

programme

The final detailed programme will be established at a later date, taking into account the different contributions announced. It will, however, be structured on the following lines:

Wednesday, September 11, 1985

Morning	Introduction and Plenary session on the role of national governments in fostering and financing local initiatives. Comparative analysis of several national programmes.
Afternoon	Plenary session on the role of regional and local authorities. Presentation and comparative analysis of particular interesting public experiences in Europe. General introduction into the policies and instruments of the European Community.
Evening	Reception at Heerlen Town Hall.

Thursday, September 12, 1985

	The whole day will be devoted to the presentation and discussion of case studies in several parallel sessions (three hours in the morning; three hours in the afternoon). Exhibitions of material illustrating the experiences will be possible. The parallel discussion groups will be organised according to responses available, under the main topics mentioned below. In all case studies it is desirable to focus more on practical experiences and actual situations, relating them to more global strategies. Analysis of situations should assess the present and indicate possible ways ahead.
Evening	Official dinner for all participants with a key-note speaker on: "Responsibilities and Initiatives of Large Enterprises".



Friday, September 13, 1985

Morning	The European Communities Financial Instruments and their Impact on Local Initiatives. A round-table discussion on the European dimension of strategies in this field will be organised with rapporteurs, and/or animators of the parallel sessions of the previous day, on the basis of written questions which will be distributed the day before.
Noon	Closing speech by a representative of the European Commission.

participants

The conference addresses itself to both practitioners (bankers, civil servants, business people, etc.) and analysts (researchers and experts). People from all kind of backgrounds: (i.e. local businesses and authorities, national policy makers and administrators (parliaments, ministries of economic, social and employment affairs), private investors, venture capital organisations, supporting and consulting organisations, interested large companies, as well as private and public local initiatives, alternative financing institutions, and finally European administrations and financial instruments (Social Fund, Regional Development Fund, European investments banks, etc.) and other international organisations (OECD, ILO, etc.).

It will be an open conference in which interested persons and bodies can contribute, share ideas and experiences, learn from each other, express opinions and wishes, the purpose being the creation of a constructive European debate leading to a new awareness of the opportunities at hand

possible topics for parallel sessions

- 1 Traditional and new systems of co-operative banks and saving systems, locally, nationally or trans-nationally based. Their openness to new businesses and initiatives.
- 2 Availability of "venture capitals" within traditional banking systems, or within ad-hoc financing companies. Policies towards supporting locally based innovations; experiences in joint ventures.
- 3 The role played by banks normally specialised in small and medium-sized enterprises in the field of job creation and newly established activities.
- 4 Displacement effect of local initiatives and the problem of competition; does ad-hoc preference financing for employment purpose threaten market rules?
- 5 The financing of public sector employment initiatives (e.g. économie sociale) and long term prospects for these schemes. Evaluation of past experiences in the light of a continuing employment crisis.
- 6 Public guarantee systems, or systems of intermediate guarantors for ad-hoc loans; mobilisation of capital through public guarantee in favour of individual initiatives.
- 7 The intervention of large corporations and their system of supporting, helping or financing small individual initiatives; how do local initiatives fit into large corporations' strategies.
- 8 Availability of management assistance, through public or private bodies; the role of intermediate organisations; their own initiation and financing.
- 9 The use of employment benefits to finance new businesses; evaluation of existing schemes and new proposals.
- 10 The creation of enterprise workshops, their functioning and their role in the regeneration of depressed areas; how do they integrate into broader programmes?
- 11 Changing attitudes of national, regional and local governments as a result of the development of local initiatives; reaction; participation; guidance; towards new policies in the field.

organising committee

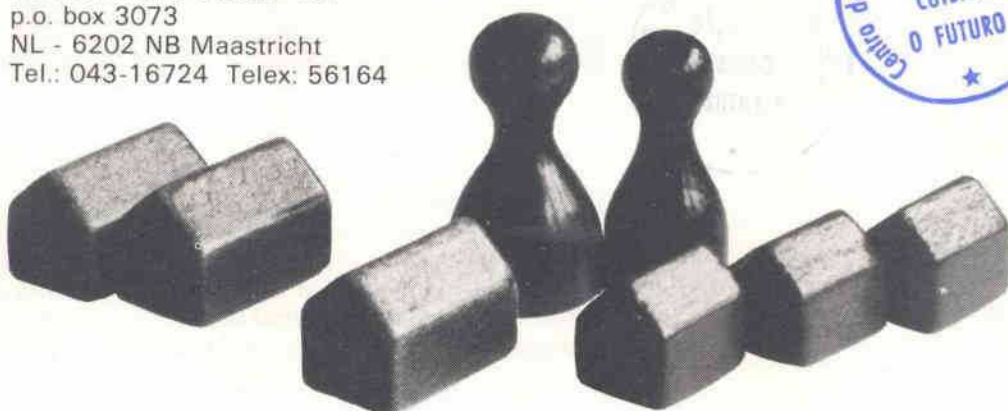
Drs. W.A.J. Bogers:	President of LIOF (Regional Investment Bank), Maastricht, former director-general of DSM (Dutch State Mines).
Mr. P.J.G. Houx:	Director of the Council of European Municipalities, Maastricht.
Mr. R. Laan:	President of the NOM (Northern Developing Company), Groningen.
Mr. J.A.M. Reynen:	Mayor of Heerlen, and President of the Council of European Municipalities in the Netherlands.

