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# **The 11<sup>th</sup> WAPES WORLD CONGRESS (WWC) 2018**

## ***Public Employment Services in the Context of Sustainable Development and the Digital Age***

Marrakech, Morocco  
19 - 20 April 2018

**Programme on 04/04/2018**

This event could be partially recorded. With your registration you agree to be recorded (image or voice), published and/or streamed on [www.wapes.org](http://www.wapes.org).

**World Association of Public Employment Services  
Association Mondiale des Services d'Emploi Publics  
Asociación Mundial de los Servicios Públicos de Empleo**



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## **Introduction**

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### **The World of Work is changing ...**

This is a reality and the question is no longer really whether this will happen but how these changes will take place and what the impacts on our economies will be, our jobs, our ways of working and, in a wider sense, on our representations of work.

It is well known that predicting the future of work in face of this digitalisation is impossible, but public stakeholders must be able to anticipate the possibility of unemployment that is not cyclical but structural, with its potential impacts on inequality.

Sharing this view, the United Nations in its "Millennium Development Goals" reaffirms its conviction that **"lasting international peace and security are possible only if the economic and social well-being of people everywhere is assured"** and that its missions promote **"higher standards of living, full employment, and conditions of economic and social progress and development."**

### **The digitization of our economies is underway...**

Since the industrial revolution, and more recently, the globalization of the economy, has generated a profound restructuring of our production tools with significant impacts on certain countries or regions that have seen their industries close or relocate and poor skilled people lose their jobs.

This digitization of the economy has added complexity by affecting existing jobs by automating all or part of the tasks.

At the same time, digitalisation creates new jobs and, consequently, jobs.

On this question, studies agree that it is less the decrease in the number of jobs created in the world that is to be feared than the distribution of these by type of qualifications as well as their geographical positions.

One of the major stakes therefore lies in the possibility of states and PES to succeed in this change in qualifications by guaranteeing citizens the maintenance or even the improvement of their working conditions, of income and this whatever their current situations.

This implies, of course, the introduction of adapted training schemes but also the taking into account of specificities including the care of the public cannot access this type of jobs for various reasons (illiteracy, situations handicap, etc...)

Some states have already introduced deep reforms in their central administrations to make digital competence a basic skill in the same way as writing or calculating, aware that this competence is a prerequisite for any job search process in a large country in a vast majority of careers.

It is in this context that the Public Employment Services have to take action. It is probably a major challenge for many of them to be able to streamline the labour market by:



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- Ensuring the transition from one qualification to another,
- Taking into account and finding solutions for publics with difficulties adapting to these new work contexts,
- Proposing alternative solutions,
- Responding to the specific needs of their users (adaptation to new professions, training),
- Responding to the needs of companies that want more flexibility, adaptability and responsiveness,
- Ensuring fair and efficient management of Unemployment Insurance (in countries where this is practiced).

PES also have to take into account new forms of work (new contracts, combined curriculums, pluriactivities, etc.), which often represents a difficulty due, in particular, to the lack of accountability of certain activities and their location when it is beyond national borders.

We invite you to come to Marrakech on April 19th and 20th, 2018 to discuss all of these issues.

We have chosen to organize the exchanges around plenary sessions and five parallel sessions, each containing the following five sub-topics:

### **Parallel session: The impacts of digital technology on employment**

The entire community of experts agrees that digitalization reforms and will continue to reform the labour market around the world in a significant way.

However, the analyses may differ on the impact that this digitization may have on unemployment levels.

These differences of opinion are due, in particular, to the complexity of this inevitable digitization process that affects countries with different levels of development, different economies, different levels of digital development, and so on.

#### ***Digitization of existing jobs***

On this issue the OECD, in a study published in 2016, evaluates the percentage of jobs that could see their contents automated between 9 and 40% depending on the level of industrialization of countries.

This is also what many studies mention as the polarization of jobs defining the simultaneous increase in the share of the most and less skilled trades, inducing a decrease in the average skilled trades.

We can then easily see the risks of marginalization of certain untrained and/or untrainable audiences that would not be able to follow this evolution.



### ***The creation of new professions***

Indeed, emerging businesses, mainly focused on the design of automation systems, support for digital economies, remote work on activities in the tertiary sector, etc. are a reality.

They can clearly enable people far away from major production centers to find job opportunities, which is a good thing, but there are also some risks at stake.

Indeed, these types of economies are shaking up our traditional models by proposing activities that are not fully covered or not covered at all by contracts and thus leaving a large proportion of workers without social protection.

Another impact also lies in the fact that the income generated by these new types of economy often escape the levy of social contributions and therefore represent a significant risk of a significant decline in the income of a state.

So it's a very complex equation that is played out on a global scale. The process is running and no one can stop it. Therefore, the question is how to revisit our ways of thinking, our legislative texts, and our modes of operation to cope with these drastic changes.

