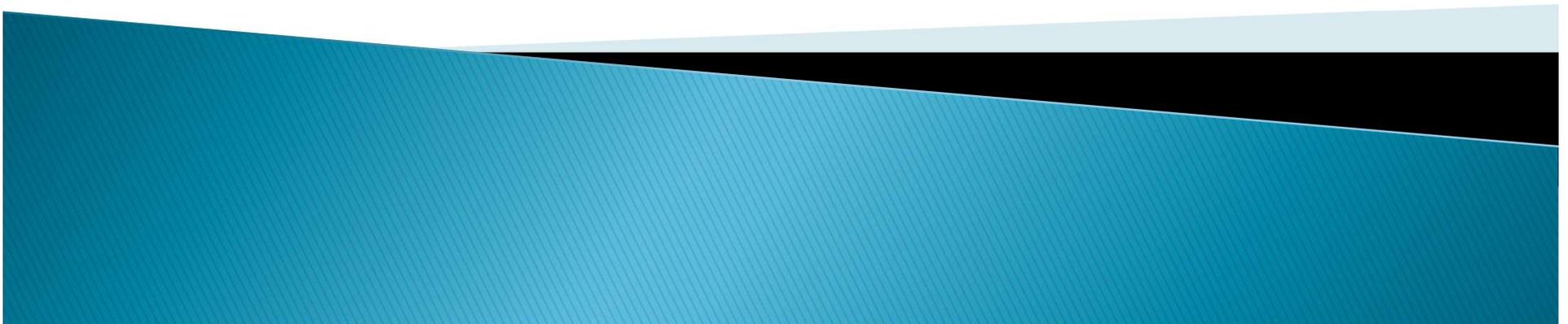


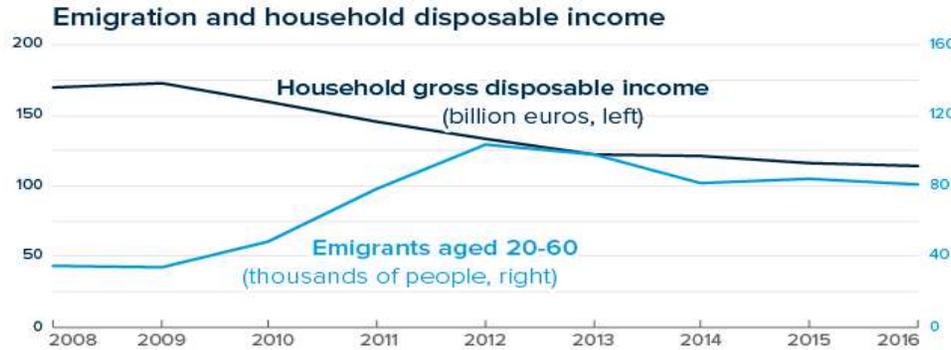
# "Rebrain: Initiative for technological/digital transformation in Western Greece

Workshop  
"Using and improving the EU-SPI in the field of Education and  
Lifelong Learning"  
11 February 2020 Budapest

