



### EDUCATION AND TRAINING IN WOOD INDUSTRY- PRACTICES AND LOOKING FORWARD

10th November 2010

Ljubljana Exhibition and Convention Centre, Hall Urška, Dunajska cesta 18, Ljubljana.

#### Programme

11:00 am

#### FESTIVE ARRANGEMENT AT CONFERRING THE "GOLD AWARD SWA" FOR GRADUATE WORK OF STUDENTS

Official speakers will be:

- dr. Aleš Mihelič, Ministry of Higher Education, Science and Technology - keynote speaker
- Mr Borut Kričej, Slovenian Wood Association and winners of the "Golden Medal of SWA"

Music Group of Medium Wood School in Ljubljana  
Programme will be connecting by Ms Bernard Žarn.

at 12:30 pm

#### DAY OF EDUCATION AND TRAINING IN WOOD INDUSTRY and FINAL CONFERENCE ON LdV PROJECT "KnowFORwood"

- Welcome and introduction. Mr Igor Milavec, CCIS-WPFA and Ms Neža Pajnič, CMEPIUS
- The story of KnowFORwood. Mr Bernard Likar, Executive Project Coordinator, WIC
- Sectoral education and training, where it is and where is going? Dr. Leon Oblak, UL
- KnowFORwood impact on NQF. Ms Darja Štarkl, NIVET
- View on KnowFORwood project from aspect of InnovaWood network. Mr Gus Verhaeghe, IW (IE)
- An example of good practice from Austria; Wood Academy. Mr Klemen Klemenak, Holzcluster Strmk (A)
- An example of good practice from Ireland; Timber Frame Skillsnets. Mr Philip Mahony, ITFMA (IE)
- An example of good practice in Greece; Blended learning. Mr Vasiliki Kougia, HRDC (GR)

at 14:00 pm

#### ABOUT WOOD INDUSTRY EDUCATION PROGRAMS IN REPUBLIC OF SLOVENIA

- Secondary education. Mr Igor Leban, CVE
- Post-secondary education. Ms Zdenka Steblovnik Župan, Wood HPS Maribor
- University education. Doctoral studies. Dr. Jože Kropivšek, UL

#### EXAMPLES OF BEST PRACTICE OF BRANCH TRAININGS

- Examples of informal training in the use of wood energy. Dr. Nike Kranjc, MSc. Mitja Piškur, SFI
- Training program ZnanjeZales. Mr Bernard Likar, WIC

#### OPINION OF INTEREST ASSOCIATIONS AND PRACTICE

- CCIS-WPFA. Mr Igor Milavec (activities of the WPFA on trainings and Competence Centre)
- Alples, d.d., Železniki. Mr Franc Zupanc
- Carpentry Melu, d.o.o. Mr Alojz Selišnik

#### DISCUSSION AND CONCLUSIONS

### EDITORIAL

In the coming years wood processing companies will be building their competition on knowledge and creativity of employees and on the use of modern information and communication technology. Competitiveness (employability) of employees will depend mostly on personal initiative and willingness for (additional) training. The Association of wood and furniture industry and its' partners in KnowFORwood project will continue to strive to create an optimal range of programs for education and training in wood sector.



*Igor Milavec, director, CCIS -  
Wood Processing and Furniture*

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## ABOUT TRAININGS

### Pilot Training Program

We have advertised concluded 14 courses in this program ([www.znanjezales.si](http://www.znanjezales.si)) all in the following areas: advanced technology and materials, creative thinking and decision making, developing and marketing of products, environment, business informatics and computer science, project management, leadership, communication skills. Till the conclusion of the project we will implement seven courses with a total of 75 participants and we will form the basis-starting point for further project. Further development of KnowFORwood Project will continue within-under the competence center hut.

### Key features of the KnowFORwood Project

- It is qualitatively designed and implemented training program tailored to individual business needs.
- It offers innovative contents and methods of implementation of training.
- Implementation is entrusted to the best selected local and foreign contractors.
- It offers great potentials for sharing experience among training participants.
- The courses are inexpensive.
- Some of the open trainings are universal, and suitable for »non-wood« companies.

## PROGRAM RESULTS IN THE YEAR 2010

### Analysis of the level of knowledge for performance tasks

The analysis was conducted by the University of Ljubljana and showed on main gaps between required and actual levels of skills needed to perform duties in specific areas of work in wood industry companies. We found that the areas of work and the tasks for which one could state that the employees are fully mastered, are rare. Many more frequent are those which are lacking knowledge and would require additional education.

The survey showed that the most critical skills are those that are related to the development and marketing of products by following new developments in materials and technologies, input control, use of financial reports and the computerization of business. Lack of knowledge was also seen in other areas of work, which leads us to reflect on the necessity of acquiring new, modern relevant skills that will enable employees better performance on the individual tasks.

