Hanse Parlament

Lifelong Learning Programme

Center of Competence for Work based Learning and for Research and Development

Tenth Hanseatic Conference

Dr. Max Hogeforster Hamburg 21.01.2015

Long-term waves

Nikolai Dmitriyevich Kondratiev
(1892 – 1938)

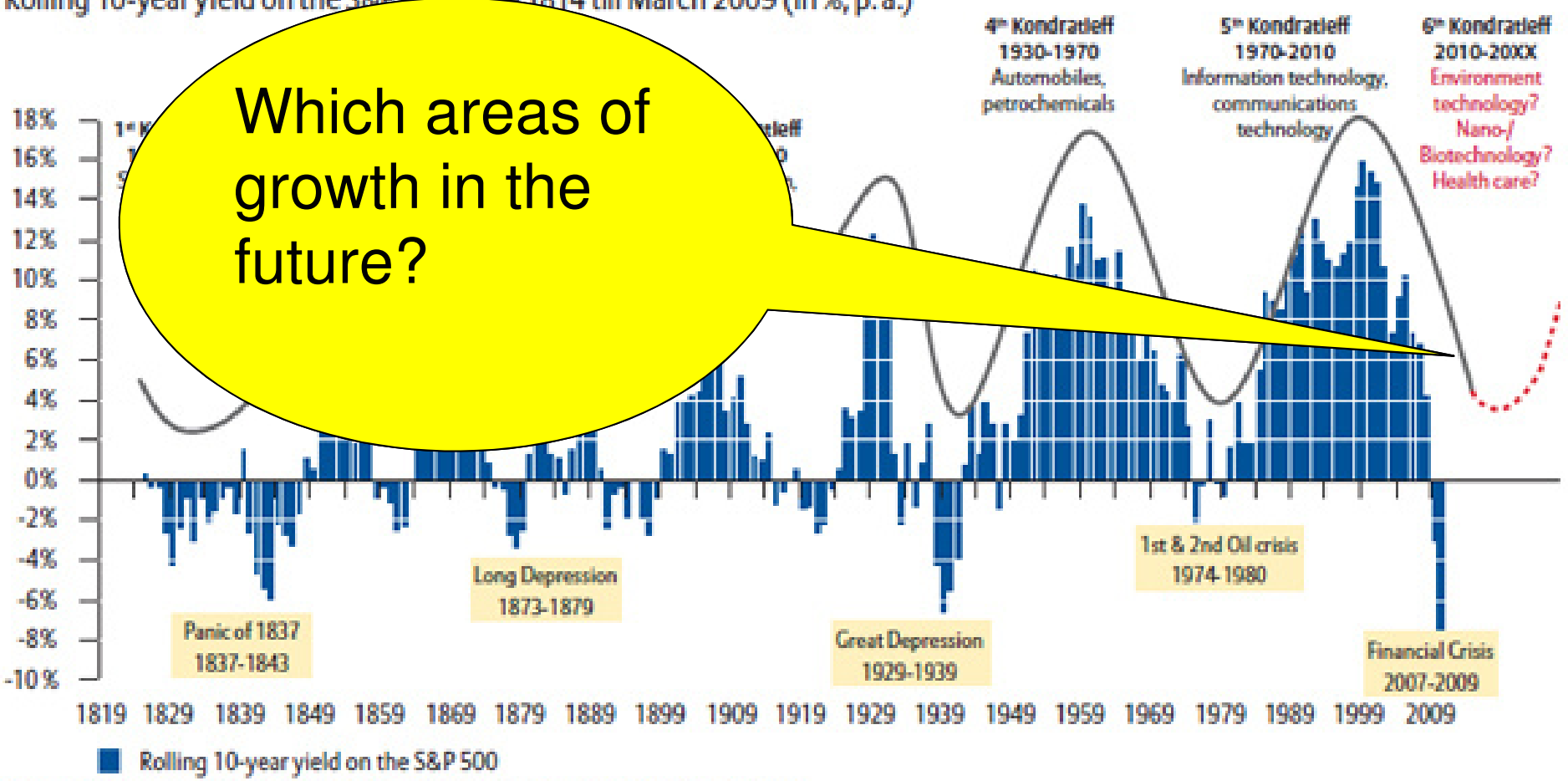
- Russian economist
- Proponent of the New Economic Policy (NEP)
- proposing the theory that Western capitalist economies have long term (50 to 60 years) cycles, "Kondratiev waves"

Long-term waves

Competition

Cooperation

Figure 1: Kondratieff cycles – long waves of prosperity.
Rolling 10-year yield on the S&P 500 since 1814 till March 2009 (in %, p. a.)



