

# ICA-CoP Bio-Edu

24th of october 2024

*One Brabant Life Long Learning approach*

*Marjolein Schooleman*

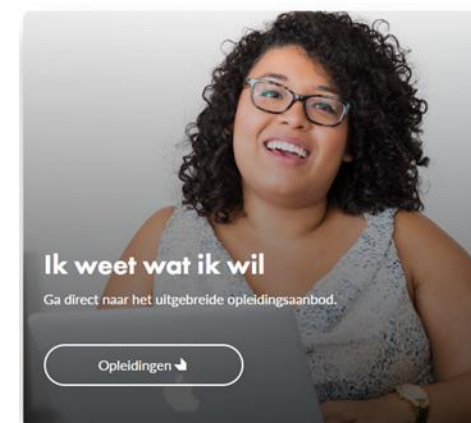
Brabant Leert helpt je verder!



**Ik weet nog niet wat ik wil**

Weet je nog niet waar je toekomst ligt of hoe je daar het beste kan komen? Meld je aan voor loopbaanadvies of doe de Talentcenter Check!

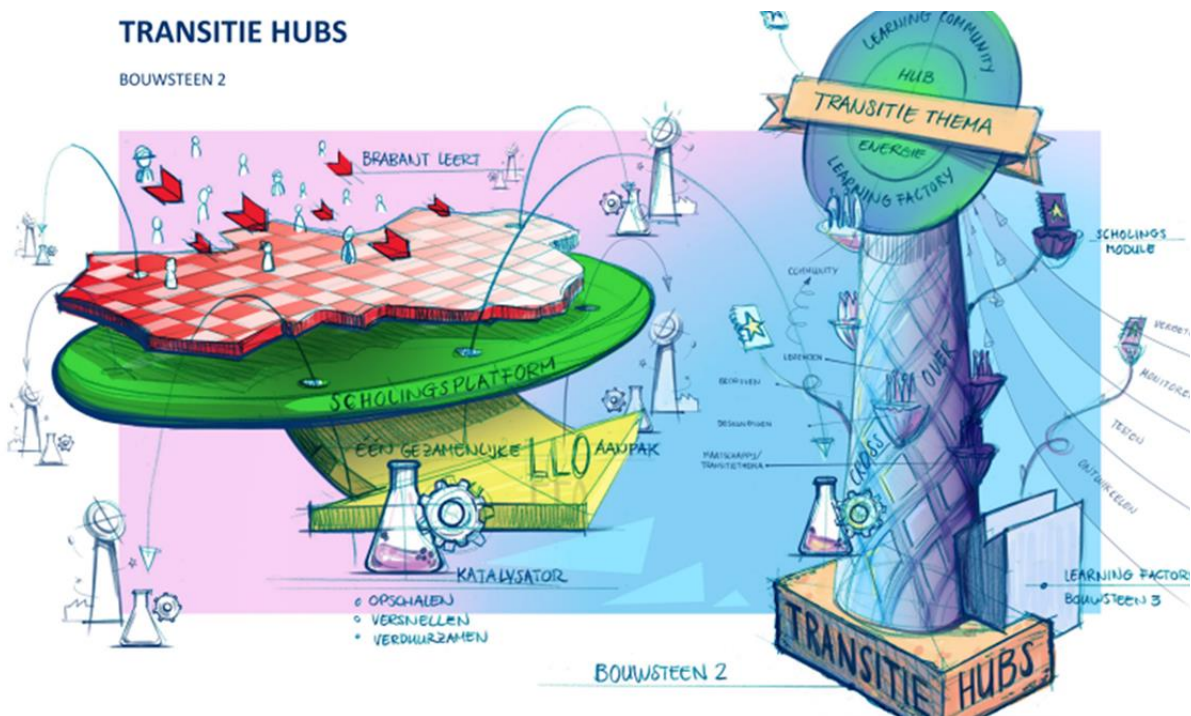
[Loopbaanadvies](#) [Talentcenter Check](#)



**Ik weet wat ik wil**

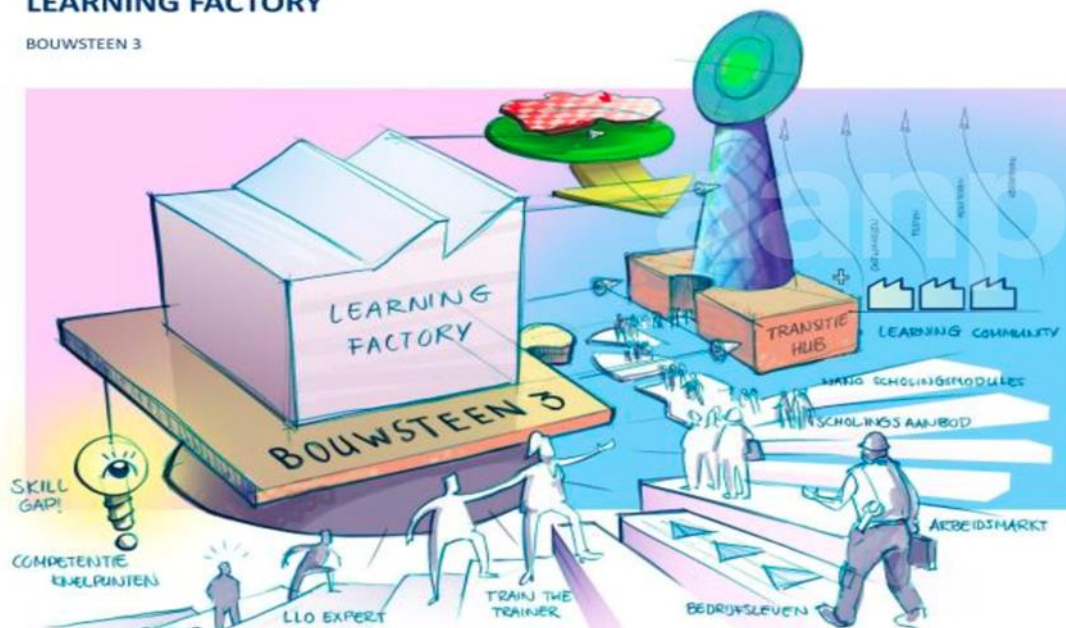
Ga direct naar het uitgebreide opleidingsaanbod.

[Opleidingen](#)



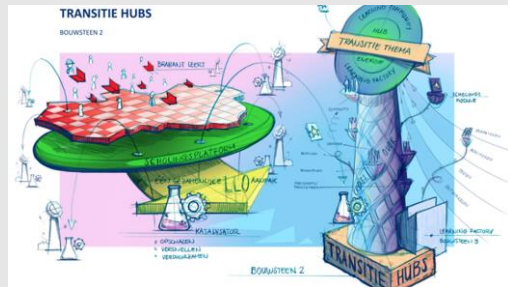
## LEARNING FACTORY

BOUWSTEEN 3





- LLL challenge in the Netherlands and Lifelong Development in Brabant with Brabant Leert



- Brabant Leert Learning Factory



# Lifelong Learning is an important turning point, but...

**‘The government funding is often temporary and the investments have high administrative burdens’.**

**‘It is unclear to individuals and companies where they can get advice on opportunities to use lifelong learning.’**

– Economic and Social Council (SER), January 2024



**SER**

## SER-advies

### SER roept op te investeren in leven lang ontwikkelen

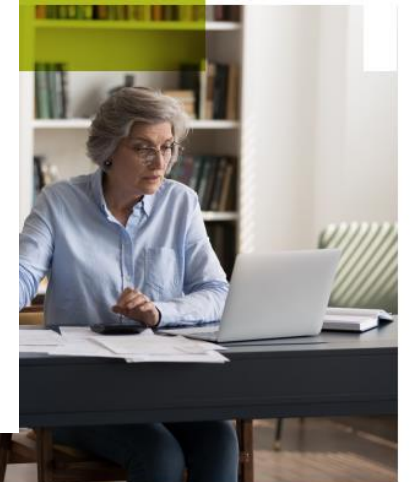
Om een welvarend land te blijven adviseert de Sociaal-Economische Raad (SER) het nieuwe kabinet structureel en voorspelbaar te investeren in de professionele ontwikkeling van de beroepsbevolking. De SER schetst een samenhangende aanpak van leven lang ontwikkelen zodat werkend Nederland zijn vaardigheden op de werkvloer kan blijven verbeteren.

#### Structurele investering is hard nodig

Om in te spelen op de veranderingen in werk en de tekorten op de arbeidsmarkt roept de SER het nieuwe kabinet op veel meer aandacht te geven aan een infrastructuur voor leven lang ontwikkelen. Het beleid en de regelingen moeten consistent worden en voorspelbaar. Het rijk moet daarvoor structurele investeringen doen en leven lang ontwikkelen niet zien als een kostenpost, maar als een investering in een wendbare en weerbare bevolking en economie. Er is een duidelijke verdeling van verantwoordelijkheden nodig zodat er een betere samenwerking tussen onderwijs, bedrijfsleven en overheden ontstaat. Werkgevers en werknemers kunnen dan optimaal blijven bijdragen aan de ontwikkeling op de werkvloer.

#### Actievere rol van de overheid

De rijksoverheid heeft de afgelopen jaren onvoldoende ondernomen om leven lang ontwikkelen structureel in de samenleving te verankeren. De overheidsfinanciering is vaak tijdelijk en de regelingen kennen hoge administratieve lasten. Het is voor individuen en bedrijven onduidelijk waar zij advies kunnen krijgen over mogelijkheden om leven lang ontwikkelen in te zetten.



# Why is LLL necessary?

Major societal transitions

+

Labour market crisis

=

necessity for Lifelong Learning

De arbeidsmarkt is krappere dan ooit. Wat kunnen we doen aan de nijpende personeelstekorten?

Redactie 2 april 2023

ARBEIDSMARKTKRAPTE

## Nederland loopt vast: personeelstekorten zijn een groot probleem. Wat nu?

De miljarden voor klimaat, defensie en woningbouw jagen ook het huidige, voorspelbare personeelstekort verder op. Het kabinet lijkt in oude fouten te vervallen.

## Drie kwart van de ondernemers ervaart personeelstekort

24-8-2023 00:00

## Maatschappelijke transitie vergen aanpassing arbeidsmarkt

ARBEIDSMARKTKRAPTE

## Waarom personeel juist nu schaars is

De arbeidsmarkt is sinds de jaren zeventig niet zo krap geweest. De personeelstekorten zijn niet nieuw, maar juist nu zijn de problemen groot. Hoe hebben die kunnen ontstaan?



'Investeren in personeel bittere noodzaak voor werkgever'

Vergroenen

## De energietransitie schept veel nieuwe banen, maar wie moet al dat werk doen?

**COLUMN: INVESTEER IN MENSELIJK KAPITAAL OP DE ARBEIDSMARKT**

## Bedrijven die investeren in opleiden maken meer winst

Opleiden loont. Zeker in tijden van krapte op de arbeidsmarkt. Maar hoe loont het en in welke mate? Hoogleraar Bedrijfs- en Beroepsscholing Andries de Grip en Steven Steenbergen, directeur van Opleiding.nl, leggen uit hoe bedrijven hun opleidingsbudget zo efficiënt mogelijk kunnen inzetten.



*“Technological innovation is desperately needed to increase our prosperity. But the human side of innovation is at least as important. Companies should therefore put more effort into social innovation, according to the SER.”*

*LLL's coherent approach :*

- 1. a strong role for accredited education for LLL*
- 2. Learning rights and individual development accounts*
- 3. accessible, independent and proactive advice and guidance,*
- 4. management of the skills-oriented labour market,*
- 5. Getting the basics right by improving the quality of initial education and strengthening the focus on low literacy and basic skills among adults*
- 6. A shared vision of responsibilities, roles and tasks and bundling of policies*

# Staff shortage remains a problem for Brabant industry

"Investing in staff through training, courses and education can pay off even more now." (source: UWV)



## Staff shortages are the biggest problem for employers

A survey conducted by Statistics Netherlands (CBS) shows that business confidence among employers in the manufacturing industry in North Brabant has declined in recent months. Companies compete with each other for employees in a tight labor market. In North Brabant, almost half of employers (47%) indicate that a shortage of workers is the biggest obstacle. In addition, 40% of the workforce in the North Brabant industry is over 50 years old. Many people in the sector will be retiring in the foreseeable future. As a result, the demand for (replacement) staff is expected to remain high.