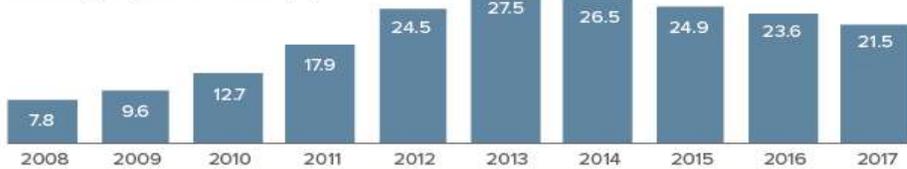


# Brain drain during the crisis in Greece

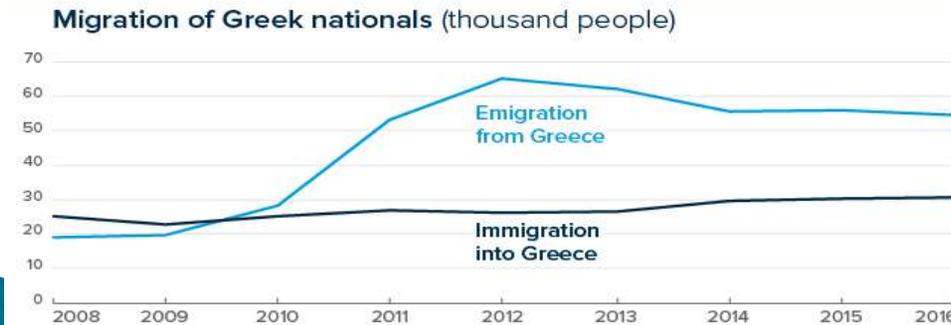
## Recession fuels emigration



## Unemployment rate (%)

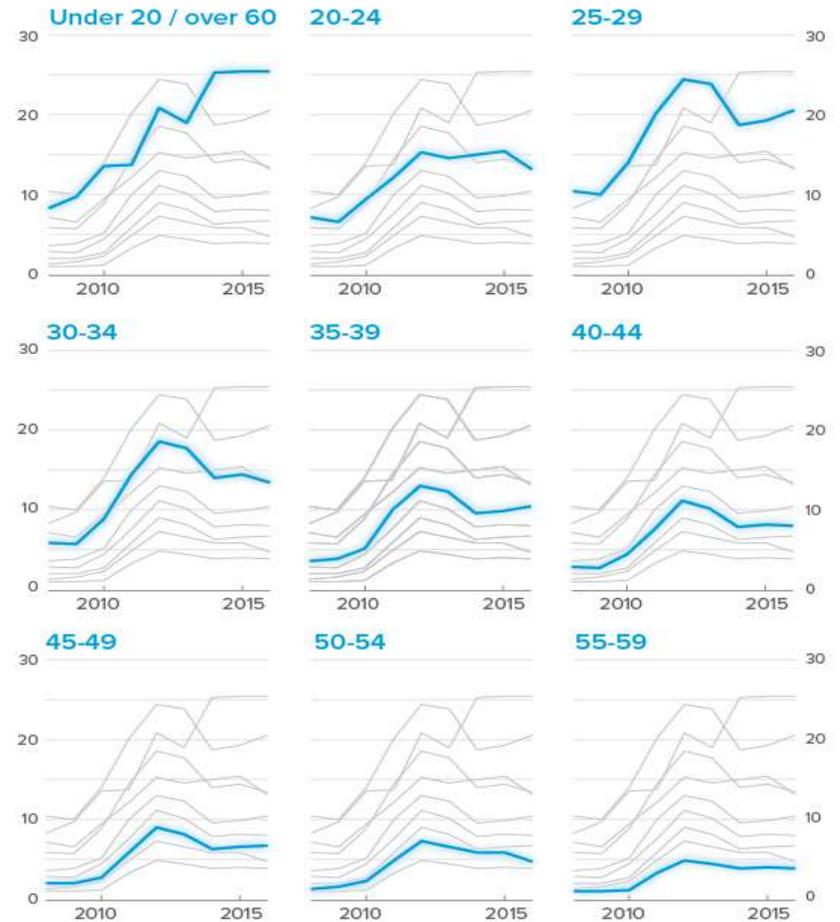


