



LEED@40 | Better strategies for stronger communities

OECD Local Development Forum

15-17 June 2022 | Cork, Ireland



AGENDA



Bord Oideachais agus
Oiliúna Chorcaí
Cork Education and
Training Board



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Cork City Council



Ollscoil Teicneolaíochta na Mumhan
Munster Technological University



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Advancing business together

■ Better strategies for stronger communities

Beyond the shockwaves of COVID-19 and the humanitarian, social and economic pressures sparked by Russia's large scale aggression against Ukraine, broader shifts such as the green transition, digitalisation and demographic change are fundamentally changing the communities where people live, work, create and consume. These changes bring both opportunities and challenges such as the changing geography of jobs and a need to massively rethink and ramp up our skills systems to keep pace with these changes. While these shifts may seem unprecedented, this is not the first time that communities have undergone transformational changes. What can be learned from how communities have managed such transformations in the past, and what innovative approaches are communities taking to help all places and people emerge stronger and more resilient, together.

On the occasion of the 40th Anniversary of the OECD's Local Employment and Economic Development Programme, the 2022 Edition of the Local Development Forum will bring together hundreds of participants to reflect on how to

- Improve the **quality of local jobs**, and ensure that more people have the **right skills** to fill them, particularly in light of the digital and green transitions
- Go beyond the usual suspects, and **leverage a wider range of community assets** for local development, such as the social economy and culture
- **Expand economic opportunities and inclusion** to create places where all residents thrive

■ About the OECD Local Development Forum

The OECD Local Development Forum is a network of thousands of individuals worldwide, united by their shared commitment to making their communities more resilient, inclusive and sustainable. It counts members from over 70 countries, representing city, regional and national governments, education, employment and training agencies, chambers of commerce, social innovators, start-ups, businesses and NGOs.

The Local Development Forum is part of the OECD's Local Employment and Economic Development programme (LEED). LEED provides practical solutions for how to create good jobs in great places. It was launched in 1982, when OECD governments were struggling to provide solutions to the jobs crisis of the day and saw a need for an international forum to share innovative approaches to local job creation, social inclusion and economic development. Since then, it has continued to bring together policy makers and practitioners from around the world to identify, evaluate and disseminate promising approaches to local development.

Contact

Questions? Email us at local.forum@oecd.org

For more information, visit our website: <http://www.oecd.org/leed-forum/>

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■ Draft agenda

• Day 1 – Wednesday, 15 June

09.00-12.30	High level 80th Session of the Local Employment and Economic Development (LEED) Directing Committee (invitation only) Welcome from Cllr. Colm Kelleher, Lord Mayor, Cork City Council, Ireland		09.30-12.00	Strategic Foresight workshop (open to registered Local Development Forum participants) County Cork Hall Welcome from Deputy Mayor Cllr. Seamus McGrath, County of Cork, Ireland
12.30-13.45	Light refreshments MASTER OF CEREMONY Deirdre O'Shaughnessy , News Editor, Irish Examiner			
14.00-15.30	Opening - Imagining the future(s): preparing for the local jobs and skills of tomorrow <p>If we were to meet again in the future, what could our communities look like if we were successful in making them more inclusive, sustainable and resilient – and what are the risks if we don't? Speakers will reflect on preparing for the jobs and skills of tomorrow, including meeting the requirements of the green transition and reflect on the insights participants gained from the morning's strategic foresight exercise and discussions at the 80th Session of the LEED Committee.</p> <p>RAPPORTEURS FROM MORNING SESSIONS Karen Maguire, Head of Division, Local Employment and Economic Development (LEED) Programme, Centre for Entrepreneurship, SMEs Regions and Cities, OECD Jeffrey Finkle, Former President and CEO of the International Economic Development Council and Consultant</p> <p>OPENING KEYNOTES Micheál Martin, Taoiseach, Ireland Jeffrey Schlagenhauf, OECD Deputy Secretary-General</p> <p>PANEL DISCUSSION Younes Sekkouri, Minister of Economic Inclusion, Small Business, Employment and Skills, Morocco (virtual) Tiziano Treu, President, National Council for Economics and Labour, Italy (virtual) Ruth Paserman, Director, Funds: Programming and Implementation, Directorate-General for Employment, Social Affairs and Inclusion, European Commission (virtual)</p> <p>CLOSING REMARKS Nadim Ahmad, Deputy Director, Centre for Entrepreneurship, SMEs Regions and Cities, OECD</p>			
15.30-16.00	Transfer to workshops and coffee			
16.00-17.30	Preparing for the jobs and skills of tomorrow: parallel workshops			
PARALLEL WORKSHOPS	Workshop A. More than a band-aid: The social economy's transformative power	Workshop B. Don't wait until it's too late: reskilling today for the jobs of tomorrow	Workshop C. Blended and remote working: new tools – and challenges – for local jobs	Workshop D. Dismantling barriers to participating in education, training and employment
16.00-17.30	Workshop A. More than a band-aid: The social economy's transformative power <p>VENUE: UCC CENTRE FOR EXECUTIVE EDUCATION</p> <p>The social economy is often more visible as a tool to address social challenges. However, it can – and in many places already does – play a much larger role in helping to make our communities more resilient, inclusive and sustainable over the long-term. This workshop will explore how to better connect the social economy and local development efforts, including quality jobs for all.</p> <p>MODERATOR Antonella Noya, Head of Unit, Social Economy and Innovation, Center for Entrepreneurship, SMEs, Regions and Cities, OECD</p> <p>SPEAKERS Ruth Paserman, Director, Funds: Programming and Implementation, Directorate-General for Employment, Social Affairs and Inclusion, European Commission (virtual) Andrew Forde, Head of Rural Strategy & Social Enterprise, Department of Rural and Community Development, Ireland Sarah McKinley, Director of Community Wealth Building Programs, Democracy Collaborative, United States Ana Umbelino, Deputy Mayor, City of Torre Vedras, Portugal Mikel Irujo Amezaga, Regional Minister for Economic and Business Development, Government of Navarra, Spain (virtual)</p>			

