

## Annex 1

# Database of Good Practice Projects

## **Definitions**

### **A: Supporting enterprise**

Local employment development projects under this category refer to local partnerships that have successfully employed a range of measures to encourage new enterprise creation and development at a local level. These initiatives focus on the provision of specialist business or financial support for SMEs, development of business networks and associations, business incubators, micro-credit schemes and business advisory schemes.

### **B: Developing routes into employment for disadvantaged groups**

Good practice projects under this classification mainly include holistic local employment initiatives which create 'routes to employment' for long-term unemployed and socially excluded people. Often these routes start off with basic skills training and confidence building programmes and then move on to providing vocational training and work placements. Providing support for the project participants during each step along the route is central to these projects. Approaches under this category also include projects that create positive relationships with local employers and tackle employer prejudices. The projects therefore have a longer term impact on the employment of disadvantaged groups.

### **C: Addressing skills shortages and promoting life-long learning**

Approaches under this measure include local partnerships that have acted as a bridging agency between local employers facing skills gaps or labour shortages and local residents with the capacity to fill these gaps. These initiatives often focus on specialised vocational training courses and work placements. Projects under this measure also cover initiatives that aim to improve recognition of skills, prior learning and qualifications gained abroad.

### **D: Social enterprise**

These projects include social economy approaches to the labour market (re)integration of unemployed people. Social enterprises are particularly good at involving people who have been excluded from the labour market for different reasons. Social enterprises have played an increasingly important role in local economic development, particularly in declining industrial regions.

### **E: Empowering local communities**

This category includes local community and partnership projects which have promoted active citizenship, enabled local people to participate in local decision-making and encouraged local communities to work together in a spirit of co-operation for mutual benefit, supporting the best possible outcome for all concerned.

### **F: Diversifying the local economic base**

These projects include local partnerships that have successfully built community capacity and contributed to the diversification of the local economic base, consequently reducing economic dependency on declining sectors or heavy dependency on one individual sector. Adopting diversification strategies and action plans have been of particular relevance to many rural regions that have reduced their dependency on agriculture by investing in tourism development. Many larger cities and old industrial areas have engineered an urban

renaissance based on arts, culture, tourism and leisure industries and the development of associated infrastructure. Successful initiatives under this theme also include projects that address local service gaps, often in the field of neighbourhood services, the 'domestic economy' and the health sector.

## A: SUPPORTING ENTERPRISE

| PROJECT NAME AND LOCATION   | PARTNERSHIP  | PURPOSE, TARGET GROUP AND OBJECTIVES  | ACTIVITIES AND SUCCESSES   | CONTACTS  |
|---|--|---|--|---|
| <p><b>INNOVATION AND ENTERPRISE CENTRE FOR MEDICAL TECHNOLOGY AND THE PHARMA INDUSTRY</b><br/>(INNOVATIONS – UND GRÜNDERZENTRUM MEDIZINTECHNIK UND PHARMA) IZMP, Erlangen, Bavaria, Germany</p> | <ul style="list-style-type: none"> <li>- Bavarian Ministry of Economic Affairs, Infrastructure, Transport and technology (STMWIVT)</li> <li>- City of Erlangen</li> <li>- Sparkasse Erlangen</li> <li>- Existing Network partners in the region of Erlangen</li> </ul> | <ul style="list-style-type: none"> <li>- SMEs in the field of medical technology</li> <li>- Start-up firms and spin-offs</li> </ul> | <p>The Innovation Centre for Medical Technology and Pharmaceuticals (IZMP) as an active network centre for science, industry, regional and supra-regional support associations is open to start-up firms and spin-offs from the field of medical technology and pharmaceutical research including biotechnology and genetic engineering. In addition, the IZMP provides room and support for existing firms from innovative research areas as well as national and international R&amp;D project groups working on projects with a limited time scale.</p> <p>The specialisation at the start-up centre encourages communication among the firms and network partners with the resulting synergy effects, thus creating the ideal start-up conditions for new firms.</p> <p>The IZMP's particular success has been in the foundation and settlement of more than 20 international companies with over 150 jobs in 2 years.</p> | <p>Mr. Matthias Hiegl<br/>Henkestr. 91<br/>D-91052 Erlangen<br/>Germany</p> <p>T: +49 9131 530 700<br/><a href="http://www.medicalvalley.org">www.medicalvalley.org</a></p> |
| <p><b>PLASTICS VALLÉE,</b><br/>Oyonnax, France</p>  | <p>The project, which is run by local government, works in association with Plasturgie Rhone-Alpes, a local employers/professionals association in the plastics sector</p>   | <ul style="list-style-type: none"> <li>- Businesses specialising in plastics</li> </ul>   | <ul style="list-style-type: none"> <li>- The development of research and development and training in the Oyonnax area. Increasing the skills of the workforce</li> <li>- Support for the creation of the European Pole of Plastics Technology: which was demanded and created by business: provision of mutual means, both</li> </ul>  | <p>Isabelle Vincent<br/>7 rue Michelet<br/>01100 Oyonnax<br/>France<br/>T: +33 474 73 09 39<br/><a href="http://www.plasticsvallee.com">www.plasticsvallee.com</a></p>      |

