



FremKom

**EPSA 2015 – Final Event
17. November 2015**

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North Denmark Region
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FremKom
Fremtidens kompetencer i Nordjylland



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FremKom - Labour and competence needs of the future

2007 – economic boom

- *North Denmark is challenged by a growing lack of labour.*
- *Discussions in the North Denmark Regional Council and Growth Forum North Jutland about the need to conduct research into labour market trends.*

2008 – financial crisis

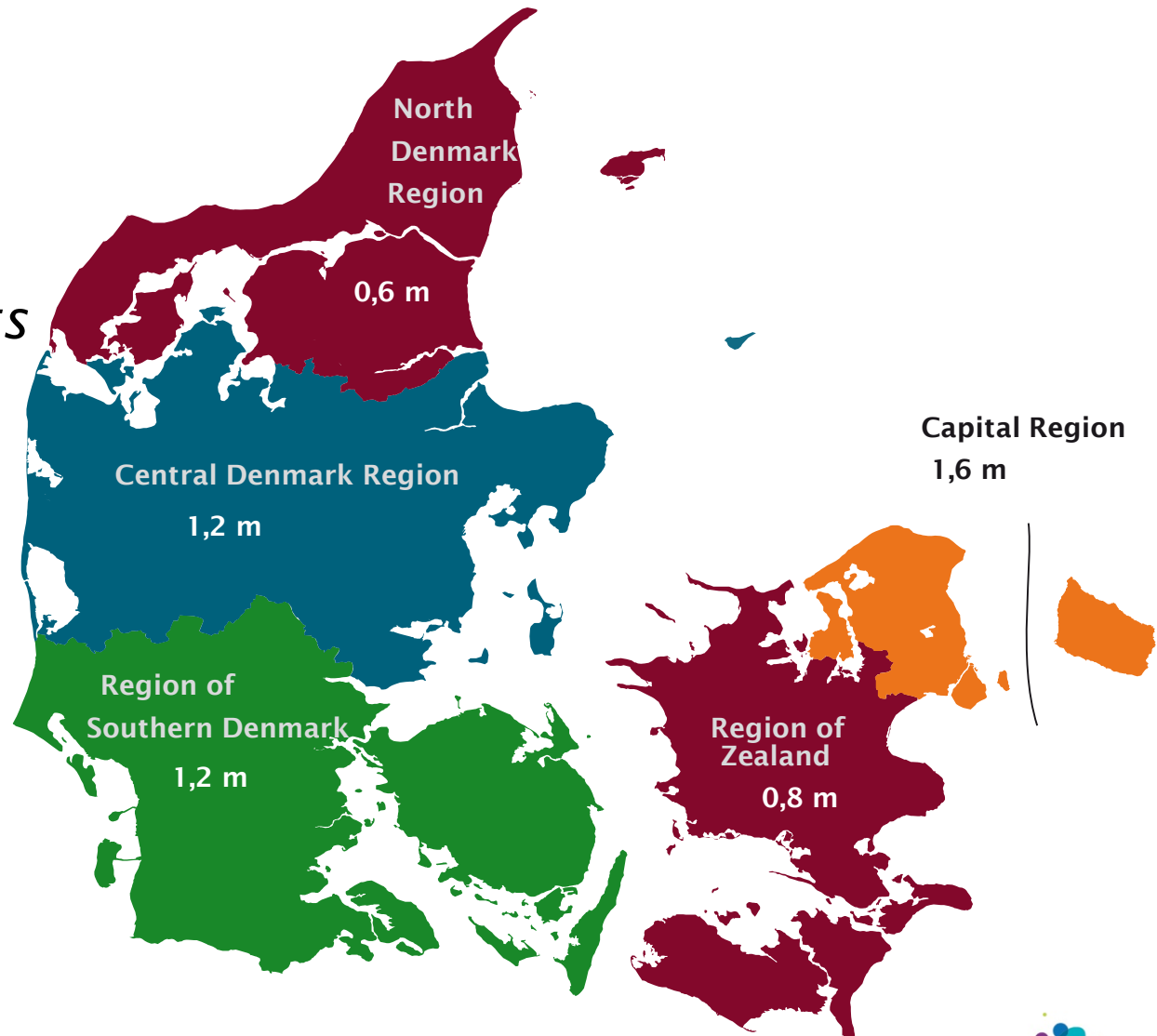
- *The immediate demand for labour changed.*
- *The fundamental and structural problems that challenged the region did not.*

From retrospective competence overviews to competence forecasts.