## Sustainability and production growth necessary

"Employers in the industry face different challenges. The high-tech sector makes an important economic contribution to North Brabant and the Netherlands. In order to maintain the competitive position of Dutch industry worldwide, TNO believes it is necessary to produce more sustainably. Labour productivity must also increase significantly in order to keep up with the growth rate in the future. Due to the staff shortages, it is important for the industry to attract a qualified workforce. Investing in staff through training, courses and education can pay off even more now.

Bron: [UWV](#)

# Why Brabant learns?



## Societal transitions

Major societal transitions, such as the digital and climate transitions, are causing the labour market to change rapidly and strongly.

Professions are changing and require different skills from employees. In the coming years, many extra people will be needed in specific professions to realize these transitions.



## The need for lifelong learning

The labour market shortage is unprecedented. In addition, employees may have to change sectors.

The labour market shortage has a major impact on our economy and society.

Labour market-relevant Lifelong Development is an important part of the answer to labour market issues.

# Brabant Learns originated from Pact Brabant

The ambition of Pact Brabant led to the development of Brabant Learns

The province of Noord-Brabant has taken on a leading role as a driving force, by financing the start-up phase and deploying capacity. The province has also made the first start-up capital possible in the Training Fund, together with the labour market regions in Brabant.

Brabant Learns is supported by many partners such as public and private trainers, employers, trade unions, R&D funds and the national government (including NL Leert Door)

## The Broader Context

The partners in Pact Brabant are working together to create a prosperous and economically healthy Brabant.

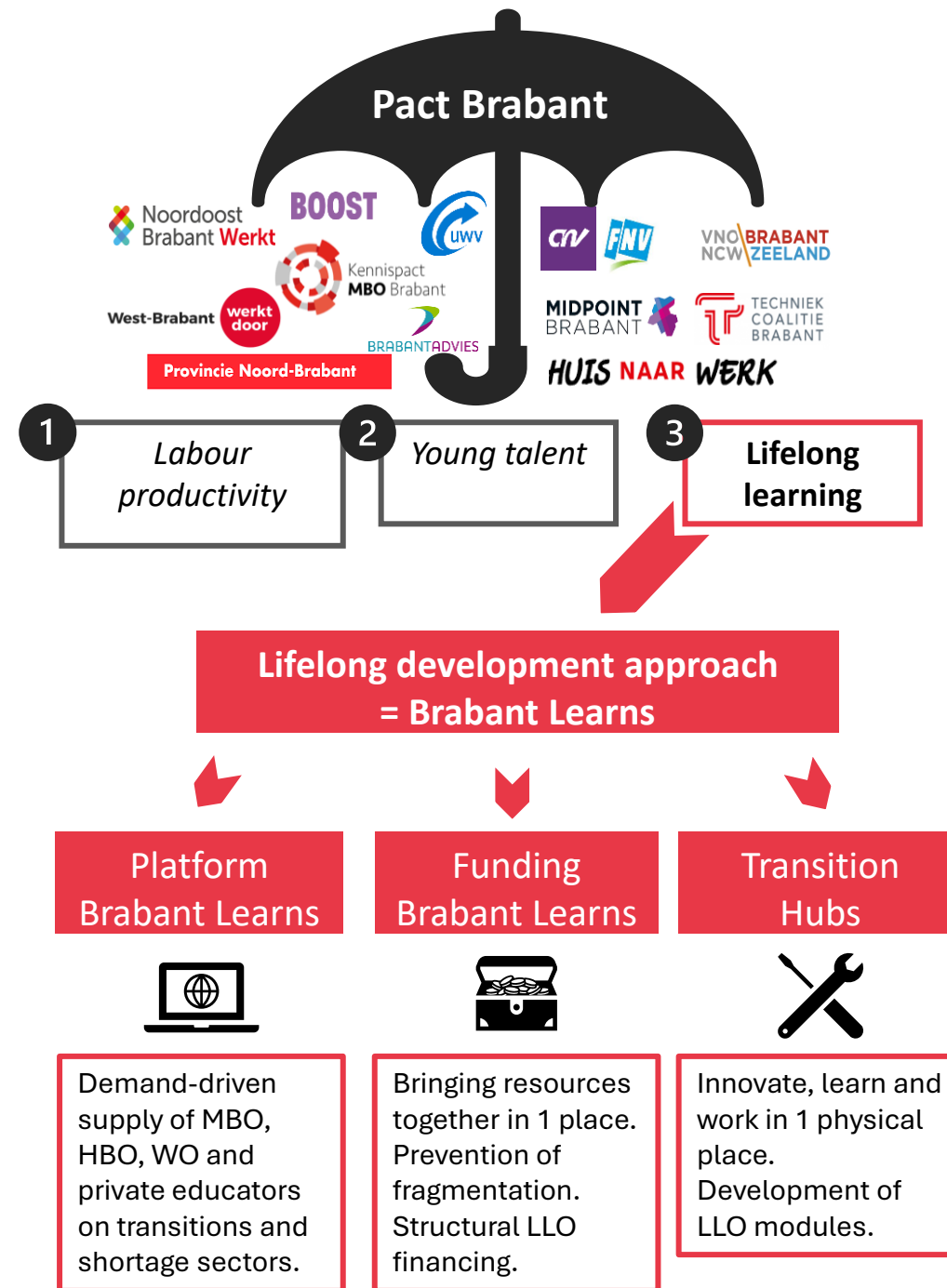
Pact Brabant focuses on 3 themes:

*Labour productivity*

*Young talent*

*Lifelong learning (LLO)*

Pact Brabant's ambition on the LLL theme: in Brabant we are realising a sustainable offer in collaboration with LLL in a close and open partnership of provincial and regional governments and government-related bodies, industry and employer organisations and the Brabant vocational colleges and universities of applied sciences and research universities.





# Scope

## Priority

Without people, there would be no transitions and no growth. The labour market is already tight and is only expected to increase. Changing professions also have a huge impact on our economy and society. Labour market-relevant Lifelong Development (LLO) is an important part of the answer to the issues. Then more people can work where it is needed, residents will become sustainably employable and productivity will increase. In the Netherlands, Brabant Learns is the prime example of a successful regional LLO approach.

## Need for a single joint LLL approach

Employers, individual employees and job seekers must be stimulated to take action on Lifelong Development. There are many instruments and funding opportunities for training and development. These are fragmented and often insufficiently accessible to all residents in North Brabant.

## How does Brabant Learns contribute to the solution??

Through the Brabant Learns platform, residents can easily and easily find training information, get career advice or follow a training course. Since 2020, more than 23,000 people in Brabant have been helped with labour market-relevant training and career advice. We want to continue this success together!



# What is Brabant Learns?

Through the Brabant Learns platform, there is low-threshold access for all people in Brabant to training for the transition sectors. Convenience for the individual is paramount, in order to stimulate LLL. If the resident is not yet sure which course is suitable, guidance is available through the LWL/RMTs and soon to install RWCs.

**Platform Brabant Learns is an online training platform that helps all people from Brabant who want to train/develop themselves with:**

- Training and development information
- Wide range of (online) trainings for the growth sectors
- Guidance to personal advice.

The platform provides easy and direct access to courses, training and education for all residents of the province of Noord-Brabant. These are offered by online training providers, trade associations, the Brabant ROCs, universities of applied sciences and, in the future, universities.

The offer is offered with a 20%- 45% discount from the trainers. In some cases, the training can even be offered free of charge. This can be done by bundling various existing schemes (such as RMT, R&D), submitting new subsidy applications (such as ESF+) and contributions from employers. Brabant Learns works together with the labour market regions, regional work centres and apprenticeship desks, for personal advice and guidance.

This makes Brabant Learns a powerful platform for residents who want to take control of their own development.

The screenshot shows the top navigation bar of the Brabant Learns website. It includes the logo 'BRABANTLEERT' and a menu with links for 'Succesverhalen', 'Transities', 'Sectoren', 'Loopbaanadvies', 'Meer', and 'Opleidingen'. Below the navigation is a search bar with the text 'Zoek in het geselecteerde aanbod' and a search button labeled 'Zoek op training'. At the bottom, there are filter buttons for 'Kies je sector', 'Kies je functie', 'Kies je locatie', and 'Kies je aanbieder'.

# Lifelong Learning in the Netherlands: the problem

LLL is seen as one of the solutions to the shortages in the labour market. But stimulating LLL doesn't happen by itself.

In the Netherlands, and also in Brabant, we have to deal with three challenges for a successful approach.

## Insufficient access to LLL instruments

Training resources relatively often benefit highly educated younger workers. Self-employed persons, MBO graduates and SME employees are less likely to participate in LLO.

## Fragmented funding of LLL

- LLO Catalyst and Wij zijn Katapult, among others, mention the financing for LLO as one of the bottlenecks
- There are highly fragmented public and private instruments and funding opportunities for LLO.
- "Government funding is often temporary and the schemes have high administrative burdens" (SER, Jan 2024).

## Insufficient direction

- Because LLL is organised on a sectoral basis, the labour market relevance and focus on transitions to other functions and intersectoral mobility is (still) limited.
- "It is unclear to individuals and companies where they can get advice on opportunities to use lifelong learning" (SER, Jan 2024).

# How does Brabant Learns contributes to the solution?

Brabant Learns implements the LLL theme:

- Training offers are published via the platform and automatic referrals are made to regional partners for (career) guidance.
- the fund will raise funding for Brabant Leert. The fund pays trainers for training and development through the Brabant Leert platform.
- physical locations (transition hubs) are being developed, where LLO modules are being worked on. This is where innovation, learning and working come together.

## Access for all individuals

- Platform: accessible, convenient and wide reach
- Guidance through existing structures
- Focus on target groups, but we don't exclude anyone

## Structural and sufficient coverage

- Training fund attracts resources: mix of public and private
- Part of national consortium regional talent funds HC-NL

## Focus on transitions and growth sectors

- Focus on labour market-relevant sectors and transitions
- Targeted training offer
- Contribution through transition hubs

## Impact of Brabant Learns

**Future-proof labour market: reducing shortages and being able to respond to changing professions**

**Sufficient professional staff to realise social transitions**

**Learning culture that stimulates lifelong development: getting every person in Brabant moving.**

**Economic growth and strengthening innovation capacity**

# What do we have achieved?

Brabant Learns is successful in stimulating Lifelong Learning

A proven training platform in North Brabant

Long range; be able to reach and train many residents of Brabant in a short period of time

More than 23,000 people from Brabant have been retrained and/or retrained and (referred to) development advice

