



**BRAINPORT
EINDHOVEN**
home of pioneers






Astrid van Deelen & Richard Kerste
15 June, Nijmegen

The Talent Game



Demand for talent in Engineering & IT Brainport region 2023

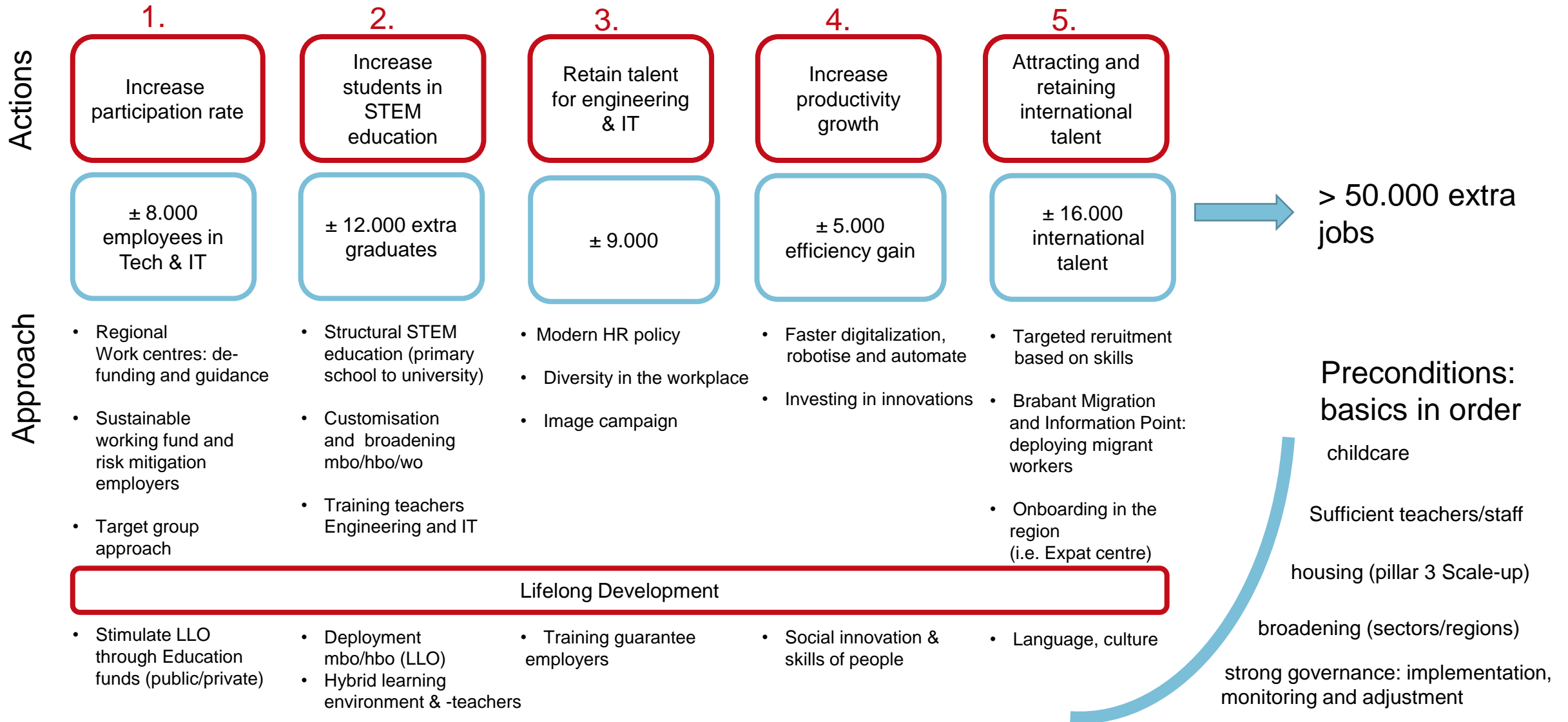
Brainport Eindhoven's economy has grown above average in recent years. Growth in the Engineering & IT sector is expected to accelerate.