Strong cross-disciplinary collaboration required.

NORTH DENMARK REGION

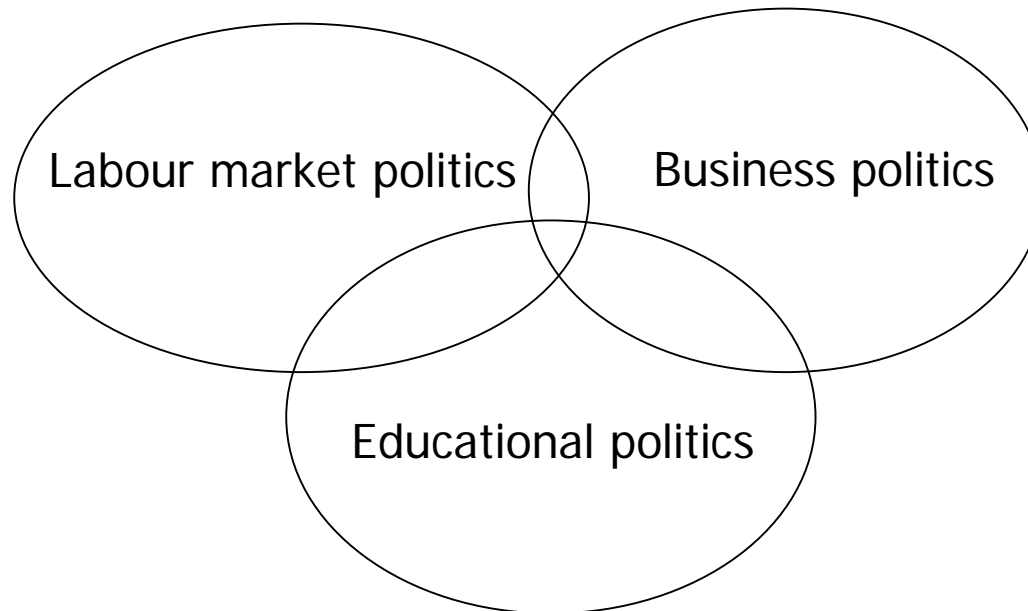
- *11 municipalities*
- *7,879 km²*
- *581,000 inhabitants*





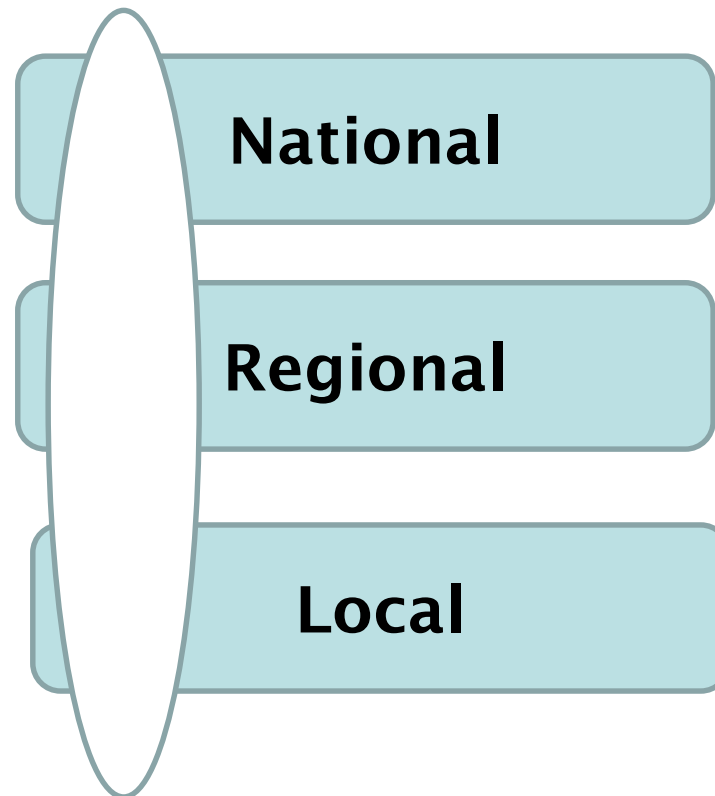
THE FREMKOM COOPERATION - A CROSS-POLITICAL COOPERATION AMONG STAKEHOLDERS IN NORTH JUTLAND