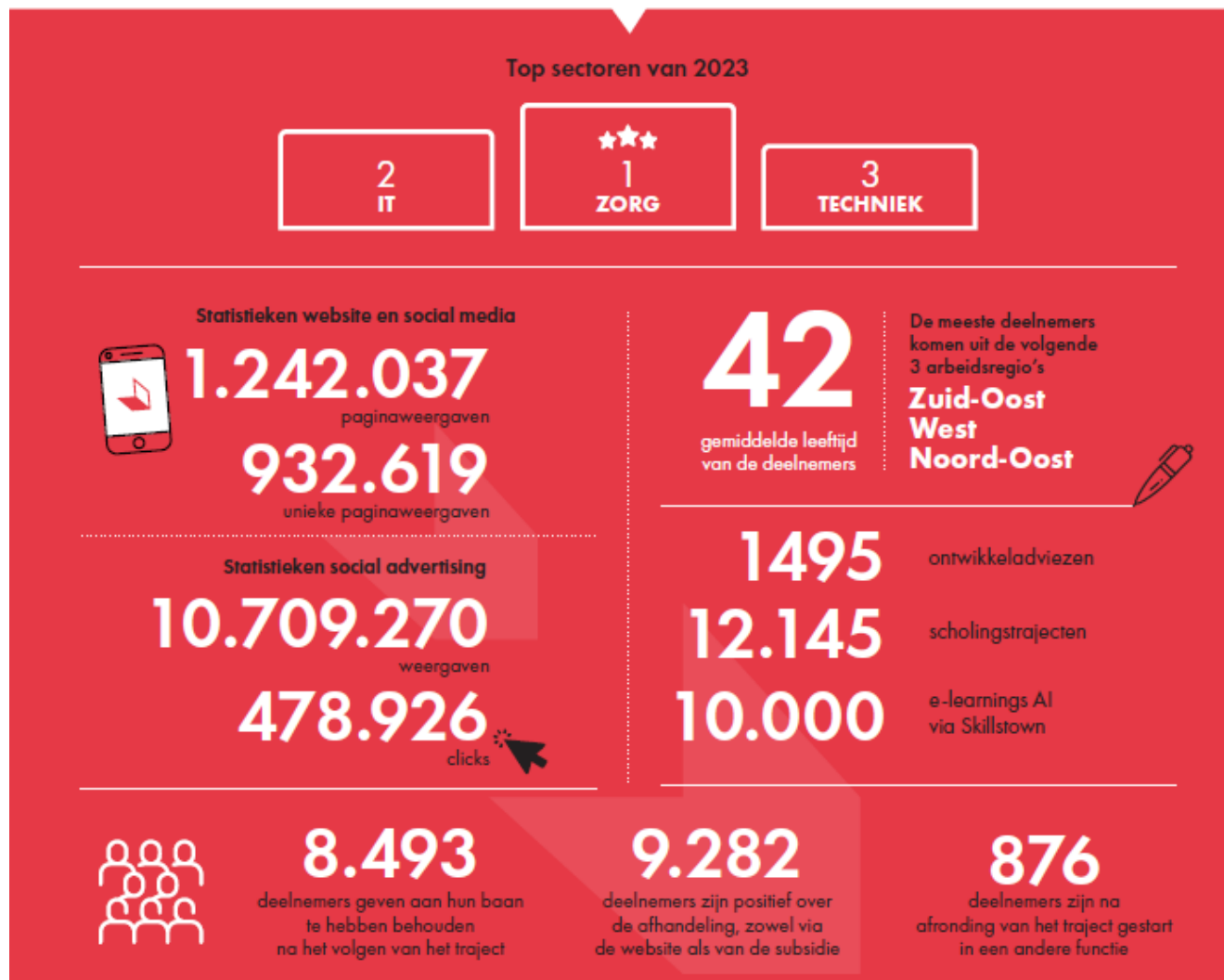
Commitment of public and private educators (mbo-hbo-wo)

Accelerating the development of LLO offerings between partners

The LWLs and/or RMTs have been able to offer their services to more residents.

## Highlights 2020-2023

Wat hebben we bereikt sinds de start van Brabant Leert? Wie hebben er gebruik van gemaakt? Wat zijn belangrijke mijlpalen? Dit zijn de facts and figures



22.145 scholingstrajecten.

Totale besteding: € 11,8 mln

- **Ontwikkeladviezen:** € 557.000,- (onderdeel van NL Leert Door) en meer dan 500 doorverwezen naar regionale partners
- **Scholingstrajecten:** € 11,3 mln
- **E-learnings:** gratis

**Gefinancierd door:**

**Opleiders en werkgevers:** co-financiering (in totaal € 2,6 mln)

**Subsidies**

- Subsidie NL Leert Door € 5mln, OMW € 1,2mln
- Subsidie provincie € 3mln
- Subsidie AMR's € 1mln: € 200k per AMR (nog in afwachting middelen West-Brabant)
- Pilot RMT middelen Zuidoost-Brabant € 200k (+intentie € 200k voor 2024 voorliggend in te zetten)

**Komt beschikbaar:**

- JTF: € 1,2 mln subsidie gegund, 50% co-financiering, enkel te besteden in (deel) West-Brabant, gericht op Energietransitie, looptijd 3 jaar (in afwachting van middelen AMR West-Brabant)
- ESF+ (subsidie aangevraagd)

# Brabant Learns is part of the national HC-NL community

Nationally, Brabant Learns is seen as the example of a successful approach:

- Demonstrably successful for LLO: large reach, residents retrained to the desired growth sectors. Widest reach at vocational level
- Speed, accessibility, approachability
- Well embedded in the region, involved stakeholders
- Future-proof organizational structure and governance, suitable for growth.
- Continuous development

HC-NL is a coalition of the 12 provinces and a representation of the municipalities through the VNG / G40



HC-NL wants a nationwide network of proven regional training funds, such as Brabant Learns



HC-NL is a national consortium of provinces, municipalities, labour market regions and regional training funds, which is supported by the Ministry of Social Affairs and Employment/the Ministry of Education, Culture and Science.

HC-NL:

- develops a nationwide infrastructure: "a Training Fund for each region"
- takes Brabant Leren as an example for a successful approach;
- combines the knowledge and strength of regional training funds;
- adds an LLO infrastructure with financial resources, knowledge and a national network to the work centres per labour market region;
- Strengthens what works in the region by building and scaling up, and developing where necessary.

nieuwsuur

Dinsdag 20 juni 2023, 07:00

## In Brabant werkt eigen versie van STAP-regeling wél: 'Dit kan landelijk ook'

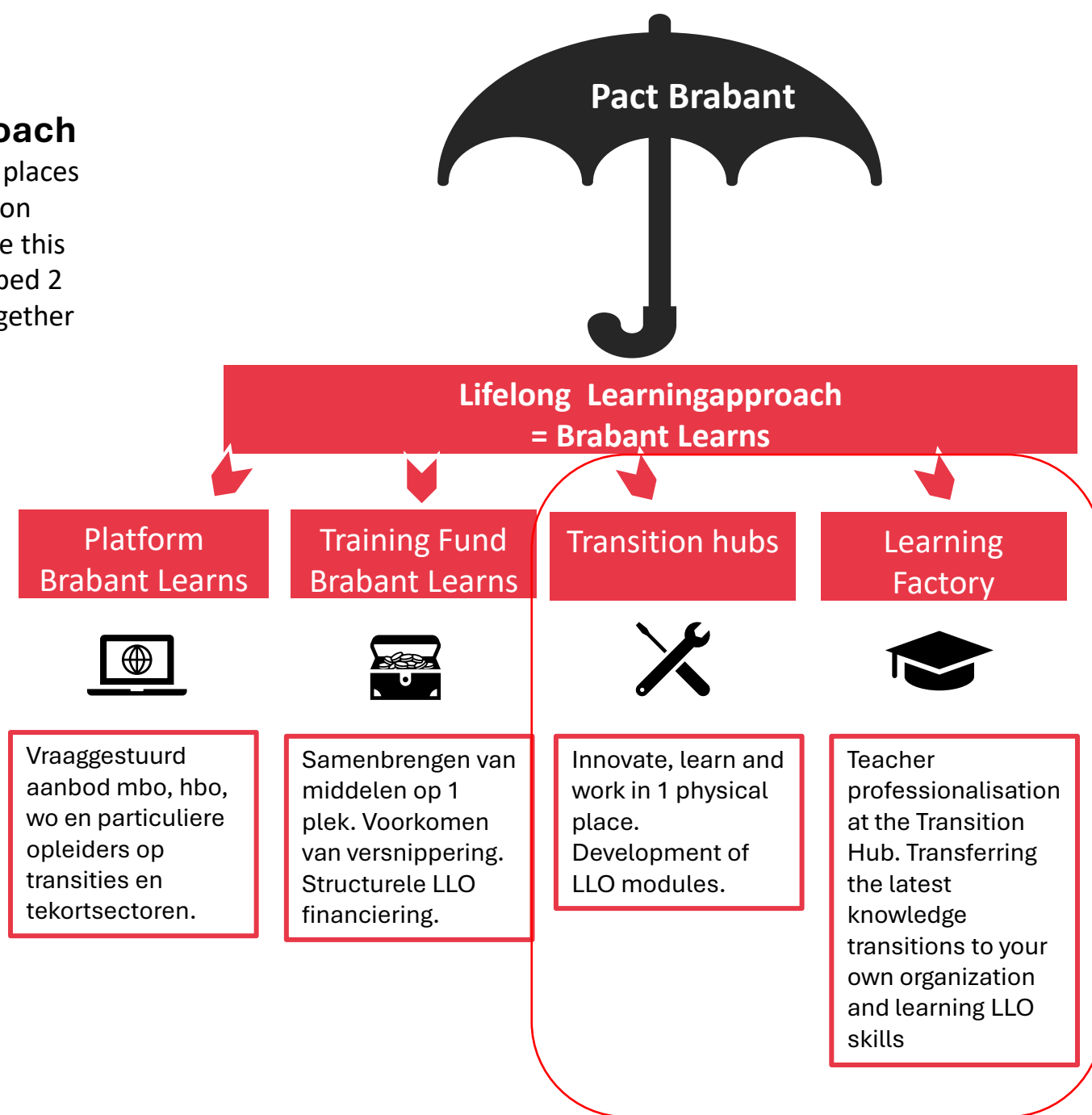
Het was weer in no-time op vorige maand: het [STAP-budget](#) waarmee Nederlanders subsidie kunnen krijgen voor het volgen van een opleiding. Ondanks de enorme populariteit van de regeling, verdwijnt die in 2024. De provincie Noord-Brabant heeft een geheel eigen versie op het STAP-budget ontwikkeld die wél een succes is.

# Expanding Brabant Learns with the Transition Hubs and the associated Learning Factory

We will continue to build on the success of Brabant Learns.

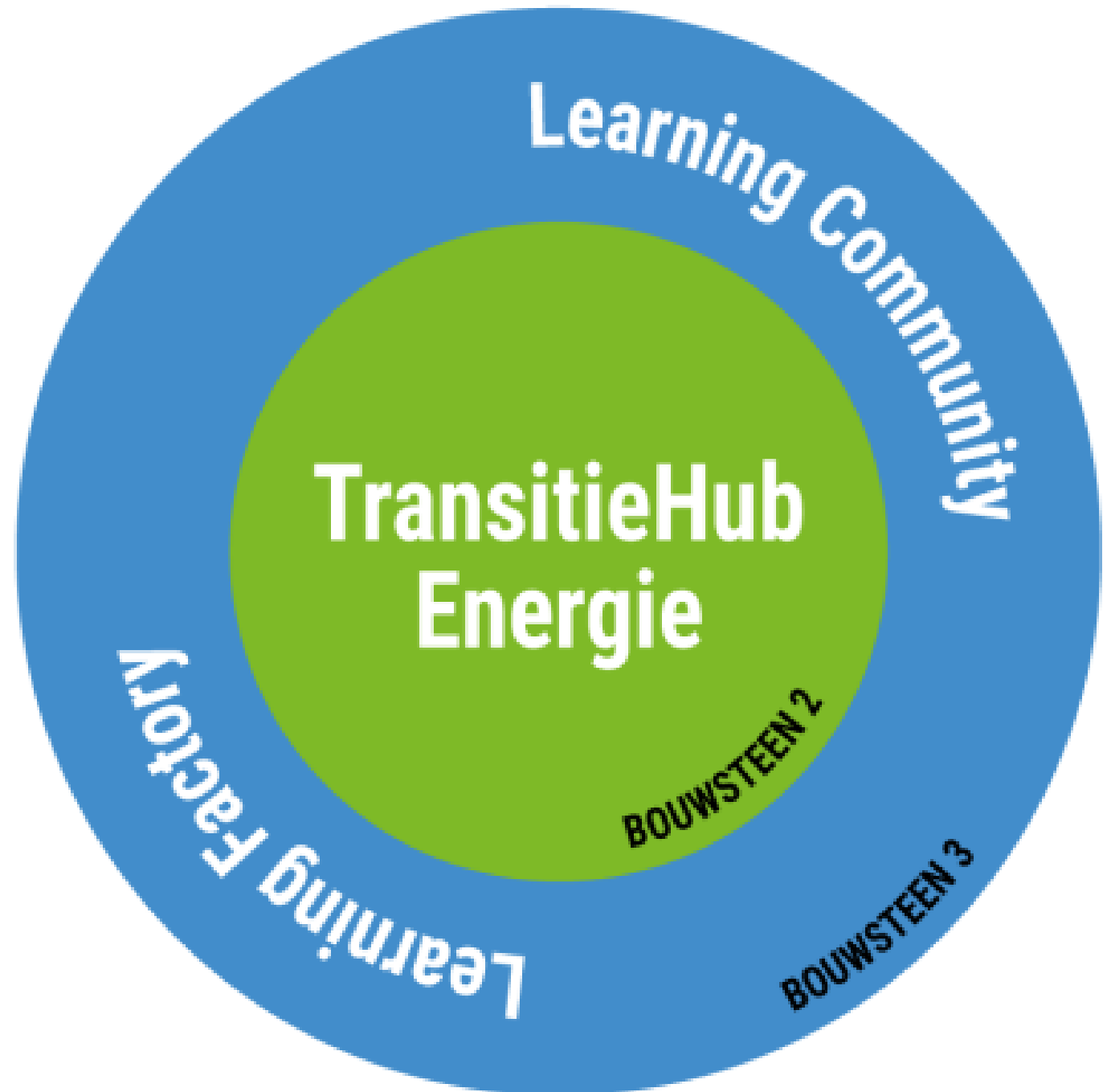
## One joint LLL approach

We do this in recognizable places in Brabant where a transition theme is central. To achieve this approach, we have developed 2 LLL solutions that come together in 1 place:



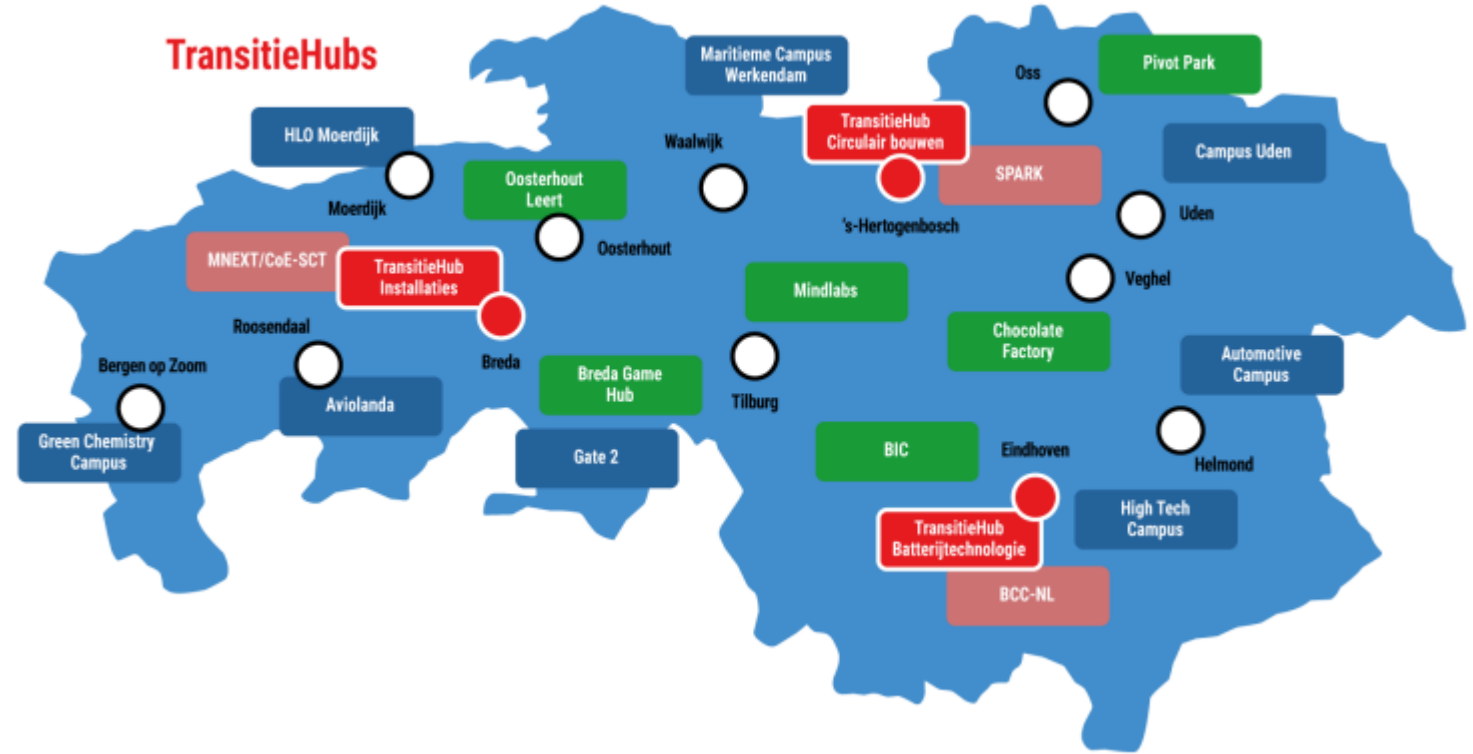
## Our LLL solution

1 scalable formula:  
Energy Transition Hub





# Developing energy transition hubs at 3 existing hybrid locations in Brabant



## MNEXT Breda

- Installatietechniek met smart grids
- Smart grids
- Energy Campus Breda
- Learning from other places and not reinventing the wheel

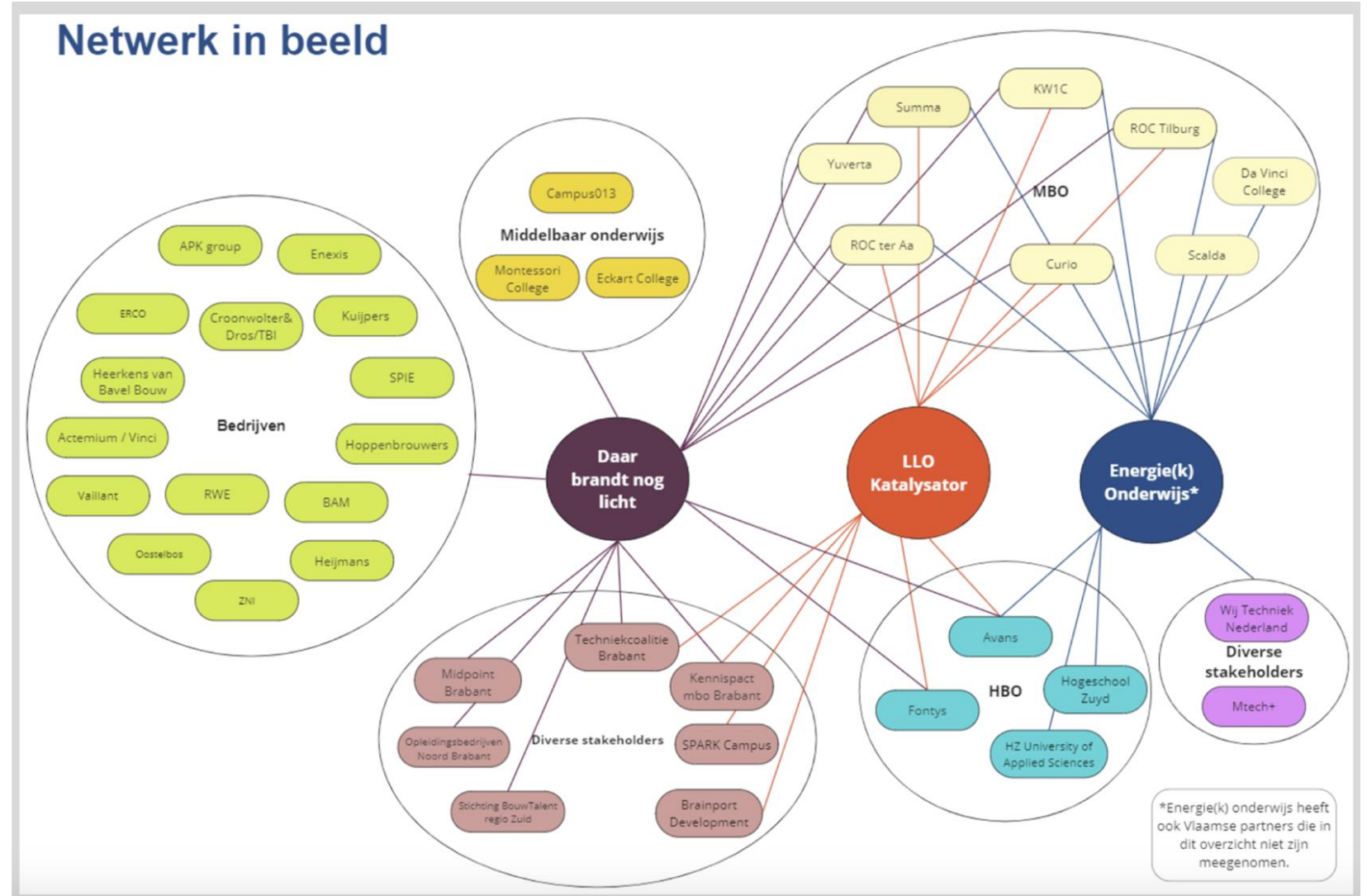
## SPARK Campus Den Bosch

- Circular construction with enablers, smart industry and digitalisation
- Further development of the Smart makers academy model
- Circular construction with enablers, smart industry and digitalisation

## Battery Competence Lab Helmond

- Battery systems in the automotive industry, among others
- Flywheel effect

# Network of partners: learning community



# SPARK

## As an example

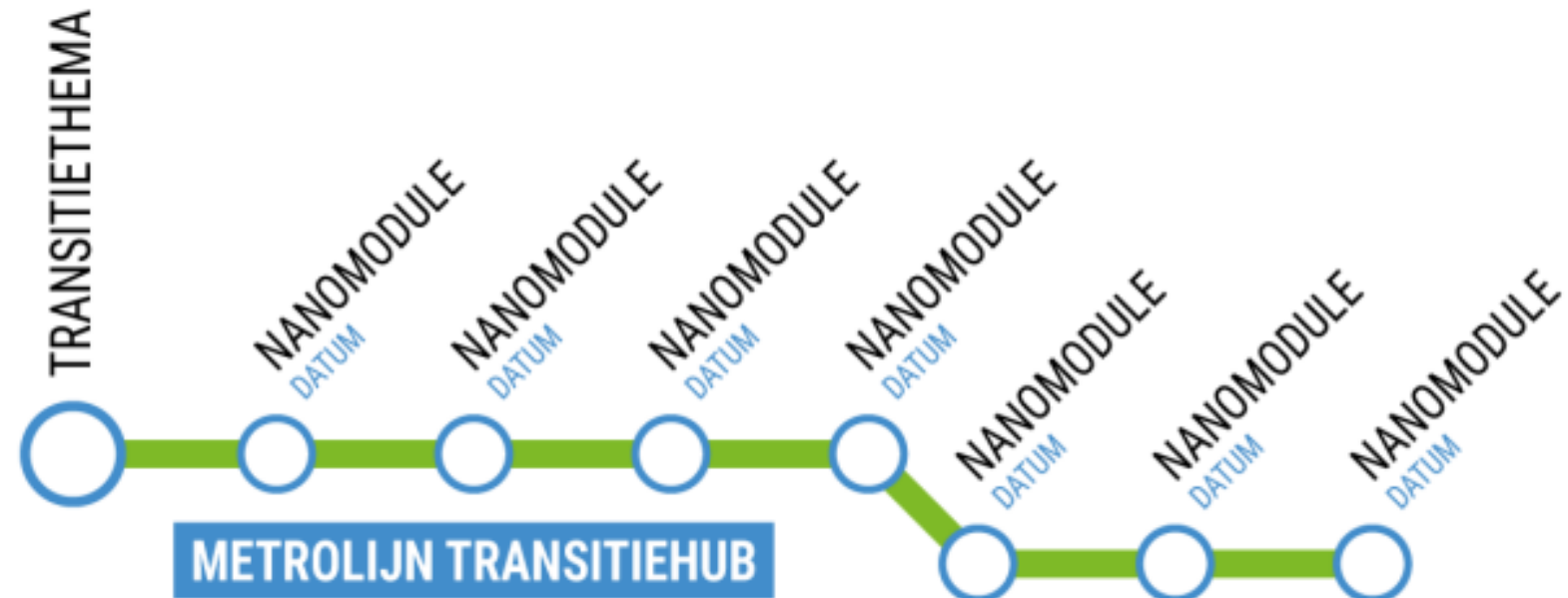
The formula for the Transition Hubs is inspired by the experiences of existing hybrid learning environments in Brabant such as the SPARK Campus in Den Bosch, a successful learning community and modern workplace for innovative craftsmanship for all parties in the field of the transition industrial and circular construction. We will further develop, apply and practice this formula at 3 physical locations in North Brabant.