Source: Datastream; Illustration: Allianz Global Investors Capital Market Analysis

Areras of growth in future

5 big growth areas of the future for SMEs in the Baltic region

- "Human Resources and Organizational Development including Education"
- „Energy Efficiency, Climate- and Environmental-Protection including Resource-Saving Construction "
- „Health, Life science, Commonality and Integration"
- „I + C Technologies and Computer-aided Production"
- „Marketing research, Procurement and Internationalization"

Ambitious goal: One center of competence set up and operate for each growth area in the Baltic region

Project started "Center of Competence Energy & Environment'

CoC Energy

Center of Competence (CoC) for Education and Innovation in Energy & Environment

Challenges for SMEs, education and innovation needs

- Increasing energy efficiency
- Alternative energy sources
- Water
- Waste water management
- Air purification
- Waste management and cycle economy
- Resource-saving construction technologies

Need for qualified personnel to grow

- High need for skilled workforce, rising gap between increasing number of job vacancies and growing unemployment at the same time (Skills mismatch); demographic changes and brain drain increasing competition for qualified personnel

- In particular in PL, LT, LV, EE : Rising level of academic unemployment, increasing demand of skilled workforce

- Dual VET = High orientation to actual labor market needs

CEDEFOP | European Centre for the Development of Vocational Training

BRIEFING NOTE

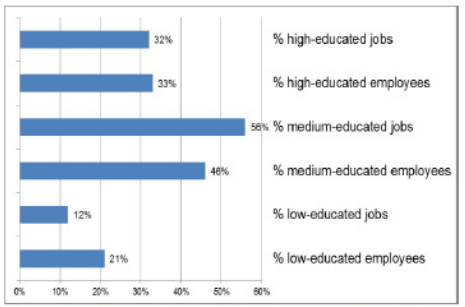
Skill mismatch: more than meets the eye

Skill deficits do not cause unemployment; Europe's most talented workforce is being wasted

The global financial and economic crisis has led to alarmingly high unemployment and underemployment in many European Union (EU) countries. Yet, surveys still find that more than one in three employers has problems filling vacancies. The latest European company survey, in spring 2013, found that about 40% of firms across the EU had difficulties finding staff with the right skills. A 2010 Eurobarometer survey found some 33% of employers identifying a shortage of applicants with the right skills as their main challenge in filling vacancies ([1]). Manpower's 2013 survey also found that, on average across 17 Member States, more than 25% of employers reported recruitment difficulties. Some 34% of these employers cite a lack of technical competences while 19% believe candidates also lack workplace skills.

Many employers and policy-makers argue that these

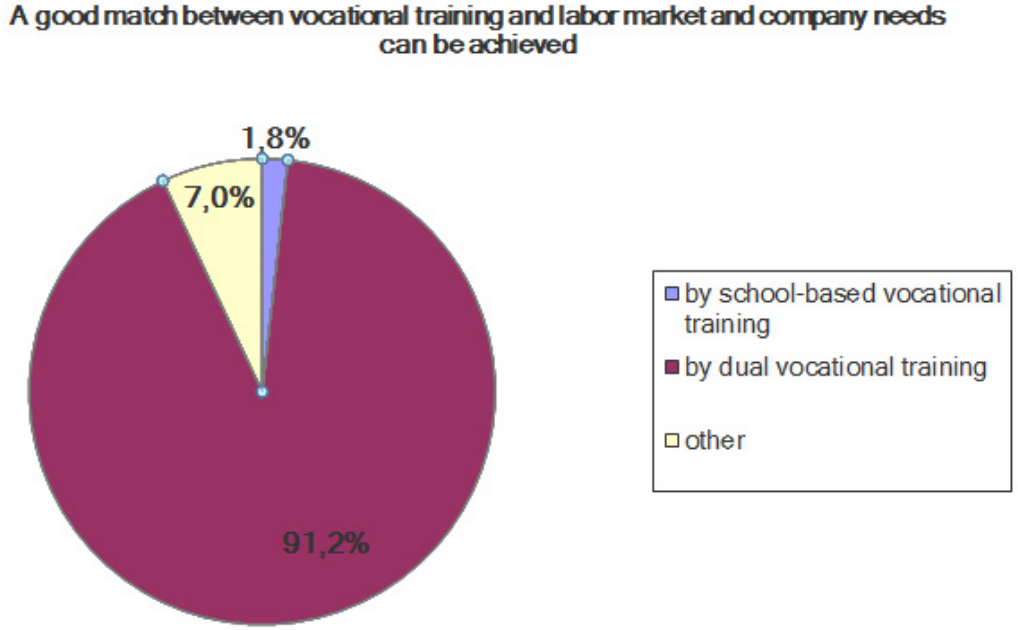
Figure 1: **Imbalances in the EU labour market, adult employees (age 25-64), 2011**

