



# **JTP GROUNDWORK**

**Technical Assistance for skills  
and workers for growing green  
economy investments**

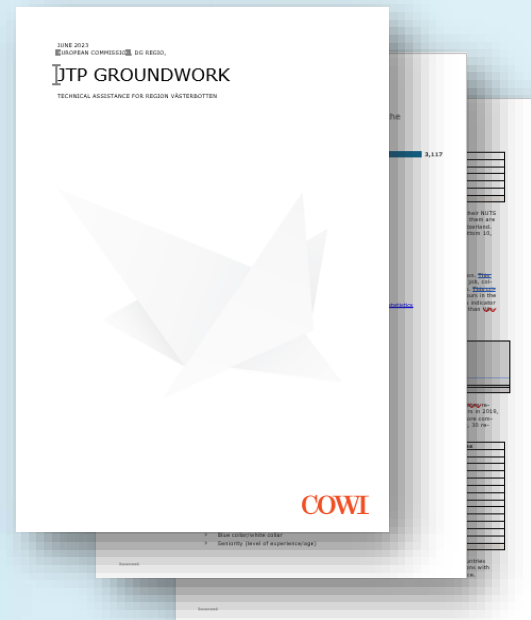
**Region Västerbotten, Sweden**

# About the technical assistance

Technical assistance provided under this assignment focus on supporting the implementation of the territorial just transition plan (JTTP), supporting Region Västerbotten in attracting labour to the region. The main deliverables are (1) a final report, (2) a “playbook”, and (3) an established connection with one or more potential partner regions.

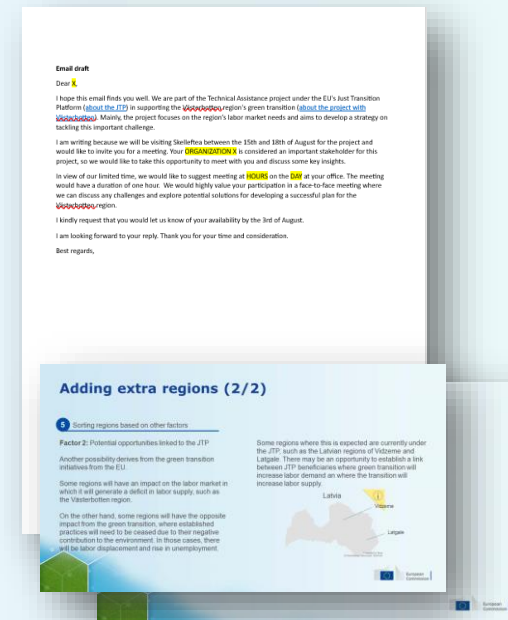
## The report

- Analysis of Västerbotten’s characteristics and needs
- Analysis of EU regions
- Recommend target regions
- Identify best practices

