

RUFS 2010

Regional development plan for the Stockholm region

VISION

Europe's most attractive metropolitan region

OBJECTIVES

An open and accessible region

A leading growth region

A region with a good living environment

A resource-efficient region

STRATEGIES

Increase sustainable capacity and quality in strategic areas

Develop ideas and capacity for renewal and innovation

Safeguard assets to meet future needs

Develop a polycentric region with high-density cores

Strengthen cohesion

Promote personal growth potential

Key challenges facing the Stockholm region

- Enabling population growth while preserving environmental assets
- Being a small but internationally leading region
- Increasing security in the region at a time when the world is seen as increasingly unsafe
- Strengthening mobility while energy prices and climatic pressures increase
- Catching up with infrastructure investments while demands continue to increase
- **Opening up the region and reducing exclusion**



Diversity a matter of economical growth

OECD Territorial Review of Stockholm (2006/2010):

- See diversity on the labor market as an asset
 - Changing attitudes of employers
 - More efficient validation of immigrant skills
- Concentrate regionally to combat youth unemployment
 - Create a regional arena to help young people to work
 - Develop apprenticeships



- **AUGUST 2010: What's happening?**
Mapping of integration and diversity activities in the region
- **JANUARY 2011: How does it look?**
Description of workplaces' diversity in the region
- **MAJ 2011: What do we know?**
Knowledge review of development of organization's diversity
- **AUGUST 2011 What do we do?**
Mapping employers' work with diversity
- **OCTOBER 2011 Use competence**
About diversity orientation on the Stockholm region's labor market



What's happening? – Two conclusions

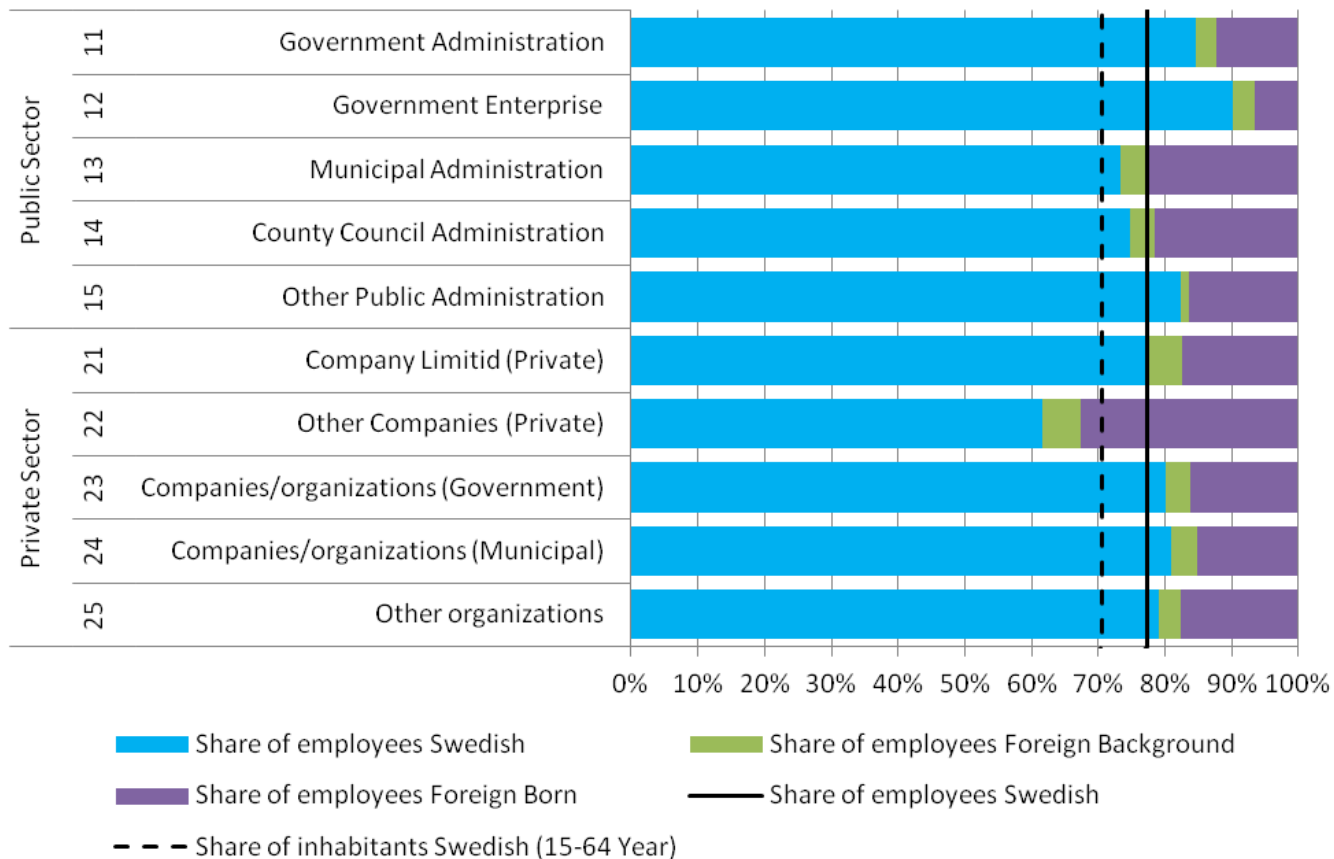
1. Need of an Regional Knowledge Arena for exchange of experience and knowledge
2. Need of perspective change in regional development processes regarding integration issues; from foreign-born to employers' perspective





