

FOREWORD

Welcome to the e-Newsletter of the Effect Project. This is first of two issues, prepared to inform you about main activities and results of the project. The Effect eNewsletter is commissioned under the European Community Programme for Employment and Social Solidarity – PROGRESS (2007-2013).

You can follow the implementation of the project also on project web-site <http://www.effect-project.eu/>.

Effect Project Team.

EFFECT PROJECT

The Effect project is aiming to collect examples of concrete support measures for development of forecasting systems, to improve the matching of skills supply and demand, and to strengthen companies' ability to implement or improve career development processes.

Specific objectives of the project are: (1) To raise awareness about importance of skills, especially those required on the labour market by expanding sectors; (2) To promote and intensify the debate on anticipation and matching of labour market and skills needs, that was established as a top priority for the EU; (3) To initiate partnership dialog between social partners, employers and education/training institutions that could develop and update skills profiles needed and facilitate the process of career and lifelong learning process development; (4) To strengthen involvement of social partners, vocational education/training authorities, and employment services in creation of effective measures to improve the matching of skills supply and demand.

By realisation of the objectives the Effect project contributes to networking processes and more dynamic and responsible interaction between the worlds of work, education and training and stipulate national and international debate on seriousness of current skill gap and skills mismatches observed labour markets that is

negatively impacting on the economic and social development.

Effect project is implementing in Slovenia, Austria, Spain and Croatia and involves representatives of all relevant target groups and their representatives, key authorities and stakeholders in all four countries: experts at employment services dealing with career guiding and cooperate with employers; experts at guidance centres by universities and schools, training and education organisations; experts in forecasting and matching skills supply and demand, career development and LLL; representatives of employers that work in the area of HRD; representatives of Chamber of Commerce, trade unions; representatives of professional organisations which can play an important role in career guidance and LLL; social partners and stakeholders, policy makers, local communities, other labour market organisations that are creating policy and measures and programmes for career development and lifelong learning. Final users of the project results are also policy makers that can use basic guidelines for developing policies and effective measures for improving the matching of skills supply and demand.

The Effect project is amounted to 206,758.22 EUR and is supported by the European Union and by the Ministry of Labour, Family, Social Affairs and Equal opportunities of the Republic of Slovenia.



NATIONAL FORUMS

Krapina, CROATIA – 22nd May 2013



Croatian National Forum was organised with the purpose to stimulate debate, exchange information, know-how, experiences and share examples of good practices related to labour market – matching of skills supply and demand, career and lifelong learning process development.

National Forum in Croatia was implemented in collaboration with 5 different institutions and 2 companies who presented their good practices. 28 participants of the forum identified weaknesses (rapid changes in the labour market, inertia of government in passing legislation related to education, poor economic conditions, lack of interest in companies and others) and strengths in matching of skills and forecasting needs (awareness of the need for lifelong learning, a desire to match knowledge and skills with the labour market, etc.).

They agreed that it is necessary to increase the collaboration and networking of all stakeholders in the labour market and human resource development, strengthening education and training, and also promoting social inclusion of less employable in the labour market.

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Catarroja (Valencia), SPAIN – 30th May 2013

In Spain the National Stakeholder Platform is composed of 20 members who besides other stakeholders attended National forum.



Experts from different stakeholder's organisation shared their knowledge and have assessed national situation regarding skill mismatch, forecasting systems and interactions between the world of work and education/training, skill gaps and skills mismatches at the national labour market.

They also identified good practices in the field of matching skills supply and demand, career and LLL process development in Spain in the area of talent management.

At the end Evaluation report with conclusions was written and will be incorporated in the benchmark report.

Maribor, SLOVENIA – 7th June 2013

Twelve members of National Stakeholders Platform, representatives of nine organisations, experts, social partners, employers and education/training institutions started partnership dialog on development and updating skills profiles needed and facilitate the process of career and lifelong learning process development, exchanged information, know-how, experiences and share good practices related to labour market - matching of skills supply and demand, career and LLL process development in Slovenia.

