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SIMOVET



ANTHOLOGY OF CASE STUDIES

OUTPUT 5

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INTRODUCTION

Within the framework of the European project SIMOVET (Smart information models to adequately adapt vocational training to the labour market needs) co-funded by the Erasmus+ programme of the European Commission, 5 pilot projects have been developed in Spain, Czech Republic, Germany and the UK.

Each region has focused on one or two specific areas to develop a case study on gathering information from companies through the use of quantitative methods and / or qualitative methods.

Upon finalisation of the pilot projects, partners have drafted the case study of the lived experience so that the other partners can understand what happened in the specific region when testing a practice. This is a key output for the project because it will help to analyse in which ways the information model has improved and how the VET system is receiving inputs from it.

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Case Study: FOUNDATIONS FOR THE DESIGN AND IMPLEMENTATION OF A FORESIGHT MODEL IN LANBIDE-BASQUE EMPLOYMENT SERVICE , BY PROSPEKTIKER

Description of the Project



The pilot project developed under the SIMOVET's framework, has focused on analysing the different labour market foresight tools and their transferability to the Basque Employment Service (Lanbide) identifying basic key factors for the implementation of a future labour market foresight model to provide information about gaps and opportunities for activity, occupations and skills to the systems of the training and employment area of which Lanbide is a part: the life-long Integrated Guidance System and the Integrated Vocational Training System.

The main activities carried out under the pilot project were:

- Identifying labour market foresight tools adapted to the requirements specified by Lanbide.
- Analysis of the potential of these tools through the study and interviews with those responsible.
- Identification and description of the components of the future Lanbide foresight system.

Rationale



Foresight is important in order to plan the investment in human capital in the coming years, understood as an exercise of occupational projections and quantitative and qualitative forecasting of the production sectors.

Labour market foresight allows clarifying which are the determinants of the changes in occupations, it allows to reflect on the most vulnerable jobs and professions due to the technological advances, as well as the need for generational replacement and the new activities and emerging occupations.

It is also necessary to ensure some confidence and credibility in the projections. Foresight is important as well in order to adequately adapt the training offer.

Context



The Basque Country is one of the regions most affected by the ageing process. At present, in the Basque Country there is any systematic research on which jobs and which job profiles may be more vulnerable to technological change or which new opportunities could arise to create new jobs and new activities.

Linked to the above, to the ignorance of the real demands of enterprises and the future of jobs in the Basque Country, experts indicate the lack of information for planning the training offer at the short, medium and long term. All the experts suggest that the incorporation of foresight systems should be a priority of the Basque Employment Service.

Key Objectives of the Project



This pilot project specifically focuses on analysing good practices in other European environments of labour market analysis foresight tools that are better adapted to the particular information and knowledge needs for the future Lanbide foresight system: 1) Obtaining early information on demand, supply and possible imbalances regarding qualified personnel in the Basque Country labour market (focus on occupations, qualification levels and economic sectors). 2) Providing basic information on the workforce and training needs of active workers, for political decisions making and activities of the main players in the Basque labour market. 3) Laying the foundations for a useful model for planning employment and training policies in the framework of the Public Employment Service, which is a dynamic and collaborative work tool, with both quantitative and qualitative informational outputs.

Other inspiring EU projects



The database of good practices from the benchmarking performed in the first phase of the SIMOVET project included around 10 good practices related to the labour market foresight system, and specifically two good practices, gathered by the partners, which drew Prospektiker's attention:

- The Working Futures model, developed by the UK Commission for Employment and Skills, corresponding to a national foresight model that seeks to establish what skills will be needed in the future and where supply problems may be encountered.
- regio pro ("Regionale Beschäftigungs- und Berufsprognosen") –Forecasting System for the Development of Employment and Qualifications, developed by IWAK, which identifies and graphically displays the medium-term imbalances in relation to the needs of professionals and of education of almost all occupational groups.



Case Study: FOUNDATIONS FOR THE DESIGN AND IMPLEMENTATION OF A FORESIGHT MODEL IN LANBIDE-BASQUE EMPLOYMENT SERVICE , BY PROSPEKTIKER

Working group



Alberto Alberdi and Nacho Jaca - Department of Economy and Finance (Economy and Planning), Juan Ibarretxe - Regional Authority on Basque Employment Service- director of Vocational Training for Employment, Gotzone Sagardui - Regional Authority on Basque Employment Service- Director of Active Employment Policies, M^a Carmen Vella - Training for Employment, Irantzu Albizu- Universities, Department of Education, Language Policy and Culture, Luis Zuanzo - Vocational Training, Agency for Quality and Evaluation - Department of Education, Language Policy and Culture, Eugenia Atin and Raquel Serrano – Prospektiker, Javier and Maria Brenlla - Lanbide- labour Market Observatory.

Timeline

June 2015 - ongoing

Methods and activities



PHASE 1: Identifying labour market foresight tools adapted to the requirements specified by Lanbide-Basque Employment Service.