## Net Greek emigration has peaked

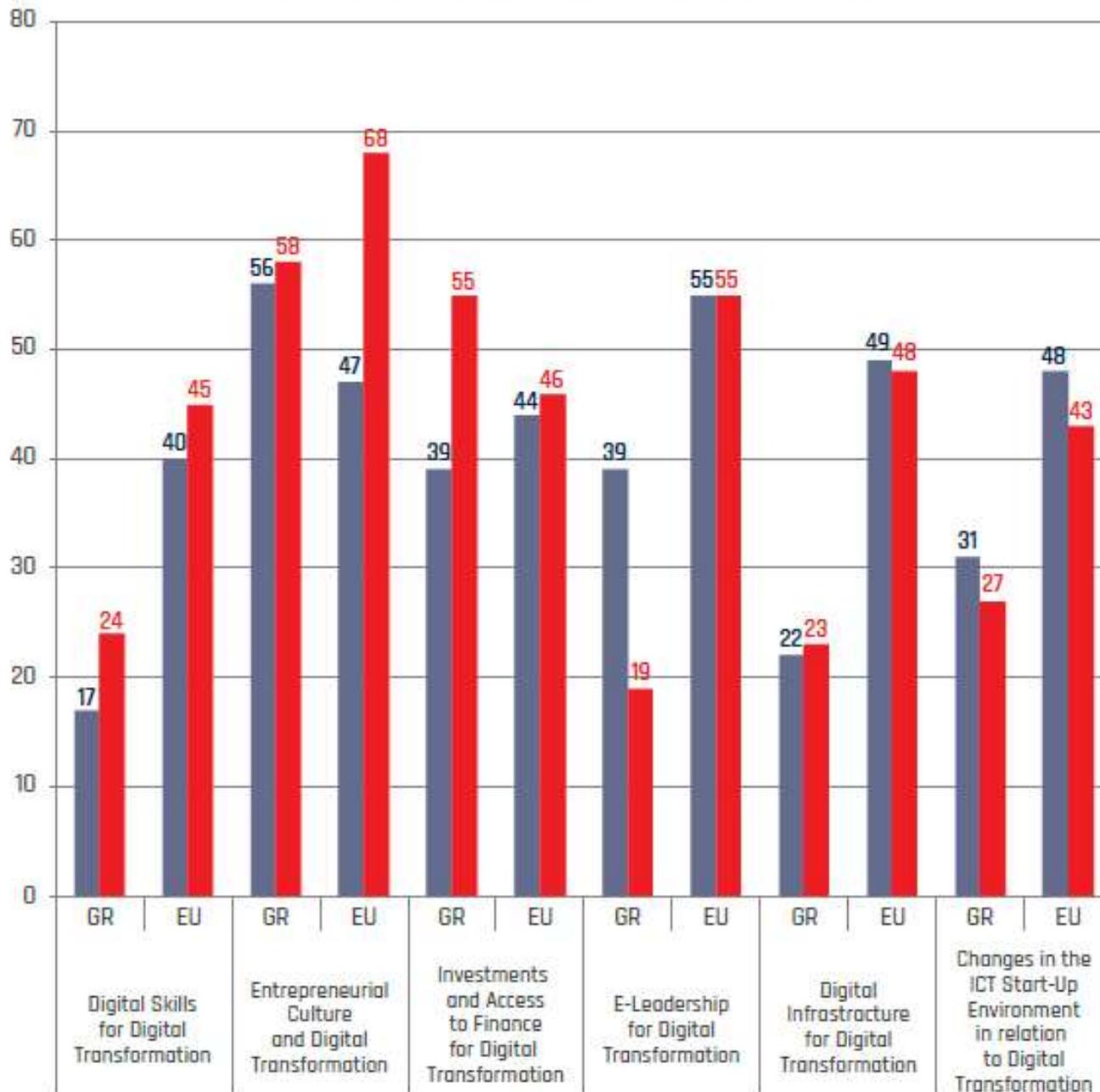


## Dependants now form the largest emigrant group

### Emigration by age group, 2008-16 (thousands of people)



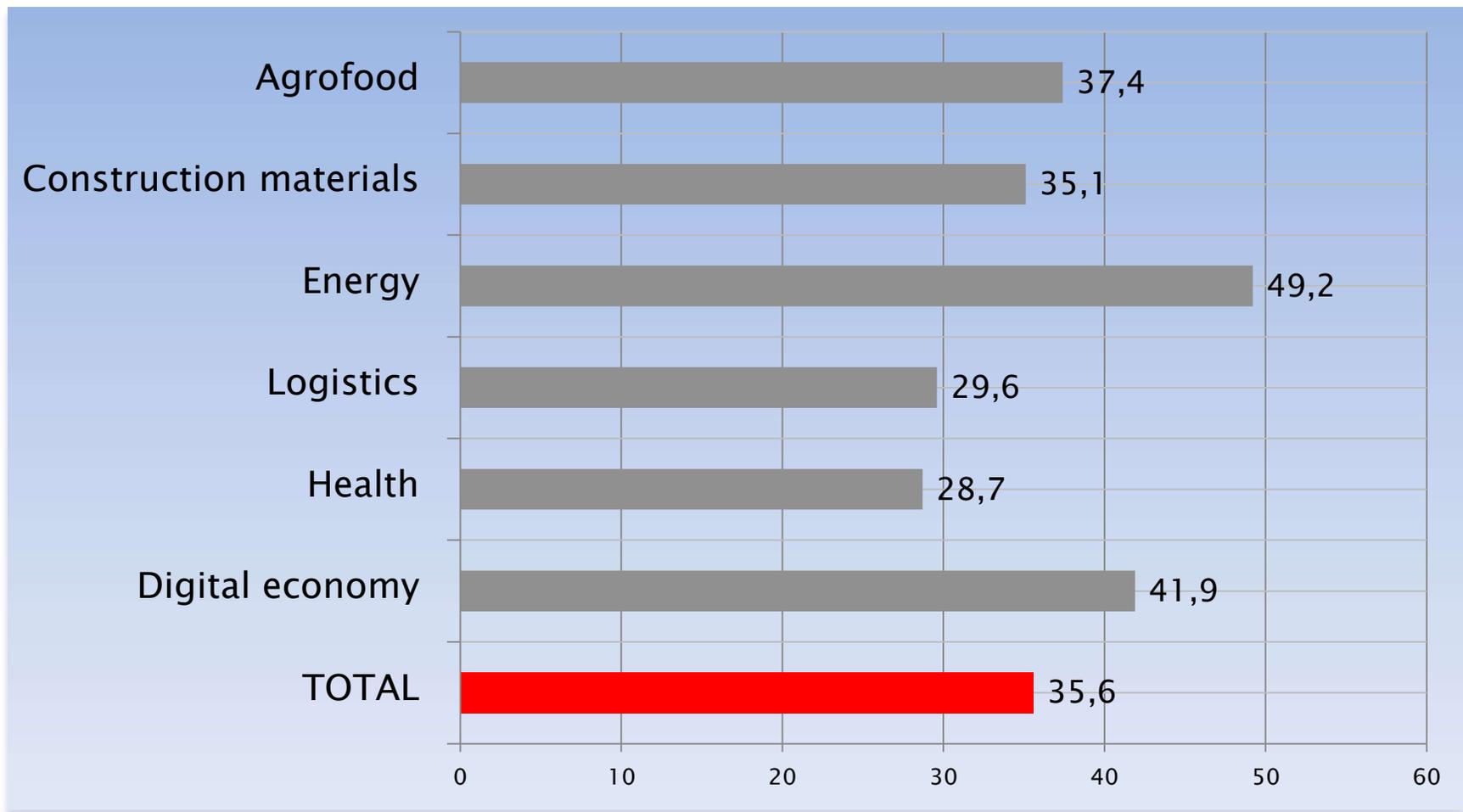
## DIGITAL SKILLS FOR DIGITAL TRANSFORMATION



