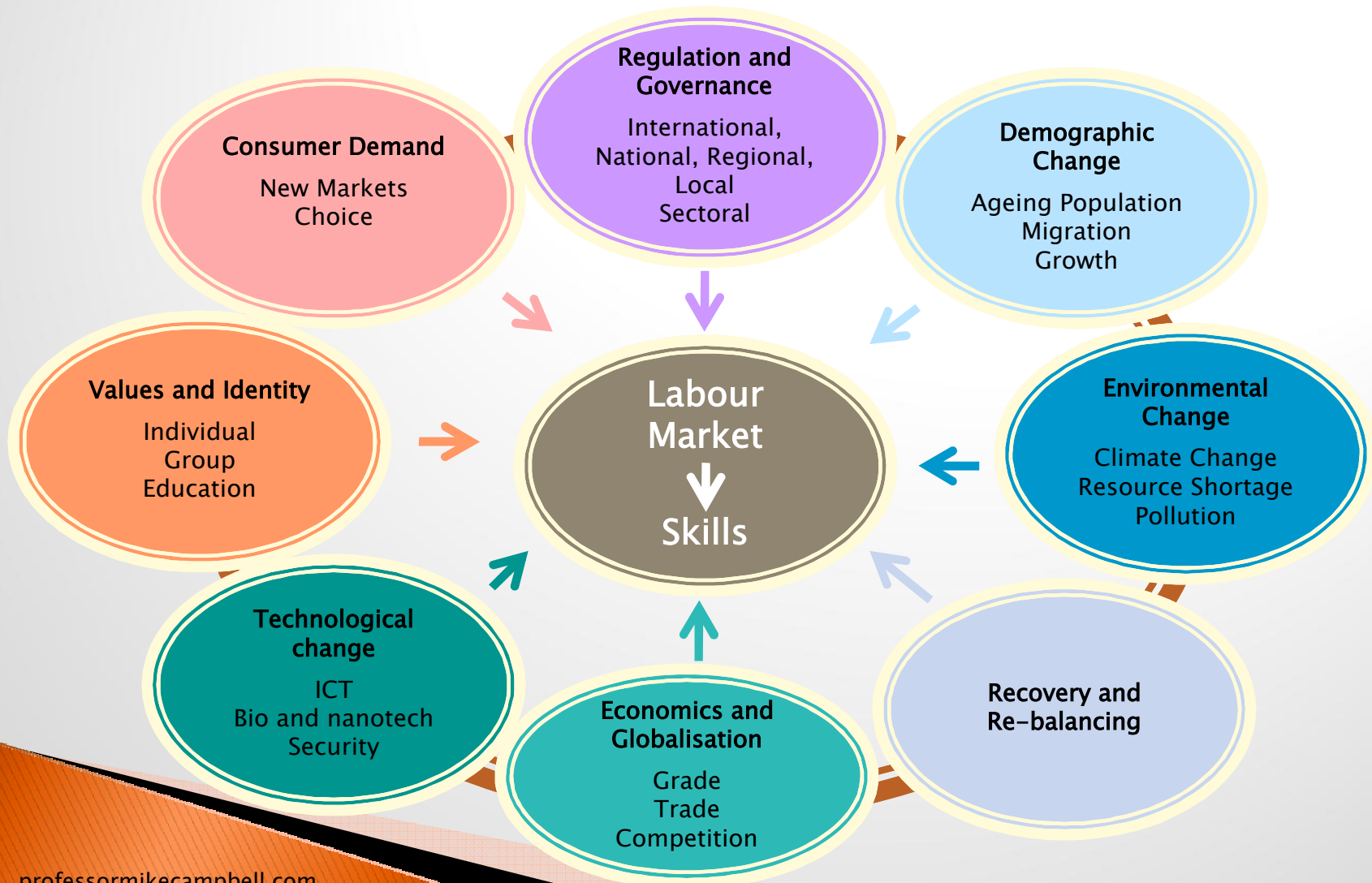


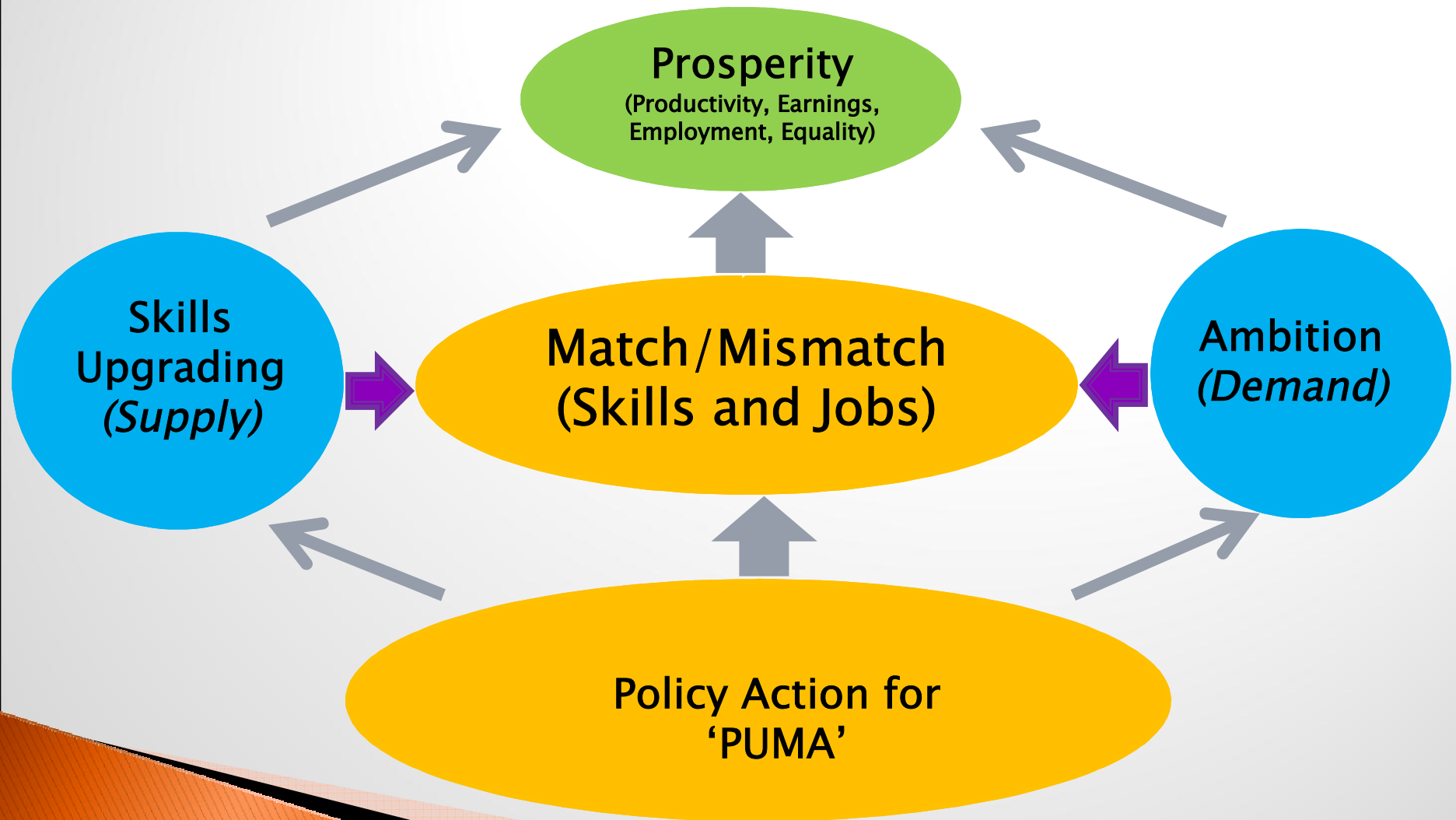
The Agenda for New Skills and Jobs

Professor Mike Campbell
European Parliament
15th June 2011

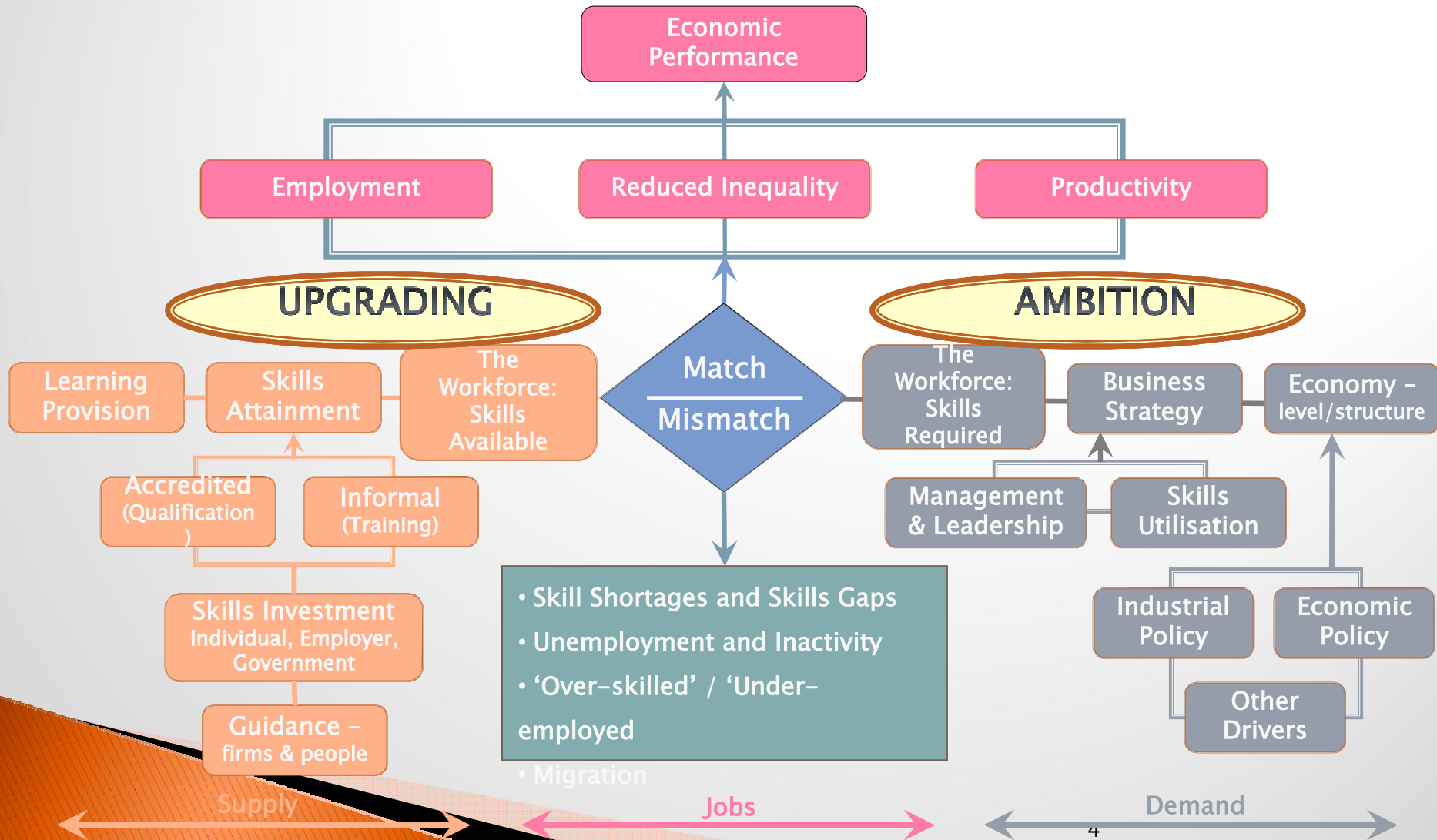
The Drivers of Change



A Strategic Framework for Skills and Jobs



Skills for Jobs: Towards a Successful Strategy



Upgrading

- The Case for Skills
- Information, Transparency, Guidance
- Quality Provision
- Employer Engagement
- ‘Collective Measures’: Networks, Licences to Practice and Levies

Matching

- Alignment between the *skills available* and the *skills required*: shortages, gaps, unemployment, under-employment
- Priorities and ‘economically valuable’ skills
- Labour market intelligence, insight and anticipation
- Responsive provision: a greater focus on outcomes
- Intermediaries: public employment services; sector councils

Ambition

- **Business Strategy**
 - Management and leadership
 - High performance workplaces and skills utilisation
- **Economic Policy**
 - Economic policy
 - Economic structure: Rebalancing economies
- **Employer engagement**

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- Connecting education/training and the world of work
- Create a 'virtuous circle': Integrate education/training with employment and economic policy
- Establish challenge and vision
- Fiscal austerity: Move beyond public funding
- Change behaviour – Information, empowerment, incentives and 'nudges'

A workforce with poor skills not only makes their own lives poorer, it makes all of our lives poorer .. and a highly skilled workforce will not only make their own lives richer, it will make all of our lives richer.