

How can the **Knowledge Triangle** improve the level of employability: **EMIC** project experience

Maia Abril 2013
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agenda

1. Introduction
2. Diotima Society propositions
3. **EMIC**
 - 3.1. Global
 3. 2. EMIC Platform
 - 3.2.1. Observatory
 - 3.2.2. CoP.s
 - 3.2.3. eLearning
 - 3.2.4. **Student Support**
 - 3.2.4.1. job market
 - 3.2.4.2. dream in

Knowledge Triangle



guiding questions: 1

Needs:

1. What are the skills and competences that the labour market need? Now? In 10 years?

How can they be identified?

How will you identified future need?

2. How HEI can respond to the social and economic needs?

How these needs can be translated into transparent learning outcomes?

How can we assure the recognition by HEI and/or employers of the generic skills acquired graduates during their degrees?

guiding questions: 2

Environment:

3. How can we develop an entrepreneurial mind-set in Europe?

In the design of curricula?

In Cooperation, between University and enterprise, for the whole cycle?
(to develop an environment that fosters entrepreneurs)

4. Open innovation: How can we create a space for student entrepreneurs?

As well as knowledge development, transfer and integration?

5. How should we use mobility to enhance the employability?

What is the impact on employability recognize by employers?

Are students aware of the added value of mobility in terms of employability?

guiding questions: 3

Challenges:

6. **What are the challenges to connect the three sides of the Knowledge triangle** (research, education and innovation)?

How can research lead to greater employability?

Starting the first cycle; do we switch from problem solving to Research-based Education?

7. **How to face the changing environment?**

8. **How can the links between the worlds of academia and work be strengthen?**

How can we increase the dialogue and cooperation?

Some insights 1

1. Some **75 million Portuguese youth** around the world are unemployed, yet most employers say they cannot find enough qualified candidates for entry-level jobs.
2. Almost **40% Portuguese graduates** are unemployed
3. What skills will help young people find work, and what is the most effective way of delivering them?
4. 2020, almost **40% of workforce will be freelancer**

Diotima Society

Vision

- The public school was designed mainly to insert an increasing number of people in a growing industrial economy.
- The buzzwords were: **standardization, homogenization, and mass scale**
- Nowadays the deep transformation of our society is challenging the role of the school.
- **Old answers to new expectations are causing a lot of deception and frustration.**
- **In a knowledge society, education should be** considered again an absolute and permanent value in the life of everyone – **not just a tool.**
- **We need people who know what they want to learn**, be it for pleasure or for necessity.
- **We need a school able to raise questions, rather than to give answers.**

Diotima Society

Approach

- **openness**, exploration of the borders and beyond, ability to interpret and translate the diverse, instead of ignoring or refusing it.
- **great issues are given as obvious**, instead of being challenged and discussed dialogically; **others are fragmented** in multiple specialist disciplines, without any teamwork to build a frame around them

Diotima Society

Goals and Expectancies

- Showing the intrinsic value of knowledge
- Activation of a personal, lifelong path of passionate selfeducation in everyone
- **Shift from competencies to comprehension, from passive application to active creation of knowledge**
- Designing and experimenting new teaching models
- Identifying new roles and increasing collaboration in teaching
- **Introducing Design Thinking in teaching**
- Overcoming interdisciplinary barriers
- Increased intermingling between school, enterprise, and other contexts.

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EMIC

European Marketing & Innovation Centers

EMIC



Education and Culture DG

Lifelong Learning Programme

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European



Marketing



Innovation



Centers

13.Janeiro.2012

9:30-13:00

Auditório do ISMAI

Entrada Livre



EMIC
EWIC

European Marketing & Innovation Centers

International Conference on Marketing & Innovation



Why this Project?

Why this Project?

- **Marketing & Innovation interface has been neglected.**
- Entrepreneurship is almost always only associated to the so called “technology based” projects.
- The consequence is that all the players that don’t recognize themselves as “tech-based” are excluded and only react face to the market and innovation challenges.
- “Companies engage customers more extensively when undertaking radical innovation than when developing less innovative products. (PLS, 2009)

Main Objectives?