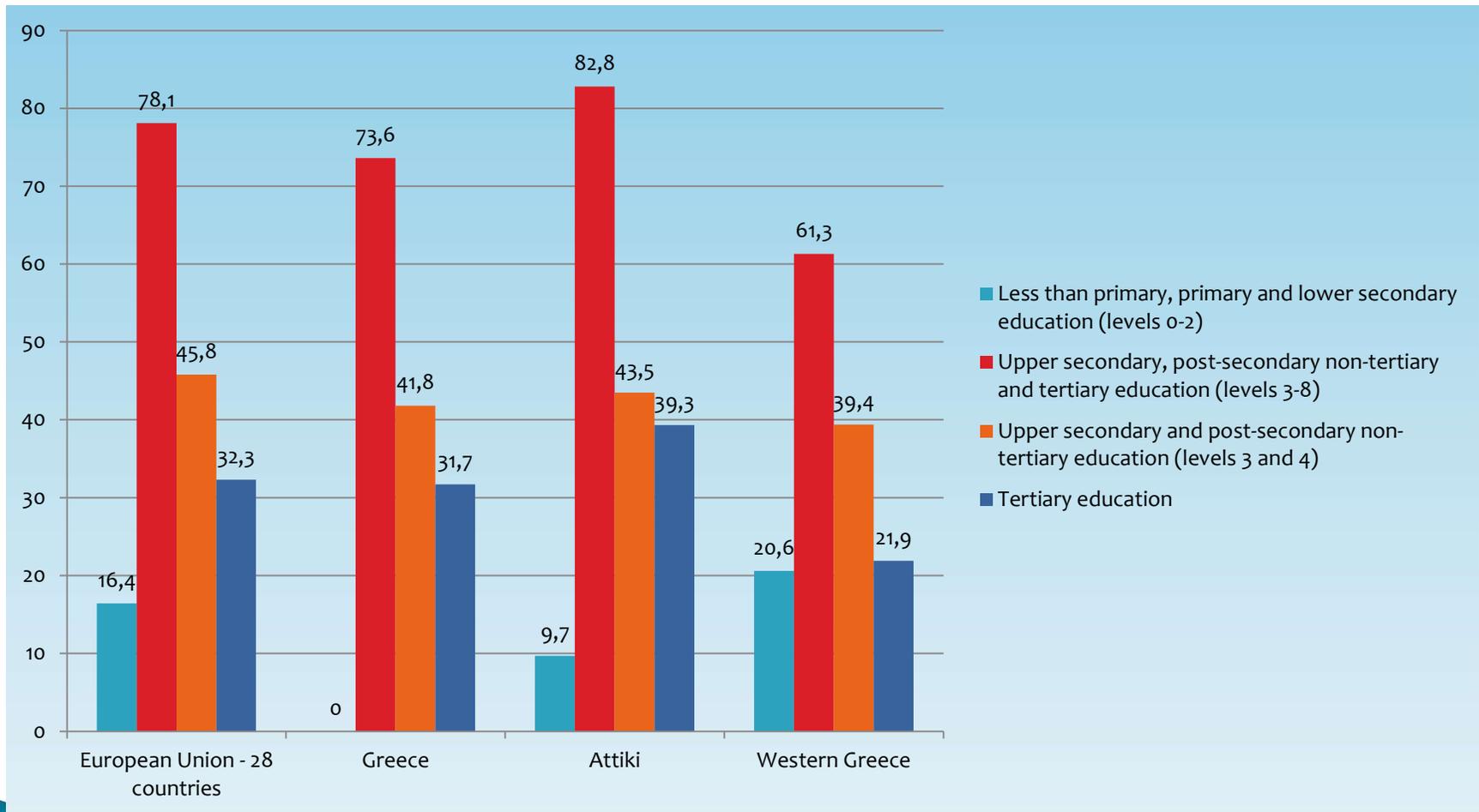
Source: Digital Economy and Society Index