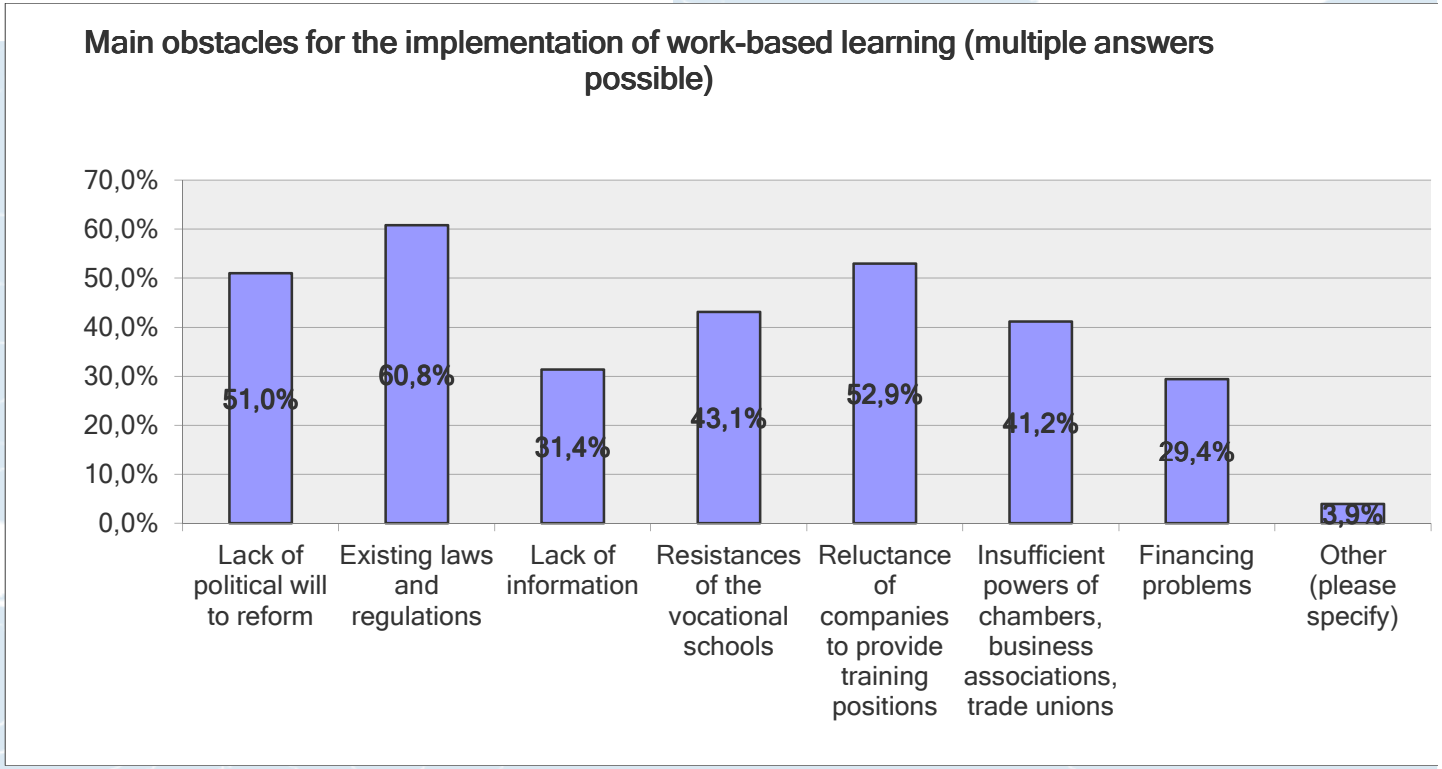


Source: Cedefop based on EU labour force survey micro data.

