



European Week of Regions and Cities 2025 - side session

The power within: territories and people realising their potential

 14 October 2025

 17H00

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



REGION
VÄSTRA GÖTALAND



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Agenda

- 17.00** **Opening remarks – setting the scene: Right to Stay as a social, territorial and economic principle**
- 17.10** **Keynote by**
Eva Schultz ,Member of the Cabinet of Executive Vice-President Roxana Mînzatu
- 17.30** **Panel of regional practices – lightning talks from:**
- **Region Västra Götaland – Campus Dalsland**
 - **Basque Country – VI Basque VET Plan**
 - **Centre Val de Loire – Guidance and Apprenticeship to Attract Youth**
 - **City of Borås – ViA: Pathway to an Inclusive Labour Market**
 - **Brittany Region – The Third Place: Learning Lab**
- 18.15** **Wrap-up & reflections – key takeaways and EU policy relevance**
- 18.30** **Networking cocktail**

OPENING REMARKS

KEYNOTE



EVA SCHULTZ

Member of the Cabinet of Executive
Vice-President Roxana Mînzatu

REGIONAL GOOD PRACTICES

Region Västra Götaland

Campus Dalsland

Basque Country

VI Basque VET Plan

Centre Val de Loire

Guidance and Apprenticeship to Attract
Youth

City of Borås

ViA – Pathway to an Inclusive Labour Market

Brittany Region

The Third Place: Learning Lab



Local higher education for regional development

Kristina Sandström, Managing Director at Campus Dalsland

2025-10-14

Campus Dalsland - Overview:



Founded in 2022. Located in Bäckeфорs, a rural area in the Dalsland region of western Sweden. Campus Dalsland is a partnership between six municipalities and Västra Götalandsregionen offering local higher education.

Accessible Local Learning

Offers decentralized study opportunities enabling people to learn without relocating from their communities.

Supporting Regional Development

Raises education levels and strengthens skills supply to foster sustainable growth in rural areas.

Inclusive and Resilient Society

Helps unlock potential and promotes inclusivity through regional education access.

Campus Dalsland - Goals:

- Facilitating access to higher education and research
- Serving as a hub for stimulating knowledge development among individuals and organizations
- Ensuring that people can pursue studies regardless of where they live or their stage in life

Enabling lifelong learning







Campus Dalsland - Why:

“Campus Dalsland unlocks untapped potential for regional development and contributes to a more sustainable and inclusive future.”

Campus Dalsland - Why:

Campus Dalsland was established to address critical challenges, faced by several rural regions in Sweden, particularly the lack of access to higher education and the resulting skills gap in local labor markets. The initiative responds to:

- **Low educational attainment** and **limited access to universities** in the area
- **Demographical challenges**, including an aging and decreasing population and low return rates after graduation from higher education
- **Workforce shortages** in both public and private sectors
- The need for **lifelong learning** and **reskilling** in response to digitalization and sustainability demands

Campus Dalsland - How:

“Campus Dalsland serves as a hub for knowledge development, enabling people to study regardless of where they live or their stage in life.”

Campus Dalsland - How:

- **Partnerships with universities**, such as University West, University of Borås and Karlstad University
- **Hybrid and decentralized learning models**, supported by robust digital infrastructure
- **Local campus facilities** offering a study-friendly environment comparable to traditional campuses
- **Targeted programs** aligned with regional needs such as Nursing, Engineering Preparatory Year and Social Psychiatric Care
- **Community engagement** through events like “Breakfast with Researchers” and outreach via social media and local campaigns
- **Modern facilities** with reliable digital systems and pedagogical support

Campus Dalsland - What:

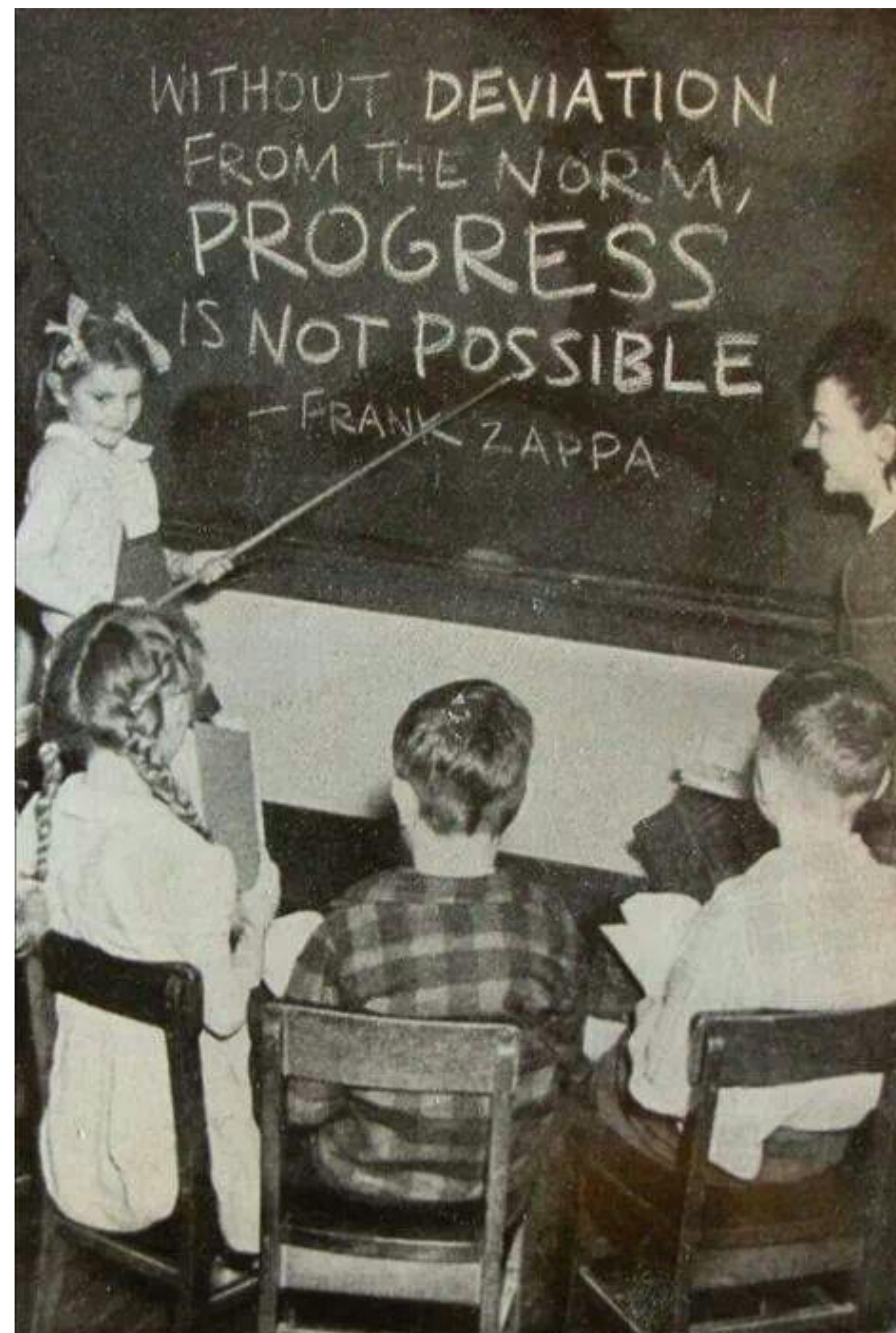
“Campus Dalsland is a proven model for decentralized higher education that strengthens regional resilience and educational equity.”

Campus Dalsland - What:

- **Higher education programs** at undergraduate and advanced levels
- **Commissioned education** tailored to local employers
- **Support for examinations** for distance students
- **High application rates**, with over 90% of applicants from Dalsland
- **Increased retention**, with students choosing to stay in the region
- **Environmental benefits**, through reduced commuting and digital learning

Educations offered at Campus Dalsland:

- **Higher Education Preparatory Program (HögskoleVux)**, Autumn 2022–2025, offered by University West in collaboration with municipal adult education and Dalsland Folk High School
 - **Higher Education Preparatory Program with a focus on socially essential professions**, Autumn 2023
 - **Engineering Preparatory Year**, Autumn 2024, 2025, University of Borås
 - **Master's Programme in Specialist Nursing with a focus on Public Health Nursing**, Autumn 2023 & Spring 2024, University West
 - **Master's Programme in Specialist Nursing with a focus on Home Care Nursing**, Spring 2024 & Spring 2025, 2026, University West
 - **Bachelor of Science in Nursing**, Autumn 2024, 2025, 2026 University West
 - **Bachelor Program in Social Psychiatric Care**, Autumn 2025, University West
 - **Commissioned education**, offered by University West, Karlstad University, and Folkuniversitetet
-
- **Teacher Education** (under consideration)
 - **Freestanding courses** (under consideration)



Basque Country- VI Basque VET Plan



The Basque Country, located in northern Spain along the Atlantic axis of Europe, is a region with a **strong identity**, a rich cultural heritage, and a long **industrial tradition**. In recent decades, it has transformed into a knowledge- and innovation-based economy, recognised for its advanced manufacturing, energy, and technology sectors. Education and training play a central role in this transformation. Vocational Education and Training, supported by **regional policies**, is seen as a strategic tool for competitiveness, employability, and social cohesion.



Basque Country- VI Basque VET Plan

Main goals of the VI Basque VET Plan

- Drive a renewed, advanced, and **disruptive transformation** of the Basque VET system, anticipating the challenges of the Fourth Industrial Revolution.
- Strengthen students' competences to achieve high levels of qualification and become **talented professionals**.
- Promote gender equality across vocational fields, especially in those with low female participation.
- Foster **digitalisation, innovation**, and the development of intelligent centres (VET 5.0).
- Reinforce collaboration between centres and companies, boost the **internationalisation** of Basque VET, and align **sustainability** actions with the Euskadi 2030 Agenda.



Basque Country- VI Basque VET Plan

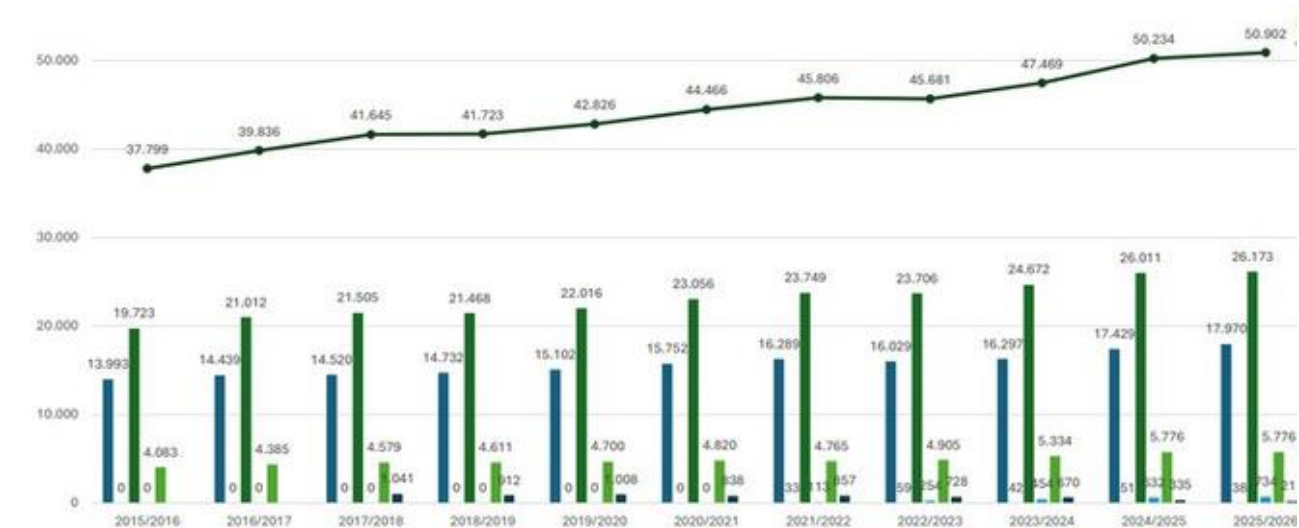
Basque VET 2030 Strategy

- **Talented:** People, business, and society
- **Advanced:** Innovation and entrepreneurship
- **Sustainable:** Sustainability and democratic culture
- **Digital:** Digital transformation
- **Global:** Internationalisation and globalisation

