Presentation of the results of the

Future skills in the Graphical industry project

October 13, 2014 Brussels

Rense van der Heide

EGIN

FUTURE SKILLS IN THE GRAPHICAL INDUSTRY

Basis for the project

Social Dialogue for the Graphical sector

Work Programme 2013 – 2015

"The Social partners will closely monitor the development of skills needs of the sector in order to anticipate changes in skills requirements and will discuss the education and training needs and exchange best practices."

Project partners

The project objectives

The specific objectives in this project are:

- Identification / validation of future skills that have been described at earlier stages or that are being developed or researched in the lifetime of the project;

- Identification and description of the processes used for analysing skills and skills development in various countries of the EU;

- Selecting and describing best practices with regards to skills analyses;

- Identification and description of successful implementation of new skills in systems of formal and non-formal education;

The project objectives

- Validation of best practices with added value for dissemination and or implementation at national or regional level;

- Arrangements to exchange information on skills needs, analyses and implementation;

- Dissemination via the networks of the project partners.

The project methodology

- **Desk research**
- **Field research**
  - Online survey
  - Analyses
  - Report with findings
- **Expert meeting**
- **Draft final project report**
- **Final conference**
- **Final project report**

The project report

Contents

1. Introduction
2. Management summary
3. Present situation of the industry
4. Education
5. Results of field research
6. Case studies, the practical aspect of change

The project report

7. Best practices
8. Recommendations

Annex I   Terminology

Annex II   Structured interview

Annex III List of job titles for the developments

Final conference

October 7 in Berlin

Participants   62

Countries   16

Trade Unions

Employers

Education and training (VET)

Training providers / consultants

Final conference

Programme

09.00 hrs.	1	Opening of the meeting Welcome by Mr Simon Dubbins Uni Europa Graphical and Mr Fons Bakkes, Intergraf
09.10 hrs.	2	Instructions, safety and the programme Mr Mike Hopkins, EGIN network
09.20 hrs.	3	Report on "Future Skills in the Graphical industry: Identifying and promoting best practices in Europe." Mr Rense van der Heide, EGIN network
10.30 hrs.	4	Sectoral Skills Organisation from Italy Mr Marco Spada, Chairman of ENIPG
11.00 hrs.		Coffee / tea break
11.30 hrs.	5	Changing skills in companies: Ms Claudia Mönnig, Assistant to the Management Laudert Druck

Final conference

Programme

12.10 hrs.	6	Development and delivery of education: Case study Malta Ms Margaret Buhagiar, President of Malta Printing Industry Association
12.40 hrs.		Lunch
14.00 hrs.	7	Print converter - behind the curve 2030… Why printing and print-engineering should remain in the curriculum of VET schools. Mr Enn Kerner, lecturer at Helsinki Metropolia University of Applied Sciences and others.
14.20 hrs.	8	The profile of the 'creative output operator'. Mr David de Goede, senior lecturer of Grafisch Lyceum Rotterdam, The Netherlands
14.40 hrs.		Short break

Final conference

Programme

15.00 hrs.	9	Plenary discussion with a panel consisting of representatives of Uni Europa Graphical, Intergraf and EGIN.
16.00 hrs.	10	Concluding session of the meeting What are the final conclusions of the meeting. Which elements would contribute to the final report? Are there activities for future projects?
16.45 hrs.	11	Closing of the conference

Recommendations

Item	Issue	Action	Level
1	The role and task of VET should be critically reviewed in the forthcoming years. The present demands from industry to the schools of initial and continued education to meet the requirements of on-going innovation and market developments are, in the current circumstances, impossible to fulfil	The social partners to lobby national governments to support and fund the necessary structure changes of vocational education	National

Item	Issue	Action	Level
2	Research and case studies show that to a great extent the 'advanced companies' make their own decisions in the context of their own business needs, the speed of change required and the availability of training support from all sources	There has to be interaction, strong ties, between such companies and the schools. Only then the companies / employers have maximum influence on the contents, quality and thus output levels of that education and not only will the "early adapters" be satisfied but so will the main thrust of the industry	National

Item	Issue	Action	Level
3.1	The majority of companies are "followers" and, as noted above, will benefit from colleges listening to the needs of the advanced companies and adapting their courses for the "following companies" – but the rate of change is quick and the process of adaption needs also to be quick	Employers' organisations should draw together these companies in a collaborative way to work towards a common view of future skills needs. This action should overcome the difficulties if VET organisations cannot respond to the needs	National

Item	Issue	action	Level
3.2	VET should be enabled to also meet the needs and demands of 'advanced companies'. Special courses / departments should be introduced in 'leading VET schools'. Extra budgets should be allocated for innovative developments in close cooperation with companies. In some countries, at least Germany and Switzerland, a special form of VET is implemented in the dual system of advanced VET. This should be made possible in all countries	Social partners should study the possibilities for implementation of such special courses in other countries too	EU

Item	Issue	action	Level
4	Changes / reforms are not always just about investment in technology but also about collaboration along the communications supply chain	Case studies of such collaboration should be identified and analysed to point the way forward	EU

Item	Issue	Action	Level
5	Schools and VET providers are faced with shrinking budgets and increasingly more diverse demands. They must therefore seek ways to respond to their "market" in more cost effective ways.	Schools should cooperate more in international development of curriculum that may be efficient and save money in the mid-term. This will build on the research done on technology and markets.	EU

Item	Issue	Action	Level
6	Strong bridges need to be built between companies and schools to make sure that the output of the latter matches the need of the former	Social partners or tripartite bodies (Sector Skills Councils) (employers/employees/colleges) should bring together the two "sides" at national/regional level	National

Item	Issue	action	Level
7	Life long learning needs to be developed and become an integral part of adult education (VET based)	Social partners should show ownership for Life Long Learning. It has to become part of their policies to promote and further develop access to adult learning	EU & National

Item	Issue	Action	Level
8	Changes / reforms have to be accepted by existing and future employees. They have to be motivated to develop their skills within a secure and transparent system (or "environment")	Trade unions should develop good practices. They should also develop communication tools to enable and to create a confident and motivating environment for the employees	National & Company

Item	Issue	Action	Level
9	Urge national governments to acknowledge the stakeholder position of social partners / organised networks / councils. At present the proposals / ideas of social partners are neglected by national governments	European Social Partners should use their influence to convince national governments that social partners are key stakeholders in the development of VET and of the local economies	EU & National

Item	Issue	Action	Level
10	The industry should develop a platform on the web for exchange of skills development between the member's organisations of the social partners and Educational institutions and other relevant parties	The EGIN network should develop a first plan to describe the functionality of such a platform, which can be hosted on the EGIN website	EU Commission

Conclusions of the conference

The report was accepted as a whole.

The recommendations were accepted.

A write up of the conference will be made, to be validated by the steering group and then added as an insert to the language versions of the report.

Press release to be produced.

Conclusions of the conference

Main issues for discussions and exchange of thoughts:

- Safe guarding the position of VET education in general and specifically for Work Based Learning, but helping it react more quickly to change;

- The importance of soft skills versus hard skills: broad based education or specialised education;

- The importance of life long learning;

- Retention of existing and essential expertise and skills of existing work force

- The importance of international cooperation and possible co-development of education.

Thank you for your attention
for the

presentation of

Future skills in the Graphical industry

October 13, 2014

Brussels