



## EUROPEAN HRD CIRCLE 3<sup>RD</sup> FORUM

# HUMAN HERITAGE AND COMPETITIVENESS IN EUROPE

**A forum of 70 experienced European HRDs with guest speakers and representatives from the European Commission, ETUC and other partners.**

**A key event to expand a European HRD network to share good practices, be the voice of HR in Europe and publish concrete proposals.**

Globalization and quick economic and technological change are driving all economic entities (businesses, nations or federations) to question their own competitiveness, namely the structural factors defining their global – both economic and social – performance.

Company Human Heritage is clearly the key factor for long-term competitiveness, provided that the concept and the way to measure it are clear. Promoting this concept also means balancing economic issues, which are standardized and easily measurable, and social issues, by definition more qualitative and diversified.

The term “Human Heritage” is often used to talk about the strengths and weaknesses of a national or, in terms of employability, an individual’s credentials. It can be equally relevant at the level of the company which, more than ever, is the key economic agent.

Because of its history and culture, Europe has quality human capital. However, this comparative advantage isn’t a given. It is being questioned by demographic ageing and by the extraordinary effort emerging countries are making towards education.

At the same time, promoting Human Heritage raises three other dimensions:

- the way it is being strengthened or roughened through individual career paths punctuated with breaks and professional transitions;
- training and retraining issues at national and company level;
- the transfer/development of collective knowledge in companies.

**6 working sessions with a common thread: defining Human Heritage – its uniqueness and its strengths – as well as promoting adjustments and evolutions to reach sustainability and foster European competitiveness.**

- ➔ **CORPORATE HUMAN HERITAGE, A CONCEPT BUSINESSES SHOULD EXPLORE**
- ➔ **MEASURING HUMAN HERITAGE: THE TEACHINGS OF ATTEMPTS AT MULTI-CRITERIA ASSESSMENT IN SEVERAL LARGE BUSINESSES**
- ➔ **TRAINING SYSTEMS AT NATIONAL AND EUROPEAN LEVEL: APPRENTICESHIP, TRAINING, RETRAINING, CERTIFICATION**
- ➔ **EARLY WORKFORCE PLANNING IN COMPANIES: ANTICIPATING FUTURE SKILLS NEEDS AND EMPLOYABILITY, DEFINING TRAINING AND RETRAINING PROGRAMS**
- ➔ **LEARNING ORGANIZATIONS STRUCTURING HUMAN CAPITAL (COLLECTIVE INTELLIGENCE, CULTURE, RESILIENCE)**
- ➔ **DEMOGRAPHICS AND TRANSFER OF SKILLS**

# HUMAN HERITAGE AND COMPETITIVENESS IN EUROPE

LISBON MAY 30-31, JUNE 1  
MEETINGS IN ONYRIA MARINHA HOTEL - CASCAIS



SPONSORED BY  
**LÁSZLÓ ANDOR**, MEMBER  
OF THE EUROPEAN COMMISSION



## PROGRAMME

### THURSDAY, MAY 30, 2013

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10:30-12:00	Check-in and registration
11:00-12:00	Circle Board Meeting
12:00	Welcome lunch
13:30-14:00	<b>KEYNOTE SPEECH:</b> <ul style="list-style-type: none"><li>• message from <b>Fernando Vasquez</b>, Head of the European Commission's - Directorate-General for Employment, Social Affairs and Inclusion - Welcome to Lisbon: Europe's economic and social agenda</li><li>• message from <b>Jozef Niemiec</b>, Deputy General Secretary of the European Trade Union Confederation</li><li>• message from <b>Cornelia Hulla</b> and <b>Yves Barou</b>, chairpersons of the European HRD</li></ul>
14:00-16:00	<b>CORPORATE HUMAN HERITAGE, A CONCEPT BUSINESSES SHOULD EXPLORE</b> Chaired by <b>Robert Zelewski</b> (Animex), <b>Yves Barou</b> , (HRD Circle) - The 4 functions of companies Human Heritage <b>Nicole Notat</b> (Vigeo) - Human Heritage a pivotal role for CSR <b>Steve Jefferys</b> (London Metropolitan University): Creativity, Innovation and Human Heritage <b>Charles-Henri Besseyre-des-Horts</b> (HEC) - Human Heritage and Human Capital: debate on the concepts
16:00-16:30	Break
16:30-18:30	<b>MEASURING HUMAN HERITAGE: THE TEACHINGS OF AN ATTEMPT AT MULTI-CRITERIA ASSESSMENT IN SEVERAL LARGE BUSINESSES</b> Chaired by <b>Gerry Skelton</b> (NATS) <b>Alain Oumeddour</b> (Thales University) <b>Yves Litzelmann</b> (Dassault Aviation) <b>Véronique Rouzaud</b> (Areva) <b>Ursula Bienert</b> (Deutsche Bahn) <b>François Nogué</b> (SNCF)
18:30-19:15	<b>Michel Aglietta</b> , Human Heritage, a key feature for a new social contract in Europe
20:00	Dinner

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## FRIDAY, MAY 31, 2013

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8:15-10:15

### New challenge NATIONAL AND EUROPEAN TRAINING SYSTEMS

Chaired by **Gian Paolo Naef** (Ceva Logistics)