Basque Country- VI Basque VET Plan

Key Challenges

- **Skills mismatch:** Advanced manufacturing, AI, renewables
- **Growing demand:** 59.902 VET students (2025/26)
- **Labour market adaptation:** Tech & demographic shifts
- **Digital & transversal skills:** Critical thinking, adaptability
- **Gender imbalance:** Low female presence in STEM VET



Basque Country- VI Basque VET Plan

Key Opportunities

- **High employability:** much higher than basic education and among the highest in Spain & EU
- **Dual VET:** Expanding company-centred collaboration
- **Innovation:** Smart Centres (VET 5.0)
- **Internationalisation:** Erasmus+ & mobility projects
- **Sustainability:** Linked to Euskadi 2030 Agenda

Basque Country- VI Basque VET Plan



- **Students enrolled:** almost 900
- **Training offer:** Initial VET (EQL3), Upper secondary VET (EQL4), Post-secondary (EQL5) or Higher VET, Specialisations & Professional Certificates.
- **Dual VET:** 100% of students in dual programmes with local companies
- **Innovation projects:** Green Hydrogen, 5G, Smart Collaborative Learning Factory, AI,...]
- **Entrepreneurship:** Urratsbat, Ikasenpresa, Provider...289 projects and 81
- companies created
- **Employability:** 51% graduate employment rate and 72% for graduates with dual vocational training

Basque Country- VI Basque VET Plan



- **New Strong partnerships with companies, associations and entities in the region:** e.g. Collaboration agreement with the Port of Bilbao
- **Active participation in innovation & European projects:** INTERREG Atlantic Area, KA2 project, COVE LCAMP.
- **Commitment to digitalisation, sustainability & smart learning:** e.g. Maritime and port logistics simulator, Implementation of renewable energy systems, digital learning platforms and virtual labs,...

Region Centre-Val de Loire

- Geography: Located in the heart of France, known for its Loire Valley — a UNESCO World Heritage site.
- Population: Approximately 2.5 million inhabitants
- Specificity: A dynamic educational ecosystem with more than 200 000 students and apprentices.
- Economic landscape: Strong sectors include tourism, agriculture, health, digital, and industry.

A region proud of its heritage and committed to preparing the talents of tomorrow.





Region Centre-Val de Loire

- Regional commitment to personalized guidance, apprenticeship, and employability.
- Initiative led by Région Centre-Val de Loire.
- Target audiences: students, apprentices, job seekers, adults in career transition.
- Key tools:
 - orientation.centre-valdeloire.fr for tailored support with all our ressources.
 - Events such as “Assure ta Rentrée” to reach youth without a training solution.
 - Partnerships with training centers and apprenticeship structures.
- Goal: attract and retain young people by creating opportunities to train, work and grow locally.



Région Centre-Val de Loire

Challenges

- Aligning skills with actual labour market needs.
- Engaging youth in strategic but less visible sectors (industry, agriculture, health).
- Ensuring access for rural populations.
- Coordinating a large and diverse network of stakeholders.

Opportunities

- Strong network of training centers, companies, and partners.
- Wide range of events (forums, fairs, workshops, webinars).
- Entrepreneurship programs (Graine de boîte, competitions, co-working).
- Mobility solutions, financial aid, and civic engagement opportunities.
- More than 60,000 visitors and 1,000 exhibitors each year.



Région Centre-Val de Loire

- Build strong and sustainable partnerships between education, training, and business.
- Bring orientation and training opportunities closer to the public.
- Combine in-person and digital tools to broaden access.
- Involve young people directly in event design and implementation.
- Invest in clear communication, early coordination, and flexibility to adapt to local needs.
- Strengthen mobility solutions and targeted financial support to secure pathways.



BORÅS STAD

Working Life Department VIA – the path to an inclusive labour market

- Borås – Swedish city of 114 000 people.
- Working Life Dept serves those excluded from labour market.
- Provides basic skills training and welfare for those in need.
- Borås as a social sustainable city – many wish to contribute, but don't know how.