*The Regional Council of North Denmark Region
North Denmark Growth Forum*

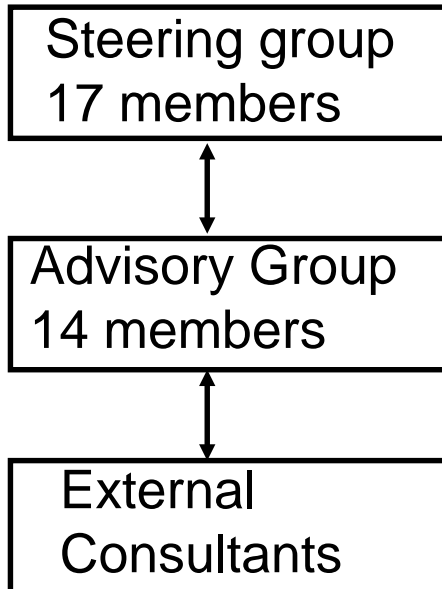


COOPERATION ACROSS DIFFERENT LEVELS

The FremKom cooperation reaches beyond the regional and local level



ORGANISATION AND STAKEHOLDERS IN FREMKOM 3



Stakeholders

- *North Denmark Region*
- *Labour market office in Central and North Denmark*
- *Business Development Centre Northern Denmark*
- *Local authorities*
- *Association of municipal business directors*
- *Danish Confederation of professional associations*
- *Aalborg University*
- *Labour Market Education North Jutland*
- *Business Education North*
- *Adult and further education centres*
- *Trade Union Association*
- *Adult Education Centre*
- *University College Nordjylland*



