



Kraftsamling Trelleborg

Not only Sweden, but all of Europe are facing a gigantic and complex economic challenge over the next few years. European cities of today are facing a competence gap. On one hand, we have companies in dire of skilled labour, to make sure that the local and regional economy can grow and flourish during the ongoing economic boom. On the other hand, we have a growing number of unemployed citizens without neither formal education nor documented skills, but with lots of informal knowledge and, in the cases of immigrants, often several years of working experience.

Can one through a different behavior, a new attitude and a new way to organise the municipalities in the long term have other results and affect the cost, while more people reach self-sufficiency? Is it possible to go against the trend? The city of Trelleborg believes and shows it is possible. We know that it requires retakes, courage and some completely new approaches and interventions. It shows in Trelleborg, which has reduced its costs for long-term beneficiaries most in Sweden during the period 2006-2013. It focuses on the success factors and the approach has reflected the work during the period, both organisationally and in leadership. It is about normalisation and attitudes, but in highly level of courage.

By using a system where the city cooperates with local and regional employers, for the gain of both the unemployed and the employers, the city of Trelleborg quickly and easily close the matching gap between the two parties. Doing this we make sure that the economy can keep growing, and at the same time we make sure that we will not create a permanent sense of alienation. Through finding the correct match between employer and prospective employee, we make sure that the company will have the means to grow economically. At the same time, the newly employed is a part of the labour market and thus is more established in society as a whole. We see how economic sustainability goes hand in hand with social sustainability; poverty reduction and social inclusion is achieved through making sure everyone gets to participate in the labour market and the economic system.

In both 2015 and 2016, we made sure that one person per day left the welfare support by gaining employment, or starting studies that will lead to employment. The Department of Labour Market in the city of Trelleborg has in recent years operated with over 500 unique companies in the region and has built up a local recruitment service. This is done under the umbrella of Kraftsamling, our cooperation with our most important partners in battling unemployment: the employers. By meeting the needs of the employers, in the next phase we will also be able to meet the needs of the job seekers. This cooperation is key to social inclusion through economic inclusion.

Our strategies are based on a unique mindset investing more focus on faith in people's ability and resources, mixed with flexible ways of learning, and fully process-oriented with systematic monitoring, to make sure all citizens receive professional service and can enter the labour market. We are convinced that many cities in Europe has good strategies for vocational training in schools, but we also believe that flexible

ways of learning at a workplace give quicker and also sustainable results. We have a strong labour market and establishment perspective for all our citizens. We measure on the operation of the establishment and not on social care. This is a way of working that can only be realised through focusing on the needs of the companies, through actually listening to their needs and leaving the traditional social worker behind. Most unemployed people do not actually need social care – they need a job, that will in long-term reduce poverty and social exclusion in a sustainable way.

Trelleborg has a way of working and attitudes that arise great interest among municipalities in Sweden. During 2016, 91 municipalities have chosen to visit the Department of Labour Market to get the organisation, approach, methodology and results presented. In October 2016, Vinnova (Swedish Innovation Agency) and SKL (Swedish Association of Local Authorities and Regions) awarded us with the “Innovation Award for the public sector”. The award recognizes the innovation that has demonstrated the power of citizens and/or industries and have the potential to spread to other public services. The department of Labour Market in the city of Trelleborg received the award for its work with different mindset and digitization of the processing of economical support.

We are currently running a new project, financed by Vinnova, where fourteen other Swedish municipalities have the opportunity to implement the way we work at the Department of Labour Market in the city of Trelleborg. At present, they are trying to understand, adapt, and will finally, reuse, and we are sure there is a high potential for other European cities to do the same based on their circumstances. This process will definitely also improve our model by other organisations sharing their challenges and experiences.

One of the current and future main challenges for the European cities is to make sure that citizens are included economically in the labour market and at the same time make sure that companies’ growth aren’t held up by the lack of skilled labour. This requires something extraordinary from all of us – from civil servants to politicians and all authorities in between.

We are looking forward to provide other European cities with the chance to understand our good practices and in the same way improve even more, through URBACT’s effective transfer across Europe’s cities.

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