	Jobs 2022 	Replacement demand 	Expansion demand 	Graduates in the region 	Estimation for 2032 
Up to mbo	52.000	+11.285	+32.200*	17.500	+32.810
hbo/wo	24.000	+7.215	+20.500*		+20.890
Total	76.000	+18.500	+52.700	-17.500	+53.700

We focus on a major bottleneck: **existence of sufficient talent** that enable us as a region to further strengthen our earning capacity and accelerate societal transitions.

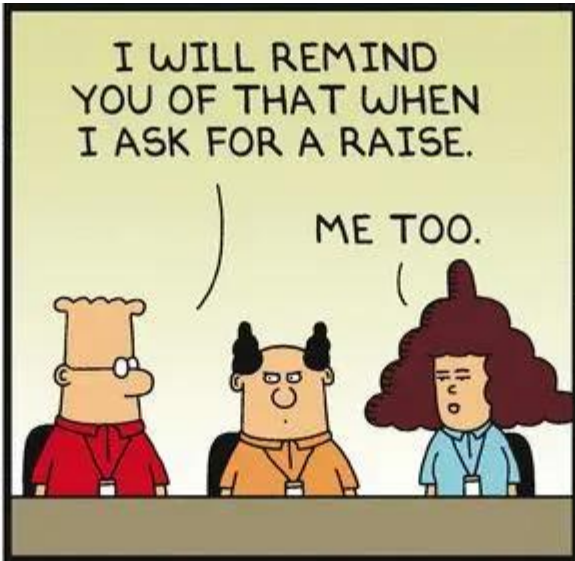
* Other regions also benefit from Brainport's growth: expansion demand of 27.000 – 40.000 jobs

5 Actions





Dilbert.com DilbertCartoonist@gmail.com



6-5-15 © 2015 Scott Adams, Inc. /Dist. by Universal Uclick



Case: Human Capital Agenda Battery industry

Batteries as a billion-dollar business? Then we also need people.

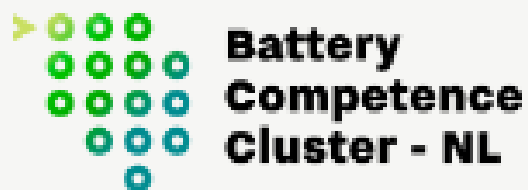
'Focusing on human capital is important to make the battery sector strong, agile and future-proof'

Batteries will be one of the most important components for the energy transition. They are necessary for storing renewable energy, like wind and solar energy and for electrifying cars, buses and trucks. This offers many opportunities for the Dutch high-tech industry. But for achieving the innovation ambitions in the battery technology chain in the Netherlands, the availability of technical and IT talent is a crucial condition for success.

[\[Batteries as a billion-dollar business? Then we also need people. \(batterycompetencecluster.nl\)\]](https://batterycompetencecluster.nl)

NL Battery industry:
130 companies
11.000 employees
70% bachelor/master(+) level

Context: Application 'Nationale Groeifonds III' subsidy: Materials Independence & Circular Battery Technology – NL

