

EVENT BOOKLET

European Week of Regions and Cities 2025 - side session



The power within: territories and people realising their potential

 14 October 2025

 17h00 - 18h30

 Region Västra Götaland - Nordic House (1st floor), Rue du Luxembourg 3, 1000 Brussels



INTRODUCTION

The power within: territories and people realising their potential

EARLALL and the Region Västra Götaland are pleased to invite you to our [side event during the European Week of Regions and Cities 2025](#): The power within: territories and people realising their potential on 14 October.

What does it truly mean to have the right to stay — and to build a future — in one's own region? This workshop will challenge regions and municipalities to rethink how they unlock the potential of their people and places.

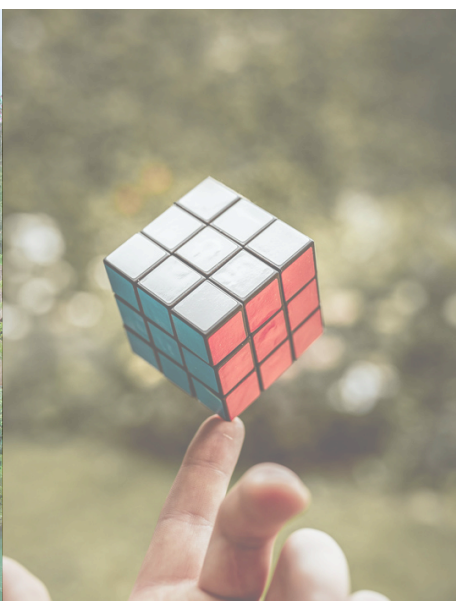
By investing in lifelong learning, skills development, and inclusive local ecosystems, regions can transform brain drain into brain gain and create vibrant communities where talent is nurtured, not lost.

Participants will discover concrete initiatives across three dimensions:

- Territorial: Expanding access to education, continuous learning, and quality jobs in less-developed and remote areas.
- Institutional: Mobilising cross-sector alliances to retain and attract talent.
- Individual: Empowering those furthest from the labour market by recognising skills, building confidence, and creating real pathways to opportunity.

Regional initiatives presented at the event:

- Region Västra Götaland – Campus Dalsland
- Basque Country – VI Basque VET Plan
- Centre Val de Loire – Guidance & Apprenticeship to Attract Youth
- City of Borås – ViA: Pathway to an Inclusive Labour Market
- Brittany Region – The Third Place: Learning Lab



REGIONAL INITIATIVES

Region Västra Götaland – Campus Dalsland



Campus Dalsland is a regional education center in Bäckefors, established by the Dalsland municipalities (a rural area) with support from the Västra Götaland Region. Its goal is to raise the level of education and strengthen the local skills supply by offering accessible, decentralised study opportunities in collaboration with universities and colleges.

Many regions across Sweden face major challenges in securing qualified professionals. The demand for lifelong learning and reskilling is growing, yet access to higher education remains limited outside urban areas. Campus Dalsland helps bridge this gap by providing local alternatives for those who live far from traditional campuses — reducing the need to relocate and increasing the chances that graduates remain in the region. By making higher education available close to home, Campus Dalsland unlocks untapped potential for regional development and contributes to a more sustainable and inclusive future.

Presented by Kristina Sandström

Kristina Sandström is Managing Director at Campus Dalsland, Sweden, with 25 years of experience in higher education. In her current role, she leads the development of Campus Dalsland – a collaborative initiative between six local municipalities and the Västra Götaland Region. Campus Dalsland provides opportunities for people to study where they live, supporting both individual growth and sustainable regional development.

REGIONAL INITIATIVES

Basque Country – VI Basque VET Plan



Vocational Education and Training in the Basque Country, within the framework of the VI Basque VET Plan, and in line with national regulations and education policies, has been consolidated as a strategic tool for economic and social development. Santurtzi LHII offers a comprehensive range of training programmes, from basic to higher vocational cycles, as well as specialisations and professional certificates. This wide-range of offers makes it possible to respond to different profiles and needs, fostering technical and transversal skills, entrepreneurship, and employability.

The Basque Country, with its strong industrial tradition and innovative capacity, provides a unique ecosystem for the development of students' talent. The close collaboration between VET centres, the business sector, and social stakeholders ensures that dual training, applied innovation projects, and entrepreneurship initiatives enhance students' ability to become protagonists of their own development, while contributing to the competitiveness and transformation of the territory.

