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

Tenth Hanseatic Conference

Dr. Max Hogeforster     Hamburg 21.01.2015
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

Which areas of growth in the 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 for skilled workforce

- Dual VET = High orientation to actual labor market needs
A good match between vocational training and labor market and company needs can be achieved.

Main obstacles for the implementation of work-based learning (multiple answers possible):

- Lack of political will to reform: 51.0%
- Existing laws and regulations: 60.8%
- Lack of information: 31.4%
- Resistances of the vocational schools: 43.1%
- Reluctance of companies to provide training positions: 52.9%
- Insufficient powers of chambers, business associations, trade unions: 41.2%
- Financing problems: 29.4%
- Other (please specify): 3.9%

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

- Further vocational training: 68%
- Technology and knowledge transfer: 55%
- Cooperation between SMEs and universities: 59%
- Training and provision of management and...: 55%
- Research and development for SMEs: 50%
- Individual consultations: 45%
- Information and experience exchange on...: 50%
- Other: 5%
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?

- Part in joint projects (R & D projects, EU)
- Development innovation support for SMEs
- Development further vocational trainings for SMEs
- Cooperation in technology and knowledge transfer
- The co-operation with experts in research
- Exchange of staff
- Development dual bachelor studies
- Exchange performance in the latest technology
- Other
- Construction of infrastructures

Legend:
- 77%: 0%
- 73%: 10%
- 59%: 20%
- 41%: 30%
- 36%: 40%
- 27%: 50%
- 23%: 60%
- 18%: 70%
- 9%: 80%
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 Excellence „Energy, Climate, Environment“

Elbcampus
Center for Energy, Water and Environmental Technology

Satakunta University

Center of Competence
Energy Efficiency, Climate and Environmental Protection

Tampere University

St. Petersburg University

University Latvia

Brest University
Dual Study Courses

BRIDGING WORLDS

Network of universities and polytechnics boosting
- Education & Qualification
- Innovation & Entrepreneurship
- Technology Transfer
- Realisation of tangible R&D solutions
for SMEs in the Baltic Sea Region

www.baltic-sea-academy.eu

HANSE-PARLAMENT
- bringing people and opportunities together
- developing a strong, innovative economic region of world standing
- promoting small and medium-sized businesses
- creating partnerships and networks
- strengthening sub-regions and their diversity
- establishing a Hanseatic identity beyond national borders

Network of more than 45 Business Chambers from 12 countries

www.hanse-parlament.eu
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.
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
Title: Sectors Skills Alliance “Management and Technologies of Water, Waste Water, Waste, and Cradle to Cradle” (SSA-SME)
Program: Erasmus + (Brussels) Sector Skills Alliance
Deadline: 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: Non-profit Network of 50 SME institutions, mainly Chambers of Crafts, Commerce, Industry etc. around the BSR

Baltic Sea Academy: Network of 17 Universities/Colleges focusing on R&D and qualification for SMEs
Thank you for your attention!