- Internal evaluation of the SIMOVET database of best practices to identify any relevant foresight tools. External assessment to discuss the relevance and adequacy of those foresight best practices to the needs of the region.

PHASE 2: Analysis of Regio Pro through the study and interviews with those responsible.

- Field study to analyse in more detail the adaptation and transferability of this labour market foresight tool to Lanbide and meetings via Skype and various face-to-face meetings in Frankfurt with the Regio Pro developers.

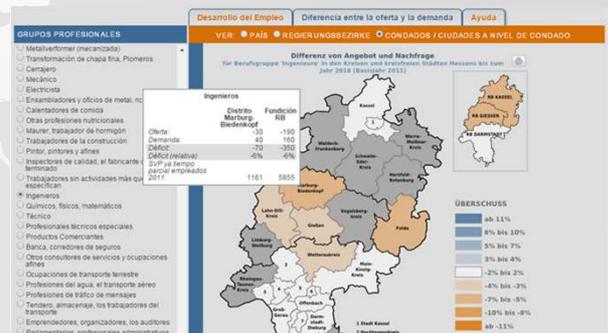
PHASE 3: Identification and description of the components of the future Lanbide foresight system.

- Prospektiker in collaboration with Lanbide, agreed the future components of the labour market foresight system and the roadmap to implement the tool in the Basque Employment Service

Results of the project



The development of the roadmap for the articulation and implementation of a labour market foresight system in Lanbide, identifying the main activities to implement and key components of the future tool is the main result of this pilot project developed in the framework of SIMOVET. The launch and implementation of the foresight system in the Basque Employment Service is expected to be carried out throughout 2016, according to the recent tender launched by Lanbide to hire a consultancy service to support the design and implementation of an occupational-sectoral foresight system. The technical bases of the tender reflect the main elements defined under SIMOVET to be included in the future tool.



Human, Technical & Financial resources involved



- Human resources: a team of 2-3 analysts (1 macro-economist) specializing in labour market as technical staff and coordinator person in the foresight system.
- Financial Resources: cost of the initial development and subsequent maintenance. It is estimated around 36.000 € for the economic forecasting (macro-economic model) and around 10.000-12.000 € for the development of the web platform and other dissemination expenses.
- Technical resources: Technical resources are mainly located in the development and maintenance of web platform and defining its technical specifications and features about accessibility, visibility and usability of the platform.



Case Study: FOUNDATIONS FOR THE DESIGN AND IMPLEMENTATION OF A FORESIGHT MODEL IN LANBIDE-BASQUE EMPLOYMENT SERVICE , BY PROSPEKTIKER

Lessons learnt



One of the lessons learned is that the labour market foresight requires collaboration between different departments (employment, education, economy, industry, ..) and public and private institutions (universities, socioeconomic agents, companies). There should be a systematic approach, a specific tool to incorporate knowledge of the different fields of interest. Moreover, labour market forecasts and projections are needed, as we face a great future potential mismatch. This would allow us a capacity for improving the planning of the training to enhance employment opportunities and prevent future mismatches in the labour market.

Along these lines, the IWAK tool analysed, Regio pro, appears to be a foresight model with great potential to be adapted and used by Lanbide as a labour market foresight system. By analysing and learning about it, the Basque Employment Service has determined the basis for the implementation of a future foresight tool in its technical office that adapts to the objectives sort.

Planned follow up activities



In April 2016, Lanbide launched a tender to hire a consultancy service to support the design and implementation of an occupational-sectoral foresight system using the roadmap proposed in SIMOVET and with the aim of defining a foresight model that is implemented before the end of the year.. Within the scope of the contract, the foresight system should provide information with projections, for different biannual temporary scenarios, with a maximum 15-year horizon (2030), with quantitative projections of a minimum of 23 occupational groups, 22 branches of activity, 3 levels of qualification. This foresight information must be derived from:

- A foresight (macroeconomic model) and systematic information gathering tool.
- A foresight tool to contrast between future labour supply and demand (regional models of labour supply and demand for expansion and replacement).
- A qualitative contrast model with specialized regional agents, of the econometric and population results.
- A bilingual website (Spanish and Basque) with a tool to view supply and demand scenarios and breakdown of data by sectors, occupations and activities.

Description of the organisation



Established in 1987, Prospektiker is an independent company, which specializes in foresight and prospective - strategic studies for the public and private sector. The company's main purpose is that of exploring the possible futures, which may emerge from the present situation.

Over the years, Prospektiker has developed different areas of knowledge based on our experience in numerous studies of regional and local strategic foresight and prospective sector, management consulting, implementation and evaluation of public and private policies.

