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# Agenda for Action

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Results from the Polish-German  
Alliance Meeting, 27.05.2015,  
Halle/Saale

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Employment Alliance 2015

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## Preface

On Wednesday, 27 May 2015, at the DORMERO Conference Centre in Halle/Saale, Germany, the REAL “*Employment Alliance*” project partners were joined by stakeholders (SMEs, HEIs/Universities, Business Support organisations) for a one day workshop that marked the kick-off of the German-Polish *Employment Alliance* of the regions Stettin and Halle/Saale.

The participants were able to choose among five parallel workshop sessions according to their interest on topics related to the “*Employment Alliance*” main focus area: Improvement of labour market integration of students to prevent under- and unemployment of graduates. Each workshop session was led by a moderator who took notes and guided participants’ discussions to produce actions that have the potential to deepen to collaborative efforts between Polish and German alliance stakeholders. All the actions concluded during the workshop sessions are summarised in this “*Agenda for Action*”. However, as Polish German stakeholders physically met for the first time, it is expected that actions will be further elaborated and hence specified as well as clarified until the end of the ERASMUS+ project “*Employment Alliance*”.

Please refer to the supporting items of this workshop (agenda, attendees, etc. on the REAL Project SVN archives) for fuller background on this event.

Figure 1: Workshop Session of the Employment Alliance Stakeholders 27.05.2015 in Halle/Saale



Source: Employment Alliance 2015, (Picture: © Jakob Adolphi).

## A. Action Set I

The following actions were developed within a workshop session at the *Employment Alliance* meeting in Halle/Saale 27<sup>th</sup> May 2015. The workshop title was „Innovative approaches to support labour market integration of graduates“. It was moderated by Dr. Leszek Gracz from the Faculty of Management and Management of Services of the University of Szczecin.

### WHAT?

- Cooperate to promote Enterprise Europe Network (EEN) and ERASMUS+ Programme between new entrepreneurs and host companies
- Early career planning, showing young people opportunities, understanding how to plan a career path, self-development
- Entrepreneurs supporting HEI in creating curricula (companies need to be heard)
- Anticipating needs of job market - analysis of future needs
- Providing a space within which information can be exchanged without the need of repeating the same information and allowing companies to optimize their time

**General Action Title:**

*“Intensification of Cooperation between HEIs and Business for Optimisation of Labour Market Integration of Graduates”*

### WHY?

- Because EEN and funding opportunities within ERASMUS+ are not known enough
- Both (EEN, ERASMUS+) can be used to prepare the ground for cooperation ideas
- Teaching students in the wrong fields of education, wrong courses, unsuitable content
- More flexible approaches to teaching are required
- No information from employers for universities what competencies are necessary to develop
- Employers often cannot identify their skill needs in the field of humanities

### HOW?

- Best-Practice: Research of competencies of computer science studies graduates (NET-CAMP)
- Using existing networks, bringing key actors from different networks together
- The involvement of different entities and companies in teaching students how to work - those companies who want to, who are ready to and who know how to use it - such as Culture Incubator
- Regular measurement of competence
- Support of business environment institutions in supplying information about the needs of graduates competencies
- Regular analysis of the mismatch in the job market and needs for competencies - proven methods (scientific?)

### WHO?

- EEN-Representative Saxony-Anhalt: Sven Erichson
- EEN Stettin: Local representative
- University of Stettin: Dr. Leszek Gracz
- Representatives from regional HEIs
- Representative from employment/labour agencies of Stettin and Halle

### WHEN?

- Within the next (6) months

### WHERE?

- Either Stettin or Halle (not determined yet)
- Possible follow up event: Conference on Faculty of Management and Economics of Services of the University of Stettin
- Making use of mailings etc., i.e. place does not necessarily need to be specified

### COST?

- Cannot be specified yet but as existing networks can be used, cost may mainly come from travelling

## B. Action Set II

The following actions were developed within a workshop session at the *Employment Alliance* meeting in Halle/Saale 27<sup>th</sup> May 2015. The workshop title was „Qualification requirements of graduates from a business perspective“. It was moderated by Dr. Conor Patterson, Chief Executive at Newry and Mourne Co-operative and Enterprise Agency, Northern Ireland.