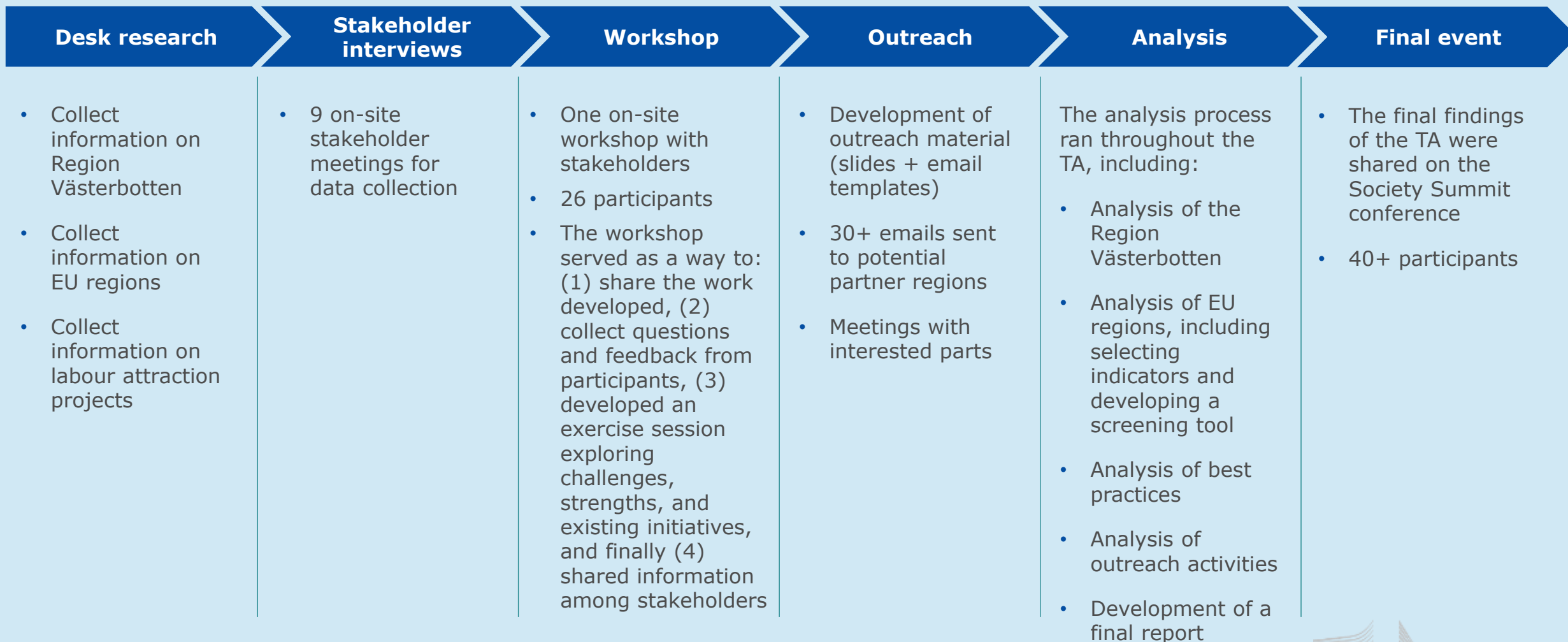


## The playbook

- Guide on how to approach regions
- Outreach material (email and slide deck templates – formatted to “plug-in” different regions)
- Living document developed based on best practices



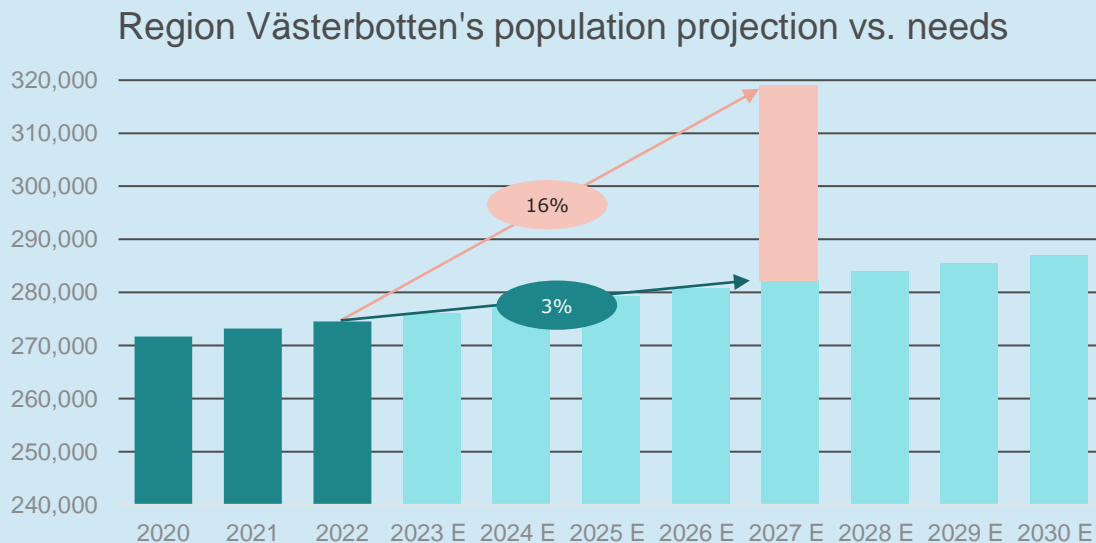
# Technical assistance process



# Issues/needs

Current projections referred to in the Territorial Just Transition Plan (TJTP) estimate a 5% population increase by 2030 (12,500 people) in Region Västerbotten.

