

TRAINING CURRICULUM FOR LIBYAN MUNICIPALITIES

SYLLABUS CYCLE 5

PROMOTING SOCIAL ECONOMIC DEVELOPMENT

Promoting local and sustainable economic development is at the heart of the concerns of local, national and international decision-makers.

The aim is to create or maintain an environment that is favourable to the establishment and development of businesses, but also to encourage the retention and attraction of new inhabitants. Economic growth must be compatible with the region's natural environment and its long-term conservation as well as with social challenges (quality of life, reduction of inequalities, inclusion of vulnerable populations, etc.).

Faced with these challenges, the role of municipalities is essential.

Municipalities must be able to take into account a global and systemic approach to economic development.

The aim of this cycle is to build the capacities of Libyan municipalities so that they can design, organize and implement a local economic development strategy. In particular:

- Understand the concepts at the heart of the subject: local resources and income, entrepreneurship, the circular economy, the collaborative economy, economic development players, local employment policies, etc.
- Learn how to diagnose a region's economic development and design operational actions for implementing a local economic development policy coherent with the national strategies (multi-level governance).
- Explore practices, cross-fertilize initiatives, identify local economic development innovations

This training cycle includes 3 thematic modules (for more specific details on contents, see details below in the appropriate section):

Module 5.1: Local and sustainable economic development

Module 5.2: Principles of territorial attractiveness, entrepreneurship and circular economy

Module 5.3: Creation of job opportunities

For each module, attention will be paid to how to implement local economic development policies that take into account the issues of participation and inclusion of populations. Another focus will be on how to strengthen partnerships between municipalities and the private sector.

TARGET GROUPS

a) Training of Trainers

The training of trainers targets representatives of 10 Libyan Universities, trainers and lecturers, in charge of designing and delivering a training curriculum adapted to the needs of Libyan municipalities. Specific majors, specialisations in socio-economic development and entrepreneurship are recommended as well as practical experiences in dealing with programs and activities related to the creation of business activities, job opportunities or the development of public-private partnerships.

b) Training to Municipalities

Training for municipalities will be aimed at municipal staff, with a particular focus on decision-makers: elected representatives, town clerks, managers and technicians in charge of economic development

- Director of the Department, department heads and employees of the Department of Economic Development and Investment
- Office manager and staff at the Entrepreneurship Office
- Director of Administration, department heads and employees of the local revenue department

Module 5.1: Local and sustainable economic development

Learning objectives

- To understand the module's key concepts (local resources and revenues, entrepreneurship for small and medium enterprises, attractiveness of the region, business creation, local economic development strategy, local economic development stakeholders, Involving capital owners and investors in decision-making, etc.).
- To identify and select local resources and revenues to foster sustainable local economic development.
- To understand the role of municipalities and local stakeholders in local economic development
- To understand the idea of sustainable economic development
- To develop participants' ability to carry out a socio-economic diagnosis of the territory and define a development strategy focusing on issues and priorities.

Contents

- local resources (identification, categorization and analysis from a local development perspective)
- local revenues (identification, categorization and identification of levers to strengthen local revenues)
- local economic development stakeholders (identification, role, needs, stakeholder involvement)
- construction of a sustainable local economic development strategy (diagnosis of the territory, mobilization and consultation of stakeholders, identification and elaboration of the strategy)

The contents of the module will include theoretical contributions, tools and case studies.

Expected outcomes

- To master the key concepts of the module
- To be able to carry out a socio-economic diagnosis of your territory and draw up a local economic development strategy
- To Identify the roles of the various players and municipalities

Module 5.2: Principles of territorial attractiveness, entrepreneurship and circular economy

Learning objectives

- To understand the key concepts of the circular economy
- To understand the operating principles of the circular economy
- To identify levers and opportunities for local development and linking it to entrepreneurship and small and medium enterprises
- To understand how to integrate the circular economy into local development programs
- To understand how to strengthen the business fabric and entrepreneurship
- To understand how to boost the region's attractiveness and the role of capital and private investors

Contents

- entrepreneurship (definition - prospecting, welcoming, setting up and supporting new businesses - promoting entrepreneurship among local residents - developing a trust relationship between private-public partners - accelerating the growth of emerging companies)
- attracting companies and investors to the region (definition of territorial marketing - designing and implementing a territorial marketing approach)
- circular economy context (finite resources, climate change, food production capacity, etc.)
- framework of the circular economy (introduction, key concepts, definitions, limits of recycling in the face of growth)
- implementing the circular economy (procedures, key principles of the economy of functionality, the circular economy as an organising principle)
- conditions for the success of the circular economy (challenges, obstacles, levers, role of local authorities)

The contents of the module will include theoretical contributions, tools and case studies.

Expected outcomes

- To master the principles, concepts and challenges of the circular economy for municipalities
- To master the principles of setting up a circular economy development dynamic at local level
- To master the principles of setting up a strategy to develop entrepreneurship in his/her area
- To master the principles of the territorial marketing approach

Module 5.3: Creation of job opportunities

Learning objectives

- To understand the key concepts of the module
- To understand the principles of a local policy to develop youth employment
- to understand the principles of a local policy to develop employment for vulnerable groups
- To understand the role of municipalities in developing local employment

Contents

- local economic development and local employment management (definitions, differences, issues)
- building a local public policy for youth employment (territorial employment diagnosis, ecosystem analysis, principles of local intervention)
- local public employment policy actions (training and support for young jobseekers, development of local services, support for entrepreneurship, etc.)
- the dual role played by municipalities in employment policies vis-à-vis jobseekers and companies
 - public purchasing to promote employment of disadvantaged groups in the region

The contents of the module will include theoretical contributions, tools and case studies.

Expected outcomes

- To master the concepts and principles of a youth employment support strategy
- To be able to diagnose the youth employment situation in his/her area and propose an action plan to support and develop youth employment.