At that occasion the national situation regarding skill mismatch, forecasting systems and interactions between the world of work and education/training was assessed; skill gaps and skills mismatches at the national labour market were recognised.



The main conclusions of the discussion were that in Slovenia the system for forecasting skills needs, integration and coordination between work and training is not established yet. However there are several individual activities in this field that represent the good practice.

Vienna, Graz, AUSTRIA – April – May 2013

In Austria instead of the National forum expert interviews were conducted with relevant stakeholders as consultation process in line with national forum. In the period from April until May 2013 a total of 16 interviews were held in Vienna and Graz.



Experts identified the following weaknesses in matching of skills and forecasting needs: "Top-down" principle; little concrete implementation

at regional and local level; time of data collection to implementation often takes too long; forecasts are often very short and there are often no good professional qualifications performed.



On the other side the following strengths were stressed out: linking quantitative and qualitative forecasts;

"Translation basics" for different users, meta information, not develop large programmes, what is necessary is to be processed "on demand", Skill supply is constantly adapting and therefore may change quickly and "Bottom-up" approach to action planning is successful.

They also pointed out that better interaction between the world of work and employers, employee's and employment organisation is crucial and identified challenges and opportunities for matching skills supply and demand, career and LLL process in Austria.



TRANSNATIONAL FORUMS

1st TRANSNATIONAL FORUM - Graz, AUSTRIA – 20th and 21st June 2013

With the purpose of development of intercultural frame for processing exchange and development of matching skills supply and demand, career and lifelong learning the first Transnational forum accompanied by visits of good practices was held in Austria. All together there were 34 participants.



The forum aimed to provide a transnational exchange of information, know-how, experiences and good

practices related to labour market - matching of skills supply and demand, career and lifelong learning process development. Representatives of partners' organisations and stakeholders from project partners' countries discussed about involvement of the stakeholders and providers in interaction between the world of work and education/training, career and LLL process, identified innovative elements of national/regional labour market policies in that area and innovative elements of policies that can be transferred and adapted to the partners' country needs.

Conclusions from TNF will result in Benchmark report which together with recommendations will be further discussed at the final conference, in January 2014.

GOOD PRACTICES IN AUSTRIA

Project "New Skills"

In October 2009 the Public Employment Service Austria (AMS) set up a Standing Committee on New Skills. Within the Standing Committee so-called specialist groups are being set up, where experts from different occupational fields («clusters») identify specific short to medium-term skill and qualification requirements in several working rounds.

From the discussions about technical or organizational developments, changes of materials or production techniques, changes in customer behaviour, taste preferences or legal framework conditions, conclusions were drawn about skill and qualification requirements and concepts for new or changed continuing education and training programmes.

<http://www.ams-forschungsnetzwerk.at/deutsch/qualibarometer/comlist.asp?first=1&woher=1>

The AMS Skills Barometer

It is an Austrian-wide implemented online information system for skill trends and demands by the Public Employment Service Austria. The main approach of this tool is a shift from occupations/vocations towards skills and competences and to concentrate existing information on labour market trends in one central tool.



The advantages of the Skills Barometer are: it combines qualitative and quantitative labour market information, provides comparative labour market and skills demand information for all occupational sectors and shows recent developments and short term future trends in skills demand on occupation sectorial basis.

<http://www.ams.at/qualifikationen>



Qualification networks of companies - Styrian success model

A qualification network is a network of several companies to organize skills trainings for their employees under special consideration of "productive ageing".

In the last 4 years in Styria already over 1.700 companies have participated in 190 qualification networks, thereby dealt with the issue of age and generation management and more than 35.900 employees, made in cross-enterprise trainings, fit for future challenges

How does a network function? Companies with a need for further training in the same line of business or in the same region are looked up. All companies with an

interest meet in information workshop and familiarise themselves with the support programme conditions. Companies then sign and confirm that they want to take part in and work on a life cycle oriented training programme. The demographic development and the training measures relevant for this are discussed at productive ageing workshop.