But skill mismatch is not just about skill shortages. It also concerns the extent to which people work in jobs

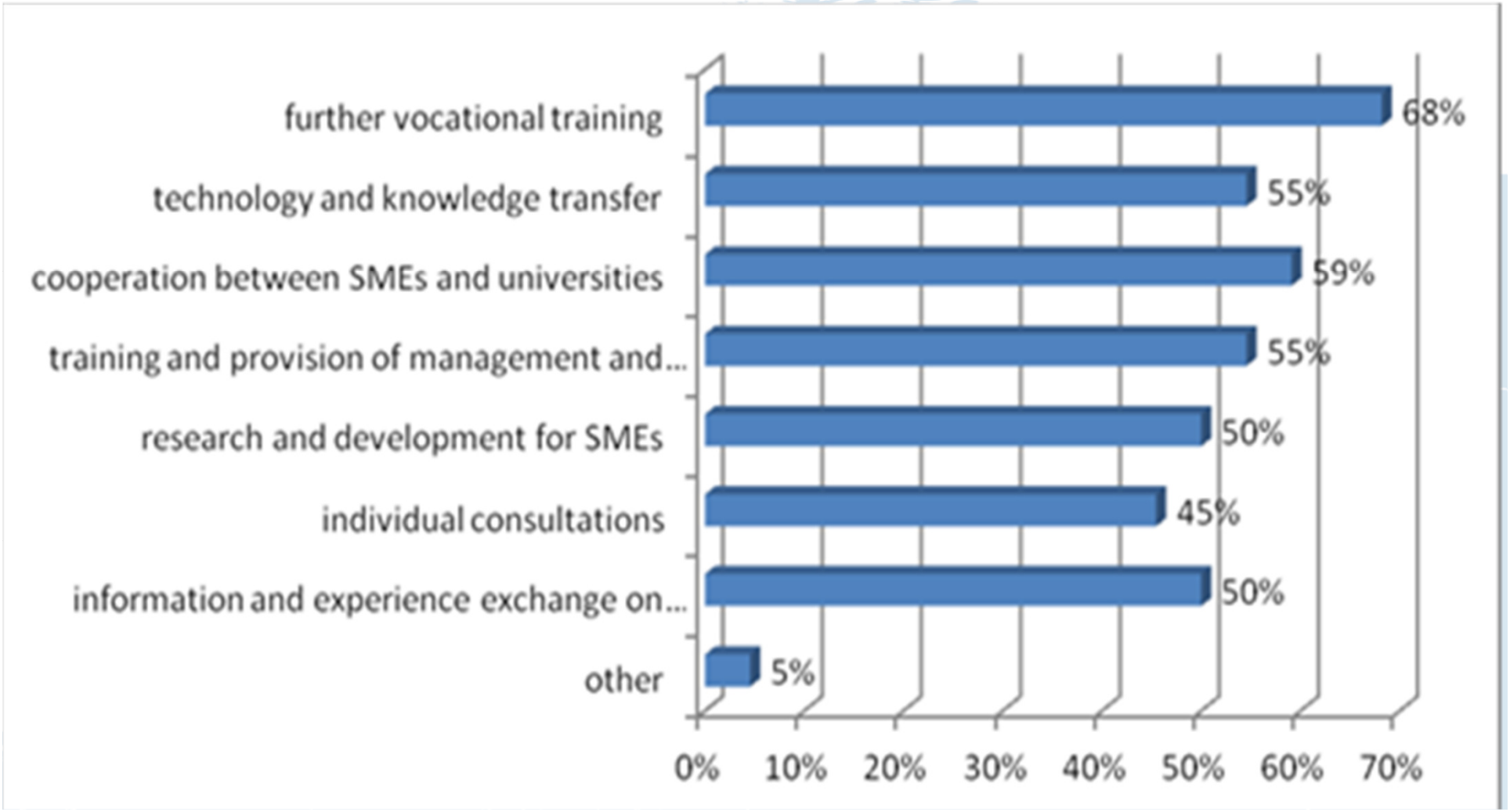
ct 2014


A good match between vocational training and labor market and company needs can be achieved
1,8%
7,0%
91,2%
by school-based vocational training
by dual vocational training
other


Main obstacles for the implementation of work-based learning (multiple answers possible)
70,0%
60,0%
50,0%
40,0%
30,0%
20,0%
10,0%
0,0%
51,0%
60,8%
31,4%
43,1%
52,9%
41,2%
29,4%
3,9%
Lack of political will to reform
Existing laws and regulations
Lack of information
Resistances of the vocational schools
Reluctance of companies to provide training positions
Insufficient powers of chambers, business associations, trade unions
Financing problems
Other (please specify)

Tasks of CoC Energy

What measures to promote SMEs that should be realized by Centres of Competence are especially important?