Cécile Vergier, Advisor for Social Economy, Department of Economic Development, City of Montreal, Canada (virtual)

16.00-17.30	Workshop B. Don't wait until it's too late: reskilling today for the jobs of tomorrow
VENUE: MTU CORK SCHOOL OF MUSIC- CURTIS AUDITORIUM	Education and training is no longer something that can be frontloaded in the start of a working life and then put aside. As the imperative for lifelong learning grows, how can we revamp and ramp up local skills systems so that more people – whether in work or looking for a job – are able to get the skills they need to stay relevant in a shifting labour market?
MODERATOR	Kristine Langenbacher , Head of Unit, Employment and Skills, Center for Entrepreneurship, SMEs, Regions and Cities, OECD
SPEAKERS	Andrew Brownlee , CEO, SOLAS, Ireland Patricia Wruuck , Economist, European Investment Bank Christine Juen , Attachée for Labor and Education, Permanent Mission of Austria to the OECD Raluca Painter , Head of Unit, Labour Market, Education, Health & Social Services, DG REFORM, European Commission Adam Gajek , Senior Advisor for Skills, Eurochambres Ronald D Painter , CEO, National Association of Workforce Boards, United States
16.00-17.30	Workshop C. Blended and remote working: new tools – and challenges – for local jobs
VENUE: MTU CORK SCHOOL OF MUSIC- THE DOOLAN ROOM	The rapid expansion of remote working has radically changed our workplaces and grabbed headlines since the start of the pandemic. As we move into the new normal, what will blended and remote working mean for local development more generally? What new opportunities can be leveraged, and what challenges could present themselves?
MODERATOR	Alessandra Proto , Head of Trento Centre for Local Development, Center for Entrepreneurship, SMEs, Regions and Cities, OECD
SPEAKERS	Rudiger Ahrend , Head of Division, Economic Analysis, Data and Statistics, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD Sandra D. Péloquin , Director of International Relations, BDC and Secretary General of the Montreal Group, Canada Luca Comper , Director General, Autonomous Province of Trento, Italy Peter Creticos , President and Executive Director, Institute of Work and the Economy, United States Dirk Lürßen , Managing Director, Wachstumsregion Ems-Achse, Germany Grainne O' Keeffe , CEO & FoodTech/AgriTech Academy Manager, Ludgate Hub, Ireland
16.00-17.30	Workshop D. Dismantling barriers to participating in education, training and employment
VENUE: MORRISON'S ISLAND CAMPUS CCFET	If you build it, will they will come? For many, other barriers, from childcare to transport to mental and physical health challenges inhibit meaningful engagement in education and training systems and employment. While digital delivery has helped to expand access, it also limits the types of face-to-face supports that may be the most beneficial for some. This workshop will explore how to improve on-ramps and pathways for people who want to re-engage in education and training, and employment, but may face barriers in doing so. Amongst others, the specific case of refugees and recently arrived migrants will be considered.
MODERATOR	Sally Sinclair , CEO, National Employment Services Association, Australia
SPEAKERS	Denis Barrett , Cork Learning City Co-Ordinator, Ireland Meadhbh Costello , Social & Education Policy Executive, IBEC, Ireland Anders Norberg , Education Strategist and Project Coordinator Skellefteå Municipality Anna Rubin , Manager of the OECD Local Development Forum, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD Adam Biernat , Manager, Labour Market Research, Analysis and Programming Department, Regional Labour Office in Krakow, Poland Soledad Martín Hernández , Deputy Mayor for Economic Development, Employment, Trade and Industry and External Cooperation and Alba Iglesias Clavijo , Project Officer, Fuenlabrada, Spain
20.00-22.00	Dinner and LEED 40th Anniversary Celebration
	Keynote speech from Norma Foley , Minister for Education, Ireland “Energy in the City” performance