Links and contacts for further information



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Case Study: Employability of Graduates in Ústecký Region

Description of the Project



Two questionnaires were prepared, one for graduates from the University and one for graduates from VET institution. The questions were broadly discussed with the members of working group and then transformed from Word format to Lime Survey format. The aim of surveys was to find out if and where graduates find their jobs, their experience and success in the labour market, the difficulties encountered during looking for a job and if they want to stay in the region or rather leave out. The survey among graduates from two faculties of the University was conducted and the analysis of the receiving results was working out. The survey among graduates from VET schools was only piloting. The study of job vacancies in Ústecký Region was elaborated based on the data exported from three web portals; trend in the labour market demand and occupational structure of job vacancies were analysed.

Rationale



Ústecký Region is one of 14 Region in the Czech Republic. Its labour market is influenced by unfavourable demography situation, the number of population decline continuously. This situation is caused by negative migration balance, especially young and well educated people leave the Region, as well as by negative natural demography development. Aging process that troubles the whole Czech Republic is visible also in Ústecký Region. As a result of traditional sectors restructuring and lack of new investment, there is the highest unemployment rate in the long term. Unemployment is approximately 4-6 percentage points higher than the average.

Context



Ústecký Region formulated its vision as follows: "The Ústecký Region is economically growing and creates employment opportunities for educated people. Traditional sectors are modernising, increasing their added value and seeking new directions of development. There is an increasing number of companies that actively use knowledge and new technologies. This is made possible through the cooperation with a strengthened regional research and with research and development centres in the Czech Republic and Saxony." This vision can't be achieved without enhancing the quality of human resources. The challenge is the skills of graduates and the skills demand in the labour market mismatch.

Key Objectives of the Project



The objective of the project was to create an information tool that will adequately complement the information sources currently available to the Regional office. The pilot project focused mainly on mapping mismatch between the level and the field of education of graduates from secondary schools and universities and on job vacancy monitoring. Created information tools should serve not only for the needs of the Regional Office, but also for the needs of schools as a basis for improving the quality of teaching, appropriate changes in the taught subjects to better meet requirements of employers and for popularizing technical disciplines, too.

Other inspiring EU projects



All practices gathered within SIMOVET were evaluated as LMI with a great potential to contribute to the identified challenges in Ústecký Region. Though, five out of all LMI were evaluated as the most inspiring and the most suitable: Information System about Transition from the Educational System into Working Life (Basque Country); Employers Survey on Employability of University Graduates (Czech Republic); Study on the Adequacy of the Offer and Demand of Professionals and Training Needs in the Energy Sector (Basque Country); Identifying and Determining Qualification Needs in the Bremen Region (Germany); UK Scotland's Skills Investment Plans (Great Britain).



Case Study: Employability of Graduates in Ústecký Region

Working group



- Gabriela Nekolová – Economic and Social Council of Ústecký Region
- Alexandra Zdeňková – Regional Authority
- Jiřina Jílková – Jan Evangelista Purkyně University in Ústí nad Labem
- Zuzana Freibergová - Guidance Service Support Unit
- Zdenka Matoušková – National Training Fund
- Marta Sobková – National Training Fund
- Zdenka Šímová – National training Fund

Timeline

May 2015 /
March 2016

Methods and activities



The pilot project uses two methods: Surveys; Job vacancies monitoring. Surveys among graduates represent very flexible tool that has the potential to bring unique information directly “from the ground” and give the feedback to the representatives of the education providers as well as to the representatives of authorities responsible for economic and social development of a region. Questionnaires include both types of questions, i.e. closed ended questions and open ended questions and of course also contingency question. The survey among university graduates was conducted as follows: A link to the Lime Survey questionnaire was sent to nearly three thousands e-mail addresses with an invitation to complete the questionnaire and the purpose explanation. The high response rate was reached. Outputs from Lime Survey were processed using SPSS statistical software. Complex monitoring of job vacancies is based on the data exported from three web portals. Data has to be prepared for further analysis by five steps as follow: collecting and mapping data sources about job vacancies and their structure; import to SPSS; merging databases; reducing overlaps; matching individual job vacancy with occupational classification (ISCO-08); setting weight of cases – to quantify number of needed workers; computations and analysis of demand for labour force.

Results of the project



In the frame of the pilot project four following outputs were created: questionnaire for graduates from the regional University; analysis of the results obtained by surveys among graduates from the regional University; questionnaire for graduates from secondary vocational schools; monitoring of job vacancies. The monitoring of job vacancies provides a detailed overview of the structure of job vacancies from various aspects. Elaborated LMI help schools and regional authority to assess the content of the education in terms of compliance with the demand for knowledge and skills in the labour market, prepare relevant measures and as a result to diminish the unemployment rate.

Human, Technical & Financial resources involved



The human resources have to have extensive experience in preparing questionnaires and conducting the surveys. Knowledge how to transform the questionnaire to Lime Survey application is also necessary. This application enables to publish on-line surveys, collect responses, create statistics, and export the resulting data to Excel. Monitoring of job vacancies is highly demanding on very specific knowledge dealing with collecting and preparing data for further analysis. Working out these analyses requires knowledge of basic statistical methods and ability to work with Excel for calculation of individual indicators, graph creation and of course ability to work with Word for preparing the report. The workplace has to be invested with computers, internet connection and installed Lime Survey software and SPSS.



