



Past - Present - Future



# TESTING MEASURES FOR RAISING INTEREST OF YOUTH IN INDUSTRIAL CULTURE AND WORK OPTIONS

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Preparation of school initiatives promoting Industrial Culture

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## Abstract

In Gorenjska region, industrialization has been the driving force of development in the last 150 years. There have been differences in the development of metalworking, timber, textile, footwear and electrical industry. Stories of success and failure have posed a regular feature in the region.

Young people choose professions, which will also influence the development of the region. We would like to make their choices sensible and give them an opportunity to become a part of a larger picture as well as making them aware of their responsibilities towards themselves and their environment.

The main idea of the event called "past - present - future" is learning about the influence of the historical development on the present and the opportunities it brings for the future. The event comprises three conceptually and thematically interconnected events:

- The Carousel of Professions
- 'The 'Past and Present" Exhibition
- A Field Trip

The idea of the event is to present professions in the region to primary school pupils. The Carousel of Professions, in which all secondary schools in the region take part, aims to get young people to know about all the educational opportunities in the region. The goal of "The Past and Present" exhibition is to arouse an interest of young people for the traditions and make them aware of their job opportunities. The aim of the field trip is to give meaning to all the factors of development: tradition, the wealth of knowledge, integration in the local area, and its impact on the future.

## 1. Project Context

InduCult2.0 wants to revive the cultural spirit of long-standing industrial regions of Central Europe. Together with local stakeholders, project partners from eight representative regions Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland rediscover and create the positive elements of industrial communities and therefore intend to:

- Establish the idea of Industrial Culture in Central Europe and promote it as unique feature of regional identity
- Prepare initiatives in schools to raise the interest in industrial culture and show them work options in that field; binding work force and companies through industrial culture
- Fostering creativity and innovation through distinct interaction of creative communities and productive industry

Two scientific partners from Germany and Austria support them.

This Preparation of school initiatives promoting Industrial Culture is part of the third work package where project partners jointly work on the idea of raising interest of youth in industrial culture and work options. The main idea and priorities are defined together on the workshop with the focus group of main stakeholders and the concept was prepared on the most representative and realistic possibilities in the region.

## 2. Introduction

A need for promoting vocational and technical education has appeared in the local environment because of smaller generations, poor economic growth and a degrading attitude towards these schools as well as the needs in labour market.

In the region, we decided to engage actively in changing the image of vocational and technical education in the region. We will try to include the majority of stakeholders: schools, companies, other social partners.

### 2.1 Manpower needs

The economy is recovering after the economic crisis.

The "Napovednik zaposlovanja" (NAPZAP2017/1) survey results show that the economic trend projections are very favourable for the next few years. The economic growth has a positive impact on the labour market. The number of active working population has been increasing since 2014, and the predictions are positive for the future.

The survey data show some structural incompatibilities in the labour market. On average, more than a third (36.2%) of employers have faced a lack of suitably educated employees. Large companies experience such lack in more than half occasions (54.3%). The largest percentage of employers that face problems in finding suitable employees are in civil engineering, health care, social services, traffic and storage, where approximately half of the companies/businesses face a deficit. More than 40% of employers encounter such lack of suitable workers in catering, food processing, in a variety of businesses, as well as farming, forestry and fishing. The employers have difficulties in finding suitable workers in technical professions that demand specific vocational skills, and in those where special working hours are required, are less paid or are physically challenging.

The personnel policy and development has been neglected due to the economic crisis. Companies are now in need of competent workers. The factor of generation change is also very important, as the older, more experienced workers in factories are retiring and the employers have not yet been able to train new workers with suitable skills.

The employers feel that secondary school graduates lack suitable skills.

At the same time, they find the number of vocational and technical school students quite low. Another problem is that students want to continue their education instead of entering the labour market while companies face a lack of secondary vocational and technical school graduates.

It is also a time when new professions are evolving, such as epidemiologist, ethical hacker, IT- security guard (for data security), private banker, website designer, 3-D-printing specialist, logistics specialist, natural/ alternative energy specialist, waste treatment professions, nanotechnology specialist, urban agronomist. On the other hand, projections for professions in postal service, textile industry, agronomy and fast food industry are bad.

In spite of digitalization and robotization, the employers need workers for simple manual jobs, such as shop assistants, bricklayers, cleaners and other badly paid and physically demanding jobs.

## 2.2 Schoolchildren needs

It is unlikely for children in primary schools to choose vocational or technical education if they do not know anything about the options for upgrading their professions. We are trying to inform them about these professions in an interesting way.

Young people in Slovenia do not get a stable form of employment until their late adolescent or early adult life.

The rate of employment among young people in Slovenia is lower than five years ago and lower than the EU average. One of the reasons is a rigid and old school programme, which is not very proactively oriented and need to be upgraded or changed. Pupils are more interested in practical work. Therefore, they put more effort in the concrete project assignment prepared by companies. Moreover, they like using new methods of learning connected with a use of ICT tools.