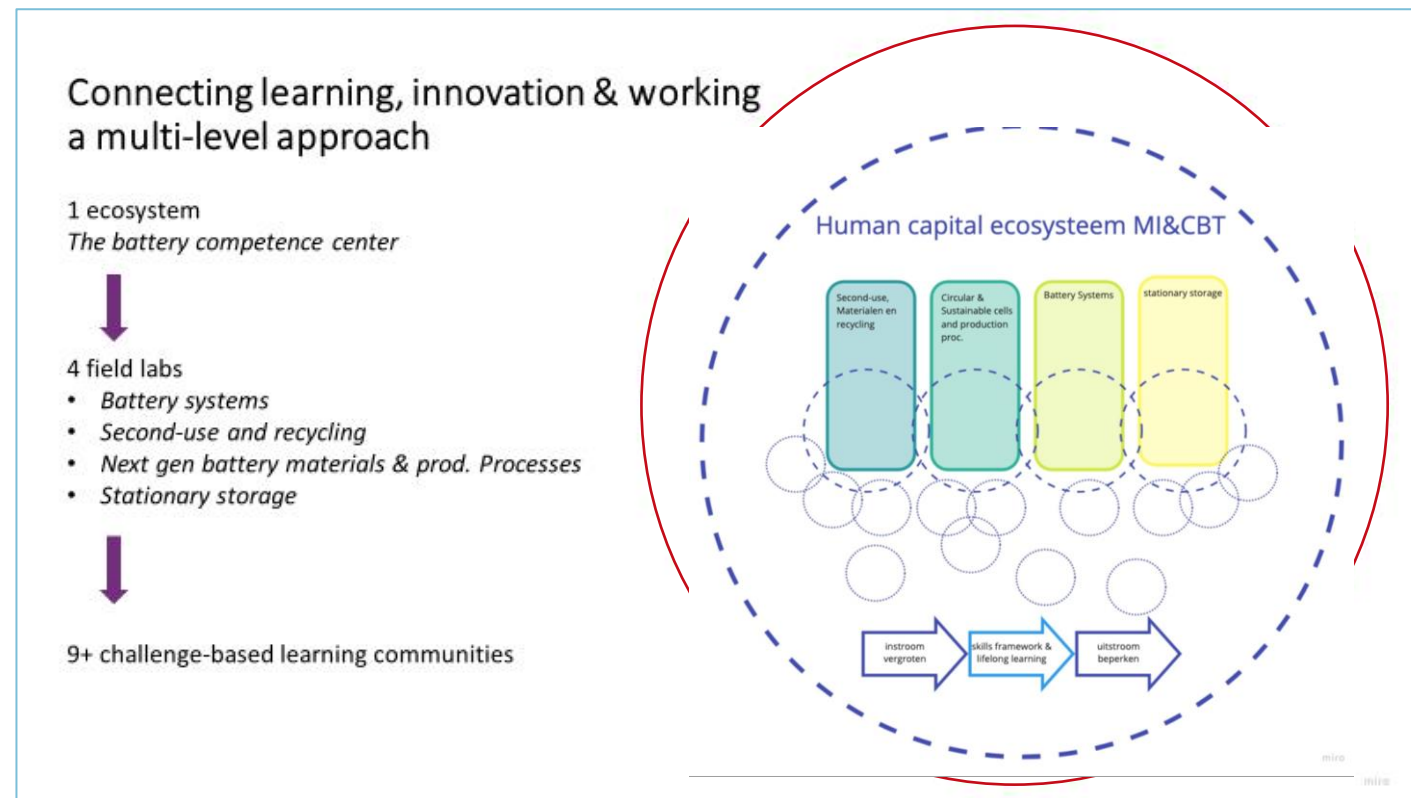
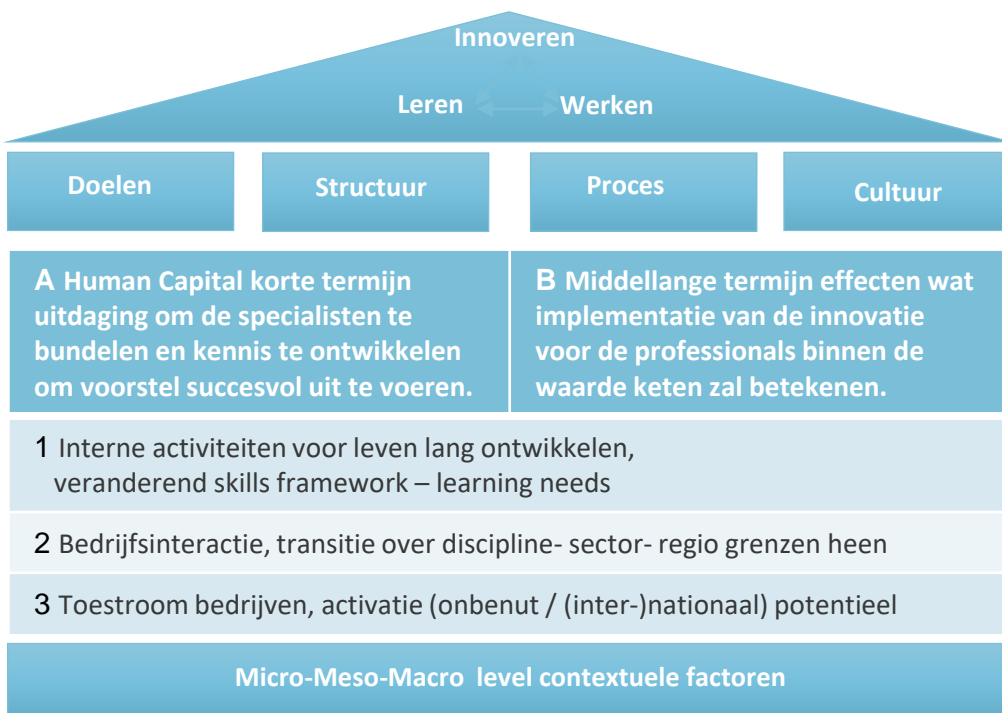