■ 2017 ■ 2018

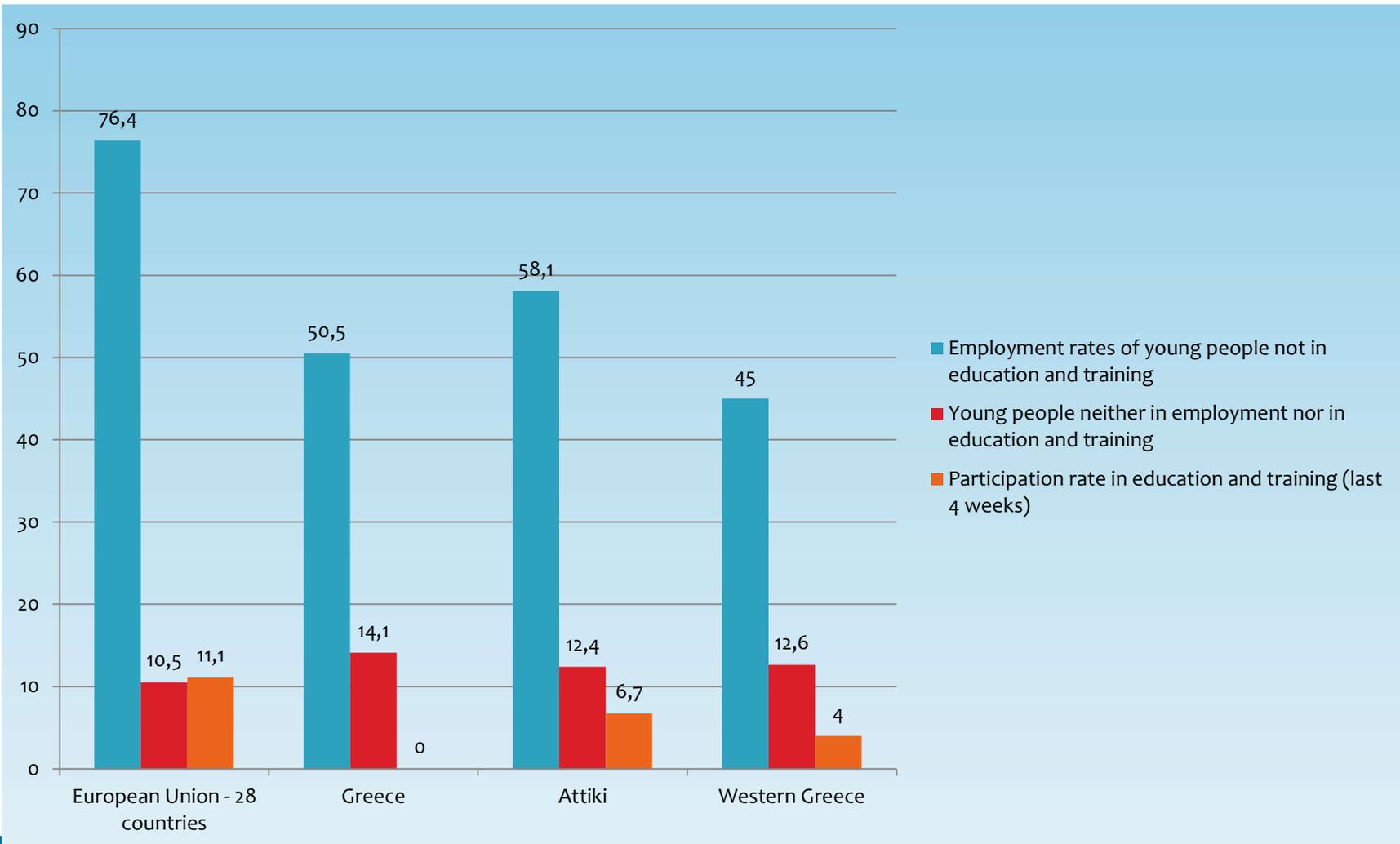
## As a result: SMEs facing difficulties on finding capable personnel



