

Work Package 2

Knowledge Alliance and Center of Competence “HR for SME”

Result 2.5 Project website and information and cooperation platform

Hamburg, September 2021

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Centre for European and Transition Studies, Latvia
Latvian Chamber of Commerce and Industry, Latvia
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Language

English

Summary of the Project and Introduction

For SMEs in the Baltic Sea Region to remain competitive in the long term, it is necessary to increase their innovation capacity and reduce the gap between qualification requirements and demands. For this reason, the Knowledge Alliance "Human Resources and Organizational Development", consisting of eleven partners from four countries, relies on increased cooperation between universities and companies in order to realise education and innovation promotion. To reach as many SMEs as possible, chambers strengthen the partnership between universities and companies.

Human capital is the most important resource for strengthening innovation and productivity. Hence, the project focuses on the comprehensive promotion of Workplace Innovations. While there is great need for further development in this area in the countries south of the Baltic Sea, Workplace Innovations are already more advanced in the Scandinavian countries. Therefore, the project involves countries from both regions.

The alliance, which will be extended to 68 partners from 13 countries and permanently continued, focuses on cooperation in two areas. First, the development, testing, and implementation of SME-specific methods, instruments, and projects through R&D work at universities, that create workplace innovations in areas such as employee recruitment, motivation and digitisation, a more innovative working

environment and more efficient use of human capital. Second, the strengthening of awareness and competences in this new area of innovation promotion for small and medium-sized enterprises in the Baltic Sea Region through qualifications. The project will develop and implement:

- a) three comprehensive continuing education programmes: "Digitisation & Cooperation", "Employees & Co-entrepreneurs" and "Innovation Processes".
- b) a dual bachelor's degree course: "Corporate Management 4.0"

All products and further results will be transferred to 68 actors in 13 countries for implementation.

The work on the establishment and ongoing operation of the Knowledge Alliance "Human Resources and Organizational Development" was carried out in accordance with the project proposal with all eleven partners from five countries.

The project website was also designed according to the project application with

- Information about the project, its implementation and project results
- Forum for Knowledge Alliance and Centre of Competence.
- Service pages for the different target groups (SMEs, SME employees, students, lecturers) with target group-specific offers.
- Service offers for institutions of vocational education and training, further education and higher education

The measures and tools developed and implemented in the project to promote information and communication within the Knowledge Alliance are presented in Result 2.1 Founding of a Knowledge Alliance.

Project website: <https://ka4hr.eu/>