## Competency bottlenecks

Translating into  
training modules

- Based on the already known competence bottlenecks, we develop new knowledge and skills
- We already have a picture of these together and are developing them further into training modules
- We use the tried-and-tested method Smart Makers Academy at SPARK as a shining example, for example by following a metro line or individual modules that are offered certified



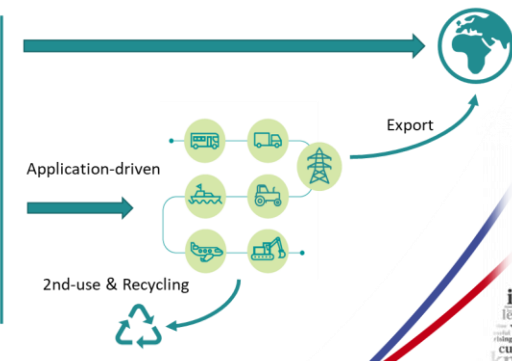
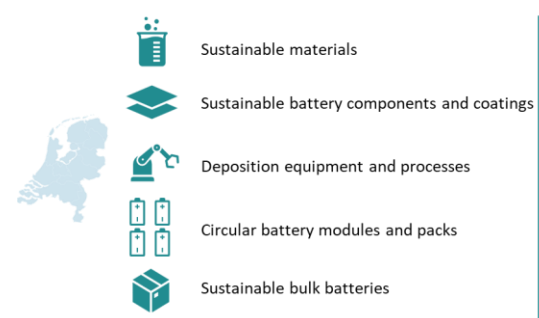


The **Battery Competence Cluster - NL** is the cluster organization that formulates and implements the Dutch battery strategy and innovation programs to develop and grow the Dutch battery value chain. The public-private partnership enables companies, knowledge institutes and (public) organizations to develop the necessary knowledge and competences in the field of battery technology, bringing the Dutch battery, high-tech, chemical, mobility and energy industry together.



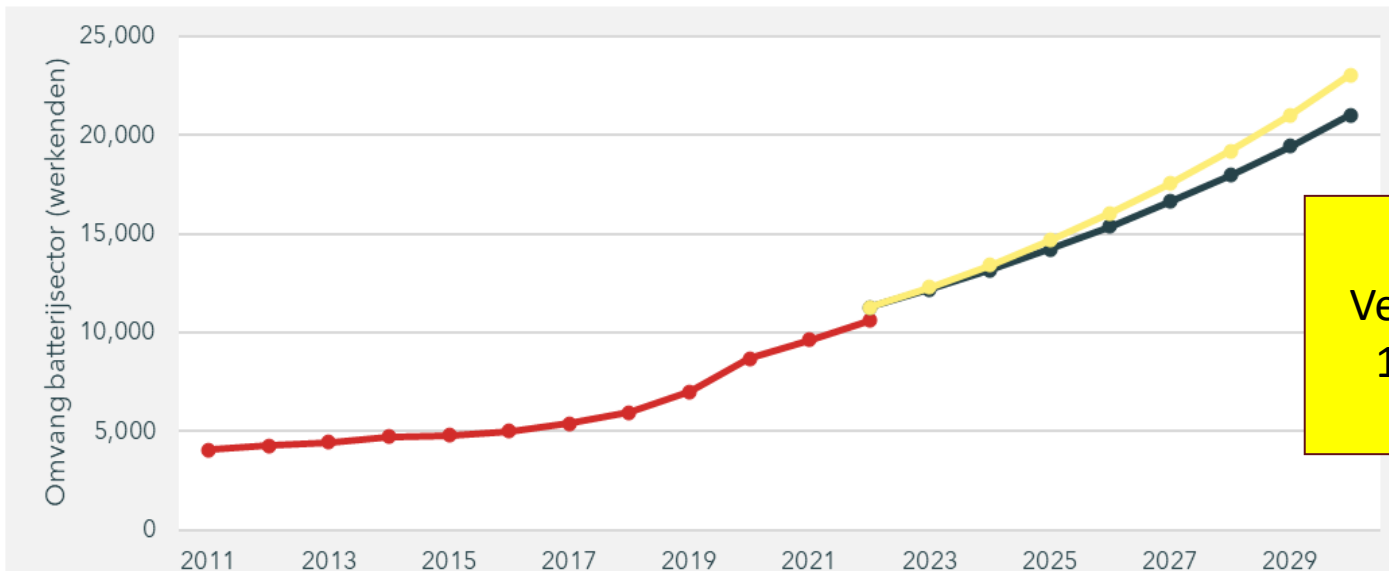
The **goal** of the cluster is to facilitate the growth of the Dutch battery value chain through:

- **Ecosystem development, community building and knowledge sharing**
- **Developing long-term roadmaps and collaboration projects**
- **Positioning** the Dutch battery value chain for more visibility





# Analyse: arbeidsmarkt onderzoek & input consortium



NL Batterij sector:  
Verwachte groei 2030:  
10.000 werknemers  
extra

## Human Capital Challenge within a Changing Industry

\*TU+HAN/Fontys – assumed 100-200 graduates/year  
\*\*RVO Batterijen TSE7180012 - intermediate report Dutch battery landscape Jan 2019

Start-ups/MKBs approx.  
200 companies\*\*, 5000 FTE

Large organisations approx.  
60-70 companies\*\*, 10000 FTE

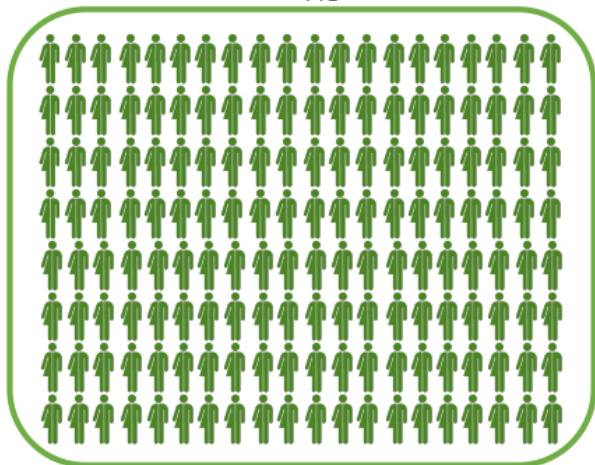
Graduates with Battery Knowledge  
Approx. 500-1000/year\*



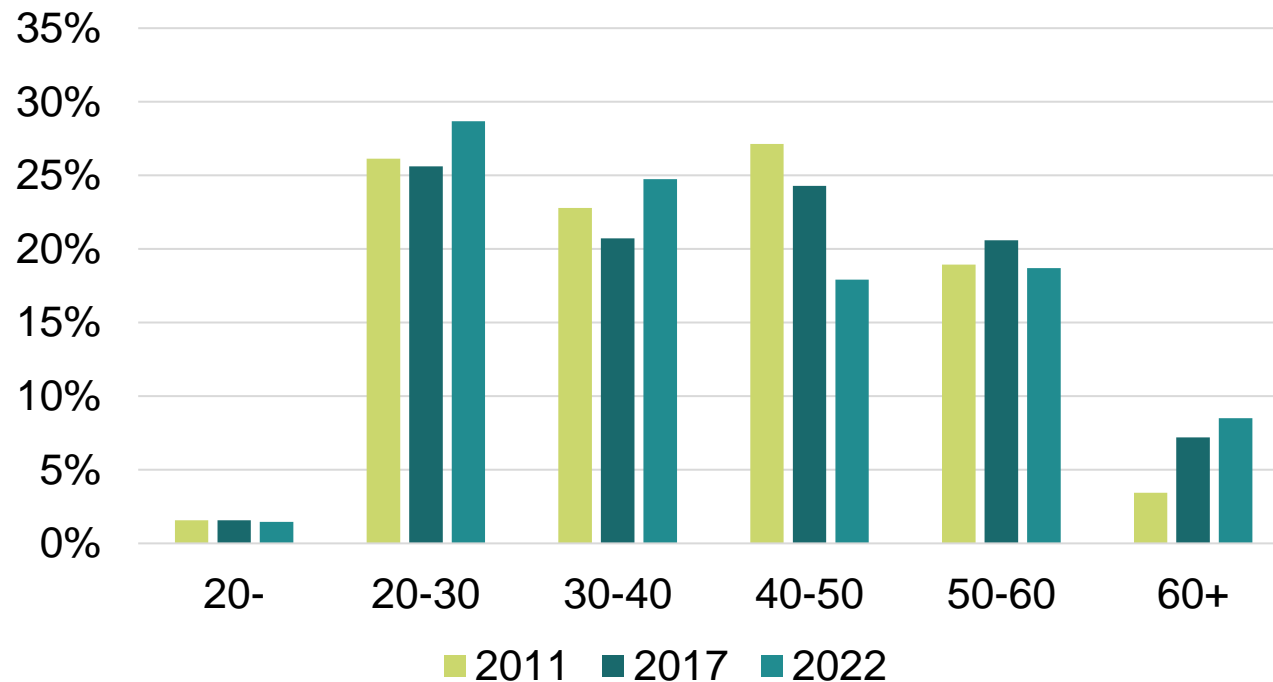
EDUCATION



TRAINING



TRAINING / RE-TRAINING



# Battery Competence Cluster – NL Groeifonds

Materials Independence & Circular Battery Technology – NL

*Circular solutions for battery technology and critical materials in the energy transition*