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|  |  |   | <p>in terms of equipment and human resources, by which SMEs in the plastics sector can innovate</p> <ul style="list-style-type: none"> <li>- Creation of infrastructures designed to anticipate and answer the needs of businesses in the plastics sector: planning and creation of industrial parks, technopole project (currently underway), participation in the development of a motorway bypass; development of communication activities that promote the know-how of businesses in the plastics sector.</li> <li>- Awareness-raising for the young regarding jobs in plastics</li> <li>- Activities developing the skills of the workforce</li> <li>- Employers association</li> </ul> |  |
| <p><b>FONDATION SOPHIA ANTIPOLIS</b>, Provence Alpes Cote d'Azur, France</p> | <p>The Sophia Antipolis venture involves partnerships at all levels of government, including local, regional and national. Other important partners include the local Chamber of Commerce.</p> | <ul style="list-style-type: none"> <li>- Research and development sector</li> <li>- Academia</li> <li>- Start-ups and SMEs</li> </ul> | <p>The idea behind the Sophia Antipolis venture was to create a 'city of wisdom science and technology'. Since the first company set up shop in 1974 the site has grown into a highly developed centre of innovation and enterprise.</p> <p>The park today is now composed of over 1,620 independent companies, employing over 25,000 people. The site also includes a campus hosting 5000 students from the University of Nice.</p> <p>Sophia Antipolis is involved in the development of promising economic sectors, and encourages networking among researchers to develop innovative ideas and transfer them to the marketplace.</p>   | <p>Mr Laurent Soulier<br/>Fondation Sophia Antipolis<br/>Place Sophie Laffitte - BP 217<br/>06904 Sophia Antipolis – France</p> <p>T: +33 4 92 96 78 00<br/><a href="http://www.sophia-antipolis.org">www.sophia-antipolis.org</a></p> |

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|  |   |   | <p>The venture has been particularly successful in attracting ‘grey matter’ to the area and hence developing an endogenous highly skilled local workforce.</p> <p>Sophia Antipolis also aims to be a breeding ground for innovation and ideas sharing in the philosophical, ethical and cultural fields. There are various events organised to further the exchange of ideas between these fields, as well as cultural activities which take place in Sophia Antipolis.</p>          |  |
| <b>SOFTUM BUSINESS CENTRE, NETWORKING AND DEVELOPMENT PROJECT, Mänttä, Finland</b> | <p>The business centre is a public-private collaboration of which partnership consists of local and regional private sector employers, regional council and other socio-economic actors. The town is going through a significant economic change.</p> | <p>Softum is a business centre specialized in IT- and new media industries. For its entrepreneurs, Softum offers a first-rate environment with office services and telecommunication. Softum also offers incubator services in co-operation with Media Club Incubator from Tampere. The networking and development project aims to develop sustainable and effective business networks and new support structures for existing companies as well as new businesses.</p> | <ul style="list-style-type: none"> <li>- The Centre has become an important strategic instrument to create new businesses and jobs in the area.</li> <li>- The project has helped to create new businesses and new jobs and therefore contributed to the Strategic goals of Lisbon. Also a new ‘IT business centre’ concept has been established which provides all-round support for new businesses from incubator services, joint project and marketing activities etc.</li> </ul> | <p>Esko Koikkalainen<br/>Managing director,<br/>Softum Business Centre, PL 69<br/>35801 Mänttä,<br/>Finland<br/>T: +358 40<br/>7382334<br/>E:<br/>esko.koikkalainen<br/>@mw-kehitys.fi</p> |
| <b>MJÄRDEVI SCIENCE PARK, Linköping, Sweden</b>                                    | <p>Local public authorities, university and other</p>   | <ul style="list-style-type: none"> <li>- Support creation of new knowledge based companies</li> </ul>   | <ul style="list-style-type: none"> <li>- Mjärdevi uses the regional Growlink-model as the catalyst for stimulation and they provide</li> </ul>   | <p>Sten Gunnar Johansson, CEO</p>  |