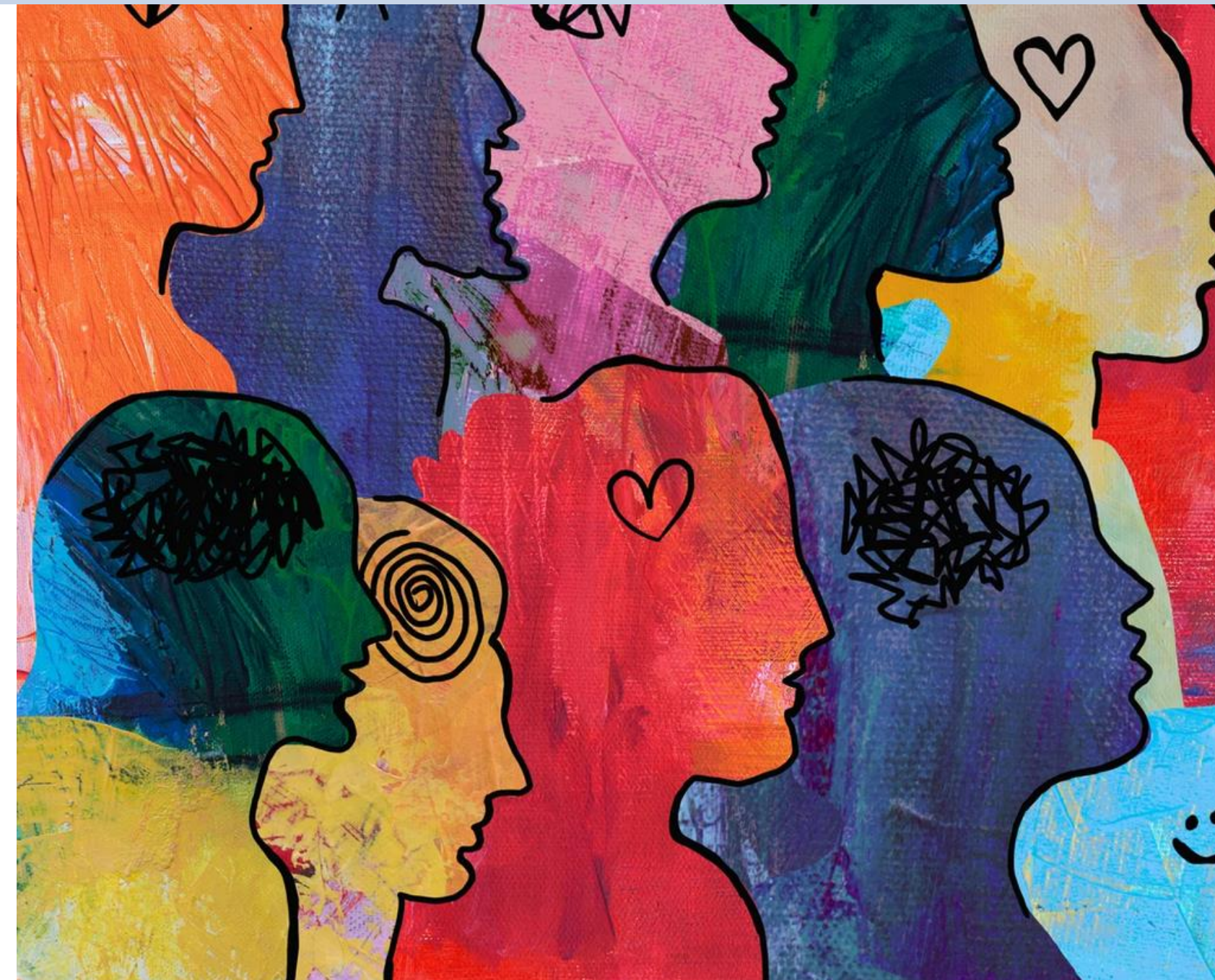


BORÅS STAD

Working Life Department VIA – the path to an inclusive labour market

What is VIA?