Some countries are asking themselves whether to define digital literacy as a compulsory basic skill in the same way that reading, writing or arithmetic are in order to enable future generations to have, with certainty, these skills that today are so essential to work.

The work of this session, organized by SECO, Switzerland, will focus on the following topics:

**How best to manage these transitions for the benefit of the public so that some are not marginalized and can benefit from satisfactory working conditions and social coverage?**

**How can Public Employment Services organize the social protection and sustainability of Unemployment Insurance (in countries where this is practiced) with these new contexts?**

**Parallel session: Entrepreneurship for job creation in the digital age**

By 2030, on the African continent alone, more than 120 million young people will enter the labor market.

Unfortunately, the existing economies will not be able to absorb this influx of skills and the countries, aware of this situation, are reflecting on the solutions that could help to stem the scourge of unemployment.

**Entrepreneurship, a solution,**

Some studies put forward the hypothesis that entrepreneurship encourages economic growth, while others argue that economic growth encourages entrepreneurship.



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Each one will make his own opinion with regards to the national realities but force is to note that today this way is identified as one of the most successful in the countries which are not able to create industrial or tertiary employment following the traditional models.

### **The obstacles,**

Barriers to entrepreneurship exist, why deny it? Of course, they vary from country to country, but may be due to the complexity of procedures, high costs, lack of relevant information, or lack of entrepreneurial skills.

### **The role of Public Employment Services,**

Public Employment Services clearly have a crucial role to play in providing specific benefits to job seekers with a creative project or even in presenting opportunities to young people. Many Public Employment Services have developed service offers for these audiences. These are protean and can cover very different fields.

Of different importance according to the sectors of activity targeted, it is however essential today, for all the candidates for the creation, to master and to use the tools of digital communication to prepare, to realize and to ensure the sustainability of their activity.

Public Employment Services have developed service offerings in this regard. It can be entrepreneurship awareness so that potential candidates are informed of the benefits but also the constraints of this type of project.

It can also be devices to evaluate the entrepreneurial predispositions of a candidate aiming to ensure career paths and to help avoid post-creation failures that unfortunately are plentiful.

The services offered both in the development of the business plan and in the completion of administrative formalities or the search of financing.

Finally, the creation of a company made of devices exists to create all the conditions necessary for the sustainability of the activity through the provision of e-learning on marketing, the search for new markets, etc.

The work of this session, organized by ANAPEC, Morocco, will focus particularly on the measures taken by the Public Employment Services to promote self-entrepreneurship through the use of new technologies.

### **Parallel session: Digital technology in the delivery of services of PES**

This session will be organised by Pôle emploi, France

### **Parallel session: E-learning and increased employability**



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## **Parallel session: Digital Literacy: a basic skill to survive in the digital age**

Digital literacy has multiple definitions, as it is a social concept open to dynamic revisions of meaning. However, practically speaking, digital literacy can be defined as the basic skills to find, understand, analyse, produce and share knowledge using digital tools in the digital age. Digital literacy is also defined through three different levels starting from digital competence, then climbing up to digital usage and finally reaching digital transformation levels.

Considering the popularly coined phrase “Industry 4.0”, or the digital age that is defined by the rising role of artificial intelligence and machine learning like digital technologies in all the social institutions from economics to public administration and science, digital literacy is becoming an indispensable basic skill to survive in the modern social organisation. Labour market and employment services are not detached from this digital transformation, either.

In this respect, the following issues will be analysed in this session by contributions from PESs, businesspersons from technology sector, NGOs and academicians working on the topic.

- Transition from conventional literacy to digital literacy
- Digital literacy and its importance in the life cycle in the digital age: digital competence, digital usage and digital transformation as levels of digital literacy
- New skills in the new labour markets: policies, resources and tools utilised for developing digital literacy across the world
- Role and perspectives from the private sector, cooperation between public-private and civil society sectors to develop digital literacy
- Digital illiteracy as a factor of unemployment
- Active Labour Market Programmes to develop digital literacy of adults
- Digital services and digital literacy of employment counsellors
- New functions of public libraries: investing in digital literacy through new public libraries

## ***Participants***

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The WAPES World Congress (WWC) addresses all WAPES member PES and is thus the biggest event in the WAPES activity portfolio. It gathers members of WAPES (Director Generals and contact persons of PES), decision-makers in labour market institutions, stakeholders from international organisations, academia, experts from government bodies, especially public employment services, representatives of international organisations dealing with the topics of labour, employment and social inclusion, stakeholders of the private sector, local entities and non-profit organisations.

Participants are coming from all over the world, including members and invited non-members of WAPES.

