

Job Developer Project: Perspectives from Murcia, Spain

Bochum, 7 June, 2018

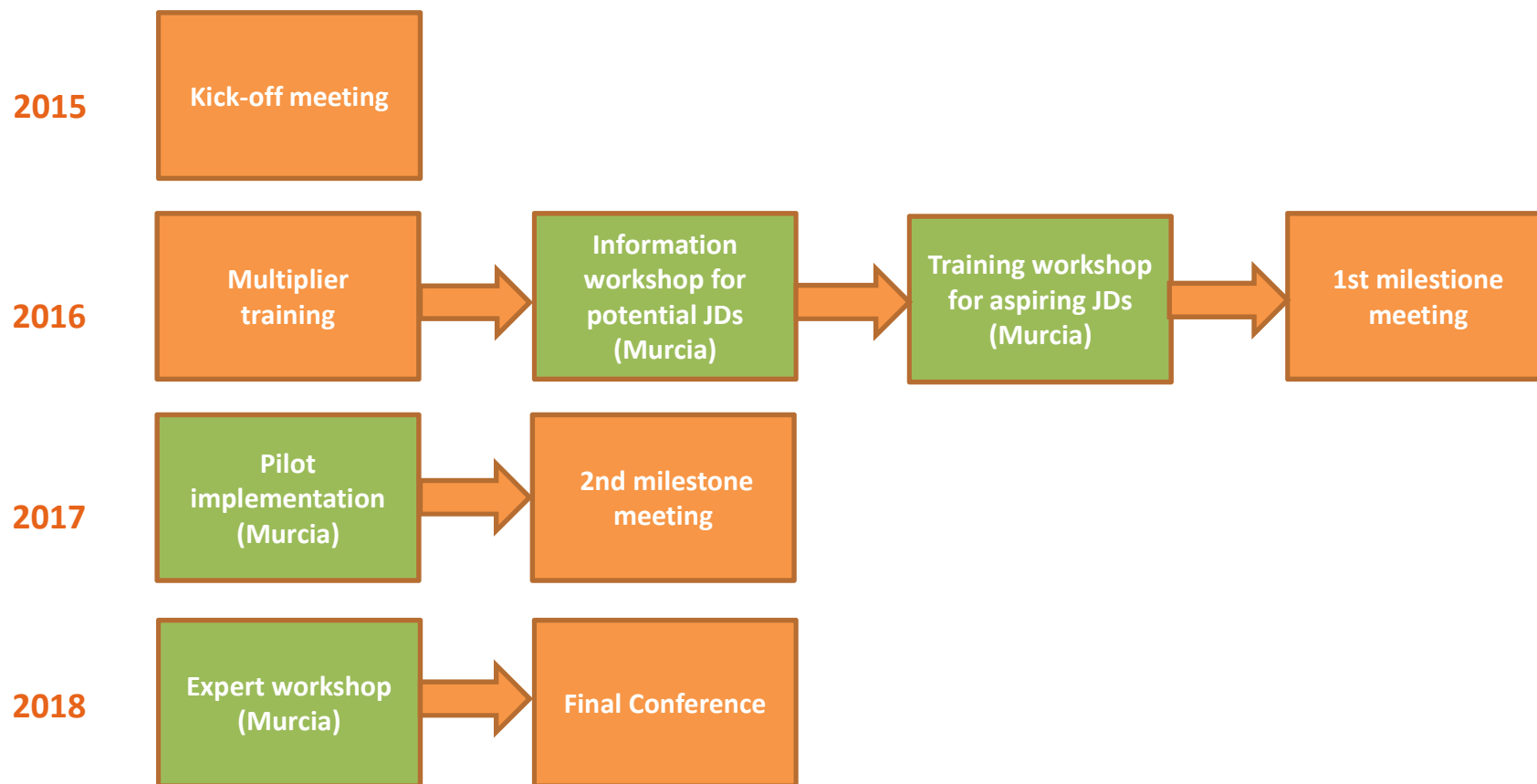


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Project progression



Project in Murcia: Target groups

- **Job developers**

Psychologists with experience in youth counselling, career consultants.

- **Job-seeking youth**

Vocational training students (19-22 years old).



Project in Murcia: Information workshop for potential JDs

19 - 20 May, 2016



- **18 participants** representing a wide range of organisations of Murcia:
 - Local employment agencies
 - Murcia Regional Development Agency INFO
 - Regional Employment Office
 - Local councils
 - Schools
 - Training academies
 - Business support entities

Project in Murcia: Information workshop for potential JDs

19 - 20 May, 2016

Contents

- General project introduction
- Methodology introduction: Talent Diagnosis, Employment Radar and Experts Hearing
- Presentations on regional situation
- Implementation potential in Murcia
- Debate and conclusions



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Project in Murcia: Information workshop for potential JDs

19 - 20 May, 2016

Participants' comments on implementation potential of Job Developer

What are the strengths?

