

# Czech GOOD PRACTICES: Regional Innovation Strategy OCCUPATIONAL Cards

BILBAO MEETING 2015

**NATIONAL TRAINING FUND**

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# Regional Innovation Strategy

**Ústecký Region** – industrial nature

**Aim** – effective direction of financial resources on the activities that strengthening the innovation capacity of the region.

# Partners involves

**Special management group** – priority identification  
(15 members, key stakeholders in the Region)

**Working groups** – proposition of individual measures – its description, implementation body, collaborative bodies, and financial resources.

**Analyst and complier** of the Regional innovation strategy  
– external firm .

# Analytical section

## Position of the region

- economic development, economic structure,
- performance of the main sectors (mining and energy, chemical industry, mechanical engineering, glass, porcelain and building materials),
- innovation activity of enterprises,
- labour market and wages,
- human resources

## Research and development, innovative business

- description of the facilities carrying out R&D, specialization, results, application (transfer results into practice);

# Analytical section

## Public administration and its role in the region's innovation system

- interventions in the innovation system, overview of the existing plans and programs;

## Main actors in the innovation system

- results of the stakeholders analysis – universities and research organizations, innovation companies, other actors;

## SWOT analysis

# Proposal section - Vision

**What we are?** A region with

- a specific economic base affected by the ongoing transformation of mining and heavy industry and historically focused on a lower value added businesses
- limited capacities for R&D and with their difficult application in the commercial sector;
- lower-qualified HR and a discrepancy between the education system and the labour market needs.

**What we want to be?** A region with

- a growing economy that creates attractive employment opportunities;
- an emphasis on preserving traditional sectors while increasing their added value;
- a region open to collaboration in research, development and innovation.

**How to achieve it?** Through

- the concentration of resources into selected areas of development;
- the mobilisation of all actors and their mutual cooperation;
- the utilisation of the internal potential of the region as well as external sources of funds.



# Proposal section - Key change areas

## Human resources

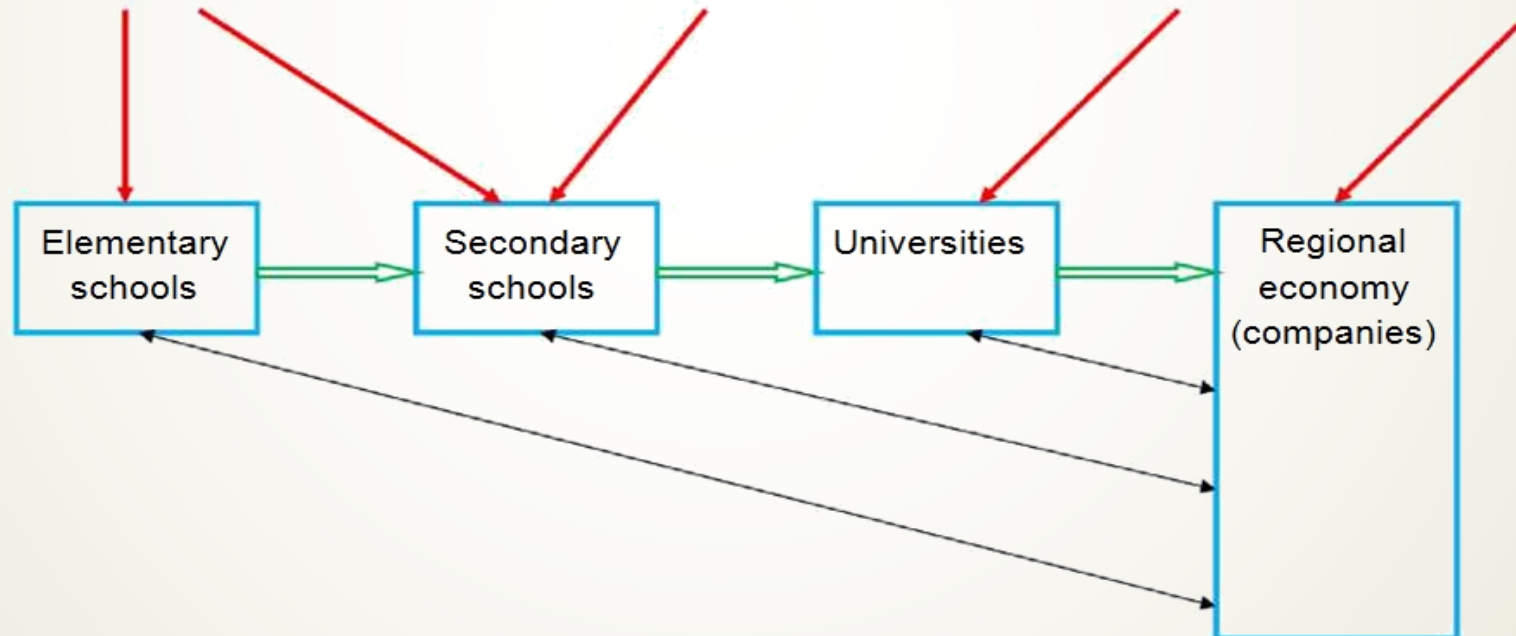
- increase the number of young graduates employed in the region
- Improve the quality of teaching science and technology in secondary schools
- Increase the popularity of science and technology to attract talent
- Improve the professional qualification of employees