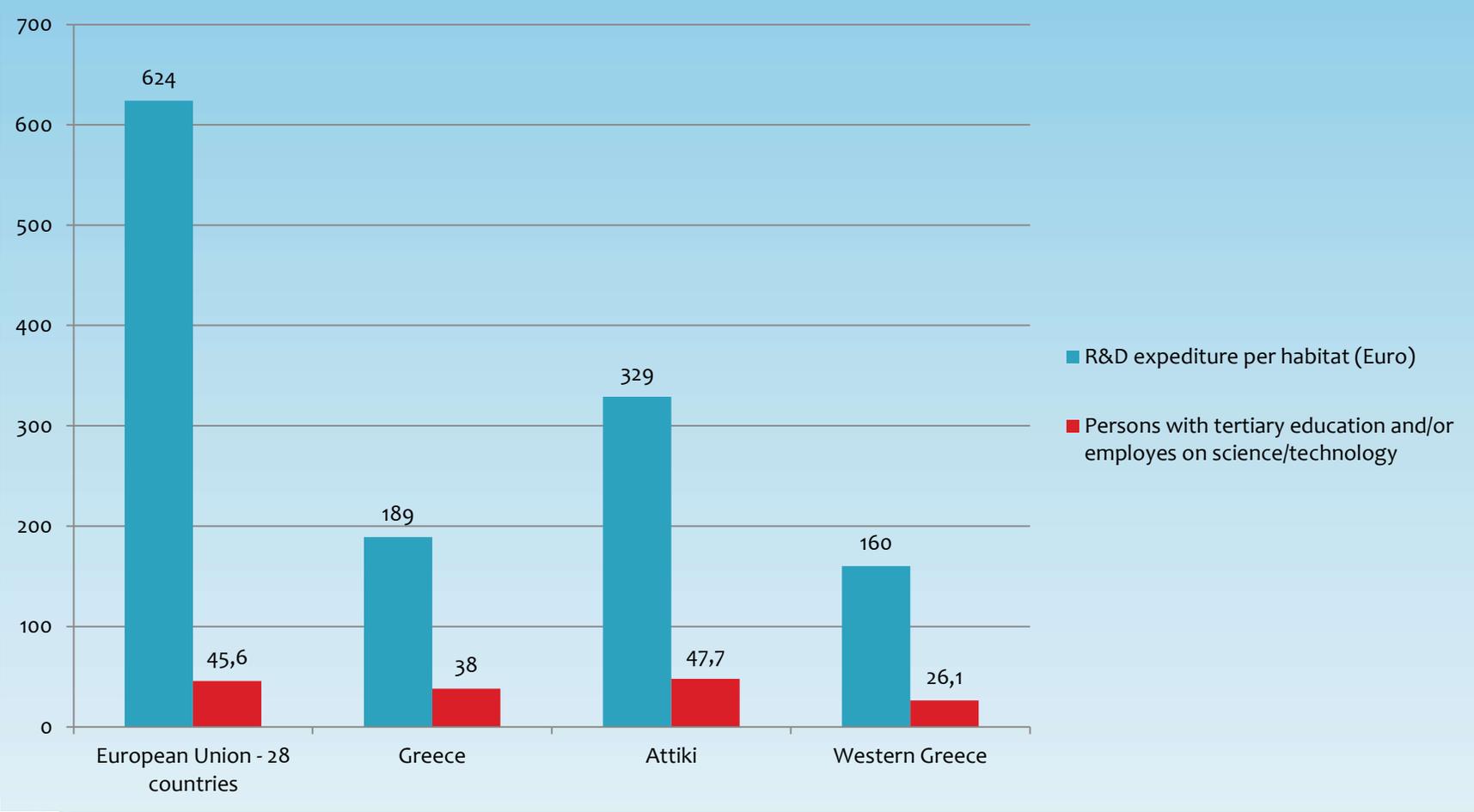
# Western Greece educational snapshots



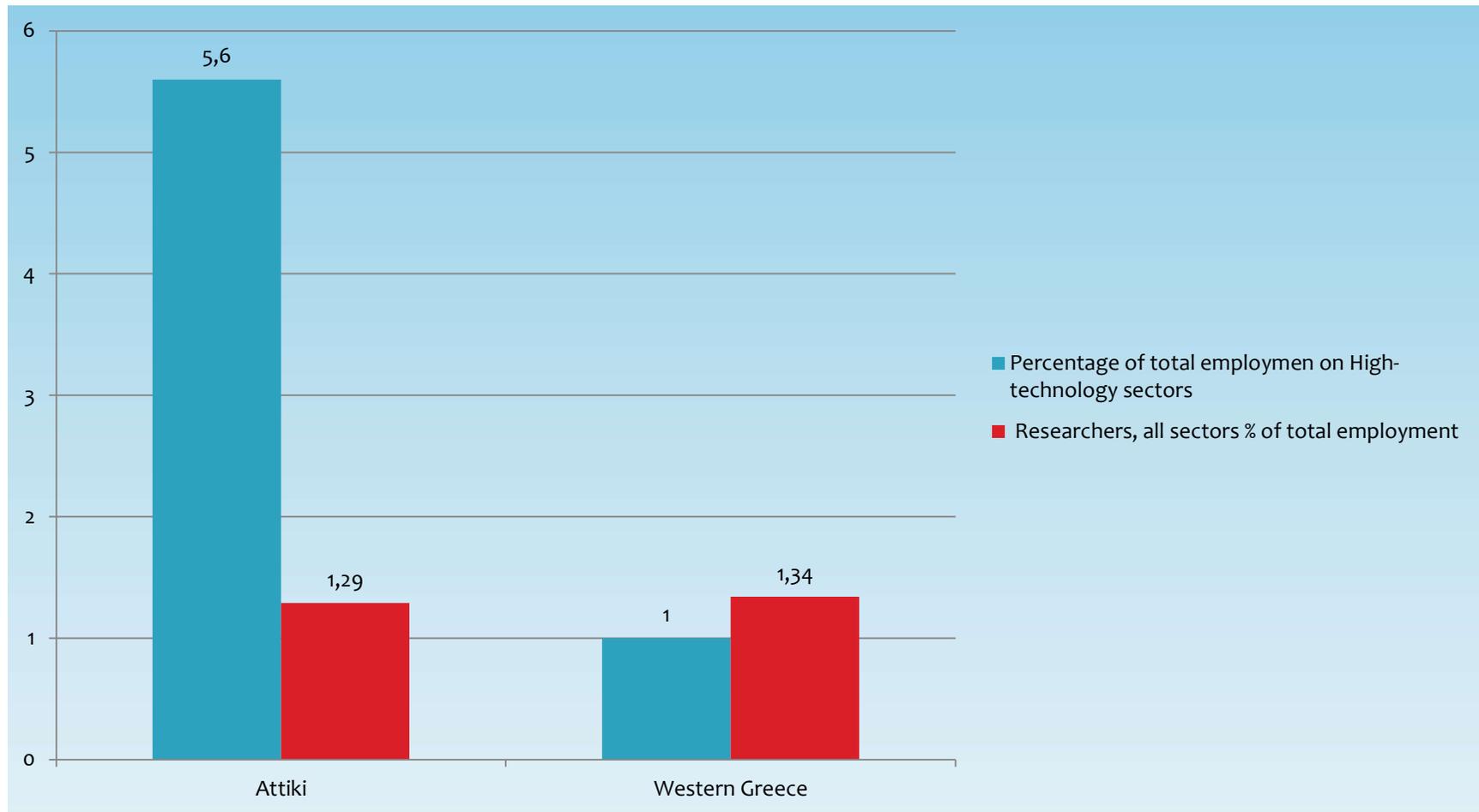
# Western Greece educational snapshots



# Western Greece educational snapshots



# Western Greece educational snapshots



# The Rebrain national Initiative based on 4 pillars

## National level

### ▶ 1<sup>st</sup> pillar: **Greece again**

The program aims to tackle the Greek brain drain issue by facilitating the gradual repatriation of highly-qualified Greek nationals who left Greece during the economic crisis in search of better-paying jobs. The ReBrain Greece initiative guarantees the repatriated Greeks a minimum wage of €3,000 monthly month for at least two years.

The program commits to paying €2,000 per month, while the employer companies will cover the remaining amount. At the end of the two years, the companies will continue to employ the professionals for at least one more year, continuing to pay a minimum monthly salary of €3,000.