- **ViA is an open network for business, civil society, and the public sector that want to participate in creating a more inclusive labor market and city.**
- **A communication platform:** Website, Newsletter, Instagram & LinkedIn.
- ViA organizes networking events and **knowledge-sharing meetings.**





BORÅS STAD

Working Life Department VIA – the path to an inclusive labour market

Scope and goal of **VIA**.

- Strengthen inclusion and skills provision in Borås
- Highlight engagement and give participants the opportunity to strengthen their social sustainability work
- Provide inspiration and knowledge
- Create exchange of experiences and dialogue
- Create opportunities for new collaborations
- Strengthen dialogue with the City of Borås





BORÅS STAD

Working Life Department VIA – the path to an inclusive labour market

Key challenges and opportunities (supported by facts or figures if possible)

Challenges

- Unemployment rate is high → 7%
- Long-term unemployment with complex needs → 755 persons unemployed for more than 2 years
- Segregated communities → 2 burroughs with police designation as "vulnerable"
- Previous lack of local forum för CSR work

Opportunities

- Open new paths for networking
- Create a stronger and more sustainable community
- Change the way we view working life and work tasks
- Promote a different city identity



BORÅS STAD

Working Life Department VIA – the path to an inclusive labour market

Best practices and desired results.

Knowing

- Increased **knowledge** – raise awareness of the importance of an inclusive labor market.

Acting

- Increased **collaboration** between business, civil society, and other stakeholders.

Sharing

- **Sharing** of good practices – inspire more people to get involved by showcasing successful initiatives.



Régional council of Brittany

Vocational training: supporting access to employment across Brittany

❖ €223 million
invested

A wide range of qualification-oriented
training programmes (2019/2022) :

❖ 300 TRAINING PATHWAYS - 15 SECTORS OF ACTIVITY

❖ GROUP-BASED COURSES

❖ PROGRAMMES LASTING FROM 1 TO 12 MONTHS

27,000 : trainees
supported each
year



Third-places of competence

Methods and means of implementation

THE CALL

2,9 millions euros from the UE Recovery Plan

Launched : June 2022 (closed in december 2023)

Projects selected : **18 consortia** (Third place + VET Centre)

Maximum grant : **200 000 euros /3 years max** (operational and investment costs)

Third-places of competence

Definition

Hybrid,
open, inclusive
spaces

Driven by open
and collective
governance

Places for sharing
experiences and
know-how



Third-places of competence

Scope and goals the call

Make VET more responsive to territorial challenges :

**Inclusion and
social
participation**

**Economic
development
and employment**

**Sustainability:
environment and
climate action**

**Looking for local stakeholders deeply
anchored in territories**

Third-places of competence

Scope and goals of the call

CONSORTIA :

THIRD PLACES

And **TRAINING PROVIDERS** for

INCLUSION AND TERRITORIAL INNOVATION

Third-places of competence

Scope and goals

Two pillars for change

LEARNERS

- ❖ Empowerment
- ❖ Social connection
- ❖ A learner-centred pedagogy that gives meaning to learning

STAKEHOLDERS

- ❖ Engage new local economic and social partners.
- ❖ Adopt a more collective working methods
- ❖ Break down silos between partners

2 key areas of expertise of third places

Brittany : Third places of competence



FABRIQUE JOYEUSE DE
LITTORAL EN TRANSITION



**ADAPT COASTAL
AREAS
TO SEA-LEVEL RISE
AND THE
PERMANENT
FLOODING OF LOW-
LYING ZONES**

THE CONSORTIUM

❖ Maison Glaz

Third Place / Living Lab

❖ ALOEN

Local Agency for Climate and Energy

❖ UBO

University of South Brittany

❖ Inspire4Transitions

Vocational Training Organisation

MISSION:

*To develop the skills needed
in urban planning,
construction, and food systems*

Brittany : Third places of competence



FABRIQUE JOYEUSE DE
LITTORAL EN TRANSITION



Nouveaux Rivages" School Training Offer:

- ❖ **Pre-qualification training**
for sailors working on coastal and semi-offshore professional sailboats (fishing, freight, passengers, or scientific research).
- ❖ **Coastal spatial reorganisation training,**

Coming Soon :

- ❖ **University Diploma in Island and Coastal Territory Resilience,**
planned for September 2026.



