of employment.

Objectives

- Learn from the experience and lessons from Porto's jobs city approach
- Identify success factors that can help the transferability, scalability or replication of the innovative approach to other urban contexts
- Discuss challenges and obstacles in the implementation process and how to overcome them

Format

The format will be interactive with a strong focus on collaborative learning. The workshop will examine in depth one case study of urban social innovation. Following the presentation of the case study, participants will discuss the lessons learned and how to apply them to other urban contexts, such as in their own cities.

Structure of the workshop

10.00 - 10.20	Welcome and introduction to the workshop
10.20 - 10.50	Presentation of Porto's case study of urban social innovation
10.50 - 11.00	Individual reflection
11.00 - 11.15	World café round 1 - participants split into 3 groups to discuss 3 questions.
11.15 - 11.30	World café round 2 - participants swap table to discuss other question
11.30 - 11.45	World café round 3 - participants swap table to discuss other question
11.45 - 12.00	Sharing lessons learned in workshop plenary
12.00 - 12.25	Actions to transfer - individual reflection and plenary discussion
12.25 - 12.30	Next steps and closing of the workshop

Expected outcomes

- One **case study** of an urban social innovation to prepare for the future of work and skills
- Mapping of **factors** that cities could use to transfer and adapt the innovation to their city
- A list of **possible actions** that some cities could take to transfer and adapt the innovation

Questions for reflection

1. What can you learn from this case study of urban social innovation? What is the added value of this innovative approach?
2. What worked well and why? (identifying success factors)
3. What didn't work so well and why? (challenges/obstacles met in the process)
4. Which elements can be transferred to your city? (transferability factors)
5. Would you consider transferring (parts of) this innovative approach to your city?

CASE STUDY

City: Porto

Title of the city initiative: Jobs City (Cidade das Profissões)

Topic: Future of work and skills

Short description: Jobs City belongs to an international network of integrated spaces where individuals can get information and guidance regarding their career path and goals, set up in a long-life career guidance approach. This project is established through partnerships between schools, companies, consultants, banks, trainers, career coaches, among others.

Year of implementation: 2006, since 2015 it is led by the city of Porto

Current situation: Evaluation

Link to webpage: <http://cidadedasprofissoes.cm-porto.pt/>

The challenge: How to promote job opportunities for disadvantaged or marginalised people?

This project was created to tackle the high unemployment rate and economic crisis Portugal was going through. Nowadays, Portugal is recovering economically, but there is still high unemployment of people aged 35 years or older (unemployment rate is 76%), with low qualifications and young adults (NEETs). 5,827 of the unemployed people registered in Porto are women and 5,307 are men, replicating the national scenario. 59% of the unemployed in Porto have less than 9 years of schooling and 21% have only elementary school completed.

The labour market in Porto has changed a lot in the last years with an exponential growth of IT and tourism sectors. Unfortunately, the job seekers do not have the technical skills necessary to apply for these jobs so there is a skills mismatch on the local labour market. There are no structural and generalised solutions to tackle this issue.

Disadvantaged and marginalised populations don't have many opportunities to explore and invest in different and higher qualified jobs and skills development. Older unemployed people do not know how to look for jobs and do not have the hard and soft skills required by enterprises. There is an increase of young people not in work or school - NEET - with lack of involvement in civic activities and with high risk of becoming marginalised.

Previous experiences

The Portuguese Government has set in place several national policies to address unemployment: professional internships, financial support for those who accept job offer with salaries lower than the unemployment benefit, support programme for entrepreneurship and self-employment, employment-insertion contracts, employment programme and support qualification of persons with disabilities and support for geographic mobility in the labour market. Although these policies were implemented in Porto, there is still high unemployment of people over 35 years old and with low qualifications.

Even though there is a governmental investment in the promotion of higher qualifications, the training offer available doesn't address the skills needs of the labour market. There is a mismatch between the hard skills available and the skills required by the companies. There should be a better connection between the training offer and the labour market.

The solution

Jobs City is a public service that promotes lifelong career guidance, employability and entrepreneurship. The value added by this lifelong career guidance project is the possibility to have different partner institutions (which work in the fields of training, employment and entrepreneurship) reunited in just one place providing integrated career counselling.

The business model is based on the partnerships established with companies, schools and training institutions, professional associations, financial consultants, banks and trainers, which allow our users to get all the information and guidance they need to make career choices and to develop their soft skills in a way that will respond to the labour market demands. The users can find in just one place all the answers to their career questions and challenges thanks to the network of expert partners.

Expected impact

Jobs City is trying to create opportunities for all to explore their professional interests, to get information about the job market, job search and job creation, and to develop soft skills in order to become more employable to the labour market (not just to get a job but also to keep the job). We do so by promoting individual career guidance counselling and group activities for skills development and also creating initiatives for job seekers and companies to meet and recruit.

Key actors involved

In 2006, the Association Porto Digital brought up a network of public and private entities to create in Porto the French concept of a lifelong career guidance service. This network was composed by the Institute of Employment and Vocational Training, University of Porto, Portugal's Enterprises Association, Porto's Subway and the Municipality of Porto. In 2012, the Jobs City project became part of the Foundation for Social Development of Porto. In 2015, due to a governmental policy, the Foundation was closed. Considering the importance of the project to the employment and entrepreneurship promotion in the city, the city of Porto decided to take the lead over the project. Since 2015, Jobs City is the municipal action to retain and develop talent in the city of Porto.