National Good Practice Observatory

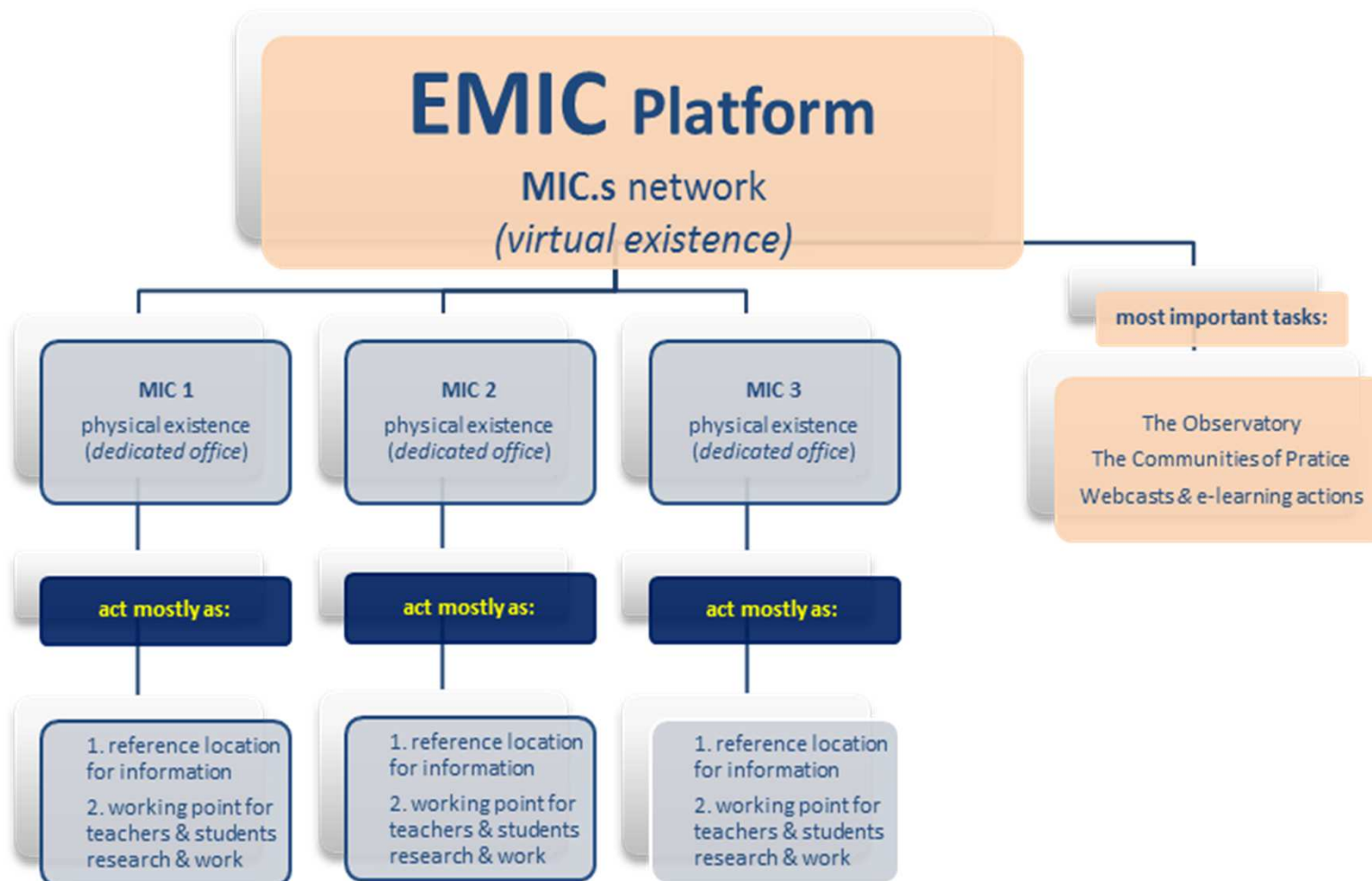
Communities of Practice (CoP)

Student support in the transition to the professional world

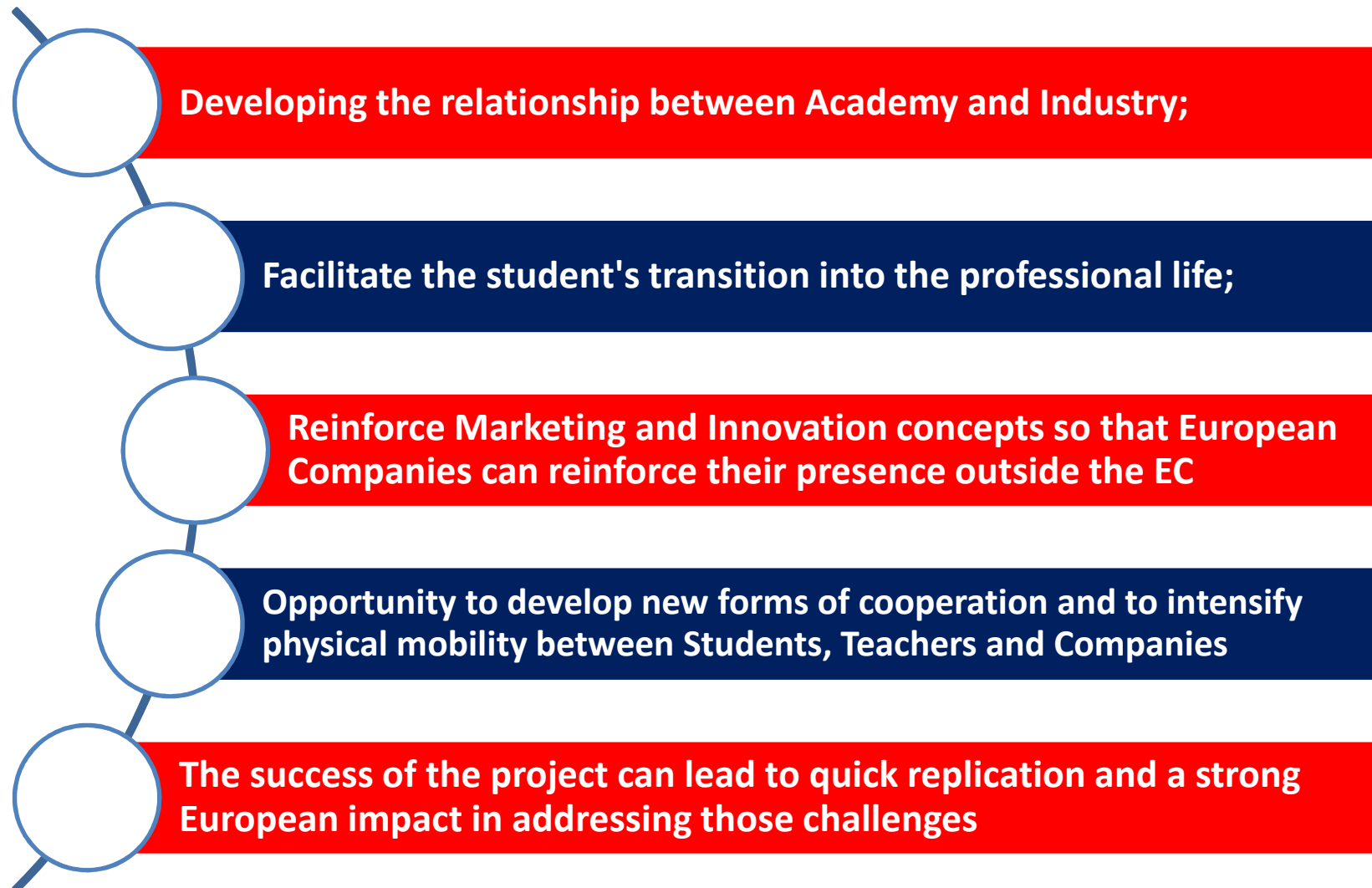
Setting up new forms of education and training