Brittany : Third places of competence

What can
be offered
to young people
who wish
to build a future
on culture, art,
crafts,
and social cohesion?



THE CONSORTIUM

- ❖ The Parallèle
The third place
- ❖ O'formations
*vocational training organization
specialized in "popular
education" and social animation*

Brittany : Third places of competence



Diverse Training & Learning Experiences

- 15+ training sessions for CPJEPS learners:
sound activities, public outreach, expression
workshops,
discovery of local socio-cultural spaces

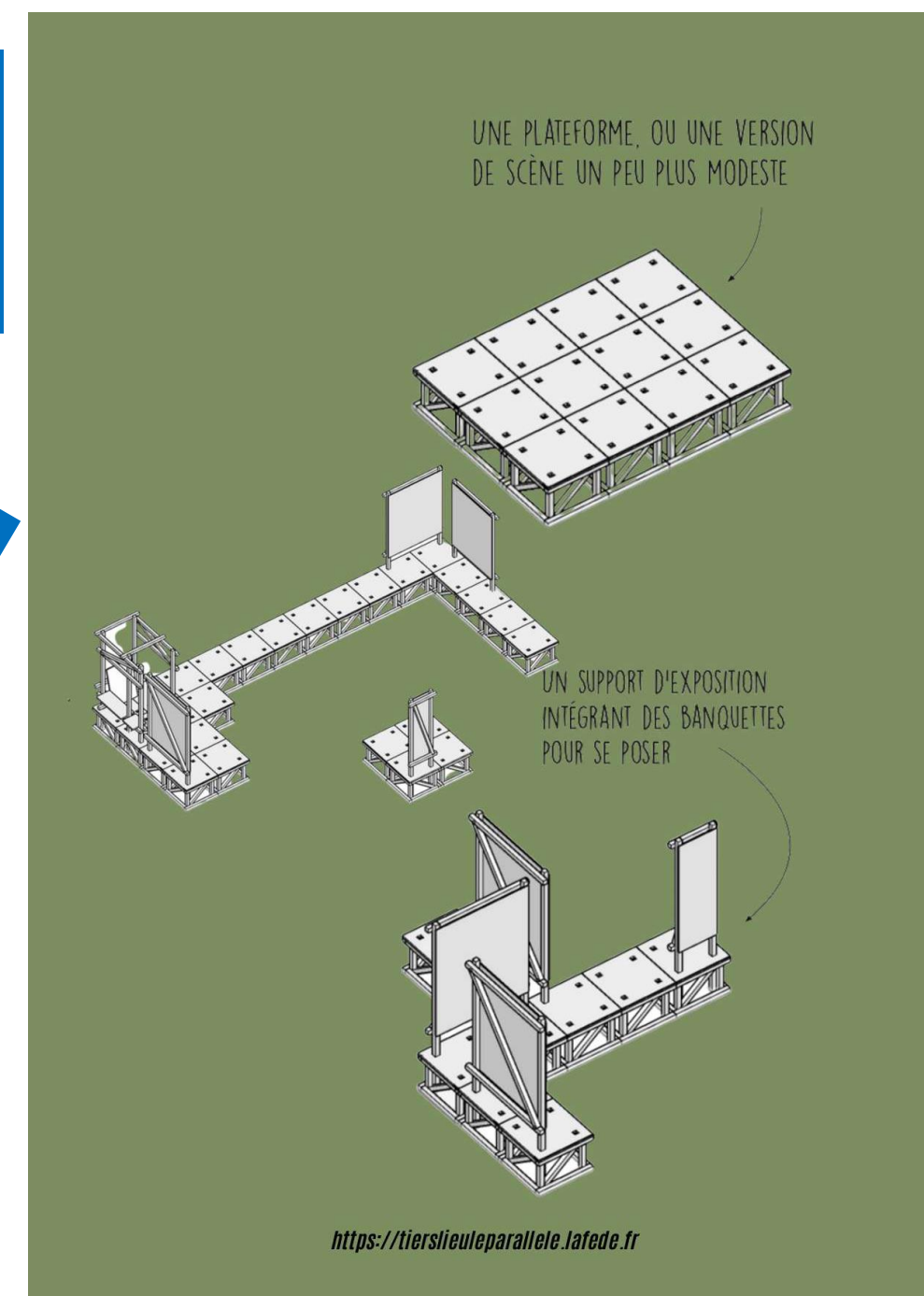
The
MoMo

Innovative Partnerships & Programs

- Local partnerships with public & training entities.
- “Caring for Young People in Distress”