The panels will be broadcasted live on [www.wapes.org](http://www.wapes.org)



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## **Objectives**

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The 11<sup>th</sup> WAPES World Congress aims:

- To encourage member delegates to contribute through innovative ideas, solutions and strategies, to better address the impacts of digital technology in the deployment of actions, programs and solutions tailored to job seekers and businesses.
- To bring input on how to address the issues and the main challenges faced in this evolution via presentations of best practices by PES representatives and external speakers.
- To provide a platform and networking possibilities for established WAPES members, potential new members and key players in the field of labour and employment.

## **Venue**

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*Palais des Congrès of Marrakech*



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## **Managing Board and General Assembly Programmes**

The latest version of the programme will be available at [www.wapes.org](http://www.wapes.org)

<b>Tuesday, 17 April 2018</b>	
<b>14h00</b>	Registration Managing Board Members
<b>14h00 - 18h15</b>	WAPES <b>preparatory Managing Board</b> – for MB members only (see separate programme)
<b>19h30</b>	<b>Welcome cocktail</b> at the <b>Dar Soukkar Restaurant</b> for all foreign guests - Meeting at the reception of <b>Mövenpick Hotel Mansour Eddahbi</b> and <b>Ryad Mogador Menara</b> hotels (the badge of participants will be required to enter the restaurant)

<b>Wednesday, 18 April 2018</b>	
<b>09h00</b>	Registration General Assembly
<b>09h00 - 18h00</b>	WAPES <b>General Assembly and Managing Board</b> – for WAPES members only (see separate programmes)  Chairman of elections:
<b>19h30</b>	Inauguration of the <b>photo exhibition of the 30th Anniversary of WAPES</b> (General Assembly Hall)  Cocktail dinner at photo exhibition venue



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## WAPES World Congress Programme

**Working languages:** English, French, Spanish and Arabic (the languages interpreted may be different according to the workshops).

Thursday, 19 April 2018	
09h00	Registration
09h30	Welcoming note: <b>Mohamed SETTI</b> , facilitator of the Congress
09h45	<p><b>Opening speeches</b></p> <ul style="list-style-type: none"> <li>• <b>Mohamed YATIM</b>, Minister of Employment and Professional Insertion, <b>Morocco</b></li> <li>• <b>Noureddine BENKHALIL</b>, interim Director General of ANAPEC, <b>Morocco</b></li> <li>• <b>Cafer UZUNKAYA</b>, outgoing WAPES President, <b>Republic of Turkey</b></li> <li>• <b>Camille MOUTE à BIDIAS</b>, President of Honour of WAPES, Director General of FNE, <b>Cameroon</b></li> <li>• The newly elected WAPES President</li> <li>• <b>Jülide SARIEROĞLU</b>, Minister of Labour and Social Security, <b>Republic of Turkey</b></li> </ul>
10h15	Coffee & Tea break
10h45	<p><b>"Public Employment Services in the Context of Sustainable Development and the Digital Age"</b></p> <p><b>Introductory session</b></p> <ul style="list-style-type: none"> <li>• <b>Luc CORTEBEECK</b>, Chairperson, Governing Body, ILO, <b>Switzerland</b></li> <li>• OECD (name tbc)</li> <li>• <b>David ROSAS SHADY</b>, Leading Specialist, Inter-American development Bank, <b>USA</b></li> <li>• <b>Othman EL FERDAOUS</b> (tbc), Ministry of Industry, Investment, Trade and the Digital Economy, <b>Morocco</b></li> <li>• <b>Fons LEROY</b>, PES NetWork President, <b>Belgium</b></li> </ul>



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<p><b>12h30</b></p>	<p>Lunch</p>
<p><b>Parallel sessions</b></p> <p><b>First round 14h-16h15</b></p> <p><b>Coffee/tea break 16h15-16h45</b></p> <p><b>Second round 16h45-19h</b></p>	<ul style="list-style-type: none"> <li>❖ <b><i>"The impacts of digital technology on employment", organised by SECO (Switzerland's PES)</i></b>  Moderator: <b>Lydie-Elisa BEURET</b>, in charge of International Relations, SECO, <b>Switzerland</b>  Rapporteur: <b>Bettina DUERR</b>, Economist, SECO, <b>Switzerland</b>  Speakers: <ul style="list-style-type: none"> <li>• <b>Janine BERG</b>, Senior Economist, ILO, <b>Switzerland</b></li> <li>• Name tbc, OECD</li> <li>• <b>Céline GRATADOUR</b>, Project Manager, AFD, <b>France</b></li> <li>• <b>Dominik HAURI</b>, Economist, State Secretariat for Economic Affairs, <b>Switzerland</b></li> <li>• <b>Max UEBE</b>, Head of Unit, Employment Strategy, DG Employment, Social Affairs and Inclusion, European Commission, <b>Belgium</b></li> </ul> </li>   <li>❖ <b><i>"E-learning and increased employability" organised by HRSDC (Canada's PES)</i></b>  Moderator: <b>Jean-François LARUE</b>, Executive Director, Ministry of Employment and Social Development, <b>Canada</b>  Speakers: <ul style="list-style-type: none"> <li>• <b>Jean-François LARUE</b>, Executive Director, Ministry of Employment and Social Development, <b>Canada</b></li> <li>• <b>Emad RIZKALLA</b>, CEO, Bluedrop Learning Networks, <b>Canada</b></li> <li>• <b>Henri METZGER</b>, Director, Openclassrooms, <b>France</b></li> <li>• <b>Yon Soon CHUNG</b>, Research fellow, KEIS, <b>Republic of Korea</b></li> </ul> </li>   <li>❖ <b><i>"Entrepreneurship for job creation in the digital age", organised by ANAPEC, (Morocco's PES)</i></b>  Moderator: Name tbc, ANAPEC, <b>Morocco</b>  Speakers: <ul style="list-style-type: none"> <li>• <b>Pierre SOUDAN</b>, "Molengeek", Actiris, <b>Belgium</b></li> <li>• <b>Saïd MATAICH</b>, Head, Agence Digitale MarocPME, <b>Morocco</b></li> <li>• <b>Richard LAVALLEE</b>, Chief Technical Adviser, ILO, <b>Morocco</b></li> <li>• <b>Mohamed MANI</b>, Director General, National Employment Agency and Self Employment (ANETI), <b>Tunisia</b></li> </ul> </li> </ul>