Promoting the idea of Marketing and Innovation

Physical vs. Virtual existence



EMIC added value





EMIC

European Marketing & Innovation Centers



Our website



3 Free Tools for Creating Your Own Infog...

Dezembro 3



The Grand Challenge – How to use Open ...

Dezembro 2



Data Bartering Is Everywhere

Novembro 24



5 Tips for Targeting Your Ideal Start-Up...

Novembro 22



EMIC Blog

EMIC Project

Entrepreneurship

What's your opinion about our Website?

- ☐ Excellent
- ☐ Good
- ☐ Acceptable
- ☐ Can Be Improved
- ☐ Poor

[Vote](#)

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EMIC Project



EMIC CONFERENCE 2nd Meeting Milan



EMIC Conference – 2nd meeting in Milan

Maio 14 no comments

Community Dynamics and New Marketing The new space emerging in networks, where strategic marketing, communication, branding, sales, and n...



EMIC Project Presentation

Abril 7 no comments

EMIC Project Presentation, explaining why this project and o...



EMIC Facebook

Abril 5 no comments

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Why this Project?

Abril 4 no comments

Marketing & Innovation interface has been neglected...

Innovation



Data Bartering Is Everywhere

Novembro 24 no comments

Noam Bardin wanted to expand the

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Paula Mauricio Tiago Paolo



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Our Facebook Page

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Mostrar

Criar Página



EMIC / European Marketing & Innovation Centers

✓ Gostei



213 gostos · 18 falam sobre isto

Consultoria/Serviços empresariais

At the EMIC network we are certain there is a huge work to be done to implement a true innovation/marketing interface as a sustainable source of competitive advantage for the new products.

Sobre



Fotos

213

Gostos

Destaques

Estado

Foto / Vídeo

Evento, marco +

Amigos

Vê o teu anúncio aqui

EMIC / European Marketing & Innovation Centers



At the EMIC network we are certain there is a huge work to be done to implement a true innovation/ma...

Gosto · Mktpower Licenciatura E Mestrado gosta disto.

Obter mais gostos



Our Twitter page

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EMIC - European Marketing & Innovation Centers

<http://emic.ismai.pt/>

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88 SEGUINDO

35 SEGUIDORES

Siga EMIC ISMAI

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Tweets



EMIC ISMAI @Emicismai

4 h

Really cool helmets! <fb.me/D1bQtjbr>

[Expandir](#)



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4 h

Creative urinal with a sink:) <fb.me/DBhbYiV8>

[Ver foto](#)



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6 h

Tailgating isn't worth it! <fb.me/1JQmnBcU4>

[Ver foto](#)



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6 h

I posted a new photo to Facebook <fb.me/2berljki>

[Expandir](#)



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28 ago

There is a hotel in New York named Key Card hotel which built out of 200,000 card keys. Everything in this hotel,... <fb.me/190zGbp5l>