**Ontwikkelen**

beroepsonderwijs  bedrijfsleven  
Keuzedeel mbo

**Batterijtechnologie basis**

**Pilot**



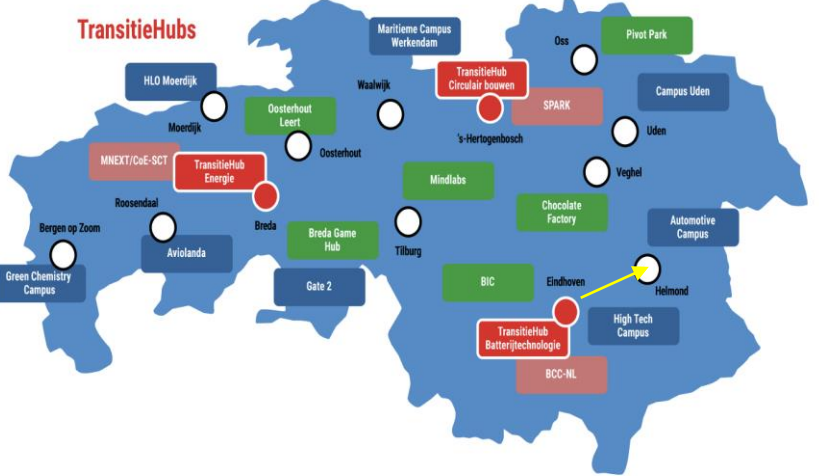
**LLO-Katalysator**

*Transitiehubs batterij technologie*

**Ontsluiten**



Challenge Based Learning Community Platform

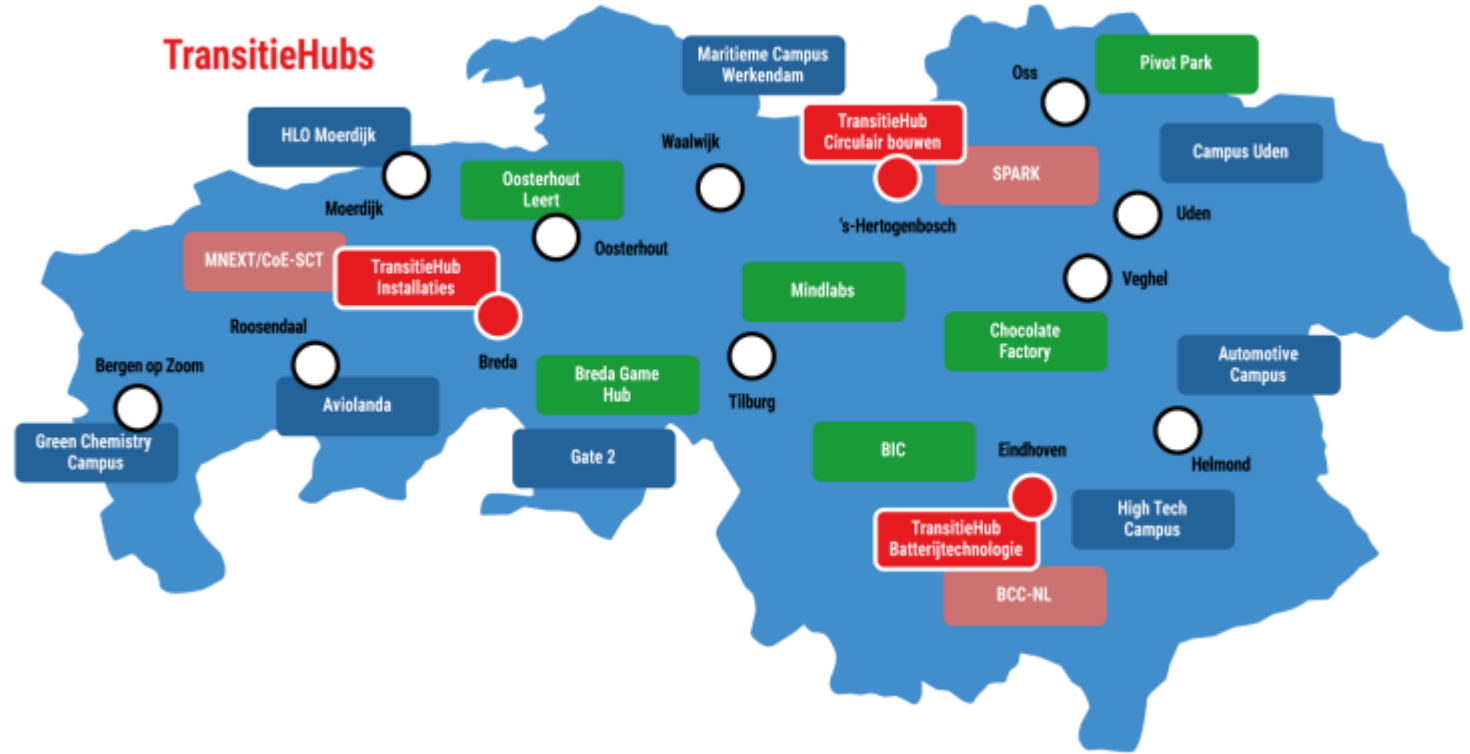


- Een vraaggericht HC activiteit
- Cyclisch ontwikkelde aanpak
- Een programmatische kant
- Specifiek sluiten we direct bij
- Direct implementeren en beschikbaar maken
- opleidingsonderdelen en benodigde in- en uitstroom van talent.
- Totale Human Capital programma: 12.280.215,-

organiseren van nieuwe



# The Learning Factory is being developed at the 3 existing Transition Hubs in Brabant



Locatie	Transiethema	Aansluiten bij
Breda	Energievraagstukken op het gebied van installaties	Centre of Expertise voor Energietransitie en materialen <a href="#">MNEXT</a> van Avans Hogeschool en <a href="#">Fontys Center of expertise Sustainability &amp; Circularity Transitions</a>
's-Hertogenbosch	Energievraagstukken in het kader van circulair bouwen	<a href="#">SPARK</a> in 's-Hertogenbosch, een succesvolle learning community en moderne werkplaats op het gebied van industrieel en circulair bouwen
Eindhoven	Energievraagstukken op het gebied van batterijtechnologie	<a href="#">Battery Competence Cluster (BCC-NL)</a> , de landelijke clusterorganisatie voor het batterijtechnologie-ecosysteem in Nederland



# Why the Learning Factory?

The educational institutions in Brabant (mbo-hbo-wo) see shortcomings in their organizations in the knowledge development of teachers that they want to solve with the help of the Learning Factory

- There is a limited view of what broader development or further training is needed to take the team or the school as a whole further.
- Knowledge sharing is fragmented and seems to depend on enthusiastic individuals.
- Outflow of teachers due to too little development, too little growth and recognition.
- Too little training offer for working teachers.
- Unknowingly incompetent teachers in education
- Lecturers and lateral entrants want to keep up and contribute to sustainability.

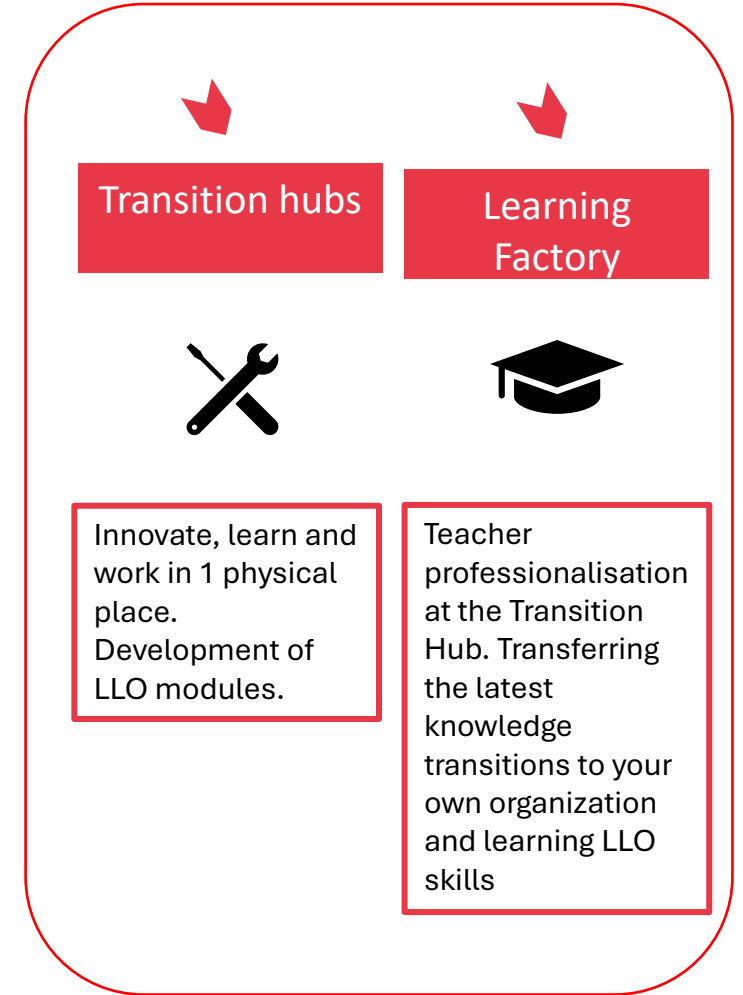
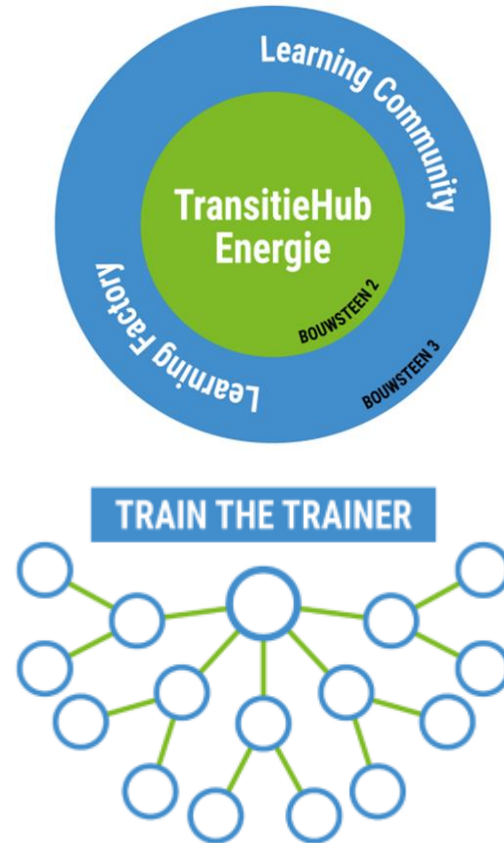
# Ambition

## Learning Factory

We will continue to build on the success of Brabant Learns.

### One joint LLL approach

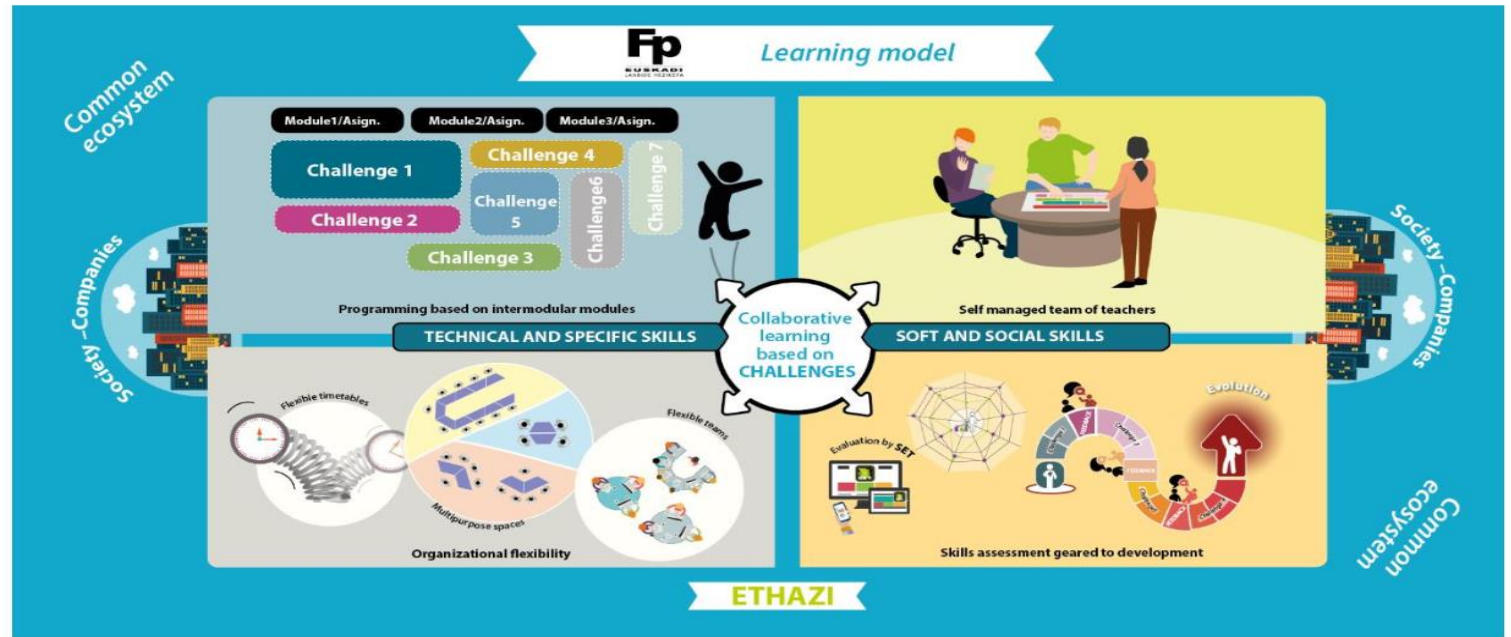
We do this in recognizable places in Brabant where a transition theme is central. With the Learning Factory, we specifically add a joint professionalization approach for teachers with which we:



## What do we do in the Learning Factory?

The formula for the Learning Factory is inspired by the proven concept ETHAZI from the Basque Country. This is a collaborative learning model that is based on challenges. The approach and embedding are now well developed and form a strong starting point for the Learning Factory.

