

Session 8:

Motivation – new ways?

Chair: Lars Djernæs

Senior Adviser on Labour Market Affairs
Nordic Council of Ministers

'Motivation' - a labour market perspective

- How could we ensure the labour force needed by the private and public sector?
 - Quantitative and **qualitative** demands
 - **Internal** and external supplies

'Motivation' - a labour market perspective

- How could we motivate the labour force and employers to put stronger focus on adult learning?
 - Promoting and restraining factors
 - Macro and micro levels

Promoting factors (the opposite being restraining factors)

– **Macro-level:**

- **Incentives** through taxation and unemployment benefits, compensation to employers, **requirements** through ALMP a.o.
- Stronger **coherence** between adult learning and working life to ensure **better match** of demand and supply of adult learning and a **continuous alternation** between work and learning ('Mobication' = Mobility and education).

Promoting factors (the opposite being restraining factors)

– Micro-level:

- **Co-operation** (employers, employees and adult education institutions) at each work place ensuring **demand driven** skills needs assessment, **tailor made courses/training** and **follow up** afterwards.
- **Guidance and counselling** of employees by adult education sector representatives at work places.
- **Dialogue based learning** with starting point in employees experiences and work situations.
- **Validation** of new qualifications.
- **Short term incentives:** Immediate use of new qualifications (poss. transition phase), new responsibilities and influence, higher salary, implementation of work place improvements, more motivated employees, higher productivity, a.o.
- **Longer term incentives:** New career opportunities, stronger employment security, increased competitiveness, higher surplus a.o.

Motivation – new ways?

Brainstorming after all presentations:

New ways to:

- Create learning environments that would motivate and invite to adult learning?
- Motivate target groups within and outside working life?

	'Carrots'	'Sticks'
Macro-level		
Micro-level		