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EMIC ISMAI @Emicismai

28 ago

McDonald's Billboard advertising :) <fb.me/PoxELFqo>

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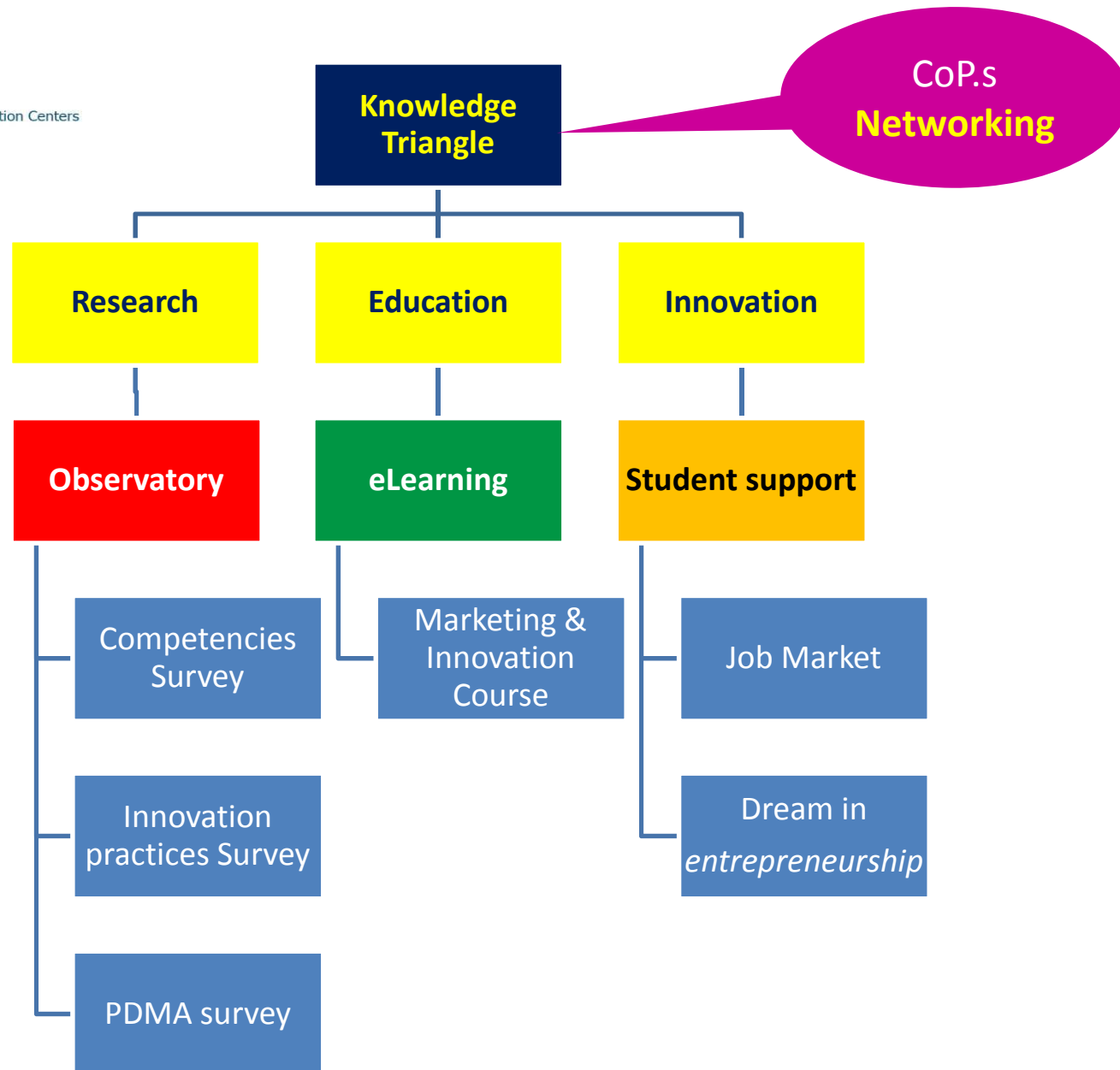
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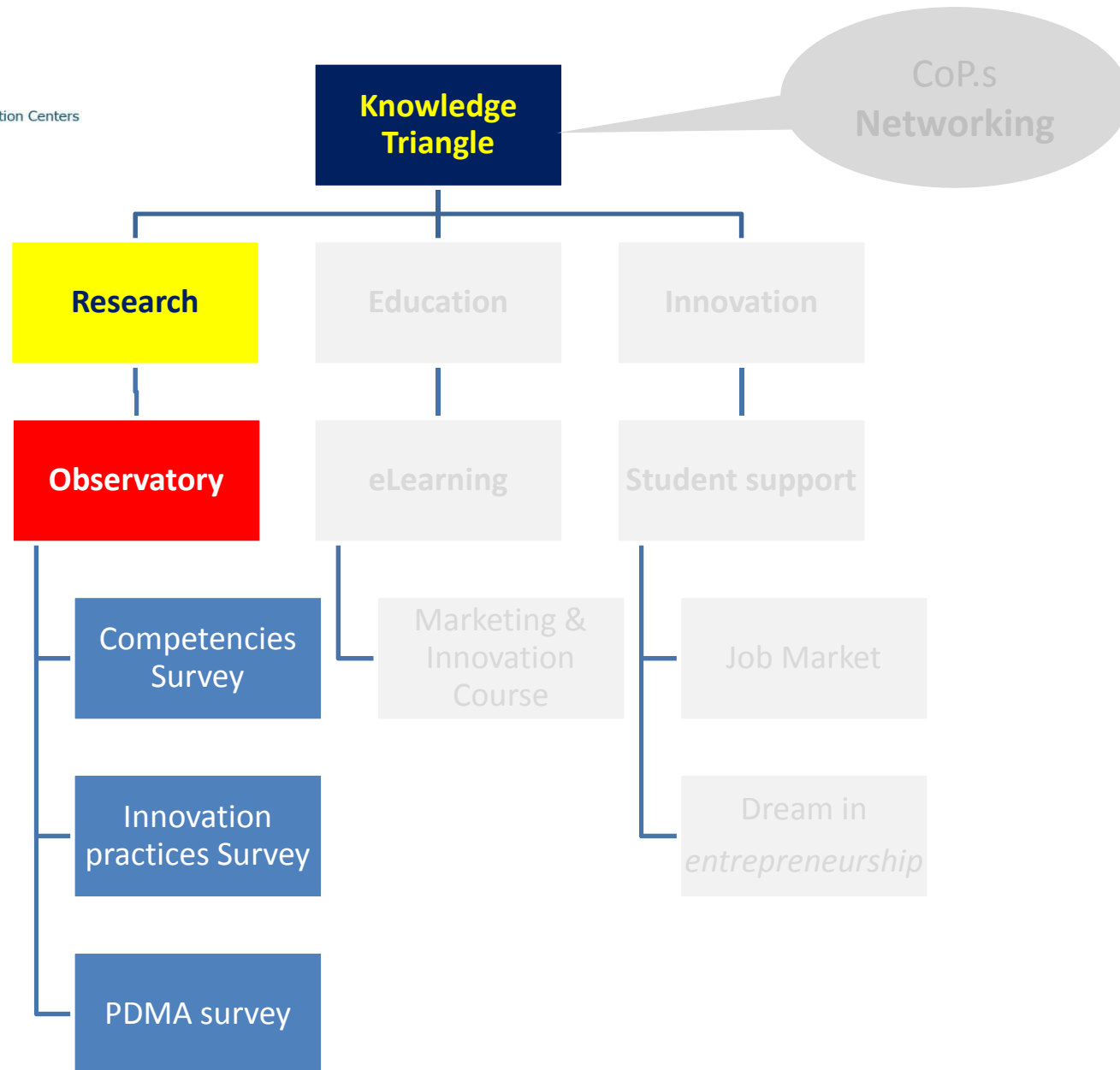
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PDMA Survey