### Selection of Training Modules

For the determination of the most appropriate methods of implementation and content of trainings we used a questionnaire which was fulfilled by HR managers or directors in small businesses. The responses enabled us to set the content of training. Selection of the trainers was carried out by using the program DEXi and with interviews between representatives of project partners and module operators.

Presentation and communication of training courses with participants was carried via a project website <http://www.znanjezales.si/> and with virtual learning tool Moodle, which is used to generate active leading the Forum during the training, and for participants to share module contents, questionnaires and reports of trainings.

Participants completed the evaluation questionnaire about the implementation of training. Questionnaire contained part of the evaluation criteria for general work, evaluation criteria and criteria for the evaluation of lecturer.

Analysis of evaluation questionnaires was conducted by our partner Secondary forestry and wood technology school Postojna.

### Development and Marketing - most critical

On June 14 and 15, 2010 we have in the premises of Brest Pohištvo d.o.o. conducted an eight-hour training program entitled »Developing and marketing of products.« Training was attended by eleven students from various wood industry companies. The main aim of training- education that students were to be achieved were:

- Know what is a market-oriented company,
- Learn the process of developing a new product and its life cycle,
- Understanding the importance of the purchase behavior of potential buyers of timber products,
- Acquaint themselves with how to cover events in the competitive environment of the company and how to react on changes,
- Learn to analyze the opportunities that arise in the market and act in accordance with company strategy.

Students were trained to acquire the capability for preparing analyzes of market opportunities, market communications, design, sales price, marketing organization and critical evaluation of marketing performances. At the same time they learn to be able to use a systematic approach to acquire information about competitors, market, marketing environment, consumer buying behavior, and to gain ability to make professional decisions in this area. According to the results of a survey which was conducted after the training, we find that the objectives have been achieved as the students rated the training as very useful.

### The impact of KnowFORwood to the National Vocational Qualification

New technologies and the increasing specialization of labor reflect in changes in the actual content of the professions. Some are being withdrawn, some are newly emerging. Wood sector also faces this trend.

Analysis of needs for carpenters showed that employers demand carpenters in both buildings and furniture sector. In the project we have the current single standard for a professional carpenter divided into two independent parts - in building and in furniture carpenter. In this way we opened the way for the preparation of catalogs of knowledge and skills on which candidates will be able to certify their knowledge and experience. Thus we opened, for the employer and the employee, the possibility to react quickly to market needs in the area of wood.

## TWO COMPETENCE CENTERS IN PREPARATION

### Competence Center for Development of Human Resources in the field of wood (KoCLes)

The main objective of the project and its application to a call is to enable the development breakthrough in the sector by creating infrastructure, organization and design of sustainable KoCLes as sector-specific training. Under the terms of the tender is KoCLes intended for partner companies in the sector and with its' affiliates. The target groups are all employees at all educational levels and in all workplaces. The aim is adding knowledge to raise competence in the field of technical knowledge (managing the materials, techniques, ...) and managerial skills (management, controlling, ...), to link deficits in general knowledge or skills (selling, purchasing, marketing, ...), all in connection with the specific needs and requirements of the profession or industries. The most important message is to raise awareness among staff about the needs and requirements of the entire process taking place in the company, from developing new products to their marketing.

The project is worth over 500 thousand €, applicant is Wood Industry Cluster, it includes 3 micro-enterprises, 4 small, 4 medium-sized and 5 big enterprises and has two other partners.

### CC Sustainable Construction—HOUSE2020

We have answered on the MHEST invitation on 20th September and applied for the project Competence Centre for Sustainable Construction HOUSE2020. It is an interdisciplinary project that connects the construction, woodworking and plastic profession with a common goal of industrial development technologies, materials and products for sustainable construction (assembly, multilevel) buildings with an emphasis on greater use of wood. The consortium included 27 partners from the 17 companies. The value of the three-year project is 8.5 million of which we expect of ministry to co-finance project with 6.2 million. The main applicant is Wood Industry Cluster. Competence Center is especially important for the development of manufacturers of wooden furniture and prefabricated wooden houses, it is linking critical mass of production as well as of research in the field of sustainable construction (energy efficient building, using organic materials and technologies uncontested)

## YOUR OPINION

In Glotta Nova Training (comment and photo)

Theme, which is very topical today. I gained some useful ideas for future work. An interesting workshop is a good lecturer.

