

In order to arrive at this action plan, the exercise's final objective, which will be developed with companies, a process composed of several stages has been carried out, whose deliverables are available on the website of the Strasbourg Jobs and Training Centre:

- benchmarking of experiences of port area/multi-sector/territorial/cross-border SWP exercises in France and Europe
- interviews with around 30 "head of network" players, both institutional and private, in the ports of Strasbourg and Kehl, conducted by the ADEUS around seven key questions condensed into the form of seven factsheet-tools ("What are the main issues for the future of the ports?"; "Changes in the sectors present in the ports"; "How are firms expecting their sectors to change?"; "Medium- and long-term skills needs"; "What will the professions of the future be?"; "Professions under threat?"; "What are the training priorities to meet current and future needs?")
- a presentation of the economic fabric and professions of the port area, including a mapping of the firms, jobs and professions in the port of Strasbourg, as well as a forward-looking presentation of professions up to 2020
- a discussion among institutional players that took place on 25 November 2013 in Kehl in the form of three roundtables on issues relating to jobs in the port areas of Strasbourg and Kehl.

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WHAT ARE THE PRIORITIES FOR ACTION AND OBJECTIVES OVER THE SHORT TERM?

THE INTERVIEWS CONDUCTED WITH THE INSTITUTIONAL PLAYERS HAVE MADE IT POSSIBLE TO DETERMINE FOUR PRIORITY AREAS FOR ACTION IN THE PORTS OF STRASBOURG AND KEHL:

- managing the impact of deindustrialisation in terms of jobs (stepping up support for job-seekers who are unemployed as a result of restructuring)
- optimising the existing training infrastructure (focusing technical training on mastering tools, strengthening linguistic competence, recognition of qualifications, etc.)
- promoting technical career paths (mainly in France, by fostering apprenticeships)
- supporting retraining (through the strengthening of in-service training and short training courses).

In addition, the cross-border SWP exercise is linked to short-term schemes aimed at young people. One of these is the project called REVE (Rapprochement Entre Voisins pour l'Emploi – Bringing Neighbours Closer Together for Jobs) run by the Strasbourg Jobs and Training Centre. In 2013, it organised a series of visits to German firms based in the port of Kehl that needed new staff and were offering apprenticeships in the professions where they had staff shortages.

TO WHAT EXTENT CAN THIS GOOD PRACTICE BE ADOPTED IN OTHER CROSS-BORDER TERRITORIES?

The Strasbourg-Ortenau Eurodistrict is not the only cross-border territory with a shared economic sector on both sides of the border: Saarland and Lorraine both have a specialisation in the automotive sector, the French and Spanish Basque Country in agri-food, the French-Belgian border region in the textile industry, etc. Depending on the degree of complementarity between the economic fabrics on either side of the border and the common outlook for change in the sector, a similar exercise might prove to be beneficial in order to better anticipate future needs and work out a coordinated response.

It is also interesting to note that the territorial SWP exercise combines the issues concerning economic activity (companies) and those concerning jobs/training (employees). As a result, it constitutes a structuring process of economic development that is helping to jointly develop the different sectors, professions and the range of available training.

FOR MORE INFORMATION:

<http://www.maisonemploi-strasbourg.org/la-demarche-de-gpec-des-ports>

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