“Innovatively new methodology, particularly the employment radar.”

What the weaknesses?

“Lack of funds, resources... lack of coordination and cooperation among regional institutions for a potentially effective implementation.”

What are the main support factors for the implementation? “More awareness, political support and involvement of regional institutions and employment agencies.”



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Project in Murcia: Training workshop for aspiring JDs

13 - 14 October, 2016



- **12 participants**
- Contents
 - European challenges
 - Job Developer project targets
 - Key concepts and tools
 - i. Talent diagnosis
 - ii. Employment radar
 - iii. Expert hearing

Project in Murcia: Training workshop for aspiring JDs

13 - 14 October, 2016

- **JD's necessary competences discussed within the frame of each methodological tool**

Talent diagnosis

- **Social competences** : Empathy, cooperation, leadership, ability to deal with criticism and conflict, etc. (as a mentor).
- **Professional competences** : labour market development, employment framework conditions, HR management, career planning, etc.
- **Methodological competences**: talent diagnosis , evaluation methods, oratory, pedagogical approaches, etc.
- **Personal competences**: security, availability, proactivity, openness, goal/objective orientation, etc.

Employment radar

- **Social competences**: same as for talent diagnosis .
- **Professional competences**: market trends analysis, business management, business set up (practical experience).
- **Methodological competences**: technical and analytical.
- **Personal competences**: same as for talent diagnosis.

Experts hearing

- **Social competences**: same as for the previous methodological tools.
- **Professional competences**: counselling, practical experience (in business).
- **Methodological competences**: moderating.
- **Competencias personales**: same as for the previous methodological tools.



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Project in Murcia: Training workshop for aspiring JDs

13 - 14 October, 2016

Participants' comments on the workshop and contents

Strengths?

- ✓ Well-structured tripartite methodology.
- ✓ Person-focused methodology that can flexibly adapt to various job-seekers' individual profiles.
- ✓ Thematically relevant presentations by local experts.
- ✓ Motivated workshop participants and active debate.

Weaknesses?

- ✗ Aspiring JD's backgrounds and/or expertise do not exactly fit the indicated by the programme.
- ✗ Lack of broad awareness of the added value this programme can offer in the region.
- ✗ The methodology cannot be autonomously carried out, being heavily dependent on skilfully committed JDs.



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Project in Murcia: Pilot implementation

14 - 16 November & 11 December, 2017



- **8 participants**
 - Job developers
 - A school counsellor and 2 psychologists working at schools and/or NGOs
 - Vocational training students
 - 4 students from “CES Vega Media” Vocational training centre.
 - Expert
 - An expert with wide expertise in counselling, coaching and entrepreneurship.

Project in Murcia: Pilot implementation

14 - 16 November & 11 December, 2017

Contents

DAY 1: Talent diagnosis

- Ice-breaking activity: what is your talent?
- Intelligence test: Howard Gardner's Multiple Intelligences Test
- How to upgrade your CV: examples and further suggestions
- Life portrait: individually made with a given template



Project in Murcia: Pilot implementation

14 - 16 November & 11 December, 2017

DAY 2: Market & employment issues (Employment radar)

- Brainstorming: possible new jobs?
- Megatrends: international, national, regional, business sector-specific, etc.
- Introduction to Sinus meta milieus: advanced client segmentation method
- Positioning of the client segment map: for the chosen service idea, the evaluation of the size of the client segment



Project in Murcia: Pilot implementation

14 - 16 November & 11 December, 2017

DAY 3: Business idea development & experts hearing preparation

- With support of the JDs, students developed their business idea, taking into account the needs of people in the region of Murcia.
- Introduction to Experts Hearing: concept and process



Project in Murcia: Pilot implementation

14 - 16 November & 11 December, 2017

DAY 4: Experts Hearing

- Every student presented what their ideal job would be and how they would achieve it.
- After the students' presentations, with results gathered and taking into account observations from previous days, the experts delivered their recommendations.



Project in Murcia: Expert workshop

10 & 11 May, 2018

DAY 1: Public event



- **22 participants**
- JD project partners' presentations
 - CEEIM
 - Minipreure
 - IAW
- External experts' presentations
 - Murcia Region Development Agency INFO → Entrepreneurship & local policies
 - Cartagena European Business Innovation Centre CEEIC → digitalisation & entrepreneurship
 - Independent experts → Creativity & entrepreneurship

Project in Murcia: Expert workshop

10 & 11 May, 2018

DAY 2: Wrap-up session with participant students and JDs



- **8 participants**
- Moderated discussion: project experiences from pilot users.