**Bernhart Hulla** (Human Dynamics)

**Fernando Vasquez** (European Commission) - A new frontier to Europe

**Elisabetta Caldera** (Vodafone) - The Italian approach

**Yves Barou** (Afp) - Regionalization, a revolution for the French system

**Maria Candida Soares** (Universidade Católica Portuguesa)

**X** (Austrian Trade Union)

10:15-10:45

*Break*

10:45-12:30

### ANTICIPATING JOB EVOLUTIONS, RETRAINING AND MOBILITY

Chaired by **Bernard Perry** (Amrop Augmentum)

**Xavier Broseta** (Air France)

**Steven Bevan** (Work Foundation)

**Bart Samyn** (IndustriAll-European Trade Union)

**Tony Bainbridge** (Rexam) - Leveraging international assignments to develop future global leaders

**X** (PriceWaterHouse)

12:30

*Lunch*

13:45-15:30

### DEMOGRAPHIC AGEING AND TRANSFER OF SKILLS

Chaired by **Dirk Schneemann** (Kienbaum)

**Walter Jochmann** (Kienbaum)

**Bruno Mettling** (France Telecom)

**Rainer Gröbel** (IG-Metall)

**Marcel Grignard** (CFDT)

**Jerome Nanty** (Veolia Transdev)

15:30-16:00

*Break*

16:00-18:45

### LEARNING ORGANIZATIONS STRUCTURING HUMAN HERITAGE

Chaired by **Cornelia Hulla** (GEA Group AG)

**Sandra Enlart** (Entreprise et Personnel)

**Wendy Cartwright** (Olympics Delivery Authority)

**Roland Deyser** (ECLF)

**Philippe Vivien** (Alixio)

**Hervé Borensztein**

19:30

*Cocktail (Spouses welcome)*

20:00

*Dinner*

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## SATURDAY, JUNE 1, 2013

9:30-10:30	Conference by <b>Lionel Zinsou</b> : HUMAN CAPITAL IN AFRICA
11:00-12:00	Conference by <b>Christian Monjou</b> : HUMAN CAPITAL THROUGH ART
12:30-14:00	<i>Lunch at the Monte Mar restaurant by the sea</i>
14:30-17:00	<i>Visiting the Gulbenkian Museum with <b>Christian Monjou</b></i>
18:00	FINAL STATEMENT AND PROPOSALS <b>Philippe Vivien, Cornelia Hulla and Yves Barou</b>
20:00	<i>Dinner</i>

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WITH THE PARTICIPATION OF:

**Nicole Notat** (Vigeo), **Fernando Vasquez** (European Commission), **Józef Niemiec** (ETUC), **Lionel Zinsou** (Conseiller au Cabinet du Président de la République du Bénin), **Stephen Bevan** (Work Foundation), **Vincent Merle** (CNAM), **Steve Jefferys** (London Metropolitan University), **Marcel Grignard** (CFDT), **Walter Jochmann** (Kienbaum), **Christian Monjou** (Art expert), **Bart Samyn** (EMF), **Bertrand Moingeon** (HEC) ...

**CORNELIA HULLA AND YVES BAROU, AND THE EUROPEAN HRD CIRCLE**



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## PRACTICAL INFORMATION



### ONYRIA MARINHA HOTEL, CASCAIS

THE HOTEL DISPOSES OF 72 ROOMS AND WILL THEREFORE  
BE ENTIRELY PRIVATISED FOR THE THE EUROPEAN HRD  
CIRCLE'S 3RD FORUM.



### FLIGHTS TO LISBON ON MAY 30, 2013:

### FLIGHTS FROM LISBON JUNE 1, 2013:

THESE FLIGHTS ARE ONLY SOME OF THE POSSIBLE OPTIONS

- PARIS-LISBON  
Departure: 07:55 - Arrival: 09:20 (TAP)
- BERLIN-LISBON  
Departure: 06:45 - Arrival 08:00 (TAP)
- HAMBURG-LISBON  
Departure: 06:00 - Arrival 08:25 (TAP)
- MADRID-LISBON  
Departure: 10:00 - Arrival 10:15 (TAP)
- ROMA-LISBON  
Departure: 07:15 - Arrival 08:25
- LONDON-LISBON  
Departure: 06:00 - Arrival 08:35 (TAP)
- WARSAW-LISBON  
Departure: 07:40 - Arrival 10:40

- LISBON-PARIS  
Departure: 18:25 - Arrival: 21:55
- LISBON-BERLIN  
Departure: 18:20 - Arrival: 22:35
- LISBON-HAMBURG  
Departure: 18:15 - Arrival: 22:35
- LISBON-MADRID  
Departure: 19:50 - Arrival: 22:05
- LISBON-ROMA  
Departure: 19:00 - Arrival: 22:50
- LISBON-LONDON  
Departure: 18:45 - Arrival: 21:25
- LISBON-WARSAW  
Departure: 19:50 - Arrival: 23:25

SHUTTLE BUSES CONNECTING LISBON AIRPORT TO THE HOTEL WILL BE AVAILABLE

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