Greeks aged between 28 and 40 with recognized international scientific and professional experience and post-grad academic credentials who are willing to the Greek labor market needs in new technologies will be able to register in the ReBrain Greece platform.



# The Rebrain national Initiative

- ▶ 2<sup>nd</sup> pillar: **ReBrain Greece** . A Center for collective knowledge for labor market using big data analytics
- ▶ 3<sup>d</sup> pillar: **REBRAIN GREECE CoLab**. A new digital platform serving the initiative and acting as the space for contests-brain storming- problem solving



- ▶ 4<sup>th</sup> pillar: **Action plan for Smart policies for labor market**



# Pilot program in Western Greece

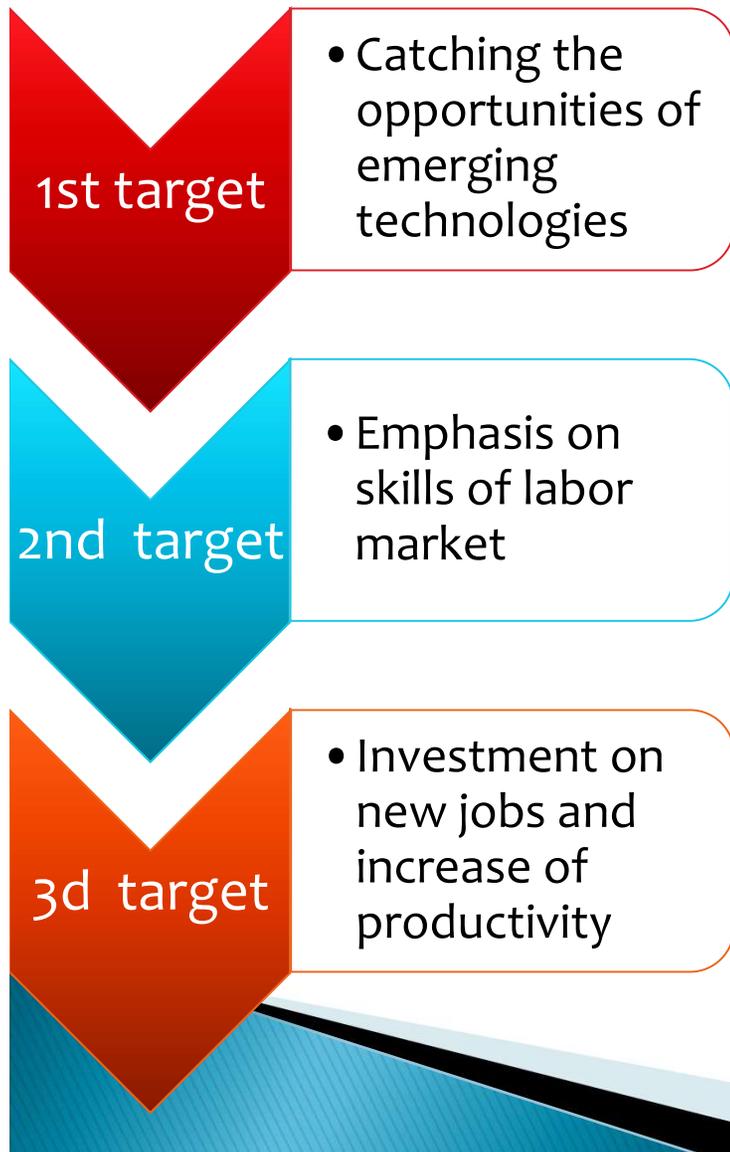
- ▶ An MoU between Ministry of Labor and Region of Western Greece signed on 31/1/2020



