



Ministerium für  
Arbeit, Soziales und  
Integration



**28 October 2020, 2:00 pm – 3:00 pm**

**European Web Conference**

from Brussels and Magdeburg

**STRUCTURAL TRANSFORMATION - socially innovative design! The STARK project: A contribution to strengthening the dynamics of transformation and to a new start in coal-mining areas and at coal-fired power plant sites.**



Dear Sir or Madam,

Do social policy and the European Green Deal go together? Yes, they do, says Ursula von der Leyen, President of the European Commission. Combining these two policy areas is key to making structural change socially acceptable. Saxony-Anhalt previously managed to phase out coal production in one district and presented it at EXPO 2000. Ferropolis, for example, the Iron City, has emerged from such a process. Saxony-Anhalt's experience shows that focusing exclusively on economic aspects of the transition does not go far enough. Such a narrow perspective runs the risk of ignoring people's concerns and of alienating them in the process. Together with representatives of the European Commission and scientists who have experience of working in coal-mining areas, we want to conduct a European dialogue. We look forward to welcoming you to an hour-long debate on the opportunities and challenges of the coal phase-out and how the transformation can be managed.

Kind regards,

Petra Grimm-Benne  
Minister of Labour, Social Affairs and Integration

Register by 21 October 2020 at [veranstaltung@zsh.uni-halle.de](mailto:veranstaltung@zsh.uni-halle.de)



**SACHSEN-ANHALT**



EUROPÄISCHE UNION

**ESF**  
Europäischer  
Sozialfonds

Broadcasting Locations	Representation of Saxony-Anhalt to the European Union, Boulevard Saint Michel 80, B-1040 Brussels; Ministry of Labour, Social Affairs and Integration of Saxony-Anhalt, Turmschanzenstraße 25, D-39110 Magdeburg	
<b>Agenda</b>	2:00 pm	<b>Opening</b>
		<b>Welcoming speech:</b> Petra Grimm-Benne, Minister of Labour, Social Affairs and Integration of Saxony-Anhalt
	<b>Changing on a moving train – How will regional structural transformation be designed in the future?</b>	
	2:10 pm	<p><b>Input 1: Structural transformation in coal regions as a social challenge – risks and opportunities</b> Prof. Dr. Everhard Holtmann, Competence Centre for Social Innovation of Saxony-Anhalt at the Centre for Social Research e.V. at the Martin Luther University Halle-Wittenberg, Halle (Saale)</p> <p><b>Commentary by</b> Prof. Dr. Jan Schnellenbach, Brandenburg University of Technology, Chair of Economics, specialising in Microeconomics, Cottbus</p> <p><b>Input 2: The European dimension of the structural transformation of the labour market until 2050</b> Egbert Holthuis, European Commission, Directorate-General for Employment, Brussels</p>
	<b>Which design options and support structures does structural change require?</b> Will we continue to use the same instruments or will we find new investment incentives and financial leverage effects that bring real change to society? Who are the drivers of the Green Deal?	
	2:35 pm	<p><b>Pitch and Discussion</b></p> <ul style="list-style-type: none"> <li>🇪🇺 Minister Petra Grimm-Benne</li> <li>🇪🇺 Egbert Holthuis</li> <li>🇪🇺 Prof. Dr. Everhard Holtmann</li> <li>🇪🇺 Prof. Dr. Jan Schnellenbach</li> </ul>
	3:00 pm	<b>End</b>
	Moderator	Richard Deiss, Economic Analyst, Smart Specialisation, European Commission, Directorate-General for Regional and Urban Policy, Brussels The event will be interpreted simultaneously (English/German).

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