• Day 2 – Thursday, 16 June

09.00-09.30	Coffee			
9.30-9.35	Framing the day			
	Video message from Simon Coveney , Minister for Foreign Affairs, Ireland			
09.35-11.00	Stories of places that are breaking the mould <i>Panel discussions</i>			
	<p>Is it really true that you can't teach old dogs new tricks? The speakers in this session may disagree. We'll hear from them how their communities are charting new paths for their future, leveraging a range of local assets.</p>			
MODERATOR	Karen Maguire , Head of Division, Local Employment and Economic Development (LEED) Programme, Centre for Entrepreneurship, SMEs Regions and Cities, OECD			
DEEP DIVE INTO THE STORY OF CORK	Denis Leamy , Chief Executive of Cork Education and Training Board, Ireland and Chair of OECD Local Employment and Economic Development Directing Committee Ann Doherty , Chief Executive, Cork City Council, Ireland Tim Lucey , Chief Executive, Cork County Council, Ireland John O'Halloran , President University College Cork, Ireland Maggie Cusack , President of Munster Technological University, Ireland			
OTHER INTERNATIONAL EXPERIENCES	Rui Moreira , Mayor of Porto, Portugal (virtual) Lisa Dale-Clough , Head of the Industrial Strategy, Greater Manchester Combined Authority, United Kingdom Iñaki Barredo Ardanza , Director of European Funds, Ministry of Economy and Finance, Basque Country, Spain John Wooding , Emeritus Professor, University of Massachusetts Lowell, United States (virtual)			
11.15-12.15	Insights, innovations and inspirations: The Local Initiatives Marketplace			
	<p>During this session, participants will have the opportunity to network with each other and representatives of local programmes and initiatives from Ireland and beyond.</p>			
12.15-13.30	Lunch			
13.30-15.00	Refugees, diasporas and migrants: connecting the dots for inclusive local development <i>Panel discussion</i>			
	<p>Today, communities across Europe and beyond are ramping up their efforts to respond to the Ukrainian refugee crisis, but this is just one example of the many links between migration and local development. This session will explore the various dimensions of these links, from how to coordinate efforts locally to ensure the best possible reception for recent arrivals to how emigrants and members of diasporas can contribute to local development in their new homes as well as their old.</p>			
MODERATOR	Jonathan Healy , Managing Director, Healy Communications			
OPENING REMARKS	Anna Novosad , Educational activist, Minister of Education and Science of Ukraine 2019-2020 (virtual)			
PANEL DISCUSSION	Tomás Ó Ruairc , Assistant Secretary General, Department of Education, Ireland Michael Van der Cammen , Head of Department of International Affairs, Federal Employment Agency, Germany Fatemeh Jailani , Chief Operating Officer, SINGA Global Lucas Gómez , Manager of Border Affairs, Office of the President of the Republic of Colombia (virtual) Gabriel Bergin , Senior Policy Advisor, City of Stockholm, Sweden			
15.00-15.30	Coffee break and transfer			
15.30-17.30	Stretching our minds, and our legs: study visits in Cork			
	1. Culture and Innovation at the Heart of a City <i>Crawford Art Gallery</i>	2. Community at the Heart of a Region <i>Nano Nagle Centre</i>	3. Opportunities for All, Creating pathways for All <i>Churchfield Community Trust</i>	4. Exploring Cork's Maritime Culture <i>Port of Cork</i>

