

FOREWORD

Welcome to the e-Newsletter of the Effect Project. This is second and last issue, prepared to inform you about the activities, results of the project and experiences of partners involved. The project is ending on 31 January 2014. 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-side <http://www.effect-project.eu/>.

Effect Project Team

TRANSNATIONAL FORUMS

2nd TRANSNATIONAL FORUM - Valencia, SPAIN – 2nd and 3rd October 2013



The main aim of the event was to exchange experiences about the matching of labour market needs on knowledge and skills with the education world. There were 54 participants from Spain, Croatia, Slovenia and Austria.

The Transnational Forum in Spain tried to provide all participants with interesting experiences and ideas about the labour integration and talent management in Spain. Successful good practices from organisations and companies were presented, and time was left for questions from attendees.

Also other project partners from Austria, Croatia and Spain presented experiences on the matching of skills

supply and demand, and good practices identified during the national forums implementation.

The Transnational Forum included also presentation of the European project TeamCoaching (LLP - Leonardo da Vinci) in which a training course for unemployed young people is adapted and implemented in different European countries. The training course includes communication skills, computer skills and others which are currently demanded by the labour market.

After the first day, devoted to forum presentations and discussion, the second day of Transnational forum offered visits to organisations and companies, which activities represent good practice in the area of talent management.

On the base of questionnaires gathered at the Forum the Evaluation report with conclusions was written and is incorporated in the benchmark report of the project.



GOOD PRACTICES FROM SPAIN

GVAJOBS – a new model of job offers management



GVAJOB is an important web-portal for employment of Community of Valencia. On one side it encourages stakeholders (companies, organisations) to offer jobs.

On the other side unemployed individuals can manage to find jobs by themselves. On web-portal unemployed can prepare a CV, get info about job interview and communication with employers. Employer can not only use the web-portal to offer jobs, but also for easier selection of candidates.

<http://www.ocupacio.gva.es:7017/portal/web/home/gvajob>

LEES - Career boosting programme

It's a new way to attack unemployment. It's a collaborative and solidarity way to search employment and starting up companies.

It is a team of unemployed, volunteer, active, visible and solidarity. Each group within this programme is formed by 20 persons. This is a diverse team (different careers, studies, ages...) that are coordinated by a coach (also a former unemployed) which search work all for all. They support each other.

LEES started on April 2013. At this moment there are 5 shuttles operating. Currently 35 persons (40%) have found a work through LEES. LEES is a regional initiative

that is growing, it's a project that might become a national programme in Spain.

<http://www.santamarialareal.org/>



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Florida Education Group: Educational model



Florida Education Model promotes the development of entrepreneurial attitudes among its students and the contact with business realities during the student's education, with the objective of facilitating their integration into the professional world.

Students learn in a cooperative way, integrate their knowledge to solve real problems (learning by doing), develop social skills (team work, leadership, communication, conflict solving...) and they are responsible for their own learning.

Results: More than 100 integrated projects in academic year 2012-2013 related to: Education, Business and Tourism, Engineering and ICT.

<http://www.floridauniversitaria.es/es-ES/floridauniversitaria/ModeloEducativo/Paginas/default.aspx?Perfil=Florida%20Universitaria>



NINOS Network of Childhood Educational Centres

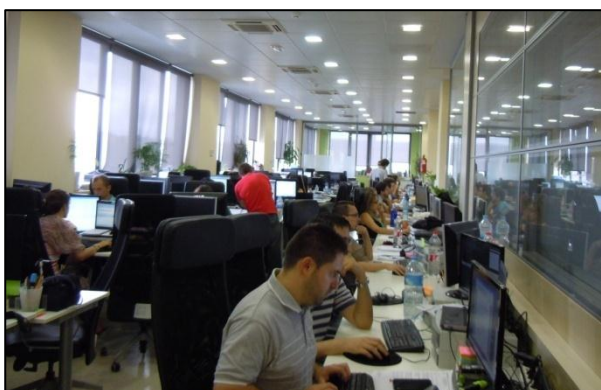
NINOS is a network of Childhood Education Centres distributed along Valencia Region. The educational model used at NINOS is based on entrepreneur skills that they try to foster amongst kids from 0 to 3 years old.

Personal initiative, creativity, positive attitude, management of feelings and working in groups are some of the entrepreneur values fostered in NINOS. They offer tools in order to promote the autonomy, decision-making capacities and self-assurance for the kids' everyday life, while working with a positive and collaborative attitude, boosting the best from everyone.

<http://www.escolesinfantilsninos.com>



INDENOVA – Successful talent management



InDenova is an example of good practice on talent management of an ICT small-sized company of Valencia, Spain. The company is specialized in solutions and advanced developments of electronic signature and BPM (Business Process Management) security, digital certificates applied to eGovernment, eBusiness and eCommerce.