## 2.3 Challenges:

. The challenges to improve the regional situation are:

- To inform young people about career possibilities
- Improve communication and cooperation between schools and companies
- To include other social partners: Chamber of Craft, Chamber of Commerce, Unemployment office etc.
- To present all stakeholders what the origin of today's industrie was and what the possible ways of development are.

With focus on all those aspects, we can increase vocations reputation and help with preparing new programmes of education for new vocations. We will focus mainly on professions with tradition and strong current industry: wood engineers, mechatronics operators, construction workers, electricians, mechanical engineers.

## 3. Objective

Based on previous trends and conclusions, we will tackle the following themes: matching the needs of employers, help young people to gain needed competences for succesful start in world of work, to overcome the prejudices about vocations.

The additional focus we find interesting and till now had not been sufficiently taken into consideration is industrial culture. With cooperation with museums and companies, we will try to show past, present and future development of economy in the region.

With the initiative, we are striving for the following:

- to present our rich industrial heritage to general public;
- to make young people aware of the industrial history of the region and its influence on the economic and social development;
- to base the success of a number of our present day companies on the past achievements;
- to help young people learn about their roots and inspire their regional affiliations;
- to stir enthusiasm in young people for technical professions based on our rich tradition;
- to strenghten the trust of the young in industry and technology and help them choose their profession;

- to connect industry with education, i.e. incorporate modern companies that evolved from our industrial heritage closely in the educational system.

Target audience:

- companies (employers), CCIS, CCS;
- pupils, secondary and high school students;
- parents of pupils, students, and the unemployed.

## 4. Applied Approach

During the preparation of this concept paper, we examined which events in the region meet the requirements. We chose a promotional event, Carousel of Professions. The purpose of the event is to promote the professions for which secondary schools in the region educate. Almost all secondary schools in the region are represented. The target audience are primary school students. Every year, the event is organized by another school. This ensures the sustainability of the event and we do not burden only one school with all the organization.

During the years the event was accepted very positively in the local environment. Secondary schools are presenting themselves and primary school students receive a lot of useful information. We wanted to upgrade the event primarily in terms of greater interactivity and better cooperation with companies. Based on the idea of the InduCult2.0 project on the importance of industrial culture, this principle will also be included in the event.

We contacted the museums and companies in the region. It turned out that the museums and companies in the region are very active in researching industrial heritage and history. They also attach importance to tradition in companies. All that will be used at the main event, Carousel of Professions, and complementary activities: exhibitions, excursions and leaflets.

## 5. Results

To present our rich industrial heritage in Gorenjska and make young people aware of its influence on the development of the area as well as the society through actual examples of past industrial achievements of many modern prosperous companies. The students will get an opportunity to learn about their roots and feel affiliation with the region, and strengthen their trust in industry and technology when deciding about their future profession.

The initiatives comprise:

**5.1 The Carousel of Professions** is a traditional event at which students of vocational schools present their vocations to primary school children in an interesting way to make them more enthusiastic about entering one of secondary vocational schools in Gorenjska. Approx. 1000 pupils visit the event from about 24 primary schools in Gorenjska. The students present the professions in many different interesting ways on their stands so that primary school children get an idea what skills and responsibilities a certain profession brings and thus decide more easily which school or profession to choose.

Every year different secondary school organizes the event. In 2018/19 school year, the event will be organized by SC Kranj.

We will upgrade the event with the presentation of our industrial tradition - industrial culture in Gorenjska with a slogan: "Strong roots in history for good perspectives in future." As an organizer and host of the event, SC Kranj as organizer of the event will ask all participating secondary vocational schools to include the industrial heritage typical of their local environment in the promotion of their vocations. The pupils will recognize the value of industrial heritage for the development and progress in the society, and consequently become aware of their potential personal and professional advancement in vocational education.

The topic of the event will be industrial culture, which means:

- There will be written documents and pictures displaying the milestones of industrial development in Gorenjska with the stress on the cooperation with school the same name, and is now called School Centre Kranj.
- The students will present their professions in the spirit of tradition: they will try to present the milestones of their professions by means of certain products, pictures, their clothes and stories, and show the present day situation.

The preparatory requirements are:

- Preparation of time schedule for the event and its preparation (January 2018),
- a selection of products, pictures and other material,
- a timeline with the milestones in the history of industrial culture,
- the lobby equipped in the traditional spirit,
- an informative folder leaflet showing the industry in the past, present and future,
- timely information about the progress of all participating schools,
- information support for the participating schools,
- preparation of the students for the presentations.

#### Post-event activities

The event will be evaluated by means of a questionnaire, which will be available to all the participants with the aim to assess their impressions, and the goals achieved according to those set forth.

**5.2 Exhibition based on industrial culture heritage:** There are many examples of strong traditions in different industries in Gorenjska region. At the exhibition, the development, milestones and achievements in industry will be displayed. In this way, young people will be able to learn about our rich industrial heritage where modern industry evolved from, and the importance of industry from the perspective of their own choice of career as well as the economic development of the region. This will help young people to choose vocational education.

The exhibition will be open to general public, i. e. parents, companies - employers, the unemployed, etc. Our goal is to point out the importance of industrial heritage to public.