The training plan is discussed in detail and established for a period of six months. The companies decide on who are to be their training providers. The training sessions are then implemented (over a 6 month period).

http://www.ams.at/stmk/sfu/14094_15026.html

Project Styrian Web TV

Styrian Web TV is a training concept, coordinated by LFI Styria and funded by the Federal Ministry of Labour, Social Affairs and Consumer Protection and the European Social Fund. The project is implemented within the framework of the Styrian Employment Pact. It is a training-TV-station for unemployed youths ranging from 18 to 25 years, a high level education in "editing and story development" as well as in "camera and sound".



The idea of the project was developed from some commonly known facts. Fact is that some young people are unemployed because they have difficulties to find their way within tight structures and cannot see any sense in classical professions. What they are enthusiastic about are computer games, TV and social media.

Another fact is, that because of the digital revolution the industry needs more and more videos (company presentations on the internet, videos on YouTube and Facebook, a growing number of TV stations, electronic journals).

Due to access to politics, economics and art as well as diversity of work, the job of cameraman and of editor are very attractive jobs for young people.

Special about the training is that it is a high quality education with strong practical part, that it has direct links with the industry. Course schedules are flexible and allow performing at evening and weekend projects. Training is project related; it required self-organized work, from planning until the deadline, with "customer contacts" and budget negotiations. Consequently, the special skills are fostered that are required by the creative industries.

http://www.cis.at/en/community-news/inside-styria/styrian-web-tv?set_language=en



Matching skills from the perspective of affected people and recommendations for acting stakeholders



Bildungsnetzwerk Steiermark (The Styrian Education Network) is the coordination point for adult education and vocational training in Styria. The network consists of 122 Styrian educational facilities. Services of the network are: innovative developments in the provider context (quality development, barrier free adult education...), initiatives that motivate learning (learning festivals), the Styrian further education database, information and advice.

<http://www.bildungsnetzwerk-stmk.at/>

UPCOMING EVENTS AND ACTIONS

In the next e-Newsletter

- 2nd Transnational Forum in Valencia, Spain (2-3 October 2013)
- Presentation of Benchmarking report
- Presentation of Good practice guide
- Final conference of the project in Maribor, Slovenia (January 2014)

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Next e-Newsletter will be published at the end of January 2014.

EFFECT PARTNERSHIP

The Effect partnership includes 6 Project partners from 4 European countries, Slovenia, Austria, Spain and new EU member Croatia. The Effect Project partnership consists of wide range national and transnational project partners, experienced in employment policy design and implementation, education, training, guidance. Effect Project partnership is also extended on supporting partners, the most important authorities, policy makers and social partners linked to the area of employment that are all interested in using the results of the project for developing employment policies and programmes. Supporting partners are of great importance for follow up activities of the project and mainstreaming.

The EFFECT supporting partners are: Republic of Slovenia, Ministry of Labour, Family, Social Affairs and Equal Opportunities; Employment Service of Slovenia; Employment Service of Croatia; AMS – Arbeitsmarktservice Steiermark; Chamber of Trades and Crafts Krapina Zagorje County, Croatia and Florida Centre de Formación, COOP.V.



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EFFECT KEY MESSAGES

EFFECT will improve matching of skills supply and demand on labour market!

By exchanging knowledge, experiences and good practices, by cooperation and debating between stakeholders, policy makers, vocational education/training authorities, employment services, employers and other important actors at labour market skills profiles needed will be developed and updated and the process of career development and lifelong learning will be facilitated and contribute to the improvement of economic and social development in all four partner countries.

EFFECT will raise awareness on importance of skills, particularly those required by expanding sectors!

By disseminating Effect project results through different events and by active involvement of key stakeholders, policy makers, employers, education/training institutions and other key players on the labour market, by sharing solutions, initiatives and approaches recognised as good practices awareness on the importance of effective interaction and cooperation between the world of work, education and training for improvement of career development processes.

EFFECT will strengthen companies' ability to implement or improve career development processes!

By creating support measures to develop forecasting systems, by developing networking and more dynamic and responsible interaction and cooperation between the world of work, education and training the skills profiles adapted to labour market needs will be updated and the matching of skills supply and demand, career development and lifelong learning process will be improved.

THE EDITORIAL BOARD

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