

Cities for inclusive recovery:

How can cities use social innovation to ensure fair, green and digital jobs?

15-17 November 2021 | Berlin



Programme overview

Monday 15 November	morning	Opening the doors to Berlin Virtual tours of innovative projects Official welcome, keynote speech and panel debate
	lunch	Political session for SAF politicians
	early afternoon	SAF Business meeting
Tuesday 16 November	morning	CO-LEARNING workshops on urban social innovations
	lunch	CO-SHARING social innovations: Virtual exhibition of Berlin projects
Wednesday 17 November	morning	CO-CREATION workshops on real case scenarios of urban social challenges
	before lunch	Plenary session with presentation of results and follow-up
		<i>(all times are Central European Time CET)</i>

Moderator

	Ivo Banek, Eurocities communications director
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Cities for inclusive recovery: How can cities use social innovation to ensure fair, green and digital jobs?

Background

The Covid-19 pandemic has impacted severely on European cities, increasing unemployment and aggravating social inequalities. Protective measures have deeply changed the way we live and work, posing new challenges, particularly for vulnerable groups.

At the same time, cities and our residents have shown great resilience and agility. Urban spaces have been reimagined, local support networks created, and the digital transition accelerated. In many cities, the crisis has proven that effective policy measures can be implemented quickly, which begs the question: how can this ability to act be applied to other policy areas such as employment, social policies and the environment? Contributing to the European Pillar of Social Rights action plan and the EU Green Deal and global SDGs will be major tasks for cities as we plan for an inclusive and sustainable recovery.

The recovery from the pandemic offers an opportunity to further strengthen cities' social resilience and accelerate the transition to fair, green and digital jobs. Social innovations are crucial in this transition and will be the main focus of this year's Social Affairs Forum.

The Social Affairs Forum will be organised as a **Social Innovation Lab** to engage city representatives in sharing, learning and co-creating innovative solutions to support inclusive labour markets, using the new opportunities for fair, green and digital jobs, and tackling poverty and inequalities. We aim to build the capacity of cities to develop and apply social innovations to mitigate the social impacts of this crisis and support an inclusive recovery.

Key questions

- **What** can cities do to mitigate the impact of the pandemic on **jobs, poverty and inequalities**?
- **How** can cities ensure **fair working conditions**, particularly for new green and digital jobs and with special regard to an increasing number of non-standard forms of employment?
- **Which** lessons can cities learn from **recent urban social innovations** relevant for inclusive recovery?
- **Who** can cities collaborate and partner up to create and make better use of social innovations?

Expected outcome

Eurocities will use the main outcomes from the plenary and workshop discussions to feed into the key EU policies and processes under the European Pillar of Social Rights action plan and the EU Green Deal to show how cities can lead the way by example towards an inclusive and sustainable recovery in Europe.

What is 'social innovation'?

We understand 'social innovation' as a policy intervention (or any policy-related activity) that offers **new solutions** to challenging **social issues** in support of social progress. It is an innovative policy response to address unmet social needs more effectively. Innovative responses can be **new products, services, policies, processes or collaborations**. The focus is both on **the process** of developing and implementing new ideas for social change as well as their **end result** in terms of the **social impact** produced on the ground. In our context, 'social innovation' is not understood as state-of-the-art research or experimentation, but as **innovative approaches in local social policies** in a given urban context (can be a novel approach in one city while a mainstream practice in another city).

DAY 1: Monday, 15 November 2021	
8.45 – 9.15	Get familiar with the online event platform (support available)
9.15 – 9.30	<p>Opening the doors to Berlin</p> <p>Interesting facts and figures about Berlin’s history, culture and its employment and social policies as well as introduction to the programme</p>
9.30 – 10.00	<p>Virtual Tours</p> <p>Participants will be able to virtually visit one Berlin project. The choice of the virtual tour will be done during registration.</p> <p>Virtual tour 1</p> <p>Human-centred digitalisation: Einstein Center Digital Future</p> <p>The Einstein Center Digital Future (ECDF) is the Center for digitalisation research in Berlin. It is based on a large-scale public-private partnership (PPP) between more than 30 companies, organisations, all four Berlin universities, the Charité – Universitätsmedizin Berlin and more than ten research institutions from Berlin’s science community.</p> <p>Virtual tour 2</p> <p>Be(rlin) connected: The Humboldt Forum as a place for culture, science and exchange</p> <p>This new urban space in the Berlin Palace opened this Summer after many years of debates around the reconstruction and reinterpretation of the building. As a new centre of culture and science, it brings together arts, cultures, people, communities and perspectives, creating spaces for experiments and inspiring encounters. The tour will showcase one of the main exhibitions ‘Berlin Global’ – an immersive experience about how the city and its people are connected with the world, have changed it and have been affected by it.</p> <p>Virtual tour 3</p> <p>Urban Development for a Digital and Green Future: Berlin TXL & Siemensstadt²</p> <p>This tour illustrates the future development of two hubs that played a key role in Berlin’s industry and infrastructure, respectively: Berlin TXL – Berlin’s former inner-city airport – is slated to become the Urban Tech Republic, a microcosm of future concepts that include architecture, infrastructure, cutting-edge R&D, a start-up ecosystem and more. With Siemensstadt², Siemens is reshaping its world’s largest production site into an open and smart city district, which will be completely CO₂-neutral and will closely integrate industry, research, learning and living.</p>
10.00 – 10.30	<p>Official welcome</p> <ul style="list-style-type: none"> • Dr Klaus Lederer, Mayor and Senator of Berlin • Maarten van Ooijen, SAF chair and deputy mayor of Utrecht • Bailie Annette Christie, SAF vice-chair and councillor of Glasgow sharing reflections: ‘Roadmap from COP26 to fair recovery in cities through social innovation’