However, based on current investments in the green industry, it is estimated that there will be a need of **40,500 people more in the region by 2027**, equivalent to a 16% increase of the population 3 years before 2030.



## Goals of the region

**Attract more people** to live and work in the region from EU-countries or if possible outside Europe.

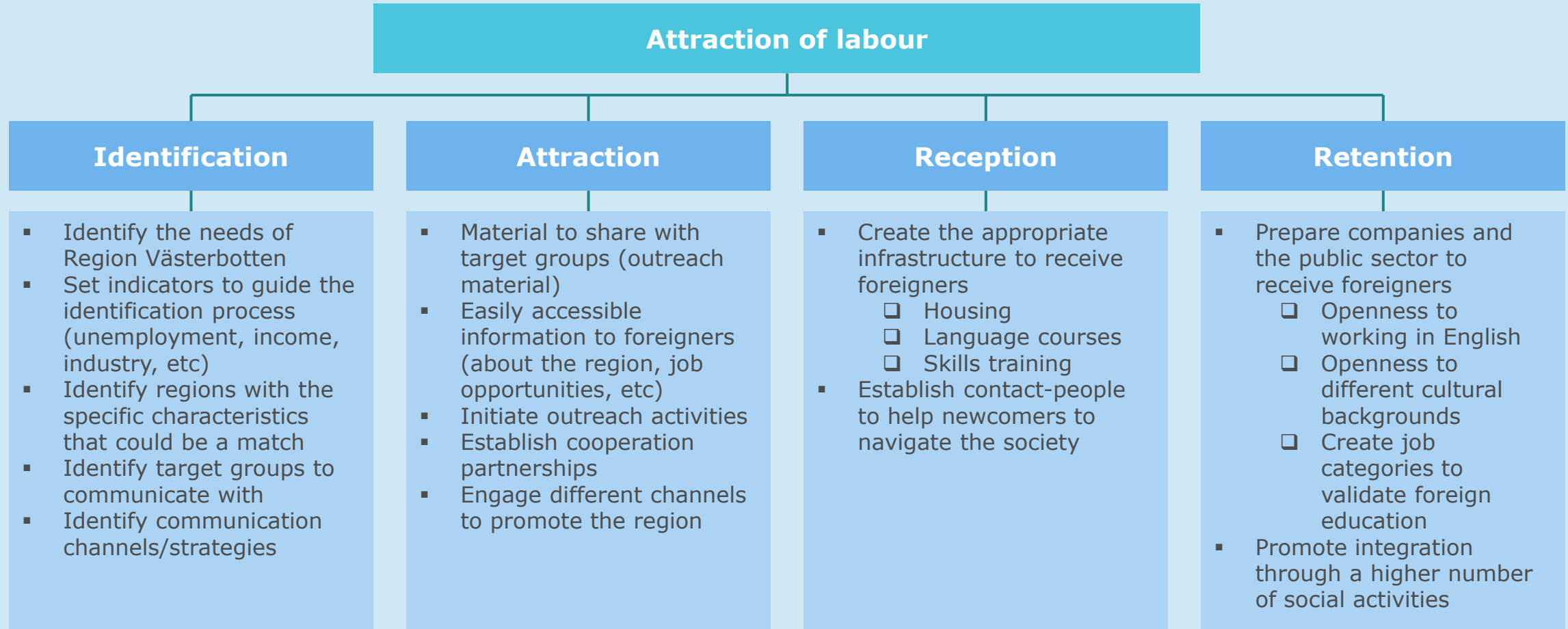
Attract people with **relevant skills** for the new green industries.