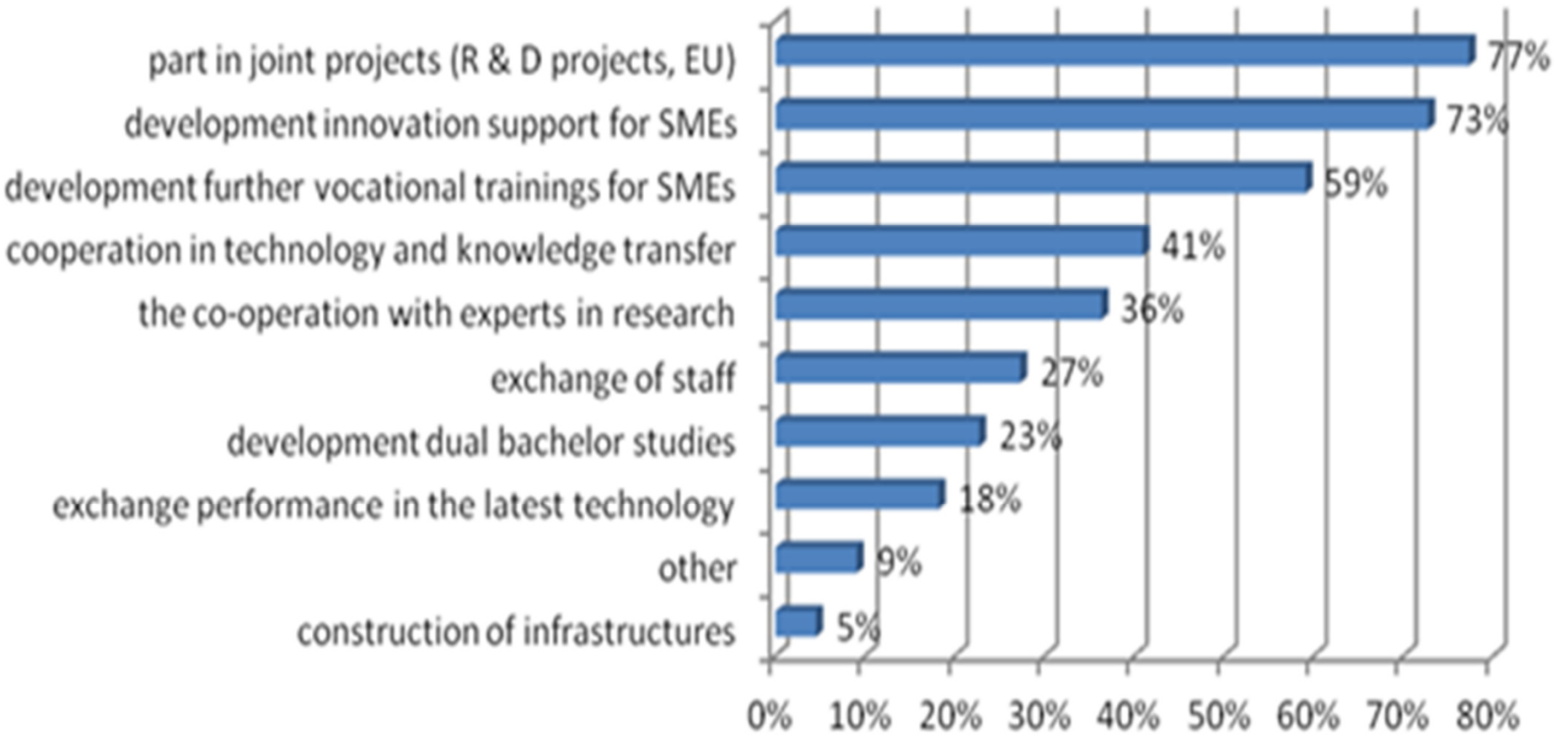


Tasks of CoC Energy

- Promoting Work based Learning
- Development & Implementation of continuing education courses
- Development of curricula for the relevant (dual) Bachelor courses
- Implementation consultations and Train the Trainer seminars for all chambers of commerce and other universities
- Ensuring knowledge and technology transfer
- Implementation of complex research and development tasks