The most accurate word to define the style of talent management is RESPECT. This is the most important

value in the company and persons in charge demand it to all workers. Respect is the basis to manage a diverse staff and get a positive work environment. RESPECT is essential and the origin of comradeship, honesty, integrity, transparency, trust, loyalty or good mood, some of the most important features that describe a positive working environment.

InDenova supports the value, the importance of the person because people made the company, they are the best ambassadors, they promote, reinforce and change InDenova brand.

InDenova started with 10 employees in 2004. Now in InDenova they are almost 90. InDenova began with local and national clients and at this moment it has an international coverage (Colombia, Mexico, Peru, Bulgaria...).

<http://www.indenova.com/indenovaPublic/index.html>



TRANSNATIONAL CONFERENCE

TRANSNATIONAL CONFERENCE - Maribor, SLOVENIA – 22nd January 2014



Based on results of 4 national forums and 2 transnational forums (in Austria and Spain) accompanied by visits of good practices and benchmarking report, the transnational conference “Matching Skills to Support Career Development” was organised in the frame of EFFECT project in Maribor, Slovenia on 22nd January 2014.

The conference focused on anticipating and matching skills as one of keys to economic success and social cohesion and facilitated debate between different stakeholders on challenges in the development of competencies to meet the needs of tomorrow’s labour market.

After fruitful panel discussion we could agree that for stakeholders it is necessary to cooperate and take responsibility for their own area of operation. Majority of participants also agreed on rigidity of the educational system being one of the key issues in matching skills. A good general idea of the direction we as a society should follow are short answers from the panel discussion referring to improvement of self-

awareness, attitude, leadership skills and entrepreneurial spirit, team work, lifelong communication and flexibility.

Presentation of good practices from different areas of matching skills and career development from all four participating countries (Austria, Croatia, Slovenia and Spain) drew the most attention of conference participants. Also practices were carefully selected in order to provide good examples from different fields, different type of stakeholders and different countries. Presentations offered many ideas and solutions that initiated reflection among participants and caused exchange of opinions and information.

Conference ended with an interactive format of world café discussion which enabled the creation of common conclusions regarding the questions on needed horizontal and vertical competences and the teaching of key transversal competences in the lifelong learning. The conclusions and recommendations will be presented in the e-Miscellany of the conference.

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BENCHMARK REPORT

Partners from Austria, Croatia, Slovenia and Spain made benchmarking in the frame of the project named “Matching Skills to Support Career Development”.

Partners benchmarked policies, systems, approaches, methods and good practices regarding matching and anticipating skills demand and supply, career development and lifelong learning, skills mismatch and key players on the labour market, their role and their involvement in matching and anticipating skills demand and supply, career development and lifelong learning.

Partners also identified challenges and barriers in matching skills supply and demand and suggested corresponding improvements in matching of skills demand and supply supported by career development and lifelong learning and identified key players on the labour market and their role in those processes.

Partners agreed that skill mismatch is a crucial policy issue for policy makers and social partners, including employers’ associations and trade unions, employers and education and training institutions in all four

partner countries as well as in other EU countries. They should tackle mismatch by building partnerships, anticipating and providing data on skills demand and supply and through cooperation between all key stakeholders to ensure better matching of skills on the labour market.

Observed partner countries are at different levels of anticipating and matching skills, career development and lifelong learning processes. Cooperation between stakeholders for better interaction between the world of education and work is at different stages and forms. Several good practices regarding policies, systems, approaches and methods at the national/regional level in anticipating and matching skills, career development and lifelong learning have been identified and could be transferred to other countries. But some further improvements should be made in all four countries.

You can find the benchmark report in different languages on project web-side:

<http://www.effect-project.eu/index.php/networking-practices/benchmark-report>

GUIDELINE ON GOOD PRACTICES



The recent economic crisis has highlighted the crucial need for workers to update their skills in order to be able to adapt and contribute to new patterns of work organisation and to technological changes. The current skills gap and skills mismatches observed on our labour markets risk

impacting negatively the competitiveness of our economies, jeopardising a sustainable economic recovery based on innovation and job creation.

Selected cases of good practice that are providing answers to these challenges were identified and explored by the EFFECT project partners. They are presented in this guide with the aim to initiate and support development of further practices in the area of matching skills, lifelong learning and career development in order to bring our economies closer to achieving our commitments.

The Good Practice Guide is also a collection of existing research findings and reflections that have already been published in different policy papers and other documents. The aim of this collage of statements is to highlight developments and challenges in the field of matching skills to support career development.



