

Priority 5. Inclusive society.

Specific Objective 4.1 - **Enhancing the effectiveness and inclusiveness of labour markets and access to quality employment through developing social infrastructure and promoting social economy.**

NB: This factsheet presents a **summary** of Specific Objective (SO) 4.1 of the Interreg North-West Europe Programme (NWE IP). The comprehensive description of SO 4.1, which contains detailed explanations and further examples **should be consulted for a full understanding of the SO in Chapter 2.1 of the NWE IP.**

Territorial challenges and opportunities

Labour market disparities exist, especially in rural, lower-income urban and some industrialised regions within the North-West Europe (NWE) Programme area. There is a mismatch between the labour market needs and the provision of public services within and across NWE regions that must be addressed. The negative economic effects of the COVID-19 pandemic may further exacerbate the situation of vulnerable persons, areas, and labour markets in the NWE.

Objectives

Within this Specific Objective, the Programme aims to support projects that:

- Will enhance the effectiveness and inclusiveness of labour markets, promote quality employment as well as empower and increase the employability of vulnerable groups.
- Address the negative impacts on vulnerable groups and/or of those on the verge of facing 'fragility' (e.g., persons not in employment, education or training, refugees, persons with disabilities, persons living in deprived areas, etc.).

Target groups

- **Local/regional/national authorities, governmental agencies, public equivalent organisations** (including agencies or para-public organisations) having the capacity to drive change in policy fields, promote quality employment and improve the provision of quality public services in line with labour market needs.
- **Universities, public research centres, private research units, schools, and higher education, training centres** are innovation drivers spreading knowledge, providing insight and evidence to regional challenges, and further encourage and

North-West Europe

develop employment, and the provision of innovative services in the NWE Programme area.

- **SMEs and business support organisations** are a driving force of the economy in the NWE programme area and have a particularly high potential to positively impact employment conditions.
- **Sectoral associations, NGOs, lobby organisations, citizens groups** can act as multipliers to their networks. They can influence policies and promote educational initiatives to make citizens more engaged in supporting the transition to quality employment and public services.

Activities

Projects should implement a combination of activities such as:

- **Elaboration and implementation of joint strategies and action plans**, related to for example the joint development and implementation of place-based strategies to support better employment policies.
- **Pilot actions for testing tools and/or solutions**, for example jointly demonstrating and implementing scalable and replicable solutions helping 'vulnerable' communities to better access quality and sustainable employment.
- **Capacity building and awareness raising activities**, for example focusing on public awareness and acceptance campaigns on the benefits and adoption of place-based inclusive labour strategies and of the social economy.

Results

The **combination of these activities** may lead to results such as:

- Quality employment principles and related public services are better embedded into territorial strategies and local initiatives.
- Target groups have increased employability and better labour integration.
- Increased knowledge and skills on data management and new technologies in the field of quality employment with stronger stakeholder cooperation networks enabling the transfer of innovative approaches across regions.

Outputs and results of projects must contribute to the NWE Programme indicator framework (see the NWE IP).