



Innovative education tools to bridge the skills gap in the rubber industry

Brussels, 6th October 2015, 15h00 - 17h00
Cercle de Lorraine, 6 place Poelaert, 1000 Brussels

Foreword

As underlined by DG Employment in its 2015 Management Plan, in the EU "Severe unemployment coexists with an ageing workforce, shortages of skilled workers and skill mismatches". This is particularly true for the tyre and rubber industries, whose fast technological evolution has made this challenge all the more acute.

Whilst there is not a one and only solution to this issue, ETRMA believes that the digitalisation of learning, in the form of MOOC (Massive Online Open Courses), MOOD (Massive Online Open Degrees) and others, could help improving the labour market performance, in terms of access to the labour market, in support of apprenticeships and promotion of life-long learning.

Whilst it still to be seen whether Open Education Resources really are "*the first genuine revolution since Gutenberg*" and whether they can really help delivering the skills needed by the labour market, the European tyre and rubber industry is taking up the challenge through these innovative tools to maximise active training and learning.

Through this panel discussion, ETRMA would like to highlight both the needs and the initiatives of the European industry and involve key institutional and civil society stakeholders to see how these fit in the wider picture and what can be done to maximise their impact.

Programme

15H00

Anticipating the demographic change, technology challenges and skills development in the rubber industry

Christian Kötz, Continental - Executive Vice President and **President of ETRMA**

Moderator Dan Luca, Senior Director, EurActiv

15H15

Speakers

Showcase: the first MOOC for the rubber industry

Christian Caleca, Director General French Rubber Manufacturers' Association

The Automotive Skills Council, a comprehensive approach towards a more dynamic labour market

Federico Brugnoli, Spin 360 and consultant to the Skills Council

15H50

Respondents

Mr Peter Baur, University-Business cooperation and entrepreneurship, Innovation in Education, EIT and MSCA, DG Education and Culture

Has the tidal wave of innovative forms of learning hit the academic world?

Mauro Velardocchia, Member of the Board of Governors Politecnico di Torino

Digital Education Resources: keeping workers up to date?

Andras Szucs, Secretary General European Distance and E-Learning Network and Vice-President of the Lifelong Learning Platform

16h00

Q&A – moderated by Dan Luca

16h50

Concluding remarks

Fazilet Cinaralp, Secretary General ETRMA

17.00

RECEPTION -COCKTAIL