### ETHAZI-model



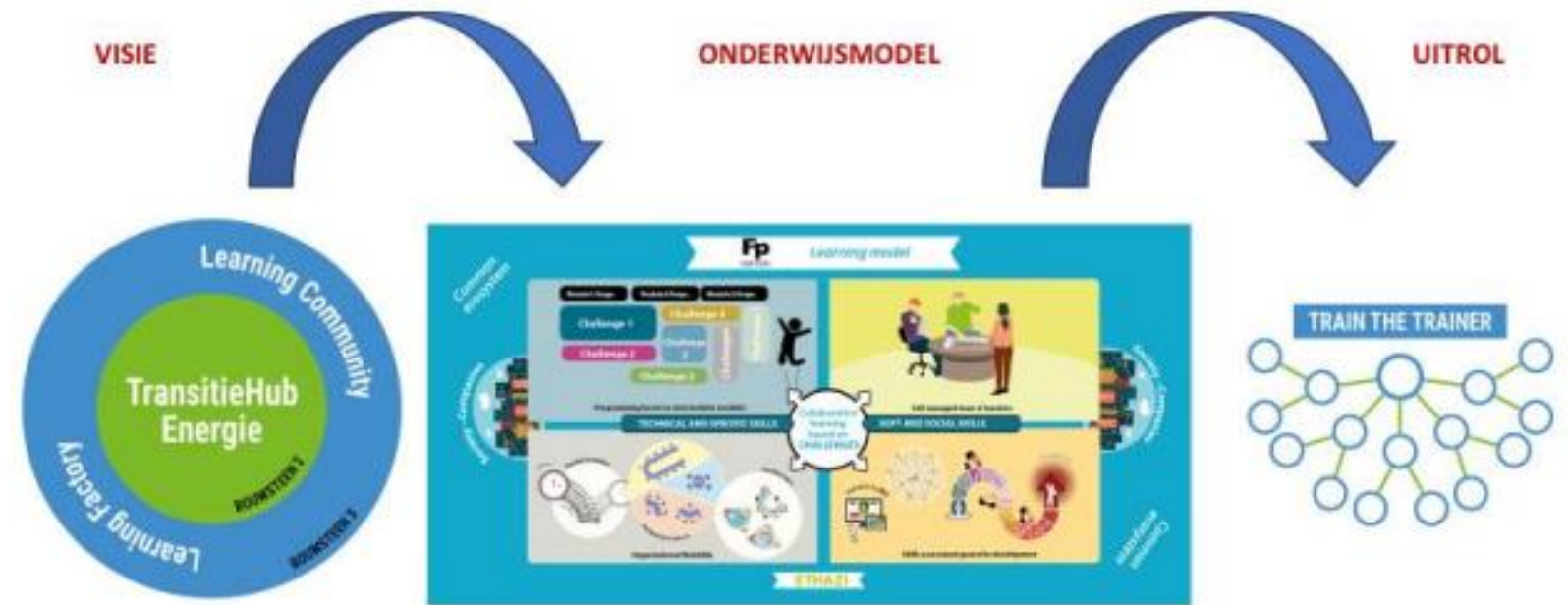
4 key features of this educational design model:

- It is modular: the design of the challenges is as close as possible to real work and living situations.
- It has self-managing teaching teams.
- It includes evaluations with feedback to guide the development of competencies.
- Learning environments are adapted in such a way that the design fosters collaboration.

# Key features Learning Factory

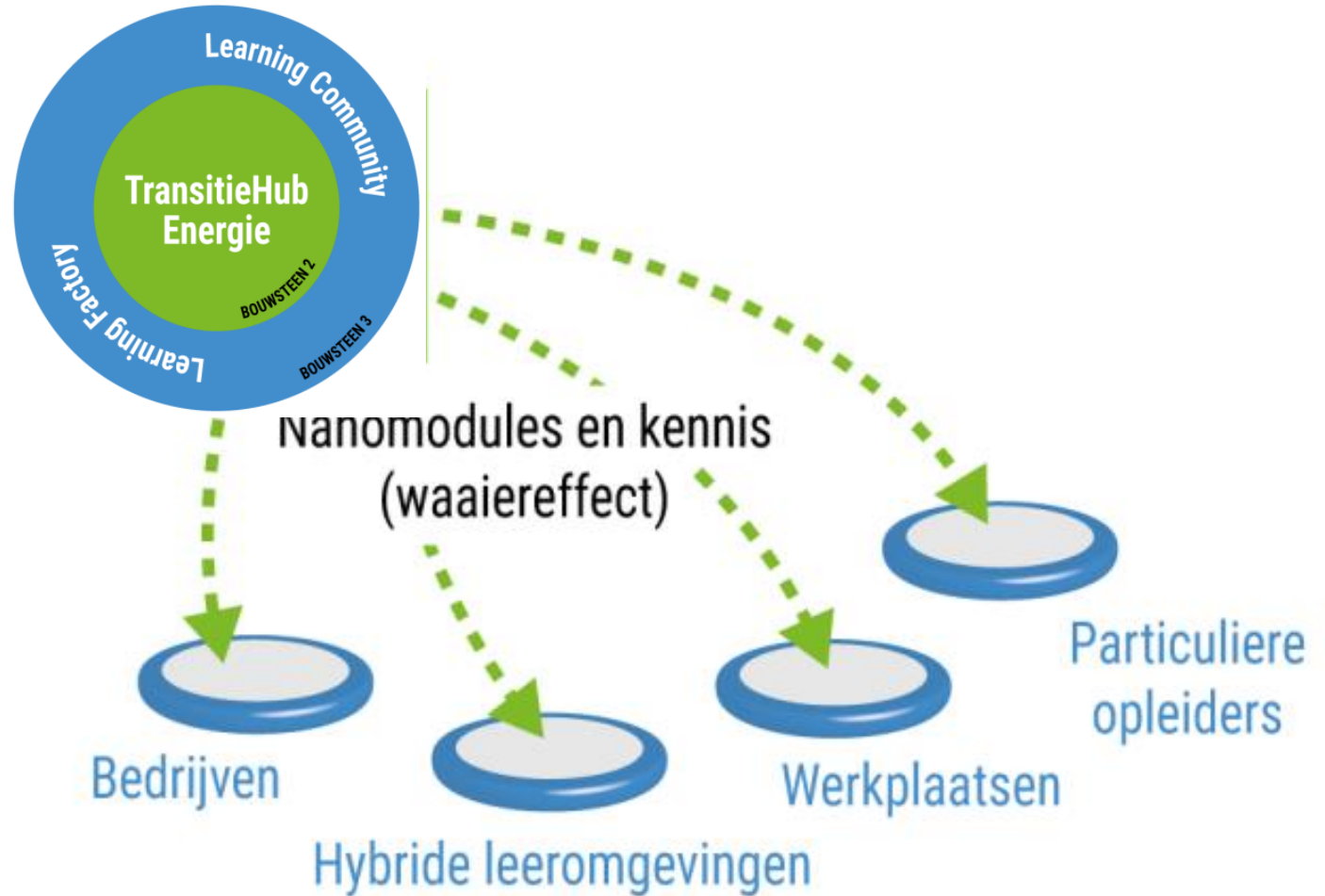
## A joint approach for LLL professionalization of teachers.

- One formula, fully scalable and sustainable.
- Physical location in Brabant, part of every Transition Hub.
- Lecturers learn substantive subject knowledge on transition themes
- Lecturers are working together to convert this knowledge into LLO (nano) modules.
- Teachers receive training to transfer the knowledge to workers and students.
- Teachers train their fellow teachers.



## Scalability

To an unlimited number of places  
Multipliereffect



Het lerend effect vanuit de drie Transitiehubs/ Learning Factories is goed opschaalbaar naar andere plekken samen binnen kennisinstellingen en bedrijven

# Summary

Brabant Leert helpt je verder!

**Ik weet nog niet wat ik wil**

Weet je nog niet waar je toekomst ligt of hoe je daar het beste kan komen? Meld je aan voor loopbaanadvies of doe de Talentcenter Check!

[Loopbaanadvies](#) [Talentcenter Check](#)

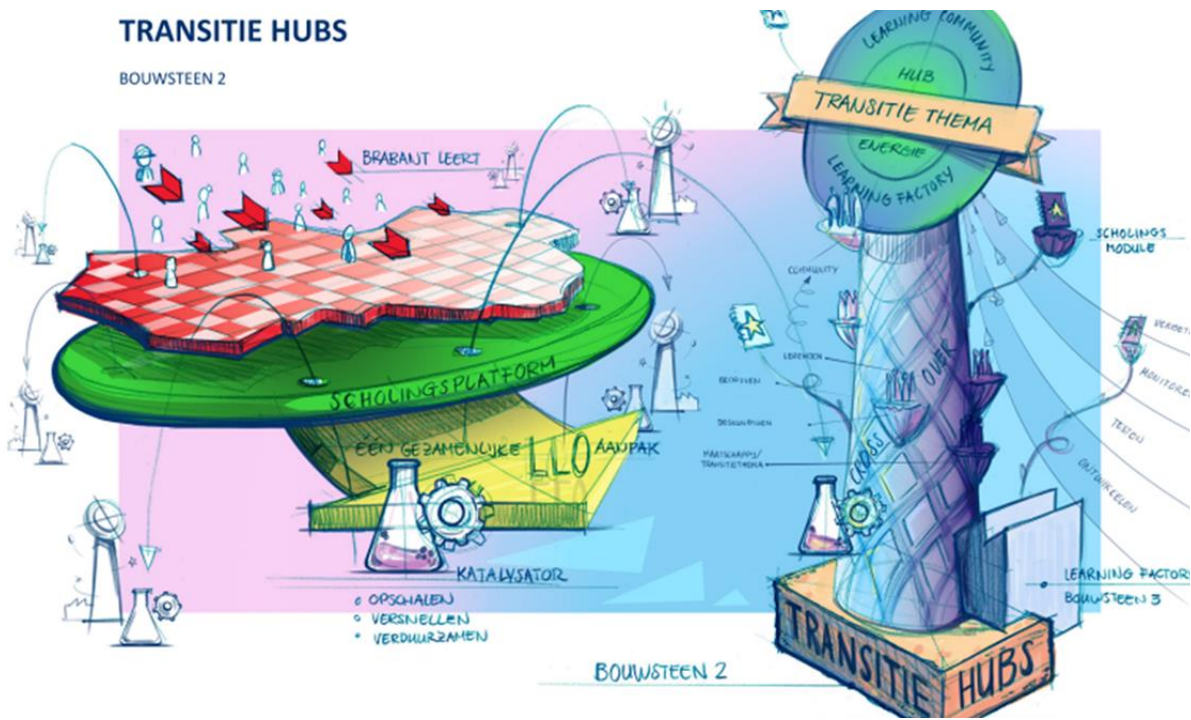
**Ik weet wat ik wil**

Ga direct naar het uitgebreide opleidingsaanbod.

[Opleidingen](#)