**Train the labour force** in the region or arriving in the region with relevant skills for the new industries.

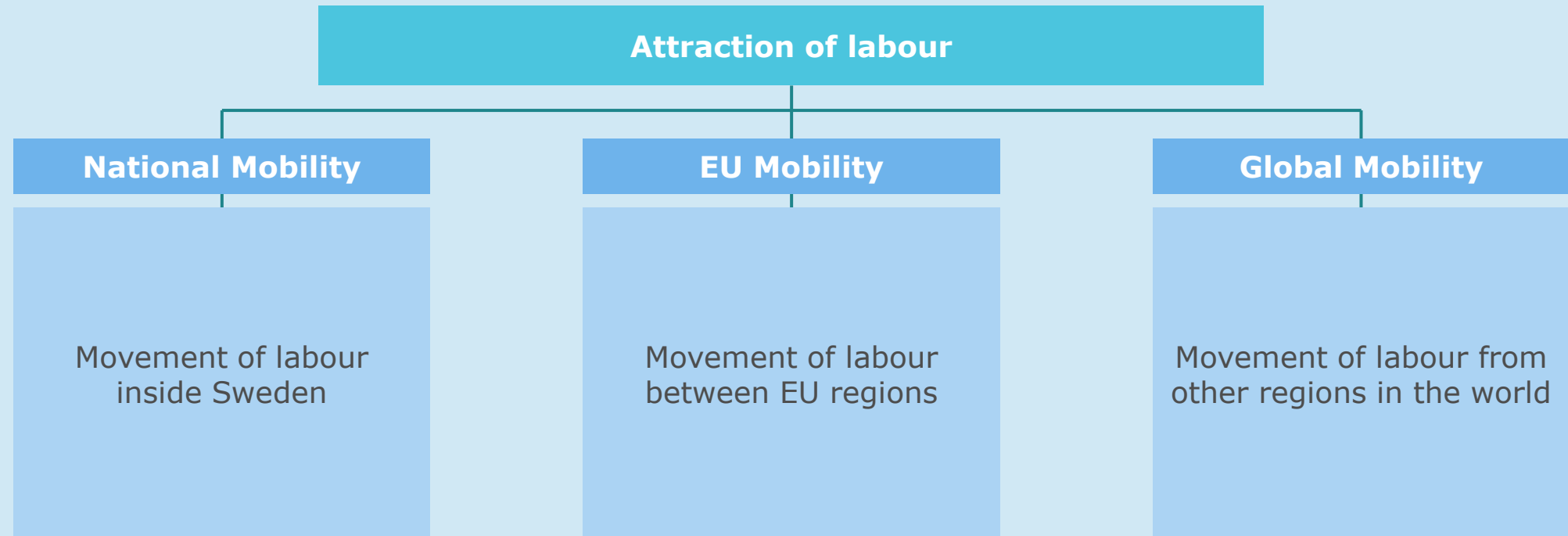
**Help SME transition** into organizations that can attract, employ and keep an international work force/competence.

The region needs to attract not only people to work in the new green industries but also the sectors that can support them such as **teachers, healthcare professionals, service staff, construction etc.** It also needs to ensure sufficient **homes and infrastructure** to support a growing population and make the region an attractive place to live.