NPD2



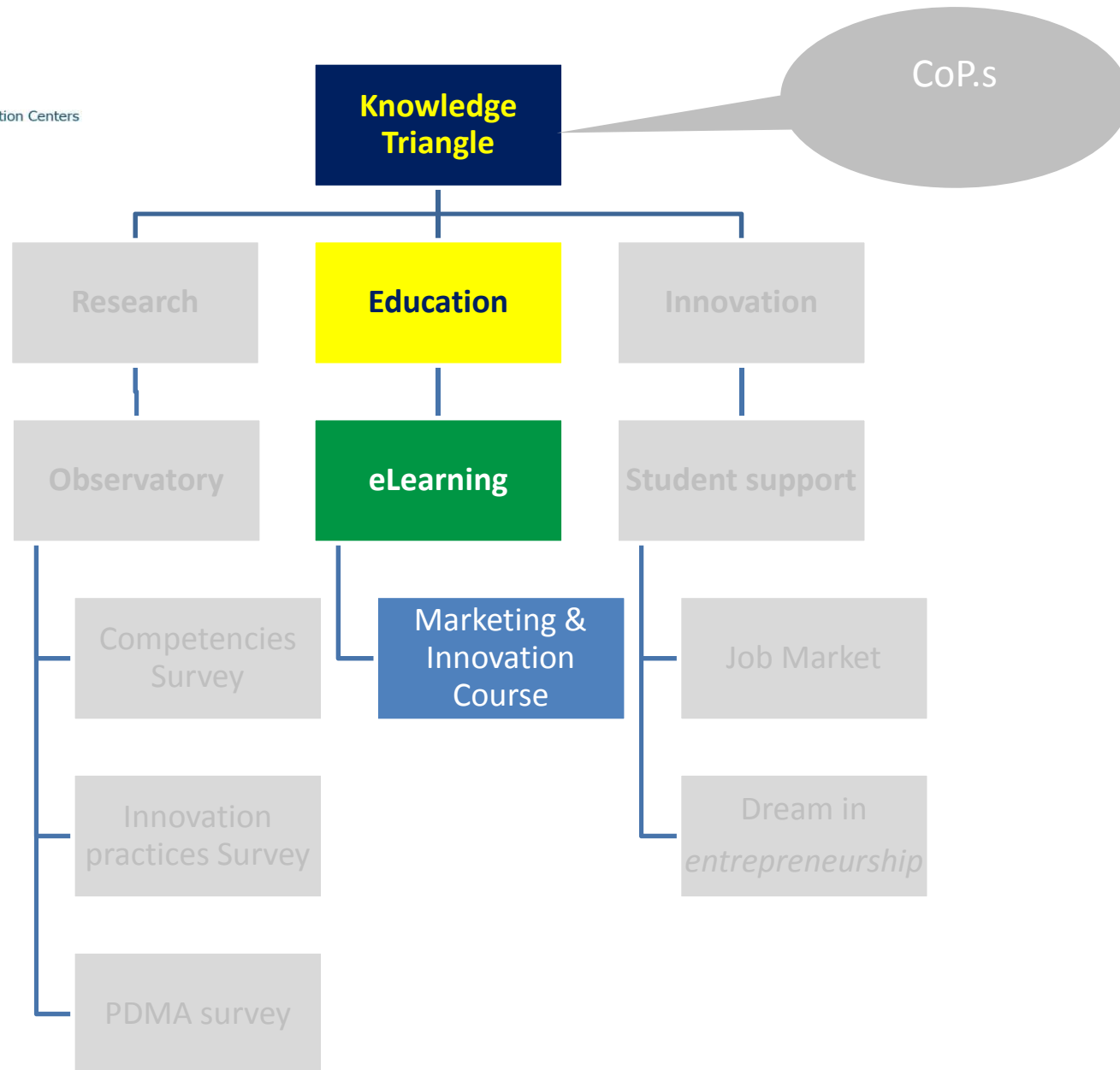
Strategy

How often do you use intellectual property as a major component of your Business Unit's New Product Strategy?

	Never	About 25% of the time	About 50% of the time	About 75% of the time	Virtually Always	No answer
How often do you use Intellectual Property	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