### WHAT?

- Start early sensitising for self-employment already, i.e. at the age from 10-16 years (e.g. pupils business plan competition)
- Extending actions to vocational education - Voivodeship Marshal's Office may take and support actions under Regional Operational Programs
- Supporting the involvement of students into additional initiatives, helping them to develop their passions
- Implementing information campaigns - meetings, conferences
- Integration of the support: school, apprenticeships, labour offices
- Implementation of courses teaching about how to enter into the job market

**General Action Title:**

*“Ensure Personal Responsibility for Students’ Pathways Planning to Promote Self-Employment”*

### WHY?

- Teaching students in the wrong fields of education, wrong courses, unsuitable content
- Discouragement of employers to participate in activities making benefits in a long term (employers don't see benefits from current involvement)
- Lack of skill of adaptation to job environment among graduates - there is a need to teach them how to be cooperative in a job
- Weak entrepreneurial attitudes, lack of knowledge about entrepreneurship, lack of entrepreneurial ability and willingness (⇒ there is no one who can create new jobs)

- Lack of awareness and knowledge among students/graduates about how they can sell their skills on the job market
- Research shows that later work often based on passions (especially in entrepreneurship)
- Labour offices activities mainly directed to unemployed which is insufficient
- Lack of students' attitude: Why should we engage? We still have a lot of time... etc. but Questions like "How can I realise my dreams during my work-life? Should matter more to students? ⇒ Option to become entrepreneur often

### **HOW?**

- Using existing networks, bringing key actors from different networks together
- Identifying Best-Practice examples for entrepreneurial pupil sensitisation (e.g. Futurego-Business-Plan Competition in Saxony-Anhalt)

### **WHO?**

- Career Centre Representatives from HEIs of region Stettin and Halle
- Representatives from regional HEIs in Stettin and Halle
- Employment Agencies of Stettin + Halle

### **WHEN?**

- Until the end of the project

### **WHERE?**

- Either Stettin or Halle (not determined yet) physical meetings not necessarily needed as stakeholders can make use of E-Mails, VIOP-Calls etc. to coordinate activities
- Possible follow up event: Conference on Faculty of Management and Economics of Services of the University of Stettin

### **COST?**

- Cannot be specified yet but stakeholders agreed on keeping costs as low as possible

## C. Action Set III

The following actions were developed within a workshop session at the *Employment Alliance* meeting in Halle/Saale 27<sup>th</sup> May 2015. The workshop title was „University efforts to support graduate labour market integration“. It was moderated by Mr. David Blunck, Project Manager at Univations GmbH, Halle/Saale (Germany).

### WHAT?

- Exchange (video conference) between Polish informal network of career centres and the and the equivalent in Saxony-Anhalt region
- EU-project on exchange platform on humanities skills to address demand/supply/needs

**General Action Title:**

*“Inter-Regional Career Centre Collaboration to Exchange Ideas and Best-Practice to Support Labour Market Integration of Graduates”*

### WHY?

- Almost all HEIs have some sort of Career Centre nowadays but thus far information exchange between them is rather rare ( true on regional and inter-regional scale)
- Best-Practice exchange can ameliorate situation for graduates in both regions
- Piloting Career centre exchange may become good example for other HEIs that want to collaborate

### HOW?

- Gathering and exchange of information
- Introducing relevant key actors to each other
- Jointly searching for funding opportunities that may be available to support such an exchange

### WHO?

- Career centre representatives from HEIs of region Stettin and Halle

- HEIs representatives from regional HEIs in Stettin and Halle
- Univations GmbH
- other members of the “Employment Alliance” consortium

#### **WHEN?**

- Until Mid-2016

#### **WHERE?**

- Either Stettin or Halle (not determined yet) physical meetings not necessarily needed as stakeholders can make use of E-Mails, VIOP-Calls etc. to coordinate activities
- Making use of mailings etc., i.e. place does not necessarily need to be specified

#### **COST?**

- Cannot be specified yet but stakeholders agreed on keeping costs as low as possible

## D. Action Set IV

The following actions were developed within a workshop session at the *Employment Alliance* meeting in Halle/Saale 27<sup>th</sup> May 2015. The workshop title was „Starting-up as alternative career option“. It was moderated by Mr. Florian Bratzke, Project Manager at Univations GmbH, Halle/Saale (Germany).

### WHAT?

- Set up a private monitoring system of student`s skills (Hum, IT) updated annually to identify prevailing skill mismatches (focus area)
- Exchange of start-up support best-practice examples in the field of entrepreneurial support (e.g. legal/incubation model to support start-ups by Polski Start-Up)

**General Action Title:**

*“Adaption of a Monitoring System to Measure Skill Mismatch (Based on Polish Best-Practice)”*

### WHY?

- Skill mismatch is a problem in both regions. However, in order to “remove” the skill mismatch, it is necessary to know what drives the mismatch in a particular economic branch of a region
- Lack of good diagnosis of the situation, numbers, indicators from the point of view of companies
- Employers want insight into what students are doing on apprenticeships
- No information for employers about what skills graduates have and what skills they will have in future - such information would allow them to prepare better and plan the development of their organization

### HOW?

- Establishment of monitoring system that measures skills mismatch based on student test that are developed jointly with business in that region

- Establishing dialogue, communication with HEIs, business environment institutions
- Feeding back of the results to HEIs in order to adapt curricula more to qualification needs of businesses in that region
- Monitoring system may be built after polish best-practice example (Polski Start-Up)
- Identification of funding available to establish monitoring system as part of pilot project