• Day 3 – Friday, 17 June

09.00-10.30	Better leveraging local assets: parallel workshops			
PARALLEL WORKSHOPS	Workshop E. Culture and creative sectors: the “art” of local development	Workshop F. Active, ambitious and anxious: youth engagement and employment for the future	Workshop G. Skills, innovation and leadership: The role of higher and further education as local anchors	Workshop H. Expanding entrepreneurship opportunities for all
09.00-10.30	Workshop E. Culture and creative sectors: the “art” of local development			
VENUE: MTU CORK SCHOOL OF MUSIC- STACK THEATRE	Culture enriches our communities, but the full value in terms of jobs, economic output, innovation, community pride, and social inclusion remains underappreciated. This workshop will explore how a sharper focus on the diverse needs of this sector and strengthening the links with broader local development objectives can pay economic and social dividends.			
MODERATOR	Ekaterina Travkina , Coordinator, Culture, Creative Industries and Local Development, OECD			
SPEAKERS	Roberta Dall’Olio , Head of International and Territorial Cooperation, Social Innovation Unit, ART-Emilia-Romagna, Italy and President of the European Association of Development Agencies Ana Umbelino , Deputy Mayor, City of Torre Vedras, Portugal Paul Zealey , Skills Development Scotland, United Kingdom Kieran McCarthy , President of the European Alliance group, European Committee of the Regions and Counsellor, Cork City Council, Ireland Brian Barrett , Head of Economic Development and Culture, Galway City Council, Ireland			
09.00-10.30	Workshop F. Active, ambitious <i>and</i> anxious: youth engagement and employment for the future			
VENUE: MORRISON’S ISLAND CAMPUS CCFET	Young people are some of the most vocal advocates for addressing global challenges such as climate change. And this sense of purpose informs a broader range of choices – from the jobs they do to the businesses they frequent to the ways they live. Yet this sense of purpose is often accompanied by a sense of anxiety about their economic and professional futures. What can be done to help ensure that all young people are able to contribute to building brighter futures for themselves and their communities?			
MODERATOR	Diandra Ni Bhuachalla , United Nations Youth Delegate, Ireland			
SPEAKERS	Ricardo Valente , City Councillor for Economy, Employment and Entrepreneurship and City Councillor for Finance, Economic Activities and Monitoring, Porto, Portugal Sean Campbell , CEO, Foróige, Ireland Eileen Costello Rawat , Head of Education, Young Social Innovators, Ireland Reiner Aster , Managing Director, gsub - Gesellschaft für soziale Unternehmensberatung mbH, Germany Randall Eberts , Senior Researcher, WE Upjohn Institute, United States			
09.00-10.30	Workshop G. Skills, innovation and leadership: The role of higher and further education as local anchors			
VENUE: MTU CORK SCHOOL OF MUSIC- CURTIS AUDITORIUM	Higher and further education institutes can support innovation in their own ecosystems by teaching new skills and aligning research with regional needs. By collaborating with businesses, policy makers, and civil society, they can become powerhouses of social and economic value. The recovery phase from the pandemic can be an opportunity to trigger innovation in all regions, leveraging on these institutions. The workshop will present some practices of HEIs cooperating with their own ecosystems to promote innovation and development and discuss ways to strengthen these collaborations.			
MODERATORS	Lukas Kleine-Rueschkamp , Economist, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD and Stephen Byrne , Deputy President and Registrar of University College Cork, Ireland			
SPEAKERS	Áine Ní Shé , Registrar & Vice President for Academic Affairs (Acting), MTU, Cork Campus, Ireland Cesar Eduardo Tamayo Tobón , Dean of the School of Economics & Finance at Universidad EAFIT, Colombia Andy Westwood , Professor of Government Practice and Vice Dean for Social Responsibility, Faculty of Humanities at the University of Manchester, United Kingdom William Beausang , Assistant Secretary, Skills Policy & Further Education and Training Division, Department of Further and Higher Education, Research, Innovation and Science, Ireland John Fitzgibbons , Director of Further Education and Training, Cork Education and Training Board, Ireland			