When it was created, Jobs City was composed by staff from each of the public and private entities that made part of the network set up by Association Porto Digital. Later on, there was a need to have a permanent team due to the lack of engagement of the team (since they were working there just one day a week). When this was achieved, there was context

to create a more complex network of partners and a programme of activities. Nowadays, the partnership network is composed of more than 200 partners (e.g. schools, training institutions, universities, career guidance counsellors, coaches, enterprises, financial consultants, banks, social institutions, etc.).

Jobs City is the only free lifelong career guidance service in the city of Porto. The current team is composed by a director and four career counsellors. Besides the career guidance, the career counsellors are also in charge of planning activities, managing partnerships, content creation and communication.

Key activities

The initiative is trying to answer to the skills mismatch by promoting a lifelong career guidance, recruitment fairs, networking activities and specific activities, such as a training course in web developing for young NEETs and long-term unemployed (for end of 2019).

As a public service that promotes lifelong career guidance, employability and entrepreneurship, Jobs City aims to develop soft skills of its users in a lifelong learning approach in order to prepare them for the challenges of the labour market. In a career guidance process or through group workshops, Jobs City develops skills in five domains: employability, entrepreneurship, soft skills, digital skills and international mobility.

Jobs City also organises recruitment and networking initiatives (e.g. Master.sPITCH and Speed Recruitment) that bring together companies and jobseekers. At an individual level, Jobs City promotes self-awareness, self-confidence, personal branding and autonomy in the building of career paths. At a systemic level, Jobs City identifies the skills needed on the local labour market and puts in place actions to promote them in benefit of our users.

Jobs City promotes its activities and initiatives through our city website and the dedicated news webpages and specially through social networks such as Facebook and LinkedIn.

The main activities (individual career counselling and group workshops) aren't aimed for a specific target group. Most participants in our workshops have higher education (college degree) or at least 12 years of completed school education. We have created some activities for specific groups, such as clubs for women who are looking for a job, job-search workshops for unemployed over 40 years old and employability skills for homeless people. We are currently planning a recruitment event for people with disabilities in a partnership with social institutions that already work with this target group. We are also planning a web development training course for young NEETs.

Implementation process

The lack of human resources is an obstacle to all the activities we would like to organise in the city in order to address the skills mismatch on the local labour market.

People from disadvantaged areas or marginalised population do not search actively for such services. They are brought to our place by teachers or social workers for specific activities. We would like to attract more spontaneous and individual users. For achieving such goal, we are trying to create an outreach and marketing campaign and website that shows that our services are for everyone, despite their age, race, qualifications, social background, etc.

Belonging to an international network allows us to have a more global vision of the labour market changes and set up measures and activities to address those challenges.

Results and impact

Since 2015, Jobs City has benefited 37,232 individuals.

Jobs City intends to have an impact evaluation of its activity by the end of February 2019. For now, it has been evaluated the impact of the marketing and networking initiatives, such as the Speed Recruitment and Master.sPITCH. For example, we found that the Master.sPITCH 2018 - an initiative to promote employability and entrepreneurship skills, recruitment and professional networking - was attended by 69 companies. The results were the following:

- 40% of people seeking new professional opportunities were contacted on average 1 month after the event to schedule a job interview;
- 13% of the Master.sPITCH participants had contact with one of the companies 6 months after the event;
- 60% of the participants acquired greater conscience of their professional interests;
- 63% of the candidates gained more awareness of their skills;
- 70% increased their motivation to approach the labour market in a creative way;
- 47% of the participants found a new professional opportunity 6 months after the event;
- 53% potentiated their professional development with this participation and 50% indicated that the Master.sPITCH was relevant to their (re-)integration into the labour market.

Speed Recruitment 2017 (a recruitment and networking initiative) was attended by more than 130 job-seekers and 16 companies. The results were the following:

- 27% of the Speed Recruitment participants were contacted for a second interview;
- most participants consider that the companies valued their qualifications, professional experience and skills;
- 78% of the participants considered that the sessions to promote employability skills were important for their performance in the initiative.

Testimonials

Check the testimonials shared for the 10th anniversary (in Portuguese and French): <https://www.youtube.com/watch?v=rQDvPze76Sk&t=349s>

Financing

Jobs City is fully financed by the city of Porto. We have participated in some Erasmus+ projects in the past.

The major costs of the initiative have to do with the rent of the building, maintenance cost and human resources. Jobs City is based on a broad partnership with several organisations, institutions, trainers and coaches that collaborate with us free of charge, with a social responsibility view of the partnership.

Follow-up

Jobs City belongs to an international network created in Paris in 1993. The concept has been transferred to other European countries (besides France there are other projects in Belgium, Switzerland, Italy, Spain, Togo and Canada). There is a label acquisition process already established by the international network of Cités des Métiers.

The city of Porto has the intention to continue developing Jobs City and creating new activities to address new target groups, e.g. children, young NEETs, people with disabilities, homeless people, people with previous risk behaviours and retired professionals.

The city has also put in place a promotion action to replicate this concept to other cities. For example, in May 2019 another Jobs City will open in Cascais (next to Lisbon). In our city we are organising several actions to approach deprived areas and marginalised people.

Contact details

City of Porto

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Additional information

Label developed by the international network Cités des Métiers

<http://reseaucitesdesmetiers.com/31-label.php>

Generic presentation of our services:

<https://www.youtube.com/watch?v=KPzdU5gpXvM&t=31s>

Testimonials (in Portuguese and French):

<https://www.youtube.com/watch?v=rQDvPze76Sk&t=349s>

Video of the last international meeting that happened in Porto in 2017:

<https://www.youtube.com/watch?v=yopCyg4qwy8>



This event has received financial support from the European Union Programme for Employment and Social Innovation "EaSI" (2014-2020). For further information please consult:
<http://ec.europa.eu/social/easi>