- Development tasks for individual SMEs, Chambers & universities
- Establishment of the relevant capacities and provision of experts
- Organisation of scientific conferences & exchange of experience
- Promotion cooperation at all levels, incl. international cooperation

Members of CoC Energy

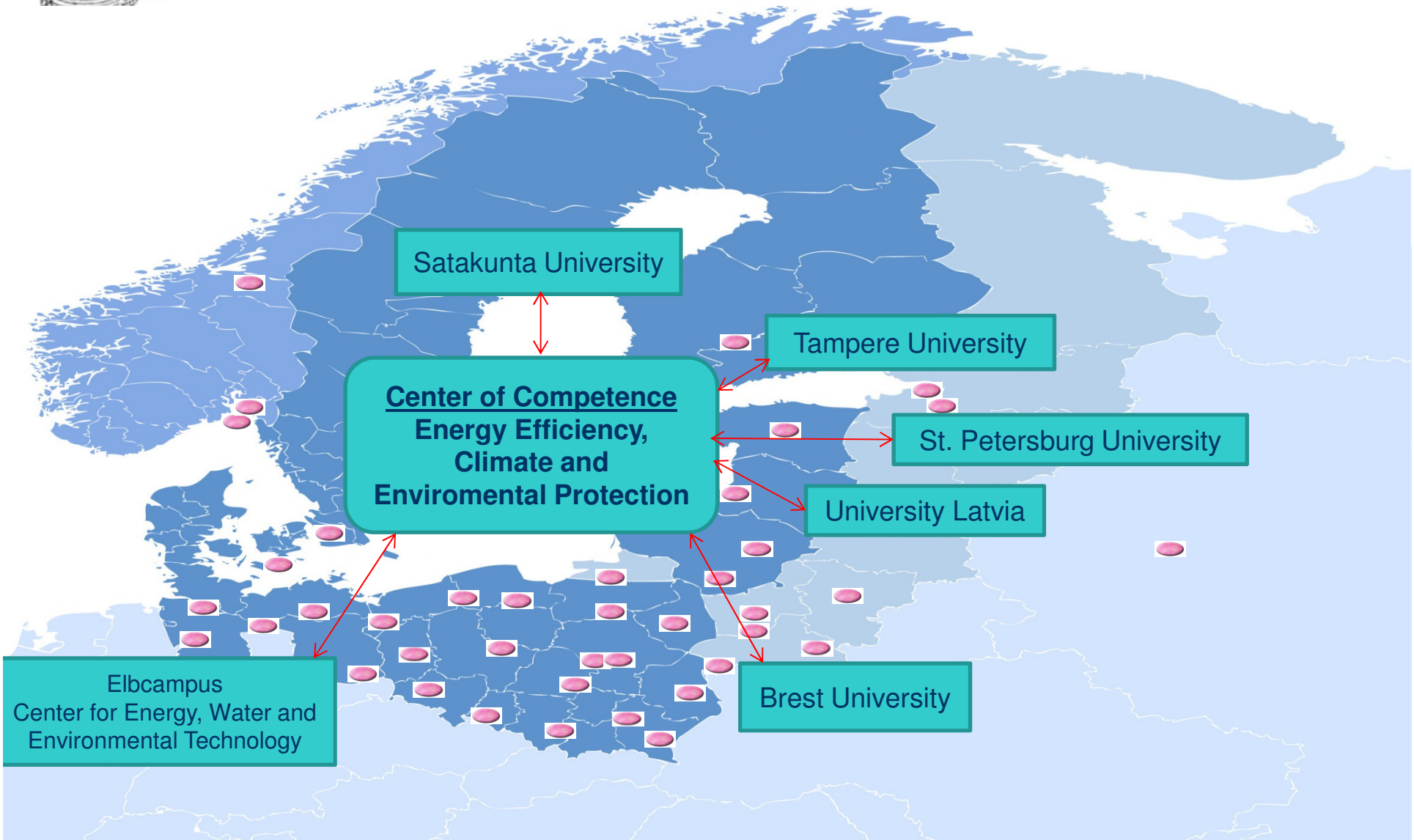
What benefits do you expect in connection with the participation in a Centre of Competence?