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|                                 | <p>educational establishments, nearby national research centres, local and national companies etc.</p> | <p>- Provide the most stimulating environment possible to allow for new companies' optimum development.</p> | <p>activities and services specific to the needs of companies that locate on the park. The different actors within Growlink facilitate access to funding, business support, competence assistance, and mentorship in the different phases of business development, entrepreneurship and internationalisation. The Growlink model concentrates on the idea, start and growth of a company - representing the different development phases from the original business idea to the formation of strong and sound company. Growlink comprises a strong network of qualified business supporters, vendors, and advisers.</p> <p>- This knowledge-based science park now consists of more than 180 companies and 4000 employees.</p> | <p>Mjärdevi Science Park<br/>E:sg.johansson@mjardevi.se</p> |

## B: DEVELOPING ROUTES INTO EMPLOYMENT FOR DISADVANTAGED GROUPS

| <b>PROJECT NAME AND LOCATION</b>              | <b>PARTNERSHIP</b>  | <b>PURPOSE, TARGET GROUP AND OBJECTIVES</b>  | <b>ACTIVITIES AND SUCCESSES</b>  | <b>CONTACTS</b>  |
|---|---|--|--|--|
| <b>PAUL PARTNERSHIP,</b><br>Limerick, Ireland | An area-based partnership operating as a company limited by guarantee with charitable status. The partners include: <ul style="list-style-type: none"> <li>- Statutory bodies</li> <li>- Local communities</li> <li>- Employers</li> <li>- Trade unions</li> <li>- Elected representatives</li> </ul> | PAUL develops innovative and customised training and education programmes which will facilitate progression towards employment for long-term unemployed people and their dependents. | The Paul Partnership provides a personalised guidance, mediation, placement and aftercare service to those most distanced from the labour market. Services offered by the PAUL network include information provision, career guidance, mediation and placement, employer liaison, training and development and a Job Club to assist with job hunting through Internet, newspapers, etc. The intervention service offered to clients depends on how far they are from the labour market and is more intensive for 'harder-to-reach' ones. | Ms Anne Kavannagh,<br>Tait Business Centre,<br>Dominic St,<br>Limerick<br>Ireland<br>T: +353 61 419388<br><a href="http://www.paulpartnership.ie">www.paulpartnership.ie</a> |

## C: ADDRESSING SKILLS SHORTAGES AND PROMOTING LIFE-LONG LEARNING

| <b>PROJECT NAME AND LOCATION</b>            | <b>PARTNERSHIP</b>  | <b>PURPOSE, TARGET GROUP AND OBJECTIVES</b>   | <b>ACTIVITIES AND SUCCESSES</b>  | <b>CONTACTS</b>   |
|---|---|---|--|---|
| <b>BUSINESS COMPUTING,</b><br>Cork, Ireland | <ul style="list-style-type: none"> <li>- University College Cork</li> <li>- Foras Áiseanna Saothair (FAS – the National Training and Employment Authority)</li> <li>- Cork Institute of Technology</li> <li>- Cork City Partnership</li> <li>- Local Employment Scheme</li> </ul> | <ul style="list-style-type: none"> <li>- Local unemployed people who have not previously had access to third-level education.</li> <li>- Local knowledge-based employers who require skilled labour.</li> </ul> | <p>The partnership has created a Diploma in Applied Business Computing, targeted at socially excluded people who have not previously entered third-level education. The Diploma teaches the students a wide range of subjects required in today’s knowledge-driven economy. It provides skills ranging from programming to multimedia to database development. Students also gain an understanding how IT systems fit into the business environment and are taught the personal communications skills that are required in this area.</p> <p>The social inclusion element of the diploma is one of the main factors in its success; student intake is aimed at disadvantaged areas in the Cork region. Its key successes have been a very high completion and retention rates.</p> | <p>Mr John McAvoy<br/>Business Information Systems,<br/>University College Cork,<br/>Ireland</p> <p>T: +353 21 4903338<br/><a href="http://www.ucc.ie">www.ucc.ie</a></p> |

