

## Programme of the conference “Qualification, entrepreneurship and innovation in the Green Economy”

Date: 05<sup>th</sup> September 2024

Time: 09:00 – 15:30

Venue: Riga Stradiņš University, Hippocrates auditorium, Dzirciema iela 16 Riga

Topic: Meeting the challenges in the fields of energy, climate and environmental protection requires comprehensive reorientation and forward-looking innovations. These tasks must be mastered by SMEs against the background of the following problems:

- blatant & growing shortage of skilled workers
- large qualification deficits, especially in the Green Economy
- loss of attractiveness & low qualification of school-based VET
- low rates of further training & insufficient orientation of offers to SME needs
- ageing of entrepreneurs & high, growing shortage of young people (demographic change)
- failure of business transfers & low rates of business start-ups
- low innovation rates & insufficient productivity
- not enough cooperation between universities and SMEs & a lack of teaching geared to SME needs
- comparably low internationalization of SMEs & many vocational training providers

To meet these challenges, 22 partners from 7 countries have developed, practically tested and implemented concrete measures for the promotion of SMEs to secure the demand for skilled labour and entrepreneurs, to emphatically improve qualifications and to promote innovation. These particularly successful results, which can be utilised free of charge, will be presented and discussed at the conference

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| <b>08:30 – 09:00 Welcome coffee and international exchange of experiences</b>  |
| <b>09:00 – 09:45 Greetings</b>   |
| Welcome speech by Mr Max Hogeforster, Dr., Chairman of the Hanse-Parlament   |
| Ms Ilze Saleniece, Acting State Secretary, Director of the Department of Policy Initiatives and Development, Ministry of Education and Science of the Republic of Latvia |
| Mr Dins Šmits, Prof. Dr., Vice Rector, Riga Stradins University  |
| Ms Karina Palkova, Assoc. Prof. Dr. iur., Dean Faculty of Social Sciences, Riga Stradins University  |
| Ms Diāna Karaša, President of the Latvian Chamber of Crafts  |
| Mr Agris Ruperts, Director of Liepājas Valsts tehnikums  |



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| <b>09:45 – 10:30 Three-level Centres of Vocational Excellence</b>   |
| <b>Overview eight Centres of Vocational Excellence in the Green Economy</b> , <i>Anna Maria Czarny, Project Manager, Hanse-Parlament, Germany</i>   |
| <b>Development, work, and experiences of the Lithuanian Centre of Vocational Excellence</b> , <i>Dr. Saulius Zybartas, Director, Business and Hospitality Training Centre VESK, Lithuania</i>   |
| <b>Experiences and successes of transnational cooperation</b> , <i>Maëla Barçon, Project Manager, Hanse-Parlament, Germany</i>  |
| Discussion  |
| <b>10:30 – 11:00 Coffee break and international exchange of experiences</b>   |
| <b>11:00 – 12:00 Support and qualification measures for initial vocational training</b>   |
| <b>Overview activities and results</b> , <i>Maëla Barçon, Project Manager, Hanse-Parlament, Germany</i>   |
| <b>"Ecologic Solutions in Logistics" technician training</b> , <i>Barbara Zakrzewska, Director, Tadeusz Tanski Mechanical and Logistics School Complex, Poland</i>  |
| <b>Educational counselling and training for teachers and trainers in SMEs</b> , <i>Anna Cabedo, Departament d'Educació de la Generalitat de Catalunya &amp; David Millet, Institut Pere Martell, Spain</i>  |
| Discussion  |
| <b>12:00 -13:00 Business lunch and international exchange of experiences</b>  |
| <b>13:00 – 13:45 Support and qualification measures for further vocational training</b>   |
| <b>Overview activities and results</b> , <i>Christian Wildt, Project Director, Hanse-Parlament, Germany</i>   |
| <b>Service Technician</b> , <i>Nikolaus Schrümpf, Project Manager, Wirtschafts-Förderungsinstitut der Wirtschaftskammer Steiermark, Austria</i>   |
| Discussion  |
| <b>13:45 – 14:45 Support and qualification measures for higher education and promoting innovation</b>   |
| <b>Panel discussion Dual Bachelor programs</b><br><i>Dr. Max Hogeforster, Chairman of the Hanse-Parlament, Germany</i><br><i>Marek Łukasik, Vice-Rector, Uniwersytet Pomorski w Słupsku, Poland</i><br><i>Dr. Jurgita Lieponienė, Deputy Director, Panevėžio kolegija, Lithuania</i><br><i>Prof. Dr. oec. Tatjana Muravsk, Riga Stradins University, Latvia</i> |



*Prof. Dr. Joachim von Kiedrowski, Vice-Rector Berufliche Hochschule Hamburg, Germany*

**Research and development work for SMEs, *Dr. Filippo Corsini, Researcher Scuola Superiore Sant'Anna University Sant'Anna of Pisa, Italy***

Discussion

**14:45 – 15:30 Political strategies for shaping the future**

**Panel discussion Political strategies**

*Dr. Max Hogeforster, Chairman Hanse-Parlament, Germany*

*DI Heidrun Bichler-Ripfel, Director of the Institut für angewandte Gewerbeforschung der Wirtschaftskammer Österreich, Austria*

Discussion

**15:30 End of the conference**