The power of cooperation

27-3-2012
Marius Monen
Project Manager Let’s Connect
DNA OF BRAINPORT

Open minded

Being successful

Invent, develop, design, make

Cooperation/networking
BRAINPORT FUNDAMENTS

- High tech industry and export
- European top technology region
- Open innovation ecosystem
- Cooperation

CREATING THE INDUSTRIES OF THE FUTURE
BRAINPORT EINDHOVEN REGION
One of the three pillars of the Dutch economy
R&D = JOB MOTOR

1 MLN R&D SALARY → 8 JOBS IN R&D → 24 JOBS IN MANUFACTURE → 24 JOBS AT SUPPLIERS → 32 JOBS IN SERVICE

Source: Brainport project's (2008)
ICF AWARD – WINNERS

- Calgary
- Waterloo
- Stockholm
- New York
- Brainport Regio Eindhoven
- Seoul
- Taipei
- Singapore
BRAINPORT HUMAN CAPITAL AGENDA (1)

- Brainport International Community:
  • Coming to
  • Settling in
  • Living in

- Knowledge Workers Regulation (2009)

- Technology, Education & Labour programme
BRAINPORT HUMAN CAPITAL AGENDA (2)

Towards a transparent labour market for the region

Outcomes:
• More suitable candidates for job openings that are difficult to fulfill
• Less frictional unemployment
• More talents attracted and retained for the region
• Enabling flexicurity: work security instead of job security

Means:
• Electronic competency profiles and job profiles
• Standardised definitions of competencies and talents.
• Matching tools
• Regional labour market dashboard

Let’s Connect: pilot project with exchangeable e-portfolio’s
Thank you for your attention

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CAREER DEVELOPMENT/LIFE LONG LEARNING
COMPETENCY BASED EMPLOYABILITY-PORTFOLIO

Eportfolio: life long learning & career development

CREATING THE INDUSTRIES OF THE FUTURE
CAREER DEVELOPMENT / LIFE LONG LEARNING

Informal learning

Formal education

Mediation

Other employability services

Context specific time bound E-portfolios

Brainport Core portfolio

Employability portfolio

School age

Pension

Learning

Edu1 → Edu2 → Edu3 → Edu4

Lab1 → Lab2 → Lab3 → Lab4 → Lab5

Med1 → Med2

Assessment → APL → Coaching

E - portfolios

CREATING THE INDUSTRIES OF THE FUTURE
CORE PORTFOLIO:
E-PORTFOLIO-DATA IN STANDARD LANGUAGE

Employability services, APL, coaching

Agencies, work to work

Educational e-portfolio

Employee-e-portfolio

CREATING THE INDUSTRIES OF THE FUTURE
ORGANISATION LEVEL

An E-portfolio in local language supports:

- Development interviews
- Self-reflection of worker / learner about development and employability
- Internal mobility through better understanding of competencies
- Composition of teams based on competencies
REGIONAL LEVEL

A Core portfolio in standard language supports:

• Arrangements to exchange employees during cyclical fluctuations
• Improvement of external mobility: faster from work to work, retaining people for the region
• Matching e-portfolio’s with competency based work profiles: less flexible labour costs, less costs for hiring & recruitment
• Better coordination with training / educational programmes
PILOT-project “Let’s Connect”
Exchangeable employability portfolios

Challenges:
- Precise automated translation of local <-> standard competency languages
- Privacy, trust & security issues
- User acceptance
Work packages Let’s Connect

WP1: Opstellen Programma van Implementatie

WP2: Development E-dashboard

WP3: Development E-portfolio

WP4: Phase 1
   - Pilot 1a:
   - Pilot 2a:
   - Pilot 3a:
   - Pilot xa:
   
   Phase 2
   - Pilot 1b:
   - Pilot 2b:
   - Pilot 3b:
   - Pilot xb:

WP5: Development Core portfolio

Pilot Core-portfolio

Development Regional dashboard

Pilot R-dashboard

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