“Its methodology facilitates an individualised, talent-based and localised search for a job.”

“It allows young people to receive valuable feedback to develop a consistent career plan.”

“The employment radar tool is particularly expensive. There is so far no stakeholder willing to make this large-scale investment to make it available in Spain.”

“In general, there are very few experts specifically trained or prepared to deliver a comprehensive experts hearing as expected in the German standards.”

Other initiatives to foster entrepreneurship in Murcia

Some facts you may have not known about entrepreneurship in Murcia...

Murcia received the European Entrepreneurial Region Award in 2011 by the EU Committee of the Regions – together with Brandenburg (Germany) and County Kerry (Ireland).



EU regions with outstanding, future-oriented entrepreneurial strategies, regardless of their size, wealth or specific competences, are granted the label of “European Entrepreneurial Region” (EER) for a specific year.

“The Region of Murcia is well known in Spain for its devotion to agriculture and tourism, but as it lacks industry of big companies, after the crisis started, the region had several difficulties to face the problems of unemployment and economic decline. However, the Murcia Regional Government together with the Murcia Region Development Agency designed a strategy to foster entrepreneurship at regional level as a way to mitigate unemployment and revitalize local economy.”

(Source: <https://www.euromontana.org/en/murcia-an-example-of-how-to-promote-entrepreneurship-at-regional-level/>)



- Within the **EER framework**, the **main actions to promote entrepreneurship in Murcia** consisted on:
 - Fostering an entrepreneurial approach in society. To this purpose, they have organised the “Entrepreneurship Day” since 2007, where over 1500 participants and 40 organisations have taken an active part.
 - Introducing entrepreneurship to children in schools as a transversal subject. This action has involved over 65 educational centres every year, engaging more than 16.000 students. It has also included training for teachers in entrepreneurial skills for about 560 teachers.
 - Support in the creation and consolidation of companies.
 - Regional institutions (mainly the Murcia Region Economic Development Agency) have acted as coordinators of the regional network to support entrepreneurs.



Concrete examples of entrepreneurship initiatives in Murcia (similar or complementary to Job Developer)

- The following are initiatives that have been developed as a result of an increasing awareness that in an increasingly globalised world, “traditional education” that has focused on the mere transmission of information is becoming outdated, and instead, different ways of learning and doing are needed.
- Different ways of learning and doing?
More open, flexible, interactive and creative
- Policy wise, these initiatives are in alignment with recommendations and guidelines of the OECD’s Bologna Charter 2000, EU Green Paper on Entrepreneurship 2003, Spanish Law for Educational Quality Improvement LOMCE (Organic Law 8/2013 of December 9), and Murcia Regional Entrepreneurship Strategy 2018 - 2022 “c(i*EMP)” (also in alignment with the previous Strategy “Plan Emprendemos” 2014 - 2018).



Concrete examples of entrepreneurship initiatives in Murcia (similar or complementary to Job Developer)

IMAGINA – Imagine a Different Enterprise from your School



Concrete examples of entrepreneurship initiatives in Murcia (similar or complementary to Job Developer)

IMAGINA

- **What is it?**
Competition of innovative business ideas, in which secondary school and vocational training students from the entire Murcia region compete in different categories (Science & Technology, Health, Eco-sustainability, Circular Economy, Culture & Leisure, Social Entrepreneurship).
- **Objectives?**
 - Encourage innovative initiatives from the field of education.
 - Support and disseminate an entrepreneurial culture among the members of educational centers in the Murcia region.
 - Favour a practical application of the entrepreneurial knowledge.
 - Motivate young people in the generation of innovative ideas that lead to a future of opportunities.