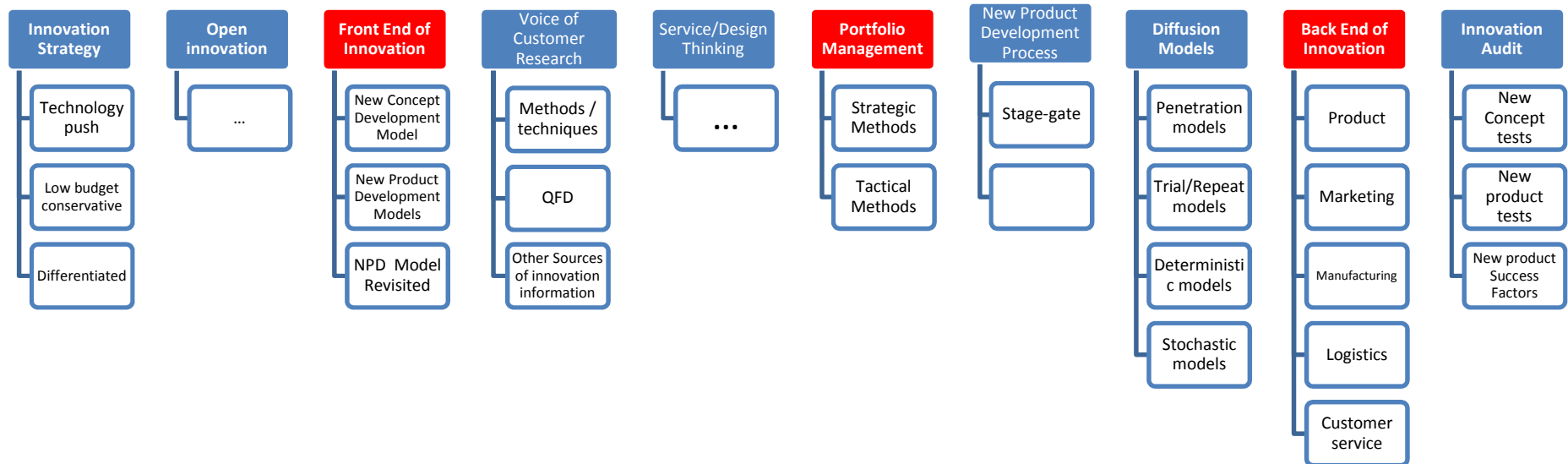
Resume later

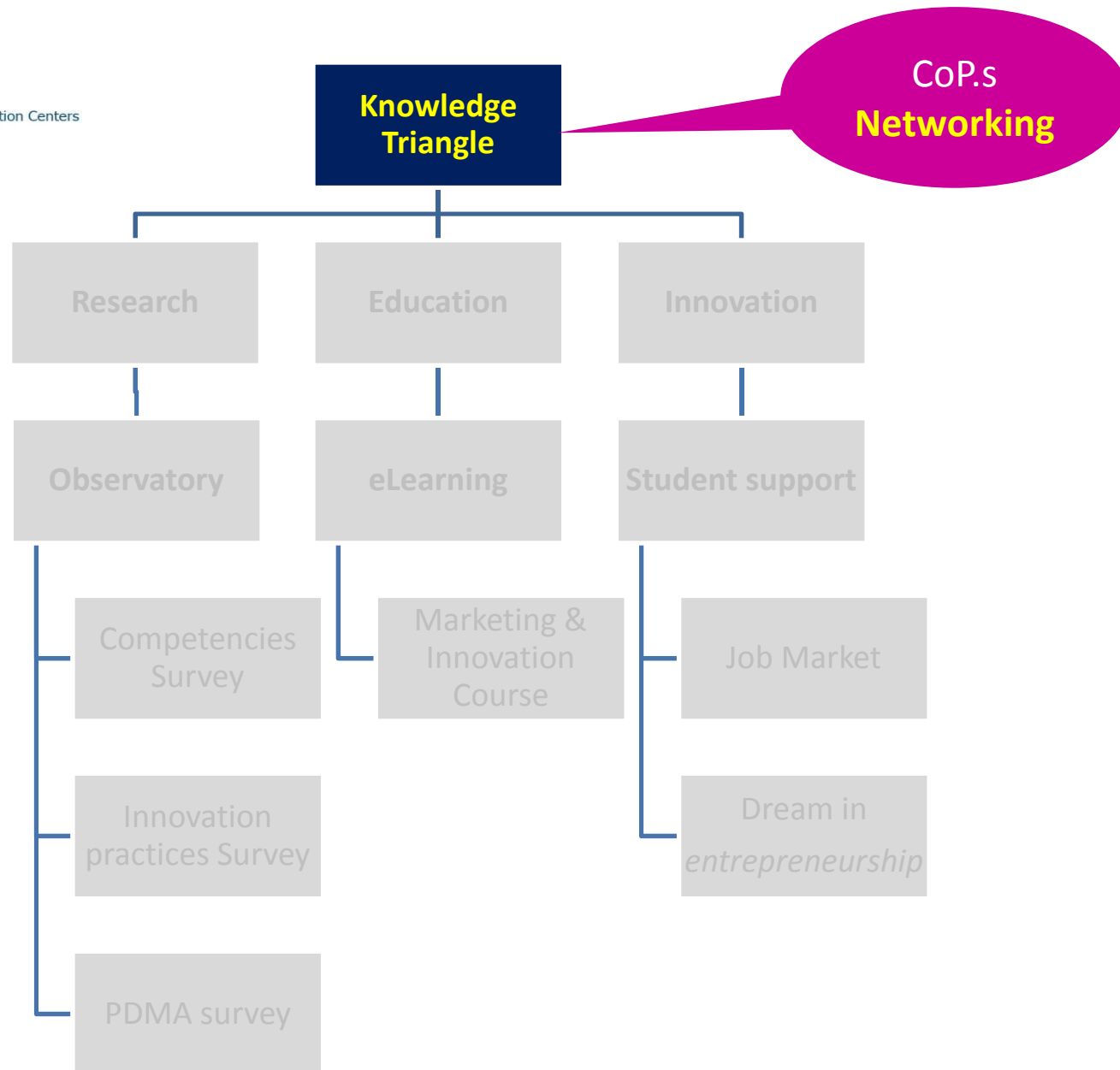
Next ▶



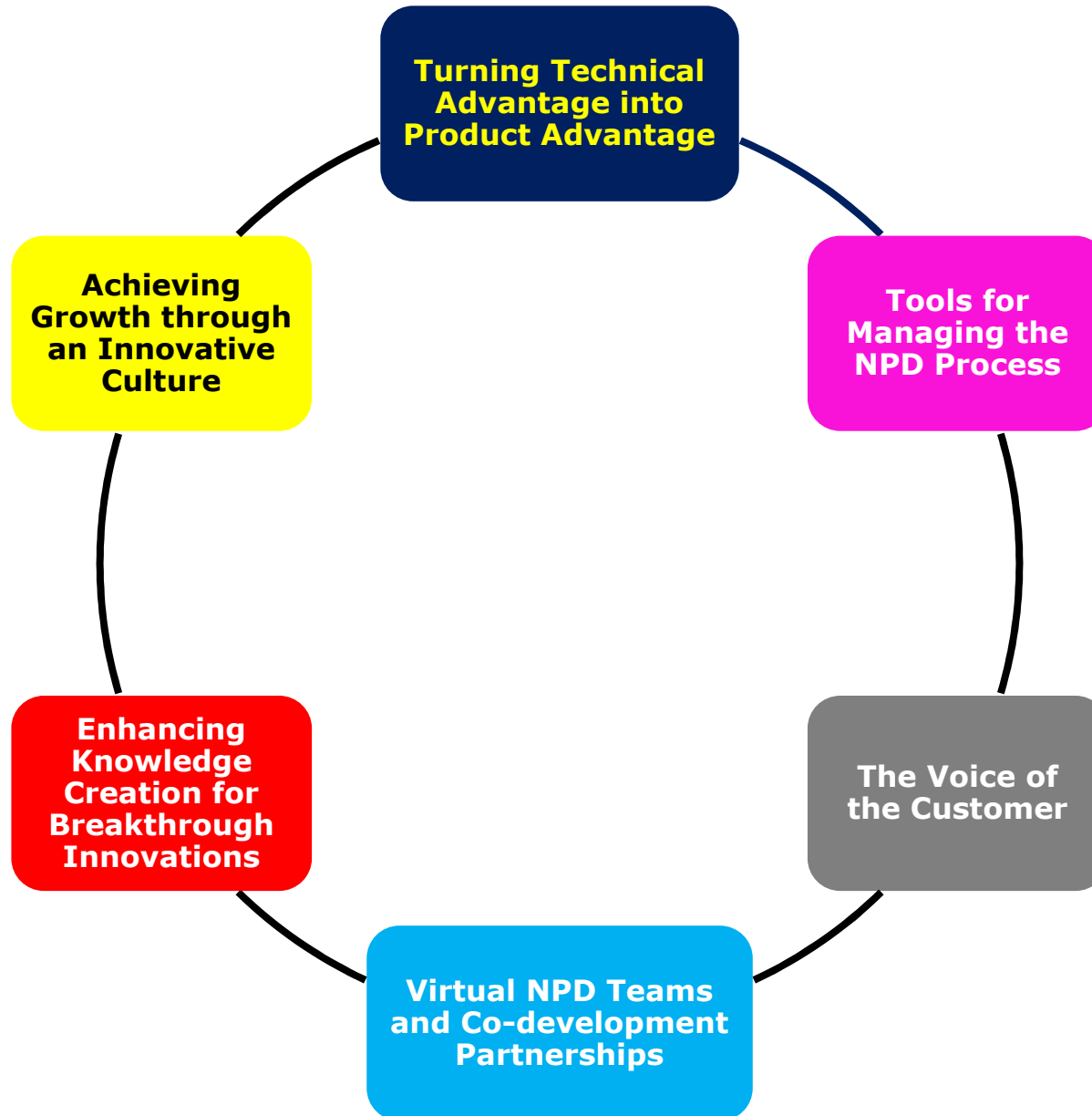
Marketing & Innovation Course

(3 ECTS)





Communities of Practice: possible issues