# Steps to attract labour

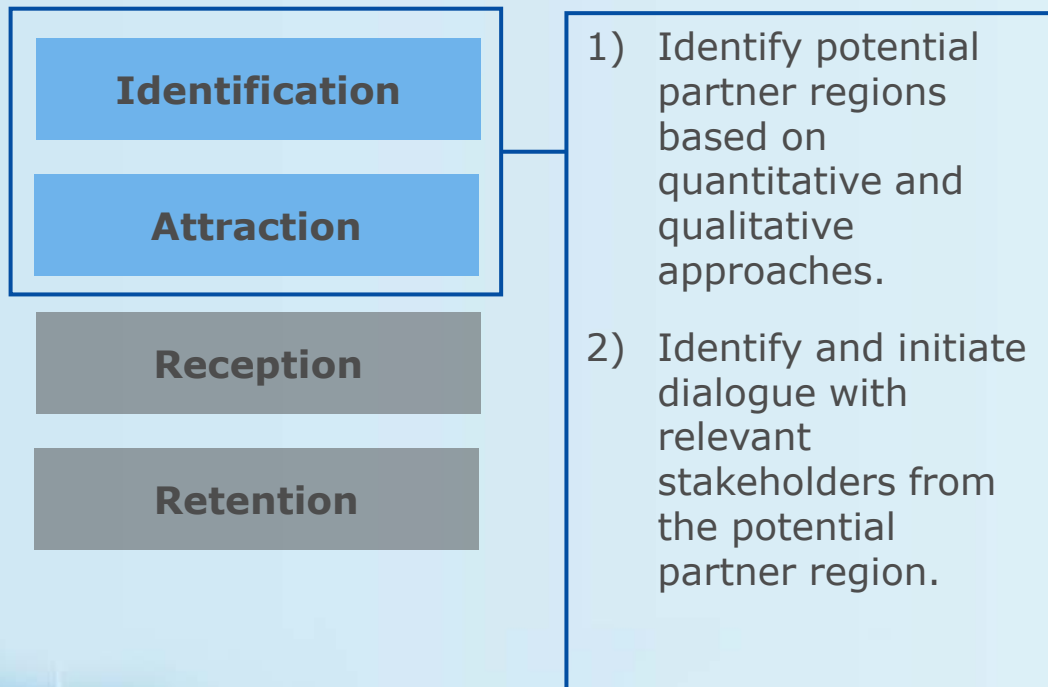


# Three mobility lanes to tackle

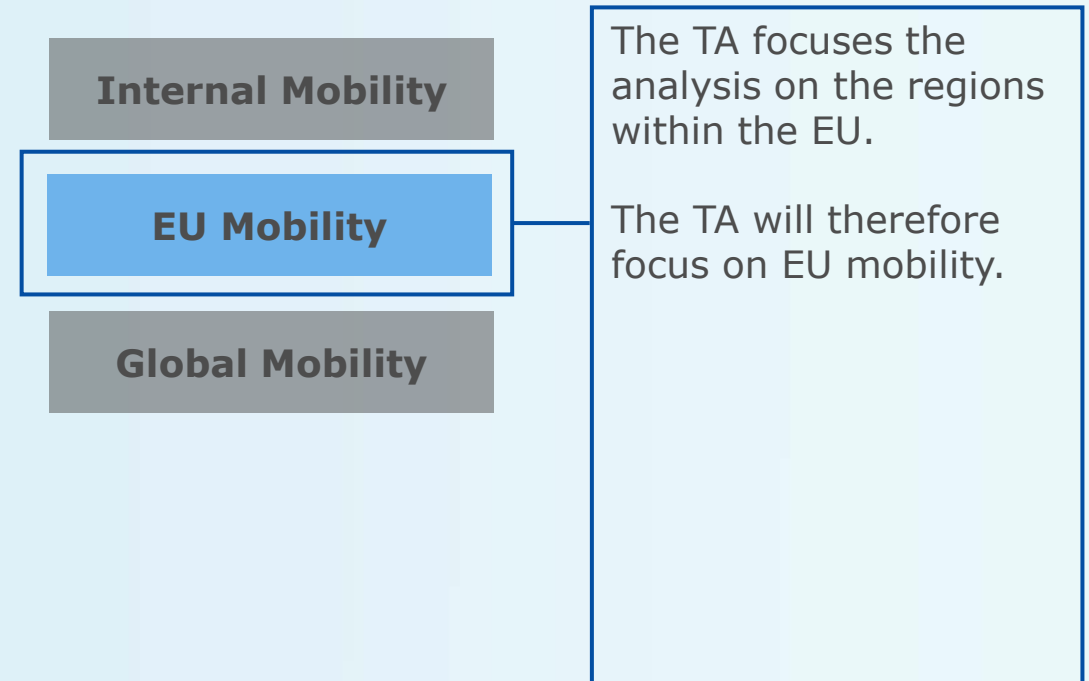


# Scope of TA activities

## Issue categories



## Mobility lanes



# Selection of EU regions

## Four approaches:



**Statistics:** Wide statistical filtering, scoring, and adding weights



**Local representation:** Regions from countries with