Mojca Zakošek, Head of HR areas  
Stilles



## NEWS FORM HERE AND THERE

### Training for Serbia

In the context of supporting the internationalization of Slovenian wood industry, both, the Wood Industry Cluster and the CCIS-Wood processing and furniture Association, lead the role. Today the most important is the support for strengthening of business cooperation with Serbian companies. As a part of this aim the project of technical assistance started, which is co-financed by the International Development and Cooperation Programme. This project will carry out training of selected Serbian wood companies in the field of strategy development and deployment of innovation. In addition, it will be carried out more B2B meetings and will be searched for opportunities for deeper business relationships with aim for joint participation in the Russian market.

### State support for development of the sector

This year certainly is a breaking year for Slovenian wood industry. The reasons are multiple. The global economic crisis has hit our industry extremely, especially the furniture part. On the other hand, the long-standing efforts of the consortium FOREST and WOOD for the sustainable development of Slovenia brought results (initiator was CCIS-Wood industry and Furniture Association). Both, media and politics are increasing their support in favor of wood sector and of increasing of processing and utilization of domestic wood. In May, three parent committees of National Assembly (for Economy, for Forestry and for Environment) adopted resolutions on support for wood industry, at the end of July the Government adopted a decision on the classification of wood sector as one of the priority sectors in RS. With this decision an activity of state institutions started to support the restructuring and revitalization of wood processing in Slovenia.

### Funding for development of the industry

Country is assigning significant resources for breakthrough. This is a new approach directing to financing major development structures such as centers of excellence, competency centers and business development centers, with which it wants to create a basis for a breakthrough in priority areas. Woodworking industry has also responded at this initiative and has filed an application for:

- Project of Target Research Programme »Competitiveness of Slovenia 2006-2013« in 2010 (defining a new strategy of wood sector)
- Project Competency Centre for sustainable construction HOUSE2020,
- project of the Competence Centre for Human resources Development in wood sector and
- Project (in preparation) of the Development Centre for furniture, design and marketing.

## TRAINING INFORMATION

### Informations are published:

- On web sites: [www.znanjezales.si](http://www.znanjezales.si)  
<http://les.bf.uni-lj.si/>  
<http://www.s-sgls.po.edus.si/http://www.cpi.si/>  
<http://87.192.2.62/innovawood/>
- Leaflets
- Posters
- And ZnanjeZales News

### Ministry of the Economy supports wood sector,

Darja Radič, MSc., Minister for Economy, on 3. Development Conference for wood sector, 1. 9. 2010: »...Slovenian forest-wood sector has previously been one of the best sectors of Slovenian economy. Unfortunately, as a labor-intensive industry this sector has become less competitive due to the lower investments in development. Moreover in recent years it faced the consequences of economic crisis, when, for example construction sector, as a large wood industry client has decreased its' operations.

For the disadvantage of wood industry it is also to blame us, the customers, because we too often use plastic instead of wood, or use imported rather than domestic wood ...

... We even in Slovenia, like in Austria, must find healthy cores within the industry. They may also be regional projects ... Our ministry is ready to support concrete projects. At the end of July this year we have announced a public tender for the development centers of the Slovenian economy. With this call worth more than 185 million EUR we will support key projects in eight sectors, including the wood and wood processing industry ... As you can see the Government has recognized wood industry as one of the key factors for the future of Slovenian economy and we much hope that with the help of these funds you will managed to break through and restructure Slovenian wood sector..."

## About KnowFORwood Project

Transfer of innovative practices in the Vocational Education & Training to Slovenian Wood Sector

Processes of globalization require from Slovenian and European wood processing sector implementation of new paradigm of Lisbon-based competitive strategy—a knowledge-based society and economy. Innovative systems and models of lifelong learning (LLL) for the promotion of innovation are the key part of this process. For this purpose we have developed sectoral LLL, which covers the emerging gaps in knowledge and skills in the Slovenian wood-processing sector.

Duration of Program:

From: 01. 10. 2008 to 01. 10. 2010

Partners

- CCIS-Wood Processing and Furniture Association, Slovenia
- Wood Industry Cluster
- University of Ljubljana, Biotechnical faculty, Ljubljana
- Secondary forestry and wood technology school Postojna, Slovenia
- National Institute for Vocational Education and Training, Slovenia
- Hellenic regional Development Center, Greece
- InnovaWood, Ireland



Education and Culture DG

Leonardo da Vinci

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Visit

[www.znanjezales.si](http://www.znanjezales.si)

## News

### Sectoral Training Program Information

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Design: Samo Grčman

Editor: Irena Gruntar

Content: Project Group KnowFORwood

Contact Person: Irena Gregorič

Tel.: 01 58 98 273

Fax.: 01 58 98 100

E-mail: [info@znanjezales.si](mailto:info@znanjezales.si)

[www.znanjezales.si](http://www.znanjezales.si)

Method of application:  
[znajezales@gmail.com](mailto:znajezales@gmail.com)

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