## TRANSITIE HUBS

BOUWSTEEN 2

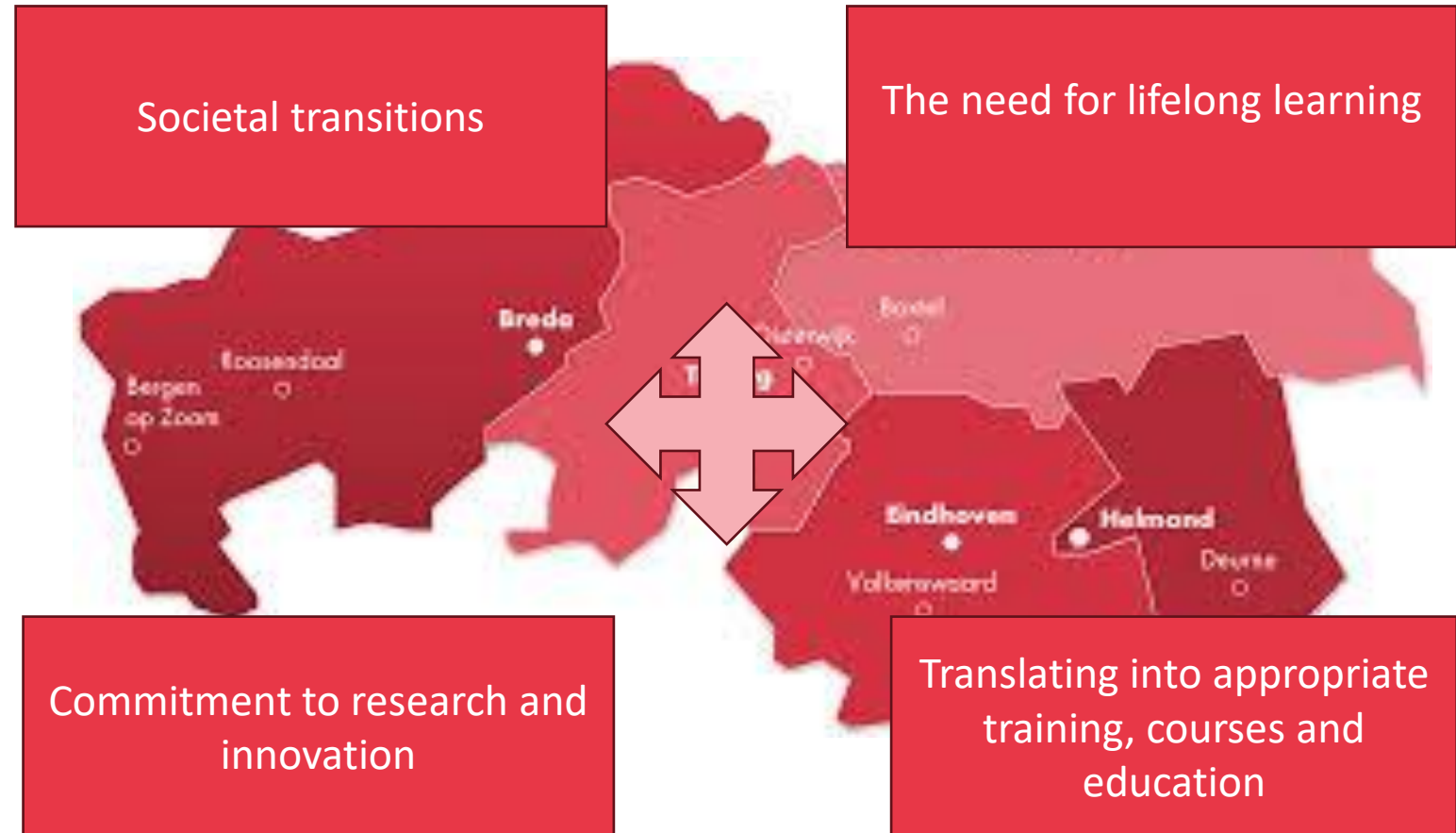


## LEARNING FACTORY

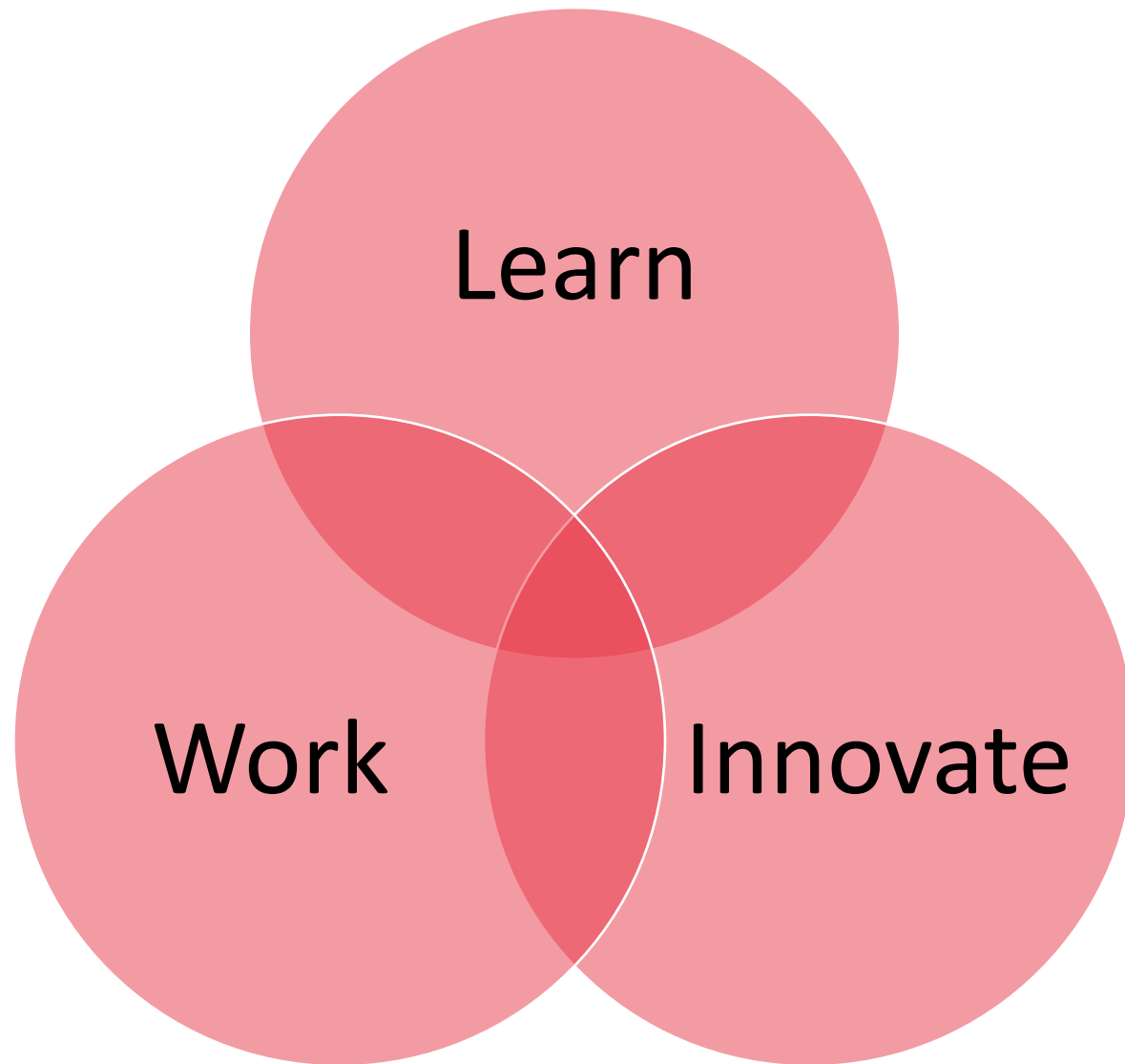
BOUWSTEEN 3



- Cooperation in education at all levels



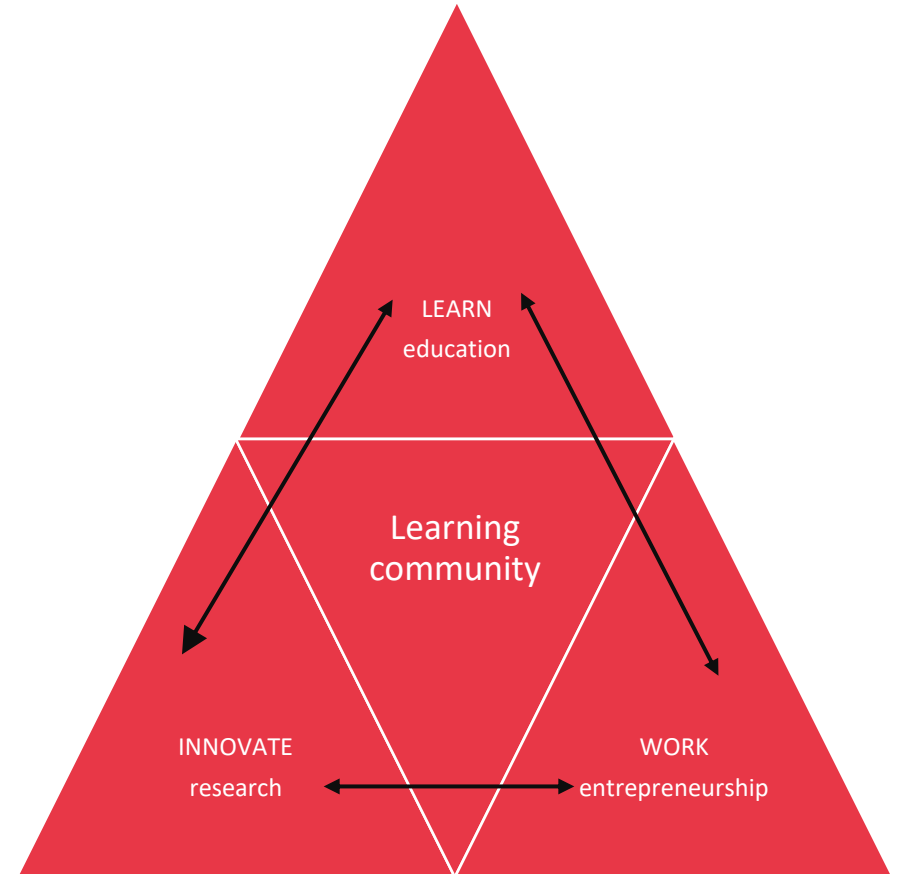
- Impact of the learning community



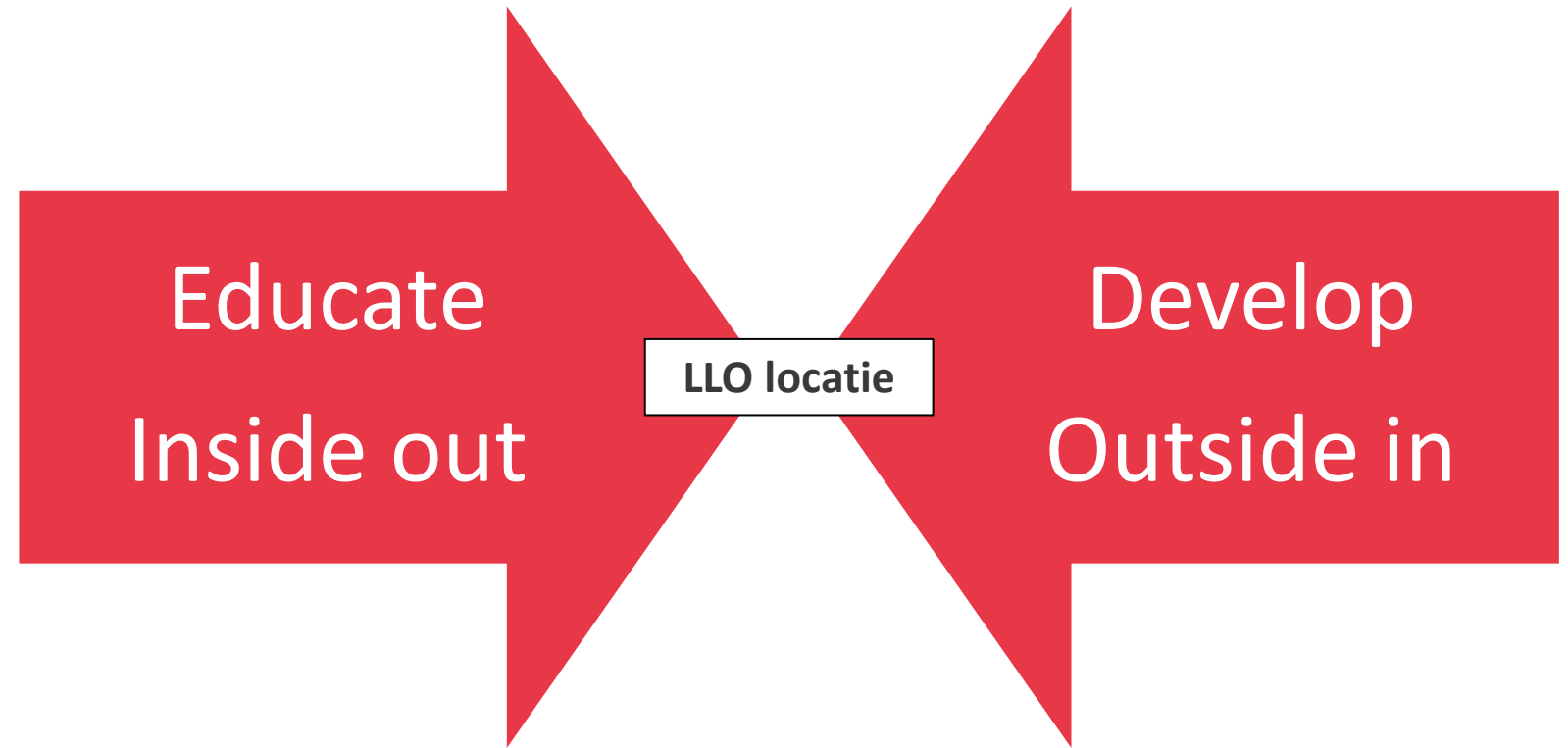


# Tilting Thinking: Shaping Transition

- Innovation is something you do together with the professional field.
- The solutions that emerge from innovations are input for the education of students. But also for teaching new knowledge and skills to workers.
- Learning is central to education. In the professional field, work is central and people learn on the shop floor.



- Shaping transformation



- Profile choice: what are we most comfortable with and best at?
- Focus = from the outside in
- Shift in thinking by organizing strategic session with key stakeholders

This is me:



Vereniging Hogescholen

**avans**  
hogeschool



Onderwijs



**BRABANTLEERT**

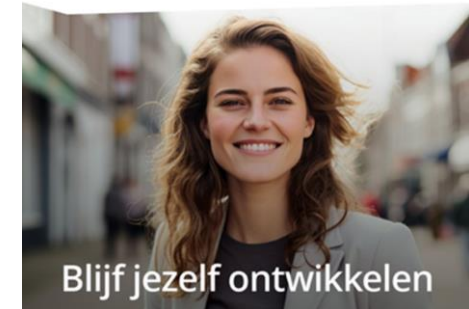
Provincie Noord-Brabant



Ondernemen

Overheid

HeelNederlandLeert



Scur Strategic Consult