Social Smart Cities
Labourmarket programme:

For a flexibel, inclusive and talented region

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Social Smart Cities

- Big Data
- Robotics
- Digitization
- Automation
- Augmented reality

A huge impact on the development of business and the individual.
Social smart cities

Impact on individuals or social effects of digitization in smart cities.
- Daily life becomes easier.
- Some work will be made easier.
- Technical and IT-jobs will be more complicated.

Big changes in society and the labourmarket.
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Are we ready for exponential change?

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Everything is connected.
Possibilities are unlimited.
More than ever technology can provide us with equal excellence.
Only dangerous, dull and dirty work?

Humanoïd Robot Sophia

What can’t be digitized will become extremely valuable.
Digital transformation:

How can we differentiate?

One space left to innovate:
intellectual capital
How can we as citizens of smart cities keep up with the change?
Digital transformation:

New skills
Invest in intellectual capital

The new reality: Lifelong learning
Digital skills are needed in all branches, on all levels! The gap in smart cities between technical educated people and digital illiterate people will become bigger. Intellectual capital will be lost.
Mismatch on the labour market becomes bigger

- Demography: not enough people on the labour market.
- Jobs disappear because of digitization and robotics
- New jobs for technical educated people
- Not enough people with the right skills

Invest in human/intellectual Capital.
What can we do?

Education of new skills throughout school and working career.
- Courses in digital skills, Computational thinking, Programming
- Hybrid teachers/guest lectures
- Personal education budget
We need data and knowledge to be able to keep up with the continuous change on the labourmarket. Where do Big Data come in?

Labourmarket research of ICT skills
Where do Big Data come in?

Real time labourmarket information on a dashboard for employers and ePortfolio for employees
Data in HR and Career development

- Talent management Centers
- New matching based on 21st century skills and e-CF
- HR-Analytics
Collaboration in PPP’s (public-private partnerships)

To connect stakeholders in the region and to learn from each other.

- Employers
- Government
- Branches
- Educational institutes
- Employees and students
‘My current employees are not ready for the future. It is their own responsibility to keep up with the digital transformation.’
‘Educational institutes are ready for the digital transformation.’
If we want to make change, we have to start with ourselves.
Questions, ideas or participation?

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Thank you for your attention!