How does it look?

Horizontal segregation to varying degrees...



What do We Know? – Some Conclusions



- Stockholm's paradox, weak correlation between conditions for integration and the outcome
- Network recruitment exclusionary and segregating
- Segregation on labor market is caused by discrimination
- Efforts that involve management gives major effect
- No clear correlation between diversity and performance



What Do We Do? – Some Conclusions

- Obstacles: 1 competence; 2 get candidates; 3 language
- Diversity improves the organization's position
- Most important factors for diversity orientation: 1 previous experience, 2 recruitment policy; 3 leadership

Recommendation 1: **Diversity orientation needs an increased scope**

- Stakeholders in society must adopt a consistent diversity perspective
- Efforts to combat socioeconomic residential segregation and integration on the labor market should be linked
- Encourage a more transparent labor market
- Integration policies should be extended from the fight against unemployment to increase diversity on workplaces



Recommendation 2: **The public sector has to develop its role as an employer**

- It requires a closer involvement of the public sector as employer to increase diversity on the workplaces
- There are important reasons:
 - Basic: fairness, everyone should have equal opportunities
 - Pragmatic: generational change in the public sector



Recommendation 3: **Employers need to broaden and deepen its work on diversity orientation**

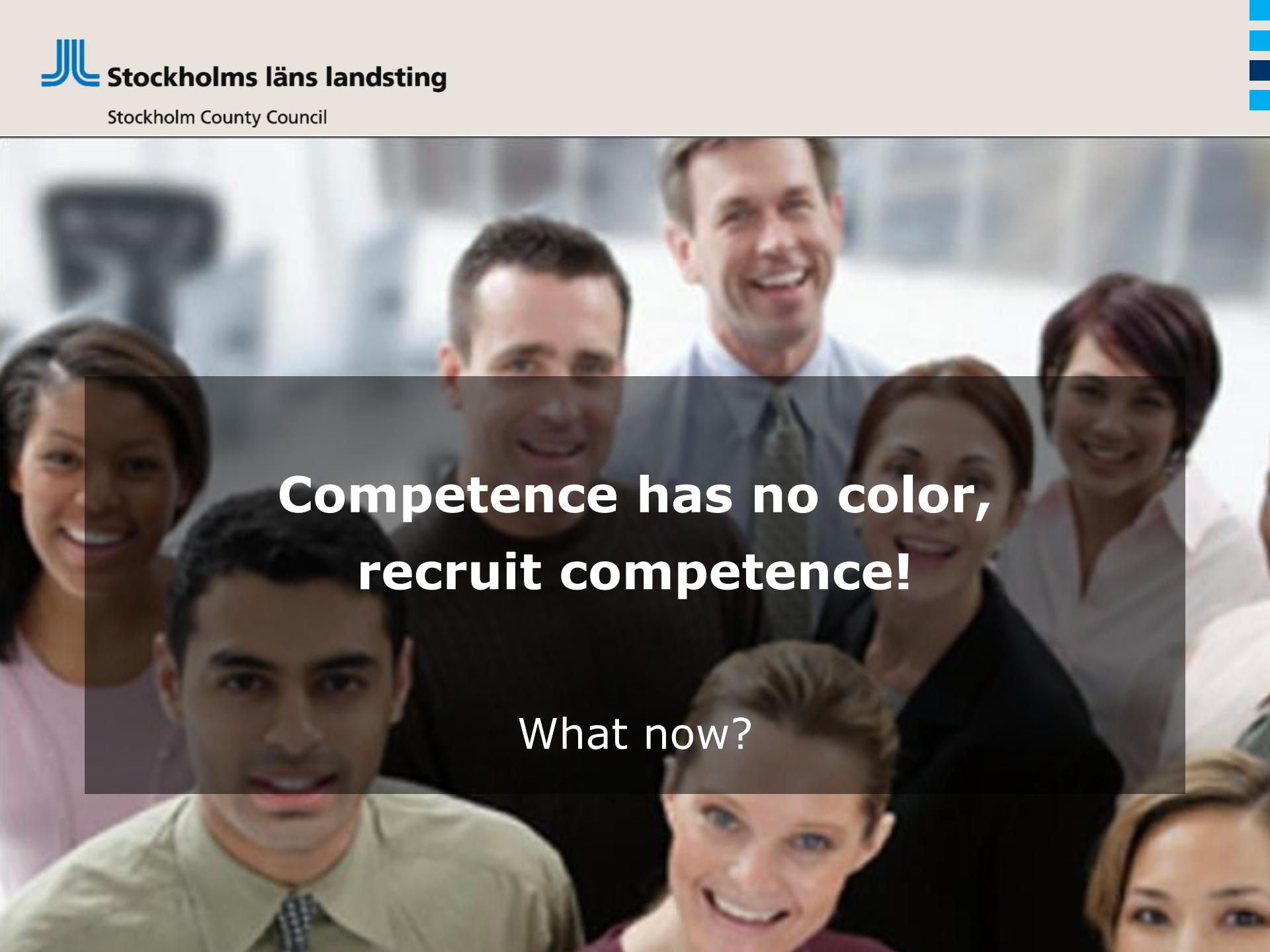
- In the Stockholm region the focus is generally on recruiting operations only
- Effective work with diversity has to be focused on:
 - Management commitment
 - Organization's development



Recommendation 4: **There are opportunities for more interaction and learning between regional actors**

- Differences between different parts of the region and different employer type is a strength for learning
- Employers are in different stages and have different experiences concerning diversity orientation
- Platforms and venues for such learning should come about





**Competence has no color,
recruit competence!**

What now?



Six ideas for development by ESF-project



0 Regional Knowledge Arena, building an arena for actors to exchange knowledge on integrations issues



1 Diversity Charter in Stockholm, Diversity charter is a national network for organizations who work with diversity



2 Diversity Orientation as a Strategic Development, no plans for different groups but strategy for development



3 Social Innovation by Diversity, how can a heterogenic group of people solve a problem in the public sector?



4 Validation Junction, a lot initiatives on how to validate skills, but can we use validation as a recruit instrument



5 NO for discrimination in the Stockholm region, discrimination is a fact how can we use the individual cases for knowledge transfer to employers?

CONCEPT SKETCH ESF-application
Competence has no color, recruit competence!