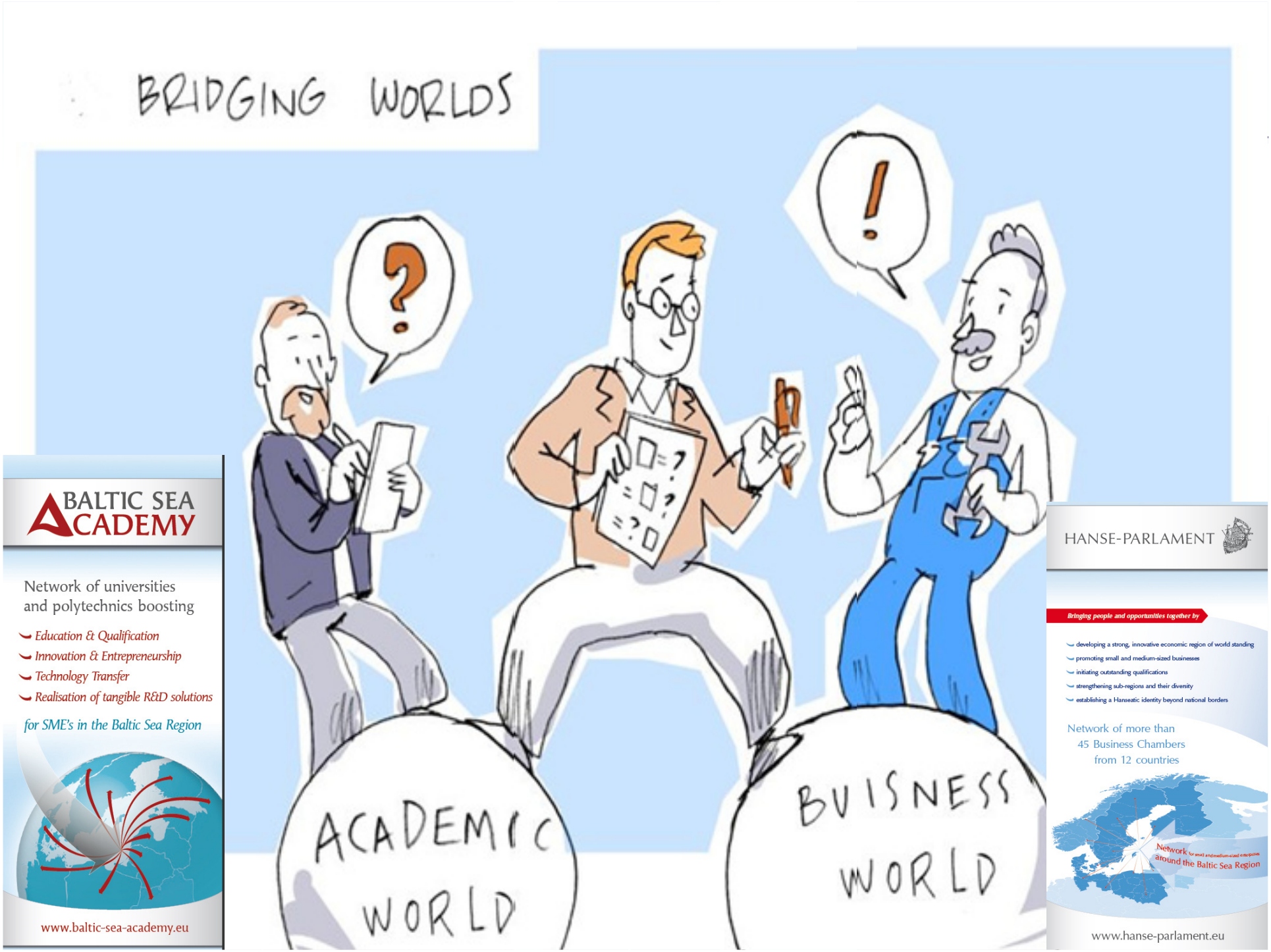


Members of CoC Energy

- **Coordination:** Hanseatic Parliament and Baltic Sea Academy
- **Universities:** Potential Partners of the CoC Energy
  International Business Academy, Denmark
  Hamburg Institute of International Economics, Germany
  University Corporate Education Hamburg, Germany
  University 21, Buxtehude, Germany
  Gdańsk University of Technology, Poland
  Lithuanian University of Educational Sciences, Lithuania
  Vilnius Gediminas Technical University, Lithuania
  Brest State Technical University, Belarus
  St.Petersburg State University of Service and Economics, Russia
  Satakunta University of Applied Sciences, Finland
  Tampere University of Technology, Finland
- **Foundation** by 7 - 8 Universities
- **Associated Partners**: 50 Chambers (members of H-P)

Map of Exellence „Energy, Climate, Enviroment“




BRIDGING WORLDS
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ACADEMIC WORLD
BUISNESS WORLD
BALTIC SEA ACADEMY
Network of universities and polytechnics boosting
Education & Qualification
Innovation & Entrepreneurship
Technology Transfer
Realisation of tangible R&D solutions
for SME's in the Baltic Sea Region
www.baltic-sea-academy.eu
HANSE-PARLAMENT
Bringing people and opportunities together by
developing a strong, innovative economic region of world standing
promoting small and medium-sized businesses
initiating outstanding qualifications
strengthening sub-regions and their diversity
establishing a Hanseatic identity beyond national borders
Network of more than 45 Business Chambers from 12 countries
Network around the Baltic Sea Region
www.hanse-parlament.eu

Services offered by CoC Energy

- Courses, workshops and other forms of training (for companies) associated with the renewable energy sources, low energy consumption technologies.
- Studies and research projects in energy-efficient production processes and energy-efficient technologies.
- Meetings with leading experts in the field of energy
- Scientific conferences and seminars.
- Support to identify innovation potential (information on market needs, market conditions, new regulations, new technology, etc.).
- Support to cooperation between SMEs and universities.
- Support to awareness raising & information support possibilities.
- Support to networking and cooperation between actors.

Expected benefits for SMEs

- Technology and knowledge transfer from the CoC to SMEs.
- Participation in vocational training, organized by the CoC.