### Format of the exhibition

The exhibition will be held in the lobby and another specially prepared room at SC Kranj. It will be open at least three weeks at the time of The Careers Fair and The Carousel of Professions. The exhibition will display the development of industry in Gorenjska with a stress on the roots of contemporary companies. In co-operation with the museums in Gorenjska, we are going to present the history of industrialization of the main towns in the region, i.e. Kranj, Škofja Loka and Tržič.

### Preparatory activities

Collecting written documents and pictures as well as old products, electronic devices, computers, etc. in connection with Gorenjski Muzej and companies with a rich historical heritage.

### Post-exhibition activities

After the exhibition, the visitors will be asked to evaluate it according to its effectiveness and respect towards the industrial heritage.

**5.3 SC Kranj promotional folder leaflet:** “Our industrial culture - our pride”. The promotional folder leaflet in the form of time line past - present - future will show different products of electrical and computing science through time. The main message of the folder leaflet will be to revive the spirit of history in high-tech products of today, and let imagination go free for the future. We would like to make young people aware of the importance of our industrial heritage as well as awaken their interest for secondary vocational and technical education. The leaflet will be created to promote the exhibition to the pupils, museums and companies therefore will be distributed to all target groups. We will also use other promotional channels to inform the wider public about the exhibition.

**5.4 Field trip :** Economy through time (“Our companies, our pride”); We are going to visit museums in Kranj, Škofja Loka and Tržič ( Museum of Gorenjska/Loka Museum/Tržič Museum) to learn about the industrial heritage on Gorenjska region. The young will take part in interactive workshops in accordance with the offer of the museum in question, and learn in detail about the history of its industrial development. They are also going to see a high-tech production in a modern company, e.g. Iskra Emeco, Iskra ISD, etc. The idea is to organize 3 study trips for 15 participants in three different locations. We will send invitations to different schools with the offer of free educational study trip.

### Format of the field trip

The field trip will be organized in agreement of all participating schools. The students will visit one of the companies that developed from industrial culture in Gorenjska, such as Iskra ISD, Iskra Emeco, etc. After seeing the today’s production, production processes and machines, they will visit the Gorenjska Museum/ Tržič Museum/ Škofja Loka Museum and learn about the development of industry in the area as well as join different interactive workshops that the museums offer.

**Our goal:** We want to present our rich industrial heritage in Gorenjska region and make young people aware of its importance on the development of the region as well as the



society. At the same time, we want to show that the success of modern day companies is based on specific achievements of our industry in the past. The students will get an opportunity to learn about their roots and feel affiliation to the region; strengthen their trust in industry and technology in search of suitable knowledge and choice of their profession.

#### Preparatory activities

Organizing the field trip, arranging the visit in the companies and the museums, choosing the optimal time schedule within the Project Week programme and entrusting different teachers with the task of organization and its execution. Start from January 2018.

#### Post-field trip activities

After their study-tour, the students will express their view on the history of industry in Gorenjska. If possible, they will include their families' experience (the experience of a former employee in one of the factories Gorenjska), add some photo material as well as describe their role and options to influence a possible development of industry in Gorenjska. The teachers will see to it that the assignments of the students will be assessed appropriately, and will let the organizer know what the most important impressions of the students are as well as the impact of the student-tour among the students.

## 6. Evaluation/transnational added value

We are a part of international environment. Quality of education system, matching the needs of companies, interest of students for VET and technical education are topics, which are important. With cooperation in the projects like InduCult2.0 we have opportunity to learn from other partners and add some knowledge of our own to the partnership.

After the revising good practises from LP, PP3 and PP6, we used some ideas in the context of our initiatives. Some of them we will not be able to apply for different reasons: environment, financial possibilities, suitable partners' network, and politics.

We hope that idea of Corusell of Vacations will be interesting to some partners and will be able to use a solution in their country.

Due to further improvements of the event, the evaluation will be based on the following indicators:

- the number of participating schools,
- the number of visitors,
- the response of the participants about their knowledge of industrial heritage,
- the response of the visitors about the novelties.

We would like the event to stay traditional. Our goal is to achieve a wider perspective on the development in the region: where are our roots, where are we, and where are we heading for. With a look into our past, we learn about the incorporation of our economic environment in a wider European frame.

## 7. Outlook and sustainability

For the successful implementation of the initiative, we will continue with the initiated activities. We have already created contacts with museums and companies.

Communication with secondary schools will also be needed, so that we can well present the essence of the initiative and its upgrades. The first activities will start in January 2018.

The first presentation of our activities to companies will be organized in May 2018, when a meeting with employers from Konektor is organized. Konektor is an informal association of companies that wants more cooperation with schools in local environment. We will also inform other social partners in May 2018.

Preparation of the initiative will take place in the manner described in point 5.

In the project follow up, we will use the focus groups, if we can continue with the initiative activities. All secondary schools are interested in implementing the initiative, and for other stakeholders their interest will be checked by evaluation.

## 8. Annexes incl. picture documentation (if applicable)

The Carousel of Professions 2017







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