09.00-10.30	Workshop H. Expanding entrepreneurship opportunities for all
VENUE: UCC CENTRE FOR EXECUTIVE EDUCATION	Skills gaps remain an important barrier to sustainable inclusive and social entrepreneurship activities. For example, only 39% of women in the European Union self-reported having the skills and knowledge needed to start a business between 2016 and 2020 relative to 50% of men. Furthermore, there are important skills gaps for social entrepreneurship, which requires specific skill sets and access to knowledge and resources to maintain the social purpose and implement their specific business models. This workshop will shine the spotlight on government efforts to strengthen training schemes to address these gaps, including the potential offered by online delivery.
MODERATOR	Amal Chevreau , Policy Analyst, Social Economy and Innovation, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD
SPEAKERS	John Buck , President and CEO, CEDEC, Canada David Halabisky , Project Coordinator, Inclusive and Sustainable Entrepreneurship, OECD (virtual) Sergio Arzeni , President International Network for SMEs – INSME, Italy Deiric Ó Broin , Professor, School of Law and Government, Dublin City University, Ireland Helen McGuirk , Head, Hincks Centre for Entrepreneurship Excellence, Munster Technological University, Ireland Debbie Barwick , CEO, The NSW Indigenous Chamber of Commerce Incorporated, Australia (virtual) Guillem Aris , Director, Autoocupacio, Spain
10.30-11.00	<i>Transfer to main venue and coffee</i>
11.00-12.00	The green transition on the ground: implications for local jobs and skills <i>Panel discussion</i>
	As the green transition revs up, the sustainability imperative gains speed, and climate pressures mount, what are the implications for jobs and skills in your community? This panel, bringing together the perspectives of policymakers, businesses and the community will explore the implications of this transitions at the local level. How will the geography of jobs and skills needs change, and what can be done to ensure no person or place is left behind in this transition?
MODERATOR	Rory Kelleher , Director of Sustainability, Public Affairs and Communications, Cork Chamber of Commerce, Ireland
VIDEO MESSAGE	Susan Aitken , Leader of Glasgow City Council, Scotland, United Kingdom
SPEAKERS	Murielle Antille , Senior Vice President, Government Affairs, LHH - The Adecco Group Kate O'Sullivan , Senior Director, EU Public Policy and Economic Graph, LinkedIn Geri Yang-Johnson , Director of Green Jobs and Entrepreneurship, Green for All, United States Mary Rose Stafford , Head of School, Business, Computing & Humanities and Tourism & Hospitality specialist, Munster Technological University, Ireland Tony Dalton , Director of Further Education and Training, Laois & Offaly Education and Training Board, Ireland
CLOSING REMARKS	Paul Bolger , Manager, Environmental Research Institute, University College Cork, Ireland
12.00-13.00	The future of local development: more of the same or a change in game? <i>Closing panel discussion</i>
	The OECD's Local Employment and Economic Development programme was born 40 years ago, when OECD governments saw that the standard, top down tools were not sufficient on their own to solve the jobs crisis of the day. It was a call to rethink our standard approaches and go beyond business as usual. As we look forward to the next 40 years, is it a matter of better using the tools we already have the right tools at hand to create good jobs in great places? Or do we need to more radically rethink how we approach local development?
MODERATOR	Gerard Keown , Ambassador and Permanent Representative of Ireland to the OECD
SPEAKERS	Karen Maguire , Head of Division, Local Employment and Economic Development (LEED) Programme, Centre for Entrepreneurship, SMEs Regions and Cities, OECD Kieran McCarthy , President of the European Alliance group, European Committee of the Regions and Counsellor, Cork City Council, Ireland Roberta Dall'Olio , Head of International and Territorial Cooperation, Social Innovation Unit, ART-Emilia-Romagna, Italy and President of the European Association of Development Agencies Brian Ó Gallachóir , Director of MaREI, the SFI Research Centre for Energy, Climate and Marine Research and Innovation and Professor of Energy Engineering, University College Cork, Ireland
CLOSING KEYNOTE	Michael McGrath , Minister for Public Expenditure and Reform, Ireland
13.00-14.00	<i>Light lunch</i>
14.00-18.00	Cultural visit to County Cork: Going beyond city limits

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