- Research, done by the CoC for SMEs.
- Innovation support (identification, implementation and development) for SMEs.
- Taking part in joint projects (R&D projects, EU).
- Co-operation with experts in research.
- Exchange performance in the latest technology.

CoC Energy

- Concept, Design plan and business model for continuous operation CoC for Education & Innovation in energy and environment is completed and coordinated
- Concept and initial project proposal were approved yesterday

During their meeting on 20 January 2015, members of the Hanse-Parlament and of the Baltic Sea Academy discuss the CoC concept as well as the funding application for the first project, and decide about its implementation.

- Filing first project proposal to the establishment and operation CoC for Education and innovation in February filed in the Erasmus program + "Skills Alliance“
- Three other projects are being prepared and will start the end of 2015

Application first project

Title: Sectors Skills Alliance “Management and Technologies of Water, Waste Water, Waste, and Cradle to Cradle” (SSA-SME)
Program: Erasmus + (Brussels) Sector Skills Alliance
Dead line: 25.02.2015

Duration: 36 month
Total Budget: 970.000 €

Consortium:

1. **For the construction phase**

✓ 15 Partners from 4 BSR Countries
✓ Universities, Chambers, Education Administrations

2. **Expansion and continuous operation**

✓ All BSR Countries

HANSE-PARLAMENT

Bringing people and opportunities together by

- developing a strong, innovative economic region of world standing
- promoting small and medium-sized businesses
- initiating outstanding qualifications
- strengthening sub-regions and their diversity
- establishing a Hanseatic identity beyond national borders

Network of more than
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from 12 countries

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Hanse Parlament :
Non-profit Network of 50 SME institutions, mainly Chambers of Crafts, Commerce, Industry etc. around the BSR

Support and promote Education & Innovation for SMEs in the BSR

Baltic Sea Academy:
Network of 17 Universities/Colleges focusing on R&D and qualification for SMEs

BALTIC SEA ACADEMY

Network of universities and polytechnics boosting

- *Education & Qualification*
- *Innovation & Entrepreneurship*
- *Technology Transfer*
- *Realisation of tangible R&D solutions*

for SME's in the Baltic Sea Region

www.baltic-sea-academy.eu

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Thank you for your attention !