THE FREMKOM COOPERATION IN 3 PHASES

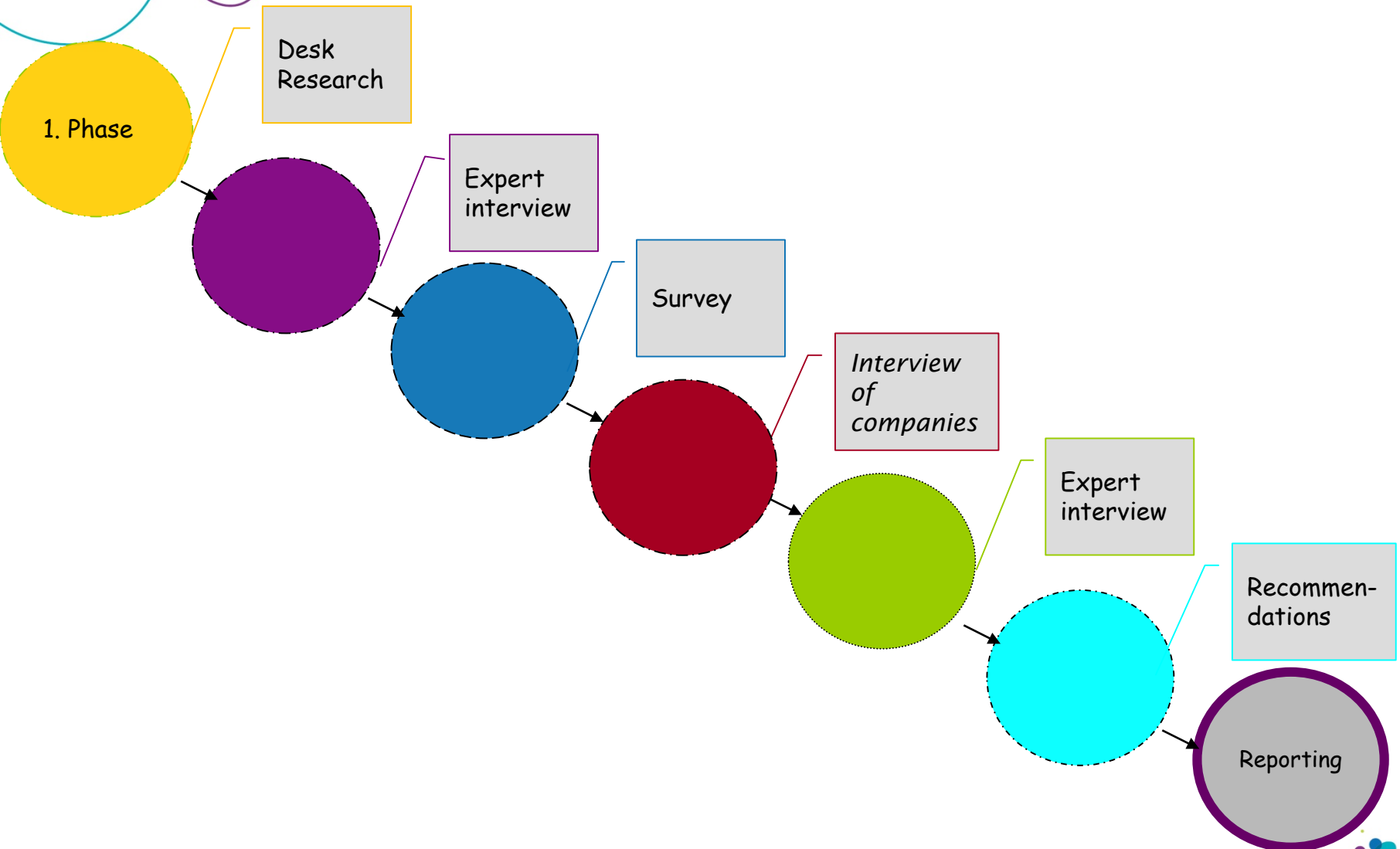
Phase 1 Analysis – obtaining new knowledge

Phase 2 Debate – regionally and locally

Phase 3 Initiatives – Supporting new initiatives

- *Pilot project – begins in 2007 as part of the partnership agreement with the government.*
- *Purpose – to carry out an analysis of the future need for competences of 50 % of the work force in North Jutland.*
- *Focus on developing a valid method for the analysis which all stakeholders could agree on.*
- *The analysis focused on 6 clusters/sectors:*
 - *Building and construction*
 - *Foodstuff*
 - *ICT*
 - *Experience*
 - *Social- and welfare*
 - *Mechanical Engineering*
- *The ambition – to regularly carry out an analysis of the total work force in the North Denmark Region.*
- *The results were published at a conference in October 2008 and at four local events.*
- *Follow-up of specific initiatives – not just "a dusty analysis".*

PHASES OF THE FREMKOM ANALYSIS





PROJECT "COOPERATION AND PARTNERSHIP"

- *"Cooperation and Partnership" was a large regional project, whose aim was to increase the competence level for people with a short education in 7500 small and medium sized companies in North Jutland.*
- *The competence level should be increased in order to strengthen the competitiveness of businesses and thereby create growth in North Jutland and thereby also retain and develop new jobs.*
- *Project period 01.03.2010-30.09.2012.*
- *Budget 20.702.500 kr. (2.775.134 Euro) with 50% from the European Social Fund.*
- *The partnership consists of all technical colleges in North Jutland, as well as Adult Education Centres and they also form a network with Business Development Centre Northern Denmark, Employment Region North Jutland and Growth Forum North Jutland.*

Results

- *7573 company visits with an offer of information on educational opportunities and an offer to have educational plans made for the employees with short educations.*
- *498 partnership agreements between schools and companies regarding further education of employees.*
- *208 educational ambassadors in individual companies have been educated to encourage the education of people with short-term educations.*
- *20.000 people with short educations are trained under the labour market educations – AMU.*
- *5.882 people with short educations follow an educational course under the preparatory adult education – FVU.*
- *5.528 people with short educations are given an individual assessment of their competences - IKV*