## Innovation features of the regional economy

- Increase the rate of technology transfer between research organisation and companies
- Increase the number of new innovation companies and the number of innovation activities in the existing companies
- Increase the quality and scope of regional research with application potential

# Specific measures - HR

Popularisation	Adjustment of study programmes	Student work	
Excursions	Laboratories and specialised classrooms	Practice	Technical and innovation competences of staff
Career advice	Practice (technical secondary schools)	Graduate jobs	
Working with talents (clubs etc.)	Teachers <-> companies	Strengthening of fields	





# Specific measures - Innovation

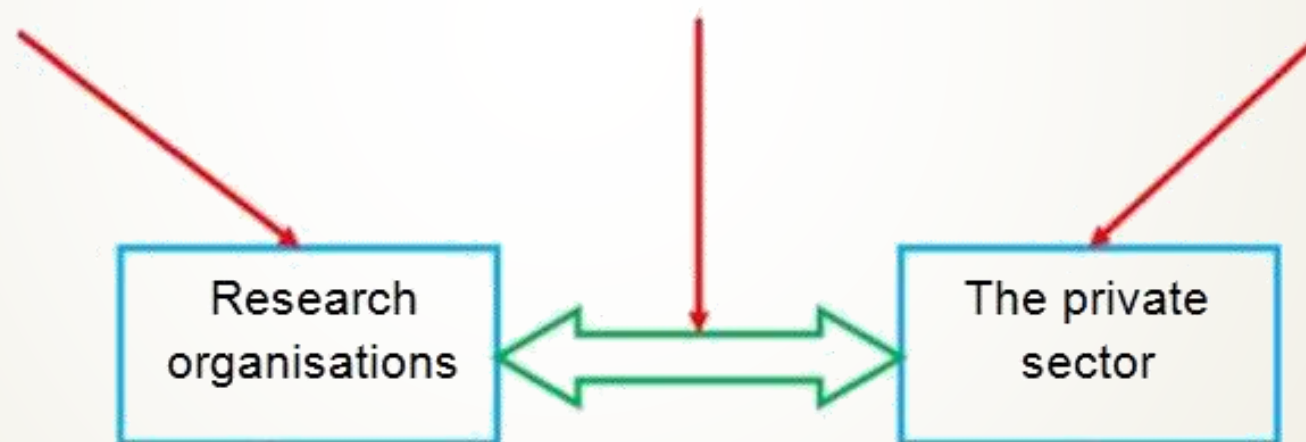
Specialisation, research teams  
International cooperation

Networking  
Innovation vouchers

Consultancy  
Corporate R&D  
Cooperation of  
companies  
Assistance to investors

Commercialisation  
New projects

Major cooperation projects  
Strategic management



# OCCUPATIONAL CARDS

...The Moravia-Silesian Labour Market Observatory


The Occupational Cards provide detailed information about labour market prospects for major occupational groups

- The needs of target groups in conjunction with limited space and features of the cards (in comparison to a website) required careful information handling
- The national and regional version – differences depends on requirements of local key users on one hand and regional data availability on the other hand