Case Study: Employability of Graduates in Ústecký Region

Lessons learnt



Absolventi SŠ v Ústeckém kraji

Děkujeme Vám za ochotu zúčastnit se dotazníkového šetření mezi absolventy středních škol v Ústeckém kraji.

Vyplnění dotazníku by Vám nemělo trvat déle než 15 minut.

Dotazník obsahuje některé informace o Vašem studiu a zaměstnání, ujišťujeme Vás, že s daty bude nakládáno v souladu se Zákonem o ochraně osobních údajů a výsledky budou zpracovány v anonymizované podobě, která neumožní identifikaci jednotlivých respondentů.

Průzkum obsahuje 46 otázek.

1. Identifikace absolventa

Nejprve prosím uveďte několik údajů, které budou sloužit k statistickému vyhodnocení dotazníku.

[]Rok, kdy jste absolvoval/a střední školu/odborné učiliště *

Prosím napište svou odpověď zde:

[]Kterou střední školu/odborné učiliště jste absolvoval/a? *

Prosím napište svou odpověď zde:

Implementing project did not encounter any problem. Thus there is no reason to change the process of implementation. If the part of the pilot project would be also conducting the survey among graduates of secondary vocational education schools it would be necessary to enlarge the working group by the representatives of the secondary schools. Experience from survey among graduates of the regional University shows some difficulties in gathering the contacts can be expected.

Planned follow up activities



Created LMI was forwarded to users in the Ústecký Region. The users will decide on the extension of survey among graduates from other faculties of the regional University and on conducting the survey among graduates of vocational schools. The National Training Fund will continue to use the experience and know how gained in this project, experience in creating questionnaires and conducting on-line surveys and in monitoring and analysis of labour market demand.



Description of the organisation



The National Training Fund is an independent non-government public benefit organisation founded with the support of the Ministry of Labour and Social Affairs of the Czech Republic and the European Commission in 1994. The main objectives were and still are supporting human resource development. Analytical works focus especially on: labour market situation, quality of human resources in the CR, vocational education and continuing training, forecasting of labour market skill needs, employability of graduates.

Links and contacts for further information



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Case Study: Cooperation with VET-coaches as strategy to implement professional trainings for unskilled workers in Hesse based on targeted LMI by IWAK

Description of the Project



SIMOVET supports communication, exchange and networking of VET-coaches, a unique group of labour market and VET-experts, with workshops, best practice exchange and a structured approach to information and knowledge exchange between the coaches and IWAK. The VET-coaches have built a working group of members from the federal state of Hesse. The group consists of VET-coaches with heterogeneous institutional backgrounds, operating in the different regions and municipalities. Their goal is to promote professional trainings for unskilled employees. This goal follows the general strategy to provide and secure skilled labour in Hesse. In addition, the VET-coaches have unique labour market and VET-related knowledge, to improve existing LMI products of IWAK. The activities in SIMOVET seek to establish a bi-directional exchange of expert knowledge between the coaches and IWAK.

Rationale



Particularly interesting in the context of SIMOVET is the group of professional VET-coaches:

1. They are important intermediate actors for the facilitation and provision of professional trainings for unskilled workers.
2. The VET-coaches and their specific knowledge and experience are a valuable contribution to improve existing labour market information tools and in consequence improve their contribution and relevance for decision-making processes in contexts of labour market and VET policy. They are also an important target group and consumers of already existing as well as specifically designed LMI tools by IWAK.

Context



A coordinated labour market strategy, the "Gesamtkonzept Fachkräftesicherung Hessen" (general concept for securing skilled workers in Hesse) was launched by the Hessian government in 2013. One strategic field of the strategy is professional training for unskilled employees. They are generally seen as a group with large potential.

Several initiatives target this group and aim at facilitating and providing professional trainings.

The initiative 'ProAbschluss' is one them and specifically aims at VET-coaches as important intermediate actors in the field. This initiative is supported by IWAK and SIMOVET:

Key Objectives of the Project



The goal of the cooperation in and with the working group of VET-coaches is a bi-directional information and knowledge exchange to improve the work of the coaches in the field and to improve the LMI products of IWAK. The working group of coaches supports this goal by providing a platform for exchange of good practices and success factors. The improved LMI provision of IWAK includes better labour market and VET transparency in the regions. Cooperation with other actors is fuelled by the activities of the working group. Through the improved work of the coaches, provision of professional trainings will rise on the agenda of regional employers and VET-providers. The cooperation is a good contribution to closing the gap in supply for skilled personnel in the future in Hesse.