Collaborative Professional Development

- 30+ joint working sessions:
new teaching modules, continuous assessment,
shared social and professional support



Third-places of competence

Key challenges and opportunities

BROKER BETWEEN

VET Center :

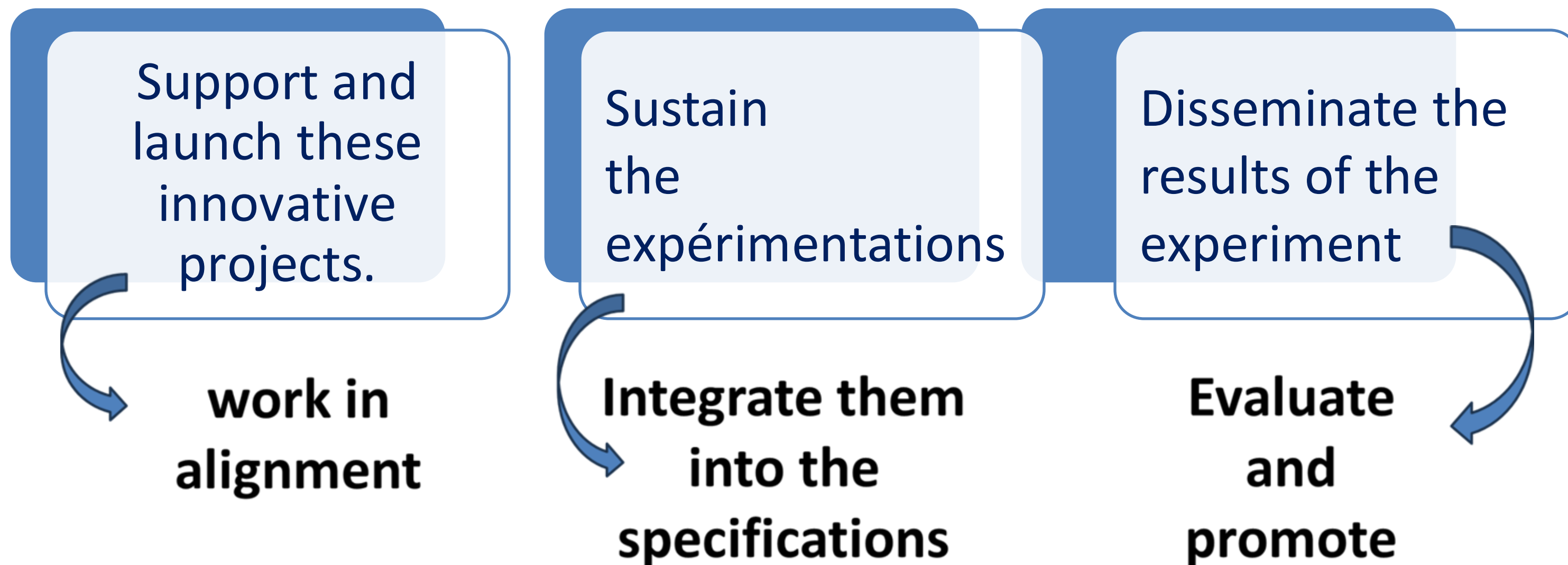
- ❖ Learning and teaching specialist
- ❖ supervised by public markets – stable
- ❖ institutional and regional organization,
 - ❖ Centralized management



Third places

- ❖ Local, Community-building
 - ❖ Agile, creative :
innovative methods of cooperation
 - ❖ frugal businesses
- ❖ beginner in vocational training
 - ❖ UNKNOWN
 - ❖ financially vulnerable

Third places of competence



Wrap-up & reflections

Thank you!

Do you have any questions?