the highest local representation in Region Västerbotten



**Industry structure:** Regions with most employees in industries with transferrable skills



**Industry transition:** Regions with industries to be phased out and within the TJTPs

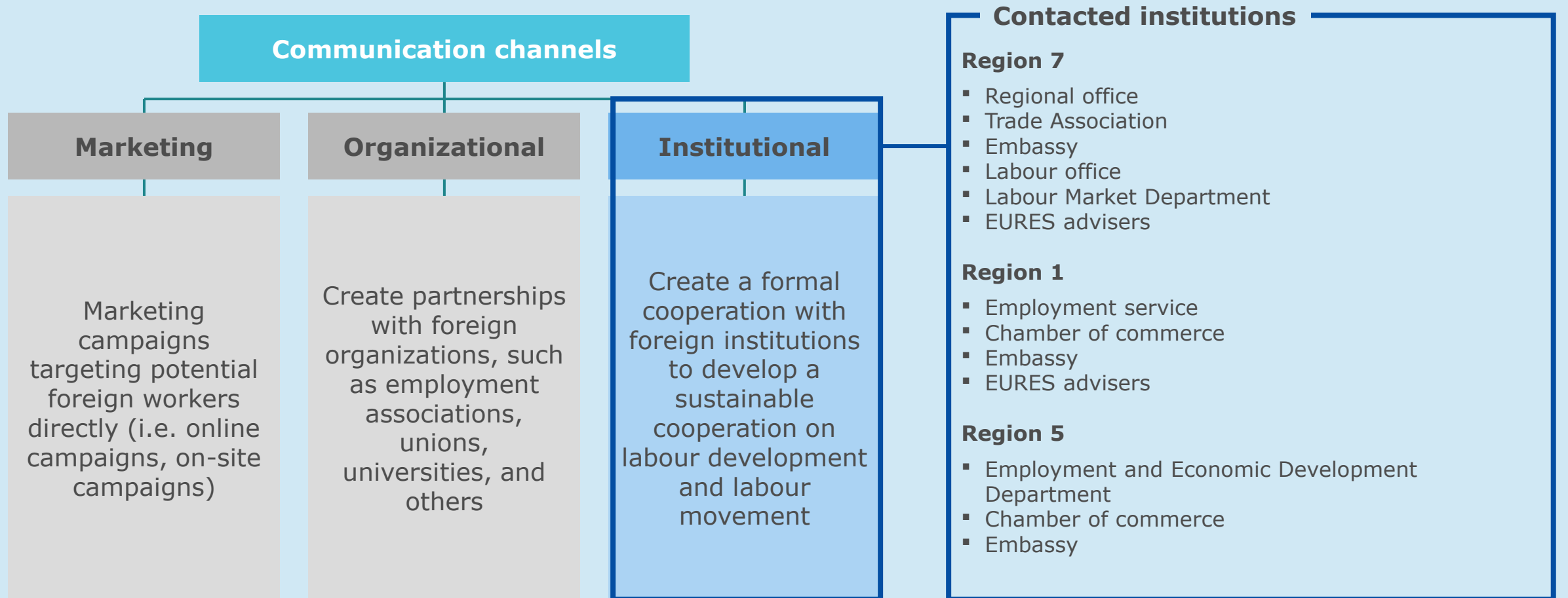
## Selected regions:

From a long-list of 7 regions, Region Västerbotten chose 3 regions to move forward with.