Profiles of **50 most important occupational groups** on the regional labour market

# INFORMATION TOOL

## OCCUPATIONAL CARDS

REGIONAL LABOUR MARKET OBSERVATORY OF MORAVIA-SILESIA			
			
Name of the occupational group		Founders and welders	
Number of people employed (2011)		9600 person	
Employment trend (since 2005)		NO CHANGE →	
Employment by industry in region			
Industry	What part of this group jobs is created by this industry (2011)?	What is the industry employment trend within the region (2005-2011)?	What is the industry forecast (for 2011-2016)?
Metallurgy and metalworking industry	48%	SMALL DECLINE	
Automotive and mechanical engineering	38%	SMALL DECLINE	
Other industries	14%		
Labour market opportunities for the occupational group			
Indicator	This group		
Job seekers (2011 average and trend during this period)	517		
Job vacancies (2011 average and trend during this period)	243		
Job seekers per one vacancy (2011 average)	2,1		
Unemployment rate (2011)	5,1%		
Median wage (2011)	27 500 Kč		
Qualification			
Level of education for workers within this group		Best suitable field of study	
Share of employees with tertiary degree	-	Engineering and metal processing	
Share of employees with secondary degree	98%	Secondary (ISCED 3c)	
Number of graduates of best suitable field of study in the region		738 persons	
Forecast of graduates for this field of study (2011-2016)		SIGNIFICANT DECLINE ↓	
Age structure			
Share of persons in the group aged 50+ in the region		Share of persons in the group aged 50+ in the country	
18%		24%	
		Ageing index (region vs. national average)	
		0,73	
Summary of key findings			

- ↓ rapid decrease
- ↘ slight decrease
- steady
- ↗ slight increase
- ↑ rapid increase

# INFORMATION TOOL

## OCCUPATIONAL CARDS

- **More infographics, printable, one page ( max two sided)**
- The indicators and clustering was discussed in detail with the target groups during series of workshops.
- The regional occupational card is targeted on different target group of users than the national version (Sector Councils), the regional cards provide information in particular for the career guidance counsellors and other regional stakeholder, and it is available on the website of the Moravia-Silesian LM Observatory

# INFORMATION TOOL

## OCCUPATIONAL CARDS

9 main topics of the Labour Market indicators:

- **Group description** (ISCO code, name and synonyms used in vacancies advertising)
- **Employment development analysis** (total employment, trends in employment since 2005)
- **Labour market opportunities analysis** (number of vacancies and job seekers, unemployment rate, share of hard-to-fill vacancies and share of job seekers per 1 vacancy)
- **Sector employment analysis** (key employment sectors for the particular group and analysis and forecast of employment for these sectors)



# INFORMATION TOOL

## OCCUPATIONAL CARDS

- **Qualification analysis** (suitable field of education, share of persons with other-than-recommended qualification, level of education)
- **Earnings analysis** (used also as a proxy for occupation attractiveness on the labour market both for graduates and for adults, providing information on wage median, wage growth and comparison with similar occupations)
- **Graduates** (number of graduates of the most suitable field(s) of study, forecast of graduates for next 3 years, unemployment rate of graduates and its development)
- **Age structure** (% of young and old workers) and
- **Summary** of key findings.

# Occupational Card...TRANSFERABLE PRACTICE

## OBSERVATORIES

in Moravia-Silesia (Czech R.)

in Malopolska (Poland)

- Established as one of projects of the **Regional employment pact**
- Innovative initiative, first LM observatory on the regional level of this kind
- Analyses, publications and statistical data related to MS Region: (1) Economics and business, (2) Innovation and (3) Human Resources, Territory (4) comparisons with other regions of the Czech Republic.
- **Occupational Cards - since 2012**



- **A long term research project** of the Regional Labour Office in Kraków

- The most interesting activities comprise: **Occupational Barometer**, The Survey of school leavers of vocational education and training, Internet Observer of Social Statistics; Employer Needs Survey (Need of Employees in Małopolska)

- Newly **Occupational Cards since 2015**



# THANKS FOR YOU ATTENTION ...

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