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	<p>❖ <b><i>"Digital technology in the delivery of services of PES", organised by Pôle emploi, France</i></b></p> <p>Moderator: <b>Susanne KRAATZ</b>, Seconded National Expert, <b>Germany</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Charlie TERRELL</b>, Director, NASWA, <b>USA</b></li> <li>• <b>Anders GAWELL</b>, Head of Unit, Digital Meetings, Arbetsförmedlingen, <b>Sweden</b></li> <li>• <b>Meelis PAAVEL</b>, Head of Managing Board, Estonian Unemployment Insurance Fund, <b>Estonia</b></li> <li>• Name tbc, Pôle emploi, <b>France</b></li> <li>• <b>Junmei HUANG</b>, Director of the Employment Service Division, Department of Employment Promotion, Ministry of Human Resources and Social Security, <b>China</b></li> </ul> <p>❖ <b><i>"Digital Literacy: a basic skill to survive in the digital age", organised by İŞKUR (Republic of Turkey's PES)</i></b></p> <p>Moderator: <b>Nuran TORUN</b>, ILO, <b>Republic of Turkey</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Anna PALMGREN</b>, Head of Section, Digital Engagement, Arbetsförmedlingen, <b>Sweden</b></li> <li>• <b>Lieu NGO XUAN</b>, Director, National Center for Employment Services/Department of Employment, MOLISA, <b>Vietnam</b></li> <li>• <b>Nazlıcan YÖNEY</b>, Google Product Marketing Manager, Grow with Google Country Lead, <b>Republic of Turkey</b></li> <li>• <b>Nasser KETTANI</b>, Managing Director, Kettani Digital Consulting, <b>Morocco</b></li> </ul>
<p><b>20h00</b></p>	<p><b>Official dinner at the Palais Soleiman - Meet at reception of the Mövenpick Hotel Mansour Eddahbi (including people staying at Ryad Mogador Menara)</b></p> <p><b>All foreign guests are invited</b></p> <p><b>For Moroccan guests, invitations will be distributed during the day</b></p> <p>Departure from the hotel at 20h00</p>

**Friday, 20 April 2018**



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<b>09h30 10h30</b>	<b>Conclusion of Workshops</b> A summary of each workshop presented by the rapporteurs of the parallel sessions will be shared with the general public
<b>10h30 – 11h00</b>	Coffee & Tea break
<b>11h00 – 11h45</b>	<b>Lessons to be learnt</b> <ul style="list-style-type: none"> <li>• <b>Annie GAUVIN</b>, Director of International affairs and relationships, Pôle emploi, <b>France</b></li> <li>• <b>Camille MOUTE à BIDIAS</b>, President of Honour of WAPES, Director General, FNE, <b>Cameroon</b></li> <li>• <b>Michael MWASIKAKATA</b>, Senior Specialist and Coordinator, Employment Services and ALMPs, ILO, <b>Switzerland</b></li> </ul>
<b>11h45</b>	<b>Closing ceremony</b> <ul style="list-style-type: none"> <li>• New President of WAPES</li> <li>• Moroccan Authorities</li> </ul>
<b>12h15</b>	Lunch
<b>14h30 – 17h00</b>	Cultural visit
<b>17h00</b>	End of Congress

Paper copies of speakers' presentations will not be provided and the use of USB memory sticks during the Congress will not be allowed.

All presentations will be available on our website [www.wapes.org](http://www.wapes.org) a week after the Congress.