BRAINPORT DEVELOPMENT
economische ontwikkelingsmaatschappij

Forming the Human Capital Agenda :

- **Analysis based on labourmarket research & input consortium**
- **Structural program: short&long term + cyclical**
- **Interventions: push all buttons!**
- **Collaboration: ecosystem approach & learning communities**
- **Community management embedded in cluster organisation**

NL Battery industry:
Expected growth
2030: 10.000
employees extra



Human Capital interventions

- Input: consortium & HC partners + current practices
- Participation in development & execution
- Making optimal use of existing programs & policies (national & regional)

Examples interventions:

- Lifelong learning: upskilling & training programs (shared training centre)
- Traineeship programs: building talent pools
- Increase influx in education: student team challenges, research projects in companies for students
- HC support programs for start/scale ups
- Reskilling programs
- International talent attraction

A Human Capital korte termijn uitdaging om de specialisten te bundelen en kennis te ontwikkelen om voorstel succesvol uit te voeren	B Middellange termijn effecten wat implementatie van de innovatie voor de professionals binnen de waarde keten zal betekenen.
1 Interne activiteiten voor leven lang ontwikkelen, veranderend skills framework – learning needs	
<ul style="list-style-type: none"> .1 Opzetten LLO traject, behoud tech talent -> 200 upskilling trajecten jaarlijks .3 Hybride techdocenten -> 50 binnen consortium voor 2030 .5 Interne doorlichting, universele learning needs scan -> strategische opleidingsaanpak 	<ul style="list-style-type: none"> .2 Skills based matching implementeren, bestaand instrument doorontwikkelen (Passport4Work) .4 Activeren LLO -> jaarlijks 200+ participaties van werknemers uit consortium .6 Opzetten bedrijfsacademy, potentieel uitwisselbaar met consortium
2. Bedrijfsinteractie, transitie over discipline- sector- regio grenzen heen	
<ul style="list-style-type: none"> .1 Opzetten traineeship, creëren talent innovatie pool .3 Shared Facility (pijler 3c) ook inzetten als trainingcenter .5 Delen resources met kennisinstelling (kennisswerkersregeling) 	<ul style="list-style-type: none"> .2 Uitdaginge onderzoeksprojecten bedrijfsleven-onderwijs -> 150 studenten jaarlijks .4 Studententeam challenges, competitief betrokken scholen. Multidisciplinair -> 5 teams .6 Bedrijvenmeeloop-/ workshopdag -> jaarlijks 100 studenten, wisselende doelgroep .7 Gezamenlijk start-up begeleidingsprogramma, "ecosysteem onboarding"
3. Toestroom bedrijven, activatie (onbenut / (inter-)nationaal) potentieel	
<ul style="list-style-type: none"> .1 Gezamenlijke arbeidsmarktcommunicatie, employer branding .3 Instroom talent, HBO-WO studenten, koppeling bedrijfsleven, batterij mogelijkheden .5 Specifieke posities voor internationale studenten (tech & it) -> 50 per jaar 	<ul style="list-style-type: none"> .2 Zij-instroom traject, o.a. transitie werk-werk met UWV. Bestaande omscholingsprojecten .4 Zij-instroom traject MBO, techniek promotie .6 Gezamenlijke wervingscampagne internationale kennisswerkers -> jaarlijks 2 campagnes