Other inspiring EU projects



One of the biggest lessons learned from the good practice examples gathered in the SIMOVET project is the relevance of real expert knowledge for successful labour market actions. Almost all successful examples are based around gathering and processing expert knowledge in one way or another and making it available for decision makers, practitioners and other labour market and VET-related stakeholders. Different types of expert knowledge, gathered from different sources, with different methods for different purposes is what all-together forms labour market intelligence (LMI). LMI is the resource that the successful practices effectively gather, process, provide and in ideal cases communicate in cooperation with networks of labour market actors. Especially interesting here were the cases of Skill Needs in the Green Economy and the role of the Observatoire Régional des Métiers PACA (Provence-Alpes-Cote D'Azur) and the Construction Industry Training Board (CITB).



Case Study: Cooperation with VET-coaches as strategy to implement professional trainings for unskilled workers in Hesse based on targeted LMI by IWAK

Working group



Involved organisations include: Berami berufliche Integration e.V., BZ Bildungszentrum Kassel e.V., c/o VHS Rheingau Taunus e.V., Eigenvertrieb Volkhochschule, FRESKO e.V., GAB, Gesellschaft für Wirtschaftskunde e.V., GWAB mbH, Handwerkskammer Frankfurt Rhein-Main, IHK Darmstadt Service GmbH, IHK Frankfurt, Kreishandwerkschaft Hersfeld-Rothenburg, Qualifizierungsoffensive Landkreis Fulda, Team Ausbildung, Technologie und Innovationszentrum Gießen GmbH (TIG), Vogelsberg Consult GmbH, Wirtschaftsförderung und Regionalmanagement Waldeck-Frankenberg GmbH, Wirtschaftsförderung Wetterau GmbH, Zaug GmbH

Timeline

[mid-2015/
ongoing]

Methods and activities



As the main goal of the project was to implement a structure for regular exchange of information and knowledge to improve the cooperation of the coaches, the cooperation with other local and regional labour market-, VET- and political actors and the cooperation of the coaches with IWAK, the most important task in the project was communicating with the coaches and the other actors. Initiating communication, implementing communication paths and channels, identifying relevant actors, involving them in networking and exchange as well as strategic planning for further actions as well as moderating and bridging different views and opinions were very important tasks at the beginning of the project. Much of these tasks was done at meetings and workshops, but also by communicating with single actors and asking their needs for support or their views on developments.

Another important action, inspired by the outputs of SIMOVET was the gathering of good practices. The VET-coaches individually develop different strategies in their everyday work, which until now were neither systematically described, nor shared among peer-networks. As the gathering and analysis of good and successful practices has proven a fruitful approach in SIMOVET, this approach was also used with the VET-coaches.

These processes support the ex

Results of the project



The results of the efforts in SIMOVET to support the work of the VET-coaches as well as gathering valuable information to improve the LMI products of IWAK can be observed best with the established communication and cooperation of the target-group of the project, the VET-coaches. The project was successful in setting-up opportunities for exchange of knowledge and needs as well as solutions for these needs. This becomes especially evident with the good practices and the regional dossiers, which are one of the main LMI products of IWAK in the ProAbschluss initiative and which not only provide targeted information for the coaches but also include expert knowledge obtained from them.



Human, Technical & Financial resources involved

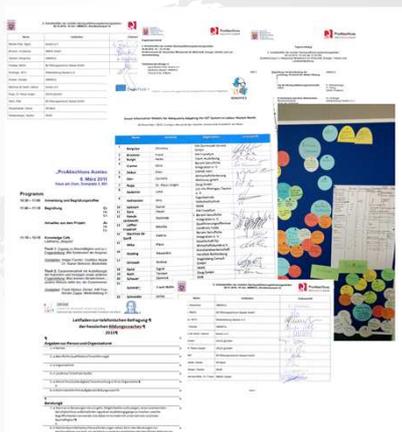


The resources needed to carry out the project are mostly human resources. While the whole initiative ProAbschluss is a large project with many people and many resources involved, the cooperation with the VET-coaches, as the part of the initiative that was supported by SIMOVET, needed fewer resources. Setting up the working group and initiating activities like workshops, interviews and meetings were the key activities. In addition, information material and reports were written and the work was documented in this pilot project description. The project configuration at IWAK did allow SIMOVET to engage in the ProAbschluss initiative in a joint approach with other researchers at the institute. This configuration allowed great synergies, led to a well working cooperation and fuelled the cooperation and coordination efforts of SIMOVET substantially. This will have to be kept in mind when planning a similar approach in a different setting without such synergies available. As communication-based cooperation was the largest part of the work, no special technical specifications or technical resources were needed for the project that would exceed the usual standards of IWAK. This is true for both, hardware and software solutions, which also helped to keep the costs of the project reasonable.



Case Study: Cooperation with VET-coaches as strategy to implement professional trainings for unskilled workers in Hesse based on targeted LMI by IWAK

Lessons learnt



It is very important in such efforts as the here described project, where building networks for cooperation and exchange is a major goal, that all possibly relevant actors should be addressed and involved from the very beginning. Involving them later is much more challenging and causes numerous issues to be solved.