10:30 – 10:45	Inspiring kick-off Interviews with beneficiaries of employment / social projects in Berlin sharing their life experiences.
10:45 – 11:15	Keynote speech: ‘How to address structural inequalities in our societies and which role does social innovation in cities play?’ <ul style="list-style-type: none"> • Prof. Frances Stewart, University of Oxford
11.15 – 11.30	Virtual coffee break
11.30 – 12.30	High-level panel debate: ‘How can cities use social innovation to ensure fair, green and digital jobs?’ <ul style="list-style-type: none"> • Katarina Ivanković-Knežević, Director for Social Inclusion, DG EMPL • Agnes Jongerius, MEP rapporteur on stronger social Europe for just transitions • Maarten van Ooijen, Chair of Social Affairs Forum and deputy mayor of Utrecht • Filipe Araújo, Chair of Environment Forum and deputy mayor of Porto • Alexander Fischer, State Secretary for Labour and Social Services of Berlin Q & A with participants
12.30 – 14.00	Virtual lunch break
13.00 – 14.00	Political session for SAF politicians (for elected city politicians upon invitation): How can we ensure social investments are a priority in our city development plans during the crisis recovery and the twin green and digital transitions? (Chatham House rule) <i>Invitations will be sent to SAF politicians by the SAF chair in due time</i>
14.00 – 15.30	Social Affairs Forum business meeting (open to Eurocities members only) <ul style="list-style-type: none"> • Updates on Eurocities work towards recovery Anna Lisa Boni, Secretary General of Eurocities • SAF strategy for 2021-2022 and advocacy plan Maarten van Ooijen, SAF chair and deputy mayor of Utrecht • Key EU policy updates on social affairs and Eurocities advocacy actions Eurocities SAF team



DAY 2: Tuesday, 16 November 2021

9.15 – 9.30	Kick-off: Quiz about Berlin
9.30 – 12.00	<p>CO-LEARNING workshops: identifying what works, why and how to transfer it</p> <p>Workshops 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. The format will be interactive with a strong focus on collaborative learning. Each workshop will examine in depth two case studies of urban social innovation on the given topic, one from Berlin and one from another city in Europe. Following the presentation of each case study, participants will discuss the lessons learned and how to apply them to other urban contexts. <i>There will be a coffee break half-way through the workshop (11.15 – 11.30).</i></p> <p>Each workshop will answer the following questions:</p> <ul style="list-style-type: none"> - What can we learn from this innovative approach? - What worked well and why? (identifying success factors) - What didn't work so well and why? (obstacles met in the process) - Which elements can be transferred to other cities? (transferability factors) - Which cities would consider transferring (parts of) this innovative approach? <p>Workshop 1: Skills matching through innovative career guidance for youth</p> <ul style="list-style-type: none"> • Learn from Berlin's Youth Employment Agency (Jugendberufsagentur): an innovative model for educational and career guidance, bringing together experts from employment agencies, job centres, youth welfare and vocational training institutions in the city. • Learn from Rotterdam's BRIDGE project – an Urban Innovative Action on Building the Right Investments for Delivering a Growing Economy: a career and talent orientation by which employers offer 600 pupils per year a guaranteed career start after graduation in technology or healthcare sectors. The programme brings together all 68 primary schools, 20 secondary schools and 3 vocational schools in South Rotterdam. <p>Workshop 2: Tackling child poverty and fostering social inclusion</p> <ul style="list-style-type: none"> • Learn from Berlin's Neighbourhood Mothers project (Stadtteilmütter): an outreach programme assists and trains local mothers from Berlin's Neukölln neighbourhood to help newly-arrived immigrant mothers to Germany settle in their new home country. It involves peer-to-peer counselling on parenting issues, child health and family-related topics. The project has been successfully transferred from Berlin to Copenhagen, Stockholm and Vantaa. • Learn from Bergamo's CAPACITyES - Children Against Poverty Awake the CItY Education System project – an Urban Innovative Action that focuses on the fight against urban poverty: Bergamo aims to regenerate important spaces in the urban area, making it a better place to live, especially taking into account the point of view of children, whose needs are too often excluded from the processes of transformation of cities.

9.30 – 12.00

Workshop 3: Digital skills and transition to work 4.0

- **Learn from Berlin's Additional Qualifications for Digital Competences project ([Digitale Zusatzqualifikationen](#)):** the transfer agency develops an interprofessional model for digital competences. An educational project is at the centre of this free teaching and learning offering. Hence, participants get prepared for the digitized world of work.
- **Learn from Cluj-Napoca's 'Future of Work' project** – urban innovative action project that aims to create a socially resilient working ecosystem for current and future jobs in the city and promote the transition to work 4.0 by providing training and skills development in the new (ICT) sectors.