### **WHO?**

- Faculty of Economics and Law, Martin-Luther-University Halle-Wittenberg
- Univations GmbH
- Polski Start-Up
- Powiedz.im
- HEIs representatives from regional HEIs in Stettin and Halle
- Univations GmbH
- Other members of the “Employment Alliance” consortium
- Hoffman & Partner Halle GmbH

### **WHEN?**

- First steps within 2015
- Proof of Concept till end 2016

### **WHERE?**

- Halle/Saale b/c monitoring system already exists in the region of Stettin
- However, a visit of German stakeholders to Stettin in order to get to know key actors and to become acquainted with the set-up of the monitoring system as well as the legal set-up of Polski Start-Up would be helpful (check for financing possibilities necessary)
- Physical meetings not mandatory as stakeholders can make use of E-Mails, VIOP-Calls etc. to coordinate activities

### **COST?**

- Cannot be specified yet but stakeholders agreed on keeping costs as low as possible and to jointly look for funding opportunities

## **E. Action Set V**

The following actions were developed within a workshop session at the *Employment Alliance* in Halle/Saale 27<sup>th</sup> May 2015. The workshop title was „Innovative transnational cooperation schemes“. It was moderated by Mr. Bert-Morten Arnicke, Project Manager at Kreativmotor, Halle/Saale (Germany).

### **WHAT?**

- Preparation of Polish students for the German labour market
- Analyse economic potential of skills deployment
- Strengthen the Polish-German cooperation of creative industries (e.g. Film)

**General Action Title:**

*“Improve student preparation for labour market entry”*

### **WHY?**

- Student often do not know how to “interact” with labour market until leaving university
- This creates unnecessary “search” unemployment and prolongs their time searching for a job (= inefficient)
- By preparing labour market entry of students better, under- and unemployment can be avoided
- Lack of good diagnosis of the situation, numbers, indicators from the point of view of companies

### **HOW?**

- Identify Best-Practice example and check for adaption in both regions

### **WHO?**

- Representatives from University Stettin (esp. Career Centre)
- Project Team Kreativmotor Halle
- Representatives from regional HEIs in Stettin and Halle

- Univations GmbH

### **WHEN?**

- End of 2016

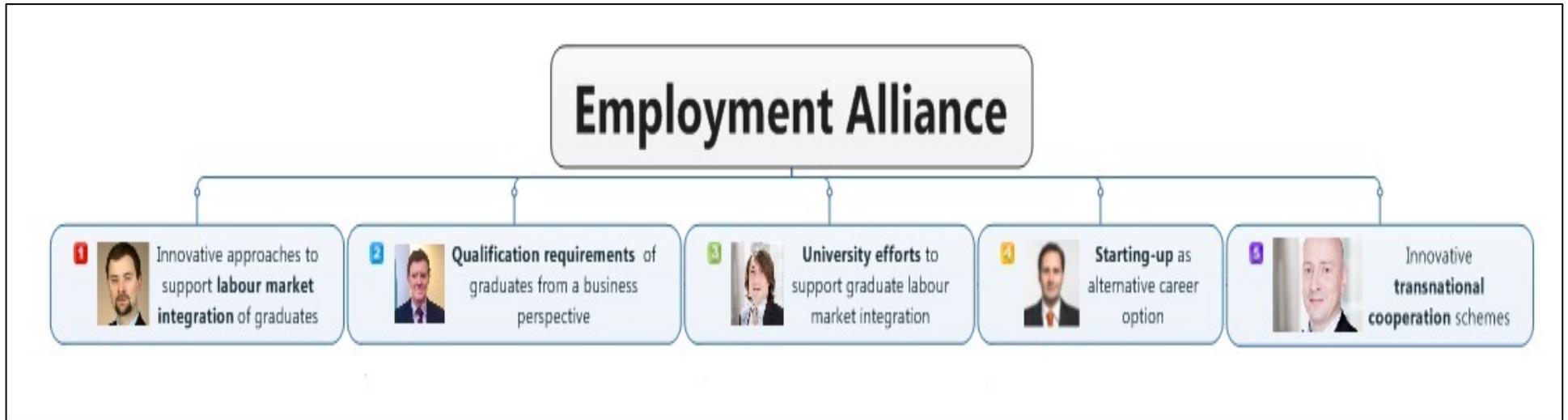
### **WHERE?**

- Both region but maybe alliance meeting in Stettin in 2016 can be used to further develop ideas for the improvement of student labour market entry

### **COST?**

- All activities build up on existing initiatives → no extra-costs expected until specifiable project can be developed

Figure 2: Overview of Workshop Topics and Moderators at Employment Alliance Meeting in Halle/Saale, 27th May 2015



[Better quality available???)