Country	Approach	Region
Spain	Statistics	Region 1
		Region 2
		Region 3
Germany	Local representation, industry structure and industry transition	Region 4
Finland	Local representation	Region 5
Netherlands	Local representation	Region 6
Poland	Local representation, industry structure and industry transition	Region 7



# Communication approach



# Results overview – end 2023

Regions	Institution	No response	Re-directed	Negative response	Positive response – in dialogue	In dialogue – no position yet
Region 7	Regional Office				x	
	Trade Association		X			
	Embassy	X				
	Labour Office	X				
	Labour Market Department	X				
	EURES advisers	X				
Region 1	Employment service	X				
	Chamber of commerce	X				
	Embassy		X			
	EURES advisers				X	
Region 5	Employment and Economic Development department	X				
	Chamber of commerce			X		
	Embassy	X				
Other regions	Alternative region 1				X	
	Alternative region 2					x

# Learnings 1 – Region profiling

Different regions with different characteristics will respond to a request on labour cooperation in different ways.

Some profiles will be more willing to form an institutional partnership on the issue; some are willing under very specific conditions; and others will outright refuse it.

Region profiling will help:

1. Identify the region characteristics
2. Identify what goals of region Vasterbotten that region best aligns with (population increase/specialized labour)
3. What is the best strategy for approaching the region (institutional, organizational, marketing)

# Learning 2 – Communication

- Fine-tuning communication will be an important step towards opening doors and establishing partnerships.
- When reaching out to foreign regions for an institutional partnership, communication must avoid featuring the benefits of living in Västerbotten as many institutions are looking for a temporary labour transfer.
- Communication should, instead, focus on **cooperation benefits** and provide concrete benefits Västerbotten can provide to the foreign region (i.e. joint training, well-defined skills provision, english skills, etc.); at the same time leaving some room for negotiation and adaptation towards each region-specific needs.

# Learning 3 – Institutional partnership process



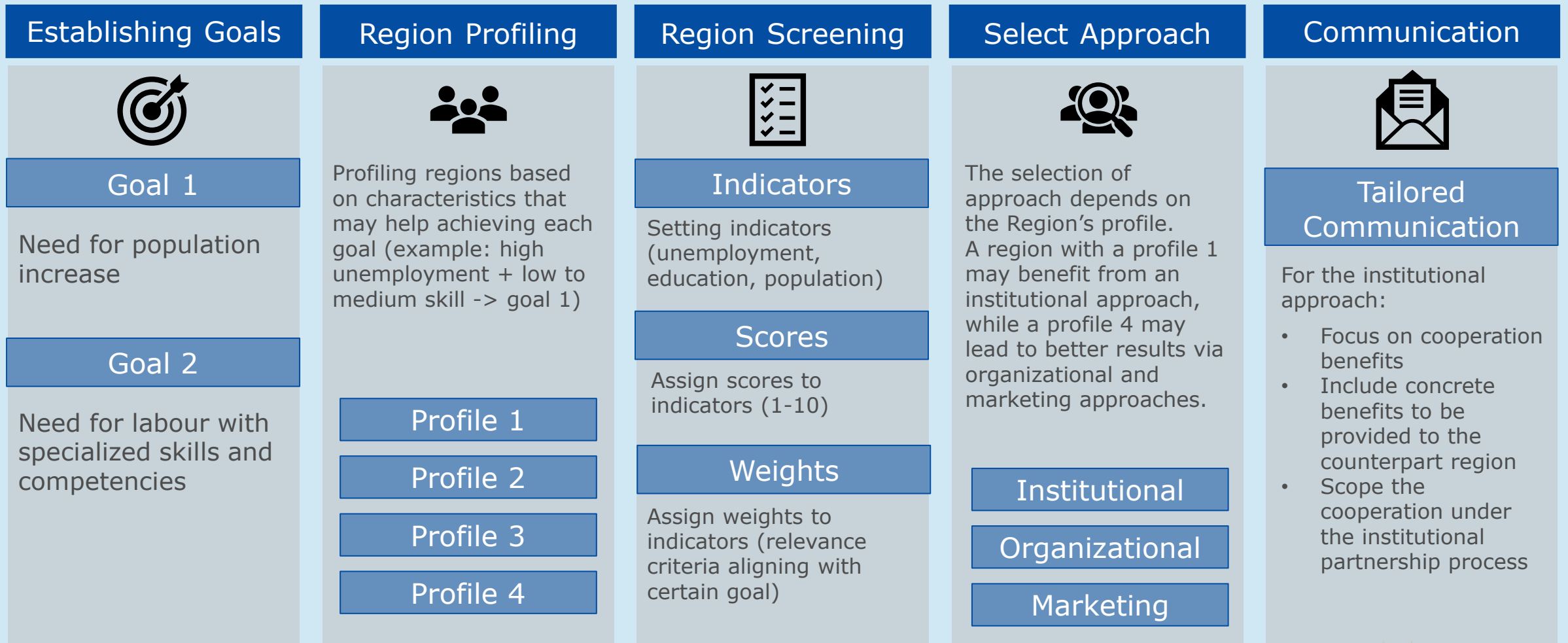
Institutional partnerships are likely **start** in a **reduced cooperation level**.