responsible secretary of the conference

Gabriel Fragnière, Director, European Centre for Work and Society, Maastricht.

correspondence address

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A European Conference on Fostering and Financing Local Business and Employment Initiatives

Experiences and Strategies

Heerlen (Limburg, NL)

September 11-12-13, 1985

Organised by the European Centre for Work and Society Maastricht

purpose

The chances for Europe to remain a competitive economic power in a changing world and to grow and develop are contained in its capacity to foster economic renewal, entrepreneurship and innovation. This must be the new 'creed' of economy planners.

After more than a decade of crisis, of hesitation and passive expectation, after the failure of many defensive policies aiming at maintaining and protecting Europe's outdated assets, new creative economic ideas are emerging throughout the continent. Based mainly on local needs, opportunities and capacities, these new initiatives create work for the unemployed; they strive towards economic viability and success, and contribute directly to local and regional development. Having started as a localised response to unemployment, often looking for alternative forms of work organisation of many deprived areas, but as indispensable assets to economic renewal. Together with traditional small and medium sized enterprises, parallel to the large, competitive manufacturing world industries, they constitute a basic element of the new fabric of economic life.

But the role of these new local employment initiatives has not yet been recognised within global, national and regional, economic strategies. They often fall outside the traditional patterns of entrepreneurs and private business; they are rarely taken into consideration within overall investment policies. Their fundamental problem remains in most cases their difficulty to find the basic financing they need to start activities and to survive until they reach a level of economic viability and growth. Innovation in financing new activities is thus required.

Many imaginative, ad hoc solutions have been tried out to solve this problem, and some of them have been successful, but these new financing methods and instruments have seldom been looked at in the perspective of larger investment strategies at local, regional national, and of course European levels.

The purpose of the Heerlen conference is to look at the financing of local initiatives in the broader perspective of larger strategies and by sharing experiences and exchanging ideas to see how new strategies can be envisaged in this field to put local initiatives in the main stream of the economic renewal of Europe.

why heerlen?

Heerlen is a city in the centre of a region of 250,000 inhabitants, situated in the extreme south eastern part of the Netherlands, in the triangle Maastricht, Liège and Aachen. The city has been considered as a depressed area since the closing of the mines in the 1960s and early 1970s which put about 65,000 people out of work. The city, however, is shaking off the problems of mine closures and the consequent lengthy restructuring process and is working for the future. The colliery sites, relics from the age of "black gold", are being flattened at an energetic rate to make way for housing, jobs and infrastructure. The city is growing into a centre for informatics and service industries for approximately 94,000 inhabitants. Furthermore, the city administration has been actively involved in a OECD programme on the participation of local government in employment initiatives. No better place could thus be found to illustrate the very problems discussed during the conference.

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working methods

Authors or practitioners wishing to present a paper, a communication or illustrate their own experience should address themselves to one of the above topics and take into account the following elements:

- they should focus on practical experiments with emphasis on those aspects which could be transferred to other situations or countries;
- they should underline how their experience can be evaluated with reference to broader, comparable strategies at national or European level;
- they should present future perspectives and relate their experience to global public policies.

Preference will be given to those presentations which lead to fruitful discussion, useful transfer of information, and/or having a training value for other participants.

call for contributions and deadlines

Authors and practitioners wishing to contribute to the conference within the above mentioned framework should send an abstract or a short description of their proposed contribution in English (maximum one typed page, double spaced A4) before April 1, 1985 to the secretariat of the conference.

Papers should be written either in French, English or German.

The Organising Committee and a group of scientific experts to be appointed by the European Centre for Work and Society in cooperation with the European Community and other international bodies will jointly meet in April to select those proposals which will be presented in parallel sessions and included in the proceedings. Authors and contributors will be informed by May 1, 1985 whether their proposals have been selected. Manuscripts and final documents should be delivered by August 1, 1985 and final acceptance will be confirmed by August 15, when the final programme will be announced.

Deadlines should be strictly observed: i.e.

Submission of abstracts and descriptions: **April 1, 1985**

Acceptance of papers and contributions: **May 1, 1985**

Manuscripts and final documents delivered: **August 1, 1985.**

The organisers are in no way committed to the financial support of authors or contributors of accepted papers and contributions, neither for travel nor accommodation expenses. However, they will receive a reduction in the conference fee. Complementary information for those who intend to submit a contribution can be requested from the Secretariat.



exhibitions

At the conference site there will be a possibility for presenting stands and exhibit material for organisations, firms, local authorities or other bodies who would like to display their contribution to the overall demand of new business and employment initiatives. A small additional fee will be demanded for this. Those interested should address their enquiries to the Secretariat.