## F: DIVERSIFYING LOCAL ECONOMIC BASE

| PROJECT NAME AND LOCATION                                  | PARTNERSHIP  | PURPOSE, TARGET GROUP AND OBJECTIVES   | ACTIVITIES AND SUCCESSES  | CONTACTS  |
|--|--|--|---|---|
| <p><b>BIODUNDEE</b>, Tayside, Scotland, United Kingdom</p> | <p>BioDundee is a partnership between public, private and academic bodies in the Tayside area. The funding partners are:- Dundee City Council, Scottish Enterprise Tayside, Universities of both Dundee and Abertay, Scottish Crop Research Institute. The project has a steering group on which sits the funding partners, local companies and the NHS trust.</p> | <ul style="list-style-type: none"> <li>- Investors</li> <li>- Intermediaries</li> <li>- Biotech sector</li> <li>- Academic sector</li> </ul> | <p>The project is now an internationally recognised brand. With limited funding it has achieved considerable success - it has focussed on activities which have potential to add most value i.e. Update Newsletter goes out to 14,000 biotech sector people internationally (resulted in contacts and businesses for companies and universities). This is not merely PR, but a factual approach aimed at academics or those who may have an academic background.</p> <p>The joint marketing effort has been very successful and enabled the project to really promote the unique aspects of life sciences in the Dundee area i.e. the interdisciplinary approaches, the research base and the business working together; the range and breadth of our sector.</p> <p>Consistency and cohesive message – the project has been working since 1998 and has kept on message but has also been able to adapt its activities locally in the light of changing needs. At the start, the challenge was attracting scientists to Dundee. This is now less of a challenge and issues like property for expanding businesses is now more important.</p> <p>Local networking events have been important. Now very much a partnership across the sector. BioDundee seen as</p> | <p>Ms Jennifer Caswell,<br/>Dundee City Council<br/>Economic Development Dept<br/>Dundee City council<br/>3 City Square<br/>Dundee</p> <p>T: +44 1382 434252<br/><a href="http://www.biodundee.co.uk">www.biodundee.co.uk</a></p> |

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|   |   |  | <p>the cement that binds the sector together here.</p> <p>Having the marketing initiative with its positive biotech message has also meant that local press and community are very supportive of the sector as they have a good understanding of the economic benefits this sector has within the area. The success in promoting the sector through the initiative also means that the sector is also very supportive of the other activities the project may support i.e. networking, conference, providing talks, facilities and people when required.</p> <p>At the start of the project there were under 1000 people employed in the life sciences sector. The latest survey suggests that including the academic sector there are over 3,800 people employed in the sector. In 1998 there were 7 biotech companies in the area- there are now 25.</p> |   |
| Flanders, <b>DISTRICT OF CREATIVITY</b> , Belgium | Co-operation with Flemish partners:<br>- Employers organizations VEV and UNIZO<br>- Business School: VLERICK-Leuven-Gent management school<br>International Partners:<br>- Catalonia: COPCA and CIDEM<br>- Scotland: Scottish | The project targets the whole population to the extent that it wants to accomplish a change in mind set. The project wants to stimulate people to take a more pro-active and creative attitude. This should show in the number of new business being settled and the number of | <ul style="list-style-type: none"> <li>- The project is still in its early stages, but the first tendencies are starting to emerge. The negative net growth in businesses has been stopped.</li> <li>- The international collaboration with other regions has become much closer materializing in a number of proposals for participation received.</li> </ul>   | Philip Van den bosch<br>Vlamingenstraat 83<br>B-3000 Leuven<br>T: +32 16 32 36 37<br><a href="http://www.flanders-dc.org">www.flanders-dc.org</a> |

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|---|--|--|--|---|
|   | Enterprise<br>- Baden-Württemberg:<br>Steinbeis foundation   | Flemish businesses that grows to international dimensions. |  |   |
| <b>‘ADDITIONAL PROGRAMME’ OF THE NORD BARESE OFANTINO TERRITORIAL EMPLOYMENT PACT,</b><br>Italy | The project is financed by the Italian Government, in particular by the Ministry of Economy and Finance which provides technical assistance and supervision.<br><br>Some activities have been implemented together at national level. The project has also worked in partnership with the San Paolo – Banco di Napoli as financial responsible of the project. | Local public administration and citizens.                  | <ul style="list-style-type: none"> <li>- Improving the environment for business start-ups, particularly high-tech firms and micro-enterprises;</li> <li>- Creating a positive environment for developing innovative businesses, especially SMEs;</li> <li>- Developing ‘new’ skills linked to the knowledge-based economy: IT skills/digital literacy, foreign languages, technological skills, entrepreneurship and social skills;</li> <li>- Increasing employment in the high value-added services;</li> <li>- Tackling all forms of social exclusion, promoting the engagement of minority/hard-to-reach groups (e.g. the disabled);</li> <li>- Building closer links between National Action Plans for Employment (NAPs) and other relevant policy areas, linking the European Employment Strategy to employment-related measures at a sub-national level.</li> </ul> | Mr Emmanuele Daluiso<br>c/o Castello Svevo<br>70051 Barletta (Ba)<br>ITALIA<br><br>T: +39 0883 334145 |