As the proposed cooperation succeeds, more aspects can be included.

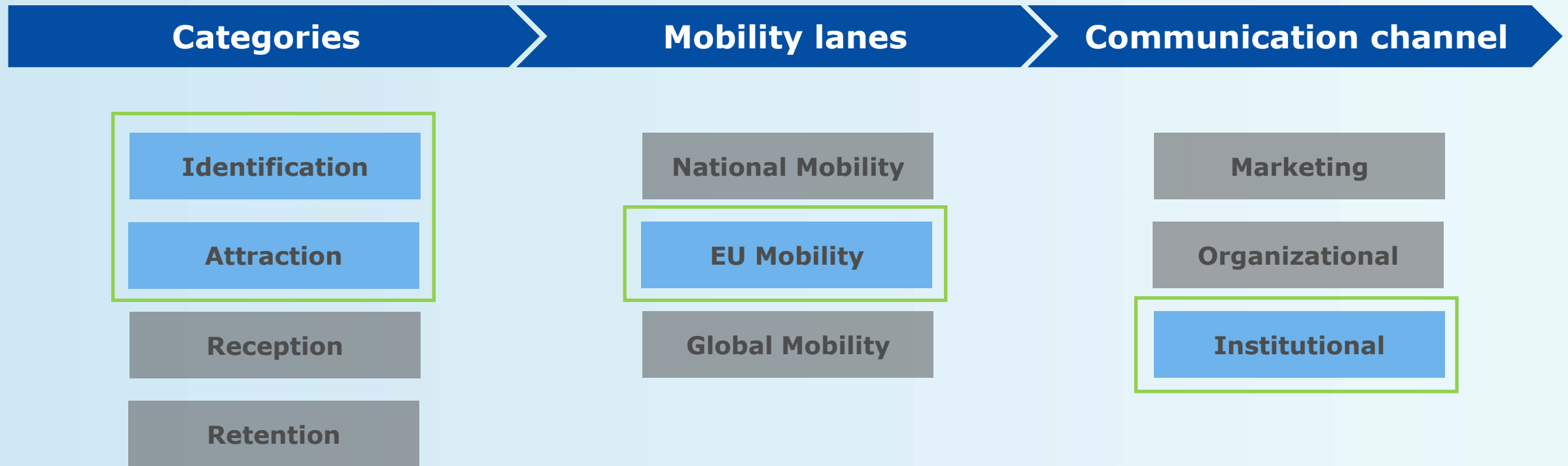
- **Level 1:** one or few company cooperations; specific industry; limited time horizon
- **Level 2:** companies in different industries; limited time horizon
- **Level 3:** joint development of skill and labour transfer; both public and private sectors

**Assumptions:** regions will expect an eventual return of people; several partnerships to take place with different regions; time horizon of partnerships to be taken into consideration.

# Playbook on the steps to identify partner regions for labour supply



# Explored and unexplored approaches in the TA



# Thank you