EFFECT PARTNERSHIP – LESSONS LEARNED

The Effect partnership includes 6 Project partners from 4 European countries, Slovenia, Austria, Spain and Croatia. At the end of the project each project partner summarized the impressions about the project, lessons learned, challenges, benefit and how will project reflect in future activities:



eim, Human Resource Development Centre (eim, Center razvoja človeških virov)

As a project promoter we initiated partnership between social partners, employers and educational institutions from 4 different countries in order to raise awareness about importance of skills and their matching on the labour market as well as to facilitate the process of career development. During our cooperation we learned that partner countries are at different levels of anticipating and matching skills, career development and lifelong learning processes. Also, cooperation between stakeholders for better interaction between the world of education and work is at different stages and forms. But it is precisely this diversity that contributed to the reach collection of policies, measures, initiatives, programmes, methods and activities implemented in these four countries and presented in benchmark report as well as in good practice guide.

In our opinion the most important message for Slovenia is that cooperation between stakeholders at all levels and their engagement in the process of matching skills is necessary. It is also most important to improve responsiveness of education systems at all levels and encourage employers to co-invest and participate in the education activities. Last but not least, it is crucial to strengthen learning of horizontal competencies that are transferable and useful in many situations, and are more functional because they can be used to achieve various objectives, to solve different types of problems and perform different type of tasks.



Chamber of Commerce and Industry of Štajerska, Slovenia (Štajerska gospodarska zbornica)

As a representative of entrepreneurs it was important for Chamber to be involve in this project. Importance of skills and matching of labour market offer and skills needs is an issue that companies are constantly dealing with. The problem became much stronger in the time of crises.

One of important objective, that was also achieved, was to encourage a 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 development. A great benefit was to find some good practices in Slovenia and initiatives of our state institutions that are aware of the problem and are already trying to find solutions. Also good practices from other countries gave new ideas and opportunities.

Chamber will continue to represent the interest of entrepreneurs to employ staff with proper skills, to have a chance to quickly adjust employees to new skill demands and to create new working places.



Association of Free Trade Unions of Slovenia, Regional organisation of Podravje and Koroška, Slovenia (Zveza svobodnih sindikatov Slovenije, Območna organizacija Podravje in Koroška)

Also in Trade Union we see mismatch between supply and demand on Slovenian labour market. On one side there are lot of young educated people who can't find a suitable job and on the other side companies need certain profiles which labour market can't provide. The cause of such incompatibility is mainly in inflexible planning of our school system, where the actual needs of enterprises are not sufficiently taken into account.

We gladly participated in the project since mismatch on labour market is already a big problem which should not be neglected, therefor importance of skills and their matching on the labour market is even more crucial. With this issue we have informed all relevant institutions and encouraged their cooperation, so that this mismatch is as soon as possible resolved.

With participation in this project Trade Union gain a lot of new useful information, and we were very satisfied with management and implementation of the project.



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BAB Unternehmensberatung GmbH, Austria (BAB Management Ltd.)

It was very interesting to get a better understanding of the situation in other countries. The different stages and surrounding conditions concerning anticipating and matching skills among the partner countries were on the one hand a challenge for a common discourse, but rather a benefit for the project and the collection of good practice approaches and instruments. The activities of the project EFFECT enabled in a very good manner a successive cross-border examination of the topic for mutual learning.

As one major result it became clear, that the dual education system is once more also with regard to skills mismatches a very suitable policy and ensures an interaction between the world of work and education including all relevant stakeholder. It was moreover indicated that forecasting systems are helpful. However, it is crucial that the findings are transferred, regularly updated and applied by the education and training system, employer and employee representatives, not to forget by career guidance centres and labour market services.



Hrvatska gospodarska komora Županijska komora Krapina (Croatian Chamber of Economy, County Chamber Krapina)

As the activities of the project EFFECT are coming to the end, we can conclude that its implementation was an interesting and useful ride, especially because the project topic is very present in the Europe. National Forum, International Forums and Transnational Conference that we participated on were opportunity to stimulate discussion, exchange experience and good practice relating to the labour market and career development, and the opportunity to search for new possibilities and joint solutions for the future. Through these activities national and transnational network of experts who will have the opportunity to stay in touch to exchange experience and knowledge and after project completion was created.

In the end we can conclude 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.



Fundación Florida de la Comunitat Valenciana

Fundació Florida has benefited from participating in the EFFECT project in many different ways. It has been a great opportunity to learn more about the current status in different countries concerning the matching of skills supply and demand. The participation in the project has also made possible to exchange experiences and good practices as well as regarding labour integration policies and tools.

One of the most positive results that we have got from the project is that a National Network of Stakeholders and Experts has been created within the framework of this project. These members are very interested in staying updated about the latest news in the field of employment. There have been also some challenges which have been difficult to handle, like the complications in having an impact in employment or education policies, due to the processes established by the public administration. Despite of this, the overall balance from Fundació Florida about the participation in the project is very positive. We plan to further spread results of the project and explore future projects in cooperation with the EFFECT partners.

THE EDITORIAL BOARD

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