Presented by Alejandra Martínez

Alejandra Martínez is Director of the Integrated Vocational Education and Training Centre Santurtzi LHII, in the Basque Country. With a career dedicated to education and innovation, [he/she] works to strengthen the link between training, business, and society, while creating opportunities for students to thrive. At Santurtzi LHII, [Name] is committed to advancing high-quality VET that enables every learner to develop their talent and reach their full potential.

REGIONAL INITIATIVES

Centre Val de Loire – Guidance and Apprenticeship to Attract Youth



Personalized Guidance and Support

The region supports young people in building their career paths through the Regional Public Orientation Service (SPRO) and the website orientation.centre-valdeloire.fr, offering tailored guidance for students, apprentices, job seekers, and employees in transition. Events like "Assure ta Rentrée" across Tours, Orléans, Chartres, and Blois help those without training or support solutions.

Training and Employability

Apprenticeship centers (CFA) and training organizations are supported, focusing on in-demand professions and rural revitalization. Career guides, job profiles, forums, job fairs, and workshops (VAE, job applications, part-time work) connect youth with growing sectors and enhance employability.

Entrepreneurship and Innovation

Competitions such as "Graine de boîte" encourage young people to create businesses, supported by co-working spaces and innovative projects. Initiatives like "Jeunes talents chefs de demain" and "Je filme le métier qui me plaît" foster creativity and entrepreneurship.

Civic Engagement and Consultation

The Regional Youth Council (CRJ) involves 77 young people in shaping regional policies, while the Youth General Assembly gathers input from 15–25-year-olds to ensure regional actions meet their needs.

Presented by Matthieu Vallée

Matthieu Vallée is Director of the Department for Guidance and Apprenticeship at the Centre-Val de Loire Region. With a Master's in Management, he has held several roles within the Region, including Project Manager for SPRO and Head of the Guidance Department. He leads regional initiatives to support young people and adults in career transitions, promoting personalized guidance, apprenticeships, employability, entrepreneurship, and civic engagement.

REGIONAL INITIATIVES

City of Borås – ViA: Pathway to an Inclusive Labour Market



ViA is the City of Borås's open network for businesses, organizations, and civil society working together to build a more inclusive labour market. By sharing knowledge, showcasing best practices, and fostering collaboration, we create opportunities for more people to enter working life while supporting employers in finding the right skills.

In line with this year's European Week of Regions and Cities theme "Shaping Tomorrow, Together," ViA strengthens local resilience and community cohesion. Inclusion is not just a value — it is a driver of growth, innovation, and belonging. By connecting companies, the municipality, and civil society, we unlock potential.

Presented by Tina Arekvist Lundell

Tina Arekvist Lundell is the Director of the Working Life Department in the City of Borås, where she is responsible for leading strategic initiatives that strengthen employment, integration, and inclusion. As Director, she oversees operations that support people who are far from the labour market on their path toward self-sufficiency, while also addressing issues related to national minorities and the broader development of labour market policies. With a background as a teacher and as Head of Adult Education, she has long experience in public leadership. Her focus is on strengthening competence supply, lifelong learning, and creating a more inclusive labour market through collaboration between the city, employers, and civil society.

REGIONAL INITIATIVES



Brittany Region – The Third Place: Learning Lab

Our Missions:

- Advocacy & cooperation in policy making
- Network coordination
- Regional collective projects
- Shared tools and services

In 2023, the French Government, supported by the European Recovery Plan, launched a call for projects to foster innovation in vocational training through “third places,” in partnership with VET centres. Regional councils, responsible for vocational training and lifelong learning, were invited to implement these initiatives.

The challenge was to leverage third places to engage diverse stakeholders and new partners, think outside the box, and design solutions tailored to local needs. This presentation showcases how Brittany launched this call, the region’s objectives, and the outcomes that have strengthened local innovation in vocational education and training.

Presented by Lucie Bruyet and Tangi de Rochefort

Lucie Bruyet is Director of Bretagne Tiers-Lieux, the regional network of third places in Brittany. Financed by public funds from the National Government, Banque des Territoires, and the Regional Council of Brittany, she leads initiatives that connect stakeholders, foster innovation, and strengthen local communities through collaborative spaces.

Tangi de Rochefort is Project Manager for Partnership Dynamics at the Regional Council of Brittany. For 15 years, he has developed the VET department, creating public policies to support local VET stakeholders — particularly for unemployed people — through partnerships with companies, third places, and charities. His work focuses on building local skills ecosystems that respond to the needs of both businesses and learners in Brittany.