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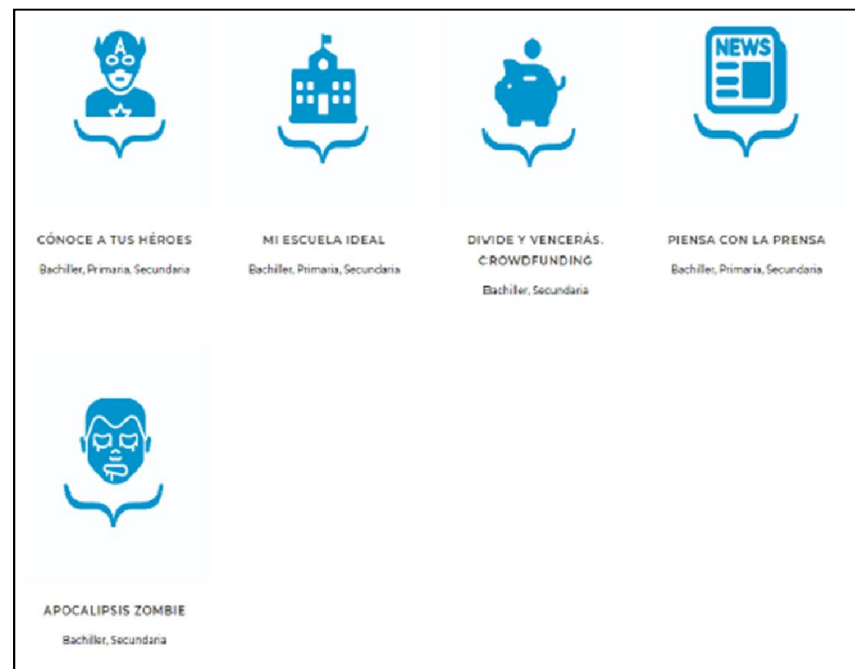
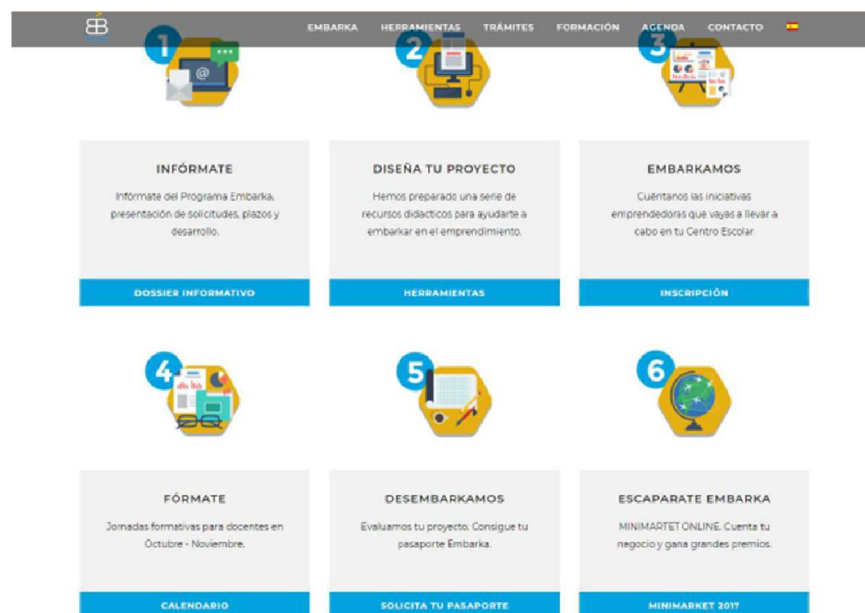
Concrete examples of entrepreneurship initiatives in Murcia (similar or complementary to Job Developer)

EMBARKA – Educational Platform for Entrepreneurship



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Concrete examples of entrepreneurship initiatives in Murcia (similar or complementary to Job Developer)

EMBARKA – Educational Platform for Entrepreneurship

- **What is it?**

A platform in which students from registered schools can consult diverse resources and work on a challenge throughout a school year, and are meant to present a solution by the end of it. The solution is presented in a video format, and the best ones are publicly awarded.

- **Objectives?**

- A successful development of communication skills, creativity, teamwork, sense of responsibility, commitment and proactive attitudes when it comes to solving problems by generating innovative ideas to solve them.
- By developing these set of qualities and skills, with more openness and flexibility, prepare the students better so that in the long-run they can have a successful entry into the labour market.



Concrete examples of entrepreneurship initiatives in Murcia (similar or complementary to Job Developer)

EMBARKA – Educational Platform for Entrepreneurship

- **EMBARKA in numbers:**
 - ✓ 1389 schools
 - ✓ 3200 in-class entrepreneurial projects
 - ✓ 25000 students



Final reflections from the JD experience in Murcia

- **What skills and expertise are especially important for a successful implementation of JD?**

The ideal JD...

- Shall have a hybrid background in Psychology and Business Administration.
- Good connoisseur of local environments, to effectively access concrete market niches.
- Advanced ability in talent identification.
- Empathy and communication skills.



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Final reflections from the JD experience in Murcia

- **How can synergies be established between entrepreneurial initiatives and training programmes?**

JD could be integrated in the already existing official framework of entrepreneurial education/training programmes in the region. As one more option to cover the needs of job-seeking youth.

- **What possibilities are there for accreditation/certification of the JD training?**

One of the following public institutions to finance and accredit it:

- ☐ Murcia Regional Service for Employment and Training SEF
- ☐ Murcia Regional Office for Education, Youth and Sports
- ☐ Murcia Region Development Agency INFO





Thank you – Danke – Gracias



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