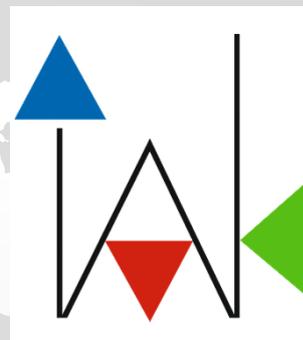
This challenge of widespread actors across the whole state was addressed by organising regional or local activities with regional subgroups. This way, many of the coaches could be involved and the regional network building among them could also be improved.

Planned follow up activities



Most notable follow-up activities in the short-run will be regional expert-days and trainings for trainers. The regional expert days will build on the now more established regional network structures and will bring together regional experts from all relevant institutional backgrounds. The goal of the expert days is not only exchange and information, like in the earlier stages of the project, but to develop and actually implement concrete strategies to increase and improve activities in training of unskilled workers.

The trainings for the trainers will target the group of the VET-coaches. The goal of the trainings will be to increase the counselling competences of the coaches and further professionalise their work.



Description of the organisation



IWAK is a practice-oriented research institute of Goethe University Frankfurt am Main. It focusses on regional labour markets, enterprises and qualifications. IWAK supports decision-makers from politics, associations, administrations and enterprises in optimising the functioning of regional and local labour markets. In addition, it helps to improve qualifications of employees and operational procedures of enterprises. For this purpose, IWAK provides information as well as scientific consultation, monitoring and evaluation.

Links and contacts for further information



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Case Study: Data Analytics Skills Escalator by the University of Exeter

Description of the Project



The SIMOVET work in the UK has taken the form of a two-year Pilot Project seeking to explore the labour market needs in the Heart of the South West Region. Using an identified priority sector we have then sought to utilise lessons from partners in SIMOVET to design an appropriate programme of activity. The sector identified was that of data analytics/big data and the project worked with a steering group (the Innovation Exeter Steering Board) to identify a model to take forward skills development and VET design to underpin the growth of the sector.

The project has been highly successful and the Innovation Exeter developments have included the establishment of the Skills Escalator as one of its key ambitions. The Skills Escalator model may be transferable to other sectors.

Rationale



In data terms, the Heart of the South West LEP area is below NUTS 1 but not small enough to be a Nuts 2 area (typically Local Authorities), large for a LEP, it covers 10,878km². Whilst 91% of the LEP area is considered rural, over 40% of the population live in cities and urban areas, with particular concentrations in, Plymouth, Exeter, Torbay and Taunton. The cities and urban areas play a crucial role in driving economic development, forming a growth corridor along strategic transport routes, and bringing together plans for employment, housing and infrastructure. Part of this growth is seeing the development of two new towns in Devon.

Context



The project has linked with Innovation Exeter which is a programme being developed by a partnership of key players in the region (Exeter City, East Devon, and Teignbridge District Councils, Devon County Council, the Met Office, the University of Exeter, Exeter College and the Royal Devon and Exeter Hospital Foundation Trust) with a common goal to drive business growth and create higher paid employment through innovation, developing existing and potential business clusters. With the support of business, investors and Government, the resulting benefits can be accelerated and have a wider impact across the South West and the UK.

Key Objectives of the Project



The aim is to create Data Analytics Skills Escalator providing Exeter with the skills it needs to deliver sustainable growth in a data-rich economy. According to IBM, 90% of the data in the world today has been created in the last two years. Businesses are increasingly collecting and analysing data to enhance their productivity. The capacity to understand digital data has become critical to competitive advantage to the extent that e-skills recently termed big data 'the 'new oil' that will fuel our economy in the coming decades'. However, all this data is useless, unless we have the skills to turn it into insight and action. The data analytics skills escalator will deliver these skills.

Other inspiring EU projects



No single practice offers a 'magic bullet' and was transferable to the UK context in its entirety. Elements of various practices were combined to and piloted locally. These were the; Employers Survey on Employability of University Graduates (Czech Republic); EQUIB (Germany); Tknika Innovation Model (Spain); Prospective studies on economic sectors (Spain); Adequacy of the offer and demand of professionals in the energy sector (Spain); Sectoral Expert Panel In The Labour Market In The Basque Country (Basque Country).



Case Study: Data Analytics Skills Escalator by the University of Exeter

Working group



Innovation Exeter is a programme being developed by a partnership of key players in the region (Exeter City, East Devon, and Teignbridge District Councils, Devon County Council, the Met Office, the University of Exeter, Exeter College and the Royal Devon and Exeter Hospital Foundation Trust) with a common goal to drive business growth and create higher paid employment.

Timeline

01.09/2014 - ongoing

Methods and activities



Based on evidence of need identified by SIMOVET, Innovation Exeter plans to establish a 'data analytics skills escalator' which will enable enterprises in the Heart of the South West to refine this 'new oil' and fuel the region's growth and success.