0 Recruit Competence

1 Diversity Charter

2 Strategic Development

3 Innovation by Diversity

4 Validation Junction

5 No to Discrimination

Research and development

Strategic impact

Knowledge transfer

Learning and exchange

Participating actors
private, public and non-profit

Board

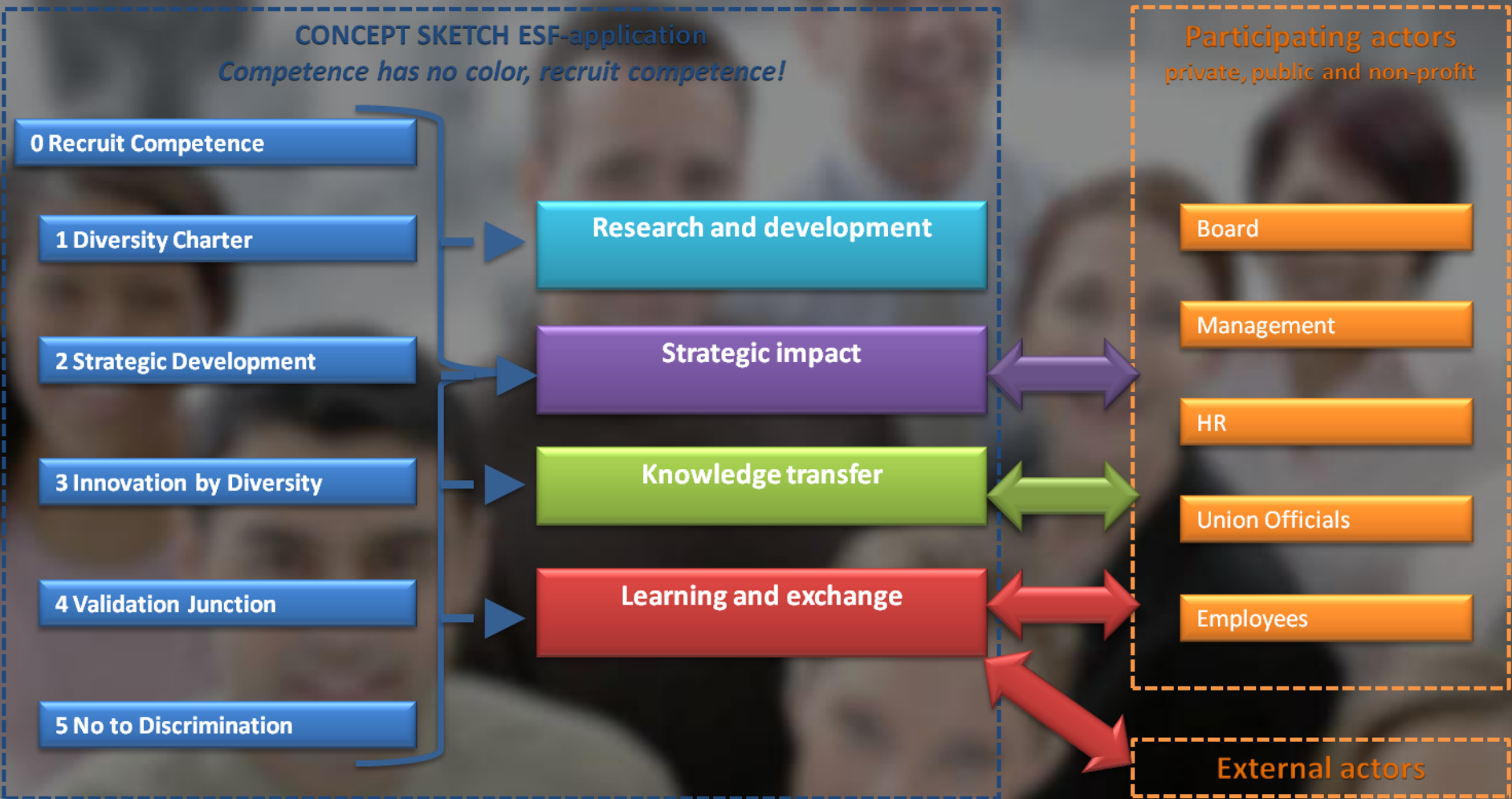
Management

HR

Union Officials

Employees

External actors





Thank you!

Evert Kroes

evert.kroes@tmr.sll.se

+46 8 737 44 41

www.tmr.sll.se/english