- *On 30th September 2009 Growth Forum North Denmark decided that there should be an initiative to carry out a FremKom 2 analysis.*
- *Brainstorming seminar on future competences on 9th February 2010 – managers from local authorities, educational institutions, jobcentres, trade councils, Business Development Centre Northern Denmark, Employment Region, North Denmark Region and labour market stakeholders participated.*
- *Growth Forum supports the project on 29th June 2010.*
- **The purpose of FremKom 2 is to identify the future need for labour and competences in North Denmark.**
- *Strategic analysis which methodically identify development trends and challenges in private and public companies 5 years ahead.*
- **The FremKom 2-analysis examines the complete labour market in North Jutland divided into 16 sectors and 4 local areas and it is carried out by Oxford Research.**
- *The project reported in 2 main reports, 15 sector reports and 4 geographical reports.*

- *The FremKom 2-analysis was published in January 2012 at the new www.fremkom.dk website and with a new common logo.*
- *In December 2012 a conference was held aimed at creating debate and it was called "The winners and losers in the competence challenge of tomorrow" and in addition a number of presentation across the region.*
- *FremKom 2 evaluation in April 2014 - "Evaluation of knowledge and usage" made by Rambøll.*

- *It is Rambøll's main conclusion that FremKom 2 is a success. It is a tool, which is **known and used by the intended target group**. At the same time there is a positive perception of FremKom 2 and the value created by the analysis.*
- *It is the opinion of Rambøll that FremKom 2 has contributed to delivering **considerable knowledge about labour market challenges** in the region, which otherwise would not have been available to the relevant stakeholders in North Jutland.*
- *On the whole the analysis points out that there is a **demand for a FremKom 3-analysis**.*
- *Almost half of the respondents from the questionnaire survey **know** of FremKom 2. Among the respondents who know of FremKom 2, almost half consider their knowledge to be either good or very good.*

- *Eight out of ten respondents agree or agree a lot that FremKom 2 contributes to putting focus on competences and the need for competences in the region.*
- *Three out of four respondents agree or agree a lot that FremKom 2 contributes with new knowledge about future competence needs or contribute with a basis for discussions and dialogue.*
- *Largely everybody who knows FremKom 2 has used it in their work.*
- *Six out of 10 have used FremKom 2 as a basis for new knowledge.*
- *Five out of 10 have used FremKom 2 for the purpose of dialogue; either internally in own organisation or externally in relation to co-operation partners.*

- *Almost half have used FremKom 2 in an **action oriented way**, f. ex. for strategic planning (30 pct.) and initiation (16 pct.), development (14 pct.) and carrying out initiatives and tasks (19 pct.). There are many concrete examples of projects which FremKom 2 has contributed to.*
- *The division of main, sector and regional reports gives it relevance and thereby impact towards various target groups.*
- *FremKom 2 is, however, primarily seen as a **strategic management tool**, although there is a broad consensus that the knowledge which FremKom deals with is also relevant on an operational level.*

THE FREMKOM 3-ANALYSIS

- 1. We are strengthening the local dimension of the analysis by strengthening the qualitative and quantitative analysis in the geographical reports.*
- 2. In practical terms this is done by also conducting the "5 phase analysis" at geographical level.*
- 3. The strategic focus of the FremKom 3 analysis is maintained to enable follow up on the need for further analyses.*
- 4. To strengthen the action oriented elements, a new phase 6 is added to the "5 phase analysis" which will include "recommendations". External consultants will be responsible for making these recommendations. This is considered important in order to maintain our political neutrality.*

- 1. The Regional council approved FremKom 3 on 16th December 2014, together with 937.004 kr. (125.000 euro) in funding. The total budget for FremKom 3 is 1.264.000 kr. (168.500 euro). Employment region North Jutland has provided 250.000 kr. (33.333 euro) in funding and there was 76.996 kr. (10.266 euro) left over from the FremKom 2 budget.*
- 2. We put out a limited tender for the analysis in November 2014 – February 2015.*
- 3. In March 2015 the analysis was launched.*
- 4. The analysis is expected to be finished by the end of 2015.*
- 5. The graphical layout of the reports is expected to take place in January and February 2016. The reports must then be politically approved and subsequently published.*