The principal objectives and elements of our proposed Data Analytics Skills Escalator are:

- Develop an apprenticeship pathway in Data Analytics
- Raise young peoples' awareness, interest and attainment in data analytics study and careers
- Establish an Institute for Technology in Digital Skills
- Establish a Centre for Data-Science
- Boost employability and graduate retention

Results of the project



Its success depends on our working together and aligning their existing resources and taking advantage of additional flexibilities on offer as a result of 'skills devolution'. Our collective vision and combined efforts will provide a focus for drawing additional funds to the area.

- Established a Degree Apprenticeship in Digital & Technology Solutions
- Agreed funding to establish a Centre for Data Science
- Agreement to set up a 'Met Office Academy'
- Delivering business masterclasses
- Big Data agreed as priority for ERDF



Human, Technical & Financial resources involved



The human and technical resources have been allocated to the project are dominated by two elements:

1. The commitment by the by the UK partner – the University of Exeter to lead the work and the contribution in time of people not costed within SIMOVET from IIB and other elements of the University
2. The time of stakeholders, partners in the Steering Group and commercial partners in helping to inform the evidence base and helping to identify the genuine need (demand side analysis)

The project has not been technologically challenging though it has required the analysis of data sets from national government and from local/regional forecasting tools such as Working Futures and Oxford Economics.



Case Study: Data Analytics Skills Escalator by the University of Exeter

Lessons learnt



The objectives set for the Skills Escalator are very challenging and demanding and go far beyond what can be resourced through SIMOVET.

It may have been simpler to have a more limited set of aims and objectives, but that would not have offered the major long term impacts that the Skills Escalator offers.

We need to enable a variety of 'problem owners' - in business, government or research - to access the skills that they need to address the full range of problems that they face.

Planned follow up activities



The working group is a long-term group that will continue to coordinate and advise the Skills Escalator as well as a broad scope of innovation and research-led activities that will continue for the foreseeable future. T

he work has informed a raft of developments, including a new Satellite Applications Centre of Excellence to be launched in April 2016 and a series of bids to ERDF in the HotSW sub-region seeking to build both infrastructure and skills/capabilities. Importantly the work has been incorporated and costed within the Innovation Exeter Business Plan.



Description of the organisation



The Marchmont Employment and Skills Observatory is an internationally recognised centre specialising in economic and employment analysis, research and insight. Innovation, Impact and Business (IIB) leads the University of Exeter's collaborations with external partners, helping academics to make an impact in the World and driving place-based innovation. IIB identifies and supports opportunities for collaboration with partners and draws on the University's education, research and physical assets to generate income and impact.

Links and contacts for further information



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Case Study: BASES TO DESIGN A TRAINING AND JOB SEEKING GUIDANCE SYSTEM BASED ON ASSESSMENT AND MONITORING OF SKILLS FOR LANBIDE-BASQUE EMPLOYMENT SERVICE

Description of the Project



In the Basque Country, a pilot project has been carried out which focuses on analysing the different tools that already exist and how they can be applied to the Basque Employment Service to improve information available on appropriate, updated skills required by the labour market. In order to meet this aim, the pilot project has been developed along two lines of action:

- Internal competence assessment tool analysis that will allow Lanbide to improve the skills of its target population (unemployed people and workers) to adapt to changing technologies opportunities in the labour market.
- Analysis of tools to obtain information (qualitative and big data) on how skills demanded in different occupations and work sectors are changing and adaptation of this available information to the Basque Country's working environment.

Rationale



The Lanbide technical department, as the Basque Country's labour market observatory, has set itself the assignment of contributing to the transparency of the labour market and decision-making on planning training for employment based on knowledge of current and future demand from the labour market. The need has been detected for:

- Information on skills for the current and future labour market.
- A tool that helps to assess and measure the skills.

Both aspects are closely linked to developing instruments to guide people to become more employable based on trustworthy information regarding their current skills and demands for skills from the labour market.

Context



In the Basque Country, radical importance is being given to improving tools to manage human capital in a time of ageing and technological change, where we might foresee an imbalance between offer and demand in the labour market, plus a lack of knowledge regarding current demand for skills from companies and information on the future of work and occupations to guide planning for training and the general public.

The nature of work will continue changing over the next few decades, and taking into account the drop in active population, the future imbalance of professionals could be not only quantitative but particularly qualitative, related to a lack and skills required by the future labour market.

Key Objectives of the Project



The specific objectives of the project have focused on understanding the component parts of the tools, their aims, the key agents (clients and information providers), basic components (sources, analysis, products, resources involved) analysing the feasibility of transferring these tools or their final products (information) and practical issues related to their future implementation in the Basque Employment Service. Within this scope, the project's specific aims have focused on analysing two information tools on the skills required by the labour market, selected from the SIMOVET project best practice base (Scotland's Skills Investment Plans and Wollybi) and three skills assessment tools (Openmet, Gaituz, Accenture Foundation).