Workshop 4: Tackling unemployment through job creation

- **Learn from Berlin's Solidary Basic Income ([Solidarisches Grundeinkommen](#)):** Scheme to support unemployed Berliners as an alternative to unemployment benefits. The scheme promotes skills acquisition by offering decent jobs in the public sector and facilitates access to regular employment on the local labour market.
- **Learn from Madrid's MARES project** – an [Urban Innovative Action project on resilient urban ecosystems for a sustainable economy](#): this project pilots in four city districts a model of urban resilience on employment by encouraging social and solidarity economy in the strategic sectors of mobility, food, recycling and energy. It aims to create stable jobs, generate economic activity at local level, recover abandoned urban areas and identify and develop competences in the local districts through wide participation.

Workshop 5: Green jobs for green economy

- **Learn from Berlin's Pooling of E-Mobility Learning ([Pooling des E-Mobilität-Lernens](#)):** this project aims to promote cooperation and sharing of knowledge in the field of e-mobility learning for VET teachers/staff and students. It aims to develop a pooling platform to make available learning opportunities accessible to all learners.
- **Learning from Milan's OpenAgri project** – [Urban Innovative Project on New Skills for new Jobs in Peri-urban Agriculture](#): This project looks at accelerating new food enterprises based in the city to promote green transport for food companies and to foster skills and competences to lower the environmental impacts of farming.

Workshop 6: Local partnerships for employment, continuous learning and economic growth

- **Local Alliances for Economic Growth and Employment ([Bezirkliche Bündnisse für Wirtschaft und Arbeit](#)):** Local partnerships, co-ordinated by the twelve Berlin district authorities, encourage local action to develop innovative model approaches and projects for more employment and training opportunities, social integration and economic development.
- **Learn from Vantaa's Growth and Social investment Pacts for Local Companies** – [Urban Innovative Action Urban Growth-GSIP Vantaa](#): The project interconnects growth and social responsibility pillars at company level by finding solutions to accelerate companies' responsible growth through support to digitalize and improve business processes, while simultaneously finding solutions to recruit skilled labour and raise

	employees competence levels with focus on low-educated employees and employees with outdated skills.
12.00 – 12.30	<p>CO-SHARING: virtual exhibition of Berlin social projects</p> <p>Participants will have the opportunity to virtually visit digital stands of innovative social projects in Berlin and discuss with their managers.</p> <p>Projects at the virtual exhibition:</p> <p>Virtual stand 1: Ausbildungshotel (Training Hotel)</p> <p>Find out about this covid-19 emergency response for hospitality sector to offer VET opportunities to trainees/apprentices who have lost or were unable to start their training due to the pandemic.</p> <p>Virtual stand 2: seiDUAL</p> <p>Check out this innovative online platform for the targeted placement of apprentices to match young people and SMEs for work-based learning.</p> <p>Virtual stand 3: Annedore-Leber-Berufsbildungswerk</p> <p>VET opportunities for young people with disabilities in more than 35 occupations offering them vocational preparation, housing and support in everyday life.</p>
12:30 – 13:00	<p>Virtual stand 4: f-bb Queraufstieg Berlin</p> <p>Advisory service for university drop-outs regarding their career opportunities. It involves the development of a guidance navigation system to increase transparency of existing guidance services.</p> <p>Virtual stand 5: Berlin Job-coaching for Refugees</p> <p>A six-month programme offered in multiple languages to provide refugees with guidance, support and qualifications for entering the labour market.</p> <p>Virtual stand 6: JOB Points</p> <p>Centrally located drop-in centre offering free services on all aspects of employment and enabling job seekers and employers to get in touch with each other quickly and unbureaucratically. This is a successful transfer project from Denmark, also implemented in Cyprus.</p>
13.00 – 14.00	Virtual lunch break

DAY 3: Wednesday, 17 November 2021

9.15 – 9.30	Kick-off: Quiz about the Social Affairs Forum
9.30 – 11.30	<p>CO-CREATION workshops on real case scenarios of city challenges</p> <p>Participants will work together in four parallel workshops to co-design possible solutions to real cases of complex social challenges in cities. Each city challenge will be presented, discussed and explored through situation-based group work. By the end of the workshop, participants will formulate actionable solutions to address the given city challenge. The experts from the city concerned by the challenge will give their feedback on which actions they can take back home and consider to pilot into new policies or projects.</p>
11.30 – 11.45	Virtual coffee break
11.45 – 12.10	<ul style="list-style-type: none"> • Presentation of results from workshops in plenary and follow-up steps
12.10 – 13.00	<p>Final plenary session</p> <ul style="list-style-type: none"> • Presentation of pledge(s) under the European Pillar of Social Rights by SAF chair and vice-chair (tbc) • Final remarks by SAF chair and vice-chair and announcement of SAF host for 2022 • Final remarks by Alexander Fischer, State Secretary for Labour and Social Services of Berlin