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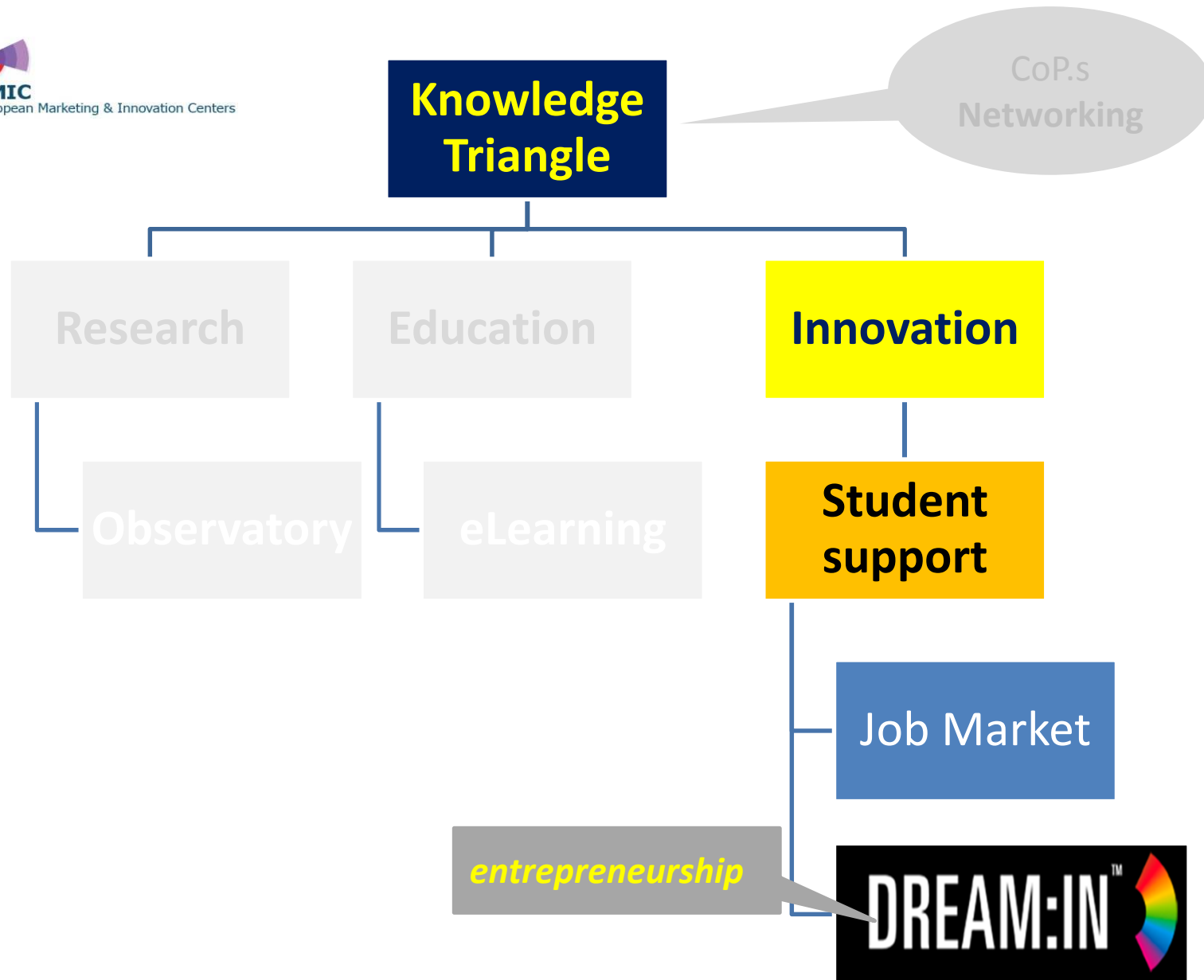
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3.2.4.2. **entrepreneurship**





focus

Young people with big visions, **taking small steps towards ambitious goals.**

No longer just consumers of jobs and wealth **but creators of new value and employment.**

ALREADY AN **OPEN INNOVATION NETWORK**

The program takes an inter-disciplinary approach

- ethnography,
- psychology,
- business and
- design thinking processes.