Other inspiring EU projects



The most interesting best practices derived from the first phase benchmarking, which have inspired this pilot project are related to the use of sector-based skills boards and big data to monitor and analyse skills demanded by companies and how they evolve into professional profiles and economic activities.

- The Wollybi Observatory, developed by the University of Milan is a digital Observatory focused on analysing the Italian labour market with over 750,000 vacancies analysed over the internet, constantly updated by offering a complete view of Italian labour market trends
- The Sector-based Skills Boards- Scotland's Skills Investment Plans – are developed by a specific skills body depending on the Scottish Government.



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Working group



Alberto Alberdi and Nacho Jaca - Department of Economy and Finance (Economy and Planning), Juan Ibarretxe - Regional Authority on Basque Employment Service- director of Vocational Training for Employment, Gotzone Sagardui - Regional Authority on Basque Employment Service- Director of Active Employment Policies, M^a Carmen Vella - Training for Employment, Irantzu Albizu- Universities, Department of Education, Language Policy and Culture, Luis Zuanzo - Vocational Training, Agency for Quality and Evaluation - Department of Education, Language Policy and Culture, Eugenia Atin and Raquel Serrano – Prospektiker, Javier and Maria Brenlla - Lanbide- labour Market Observatory.

Timeline

June 2015 - ongoing

Methods and activities



The main activities carried out within the pilot project were:

1. Identifying guidance tools for employability based on assessment/monitoring skills.
2. Analysing the potential of these tools through the study and interviews with the people in charge of them.
3. Technical assessment of their transferability, identifying needs for adaptation to Lanbide.
4. Assessing their use and relevance related to Lanbide's strategic aims to improve the knowledge and information flow on present and future needs for personnel and qualifications.
5. Developing a proposal to articulate and implement the most appropriate tools and products over the next few years in Lanbide.

These activities have been developed to analyse the five practices of interest that were identified.

Results of the project



The analysis on skills assessment tools and foreseeable impact of developing this type of application internally at Lanbide demonstrates that its implementation in other organisations would offer very positive results in terms of putting together guidance and training offers with a view to improving the employability of people using Lanbide services. Moreover, the analysis of developing a big data skills observatory internally. Also estimates foreseeable benefits that would add value to the current Lanbide labour market observatory, by means of monitoring skills using big-data tools.



Human, Technical & Financial resources involved



The tools being analysed suggest the need for outsourcing that is difficult to quantify and will depend on Lanbide's own intention to develop it internally or purchase the software and its subsequent adaptation for implementation in Lanbide. Interviews with the people in charge and analysis of the practices suggest availability from the owners of these tools regarding both solutions.

In the specific case of skills assessment tools, the service would include:

- Use of adapted platforms that facilitate the design, distribution and filling in questionnaires.
- Assistance for defining the skills profiles by means of interviews or specific studies to adapt to the Basque Country's activity sectors. If there was a prior definition, they also suggest adapting it to other models and dictionaries.
- Training on the skills model for workers-advisers, trainers, etc.
- Managing the process to distribute and collect data by means of electronic surveys
- Defining the portfolio of products and services: reports,...
- Mentoring and support throughout the entire implementation process



Case Study: BASES TO DESIGN A TRAINING AND JOB SEEKING GUIDANCE SYSTEM BASED ON ASSESSMENT AND MONITORING OF SKILLS FOR LANBIDE-BASQUE EMPLOYMENT SERVICE

Lessons learnt



The pilot project has been used to assess benefits related to skills assessment tools, particularly highlighting any allowing objective assessment for measuring and improving generic/cross discipline tools with a view to employability and that connect these results with labour market needs, allowing clear directives based on guidance for skills and designing a mediation system and an adapted training system. The main outputs from the organisations in charge that can be most easily transferred to Lanbide include predefined skills dictionaries (with their corresponding behaviours) and the possibility of importing their specific profiles and behaviours, the software developed and the methodologies used. The five practices being analysed complement each other with information on skills both from the offer and the demand side. On the other hand, its transferability to the case of the Basque Country will require adaptation to our situation, interests and conditioning factors.

Planned follow up activities



Although it is a medium term project (it is estimated that its development and definitive implantation in the Basque labour market observatory could take at least two years), steps have been taken to start the work by looking at the key points identified in this pilot project to design a training and job-seeking guidance system based on assessing and monitoring skills for Lanbide-Basque Employment Service. Lanbide is currently considering acquiring information on the evolution of skills associated with occupational groups generated by some of these organisations that would make it possible to extrapolate trends in skills behaviour to the different lines of work in the Basque Country by business branches and occupational profiles.



Description of the organisation



Lanbide-Basque Employment Service is responsible for being "the effective work-related mediation instrument to help full development of the right to stable, high quality work and encourage shaping a labour market that helps improve employability for working people and cover personnel needs for companies as well as promoting social and territorial cohesion and fighting poverty and exclusion, through managing services established in the social inclusion system and management of employment policies and execution of the work legislation entrusted to them."

Links and contacts for further information



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