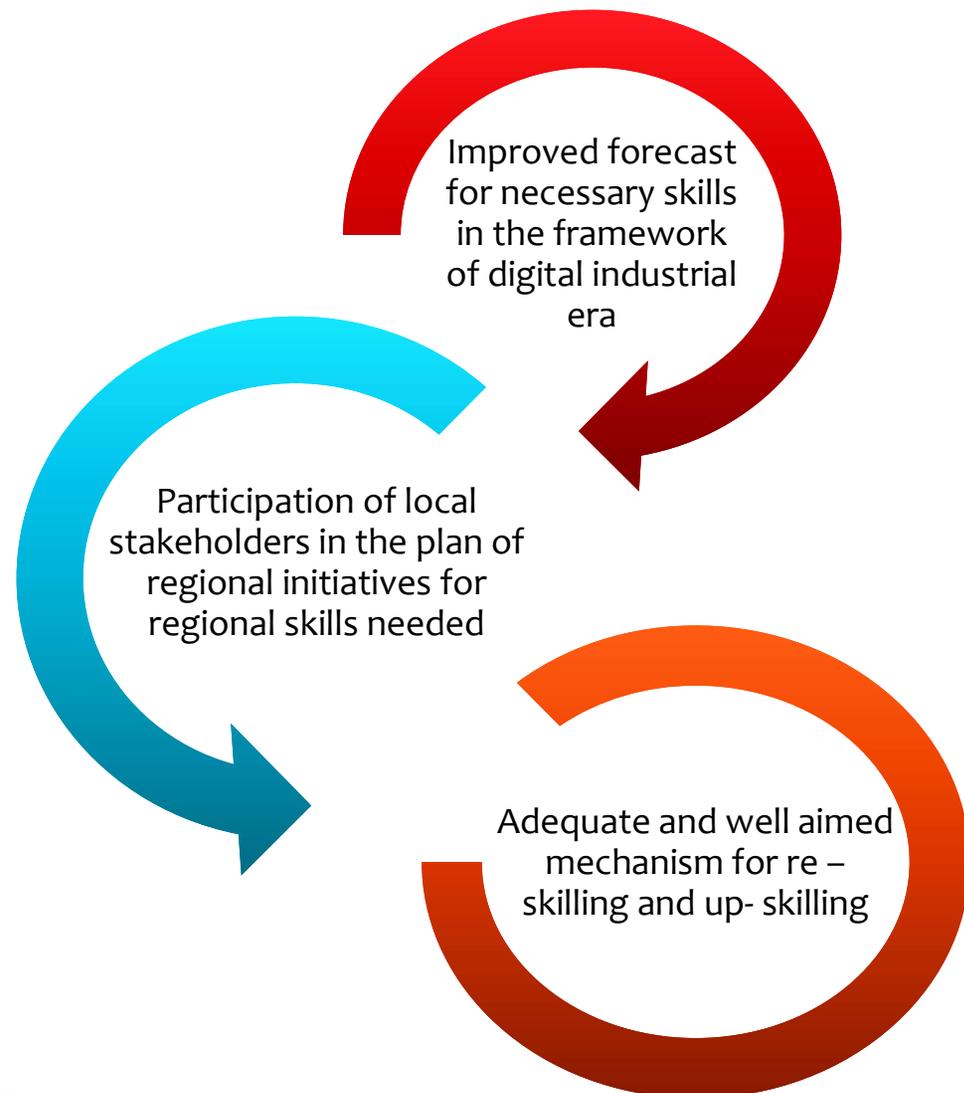
- ▶ 3 year action plan covering the local needs for the transition in the 4<sup>th</sup> Industrial revolution
- ▶ Main tools education and training for digital transformation



## Challenges for Regional Policy



## The role of ReBrain

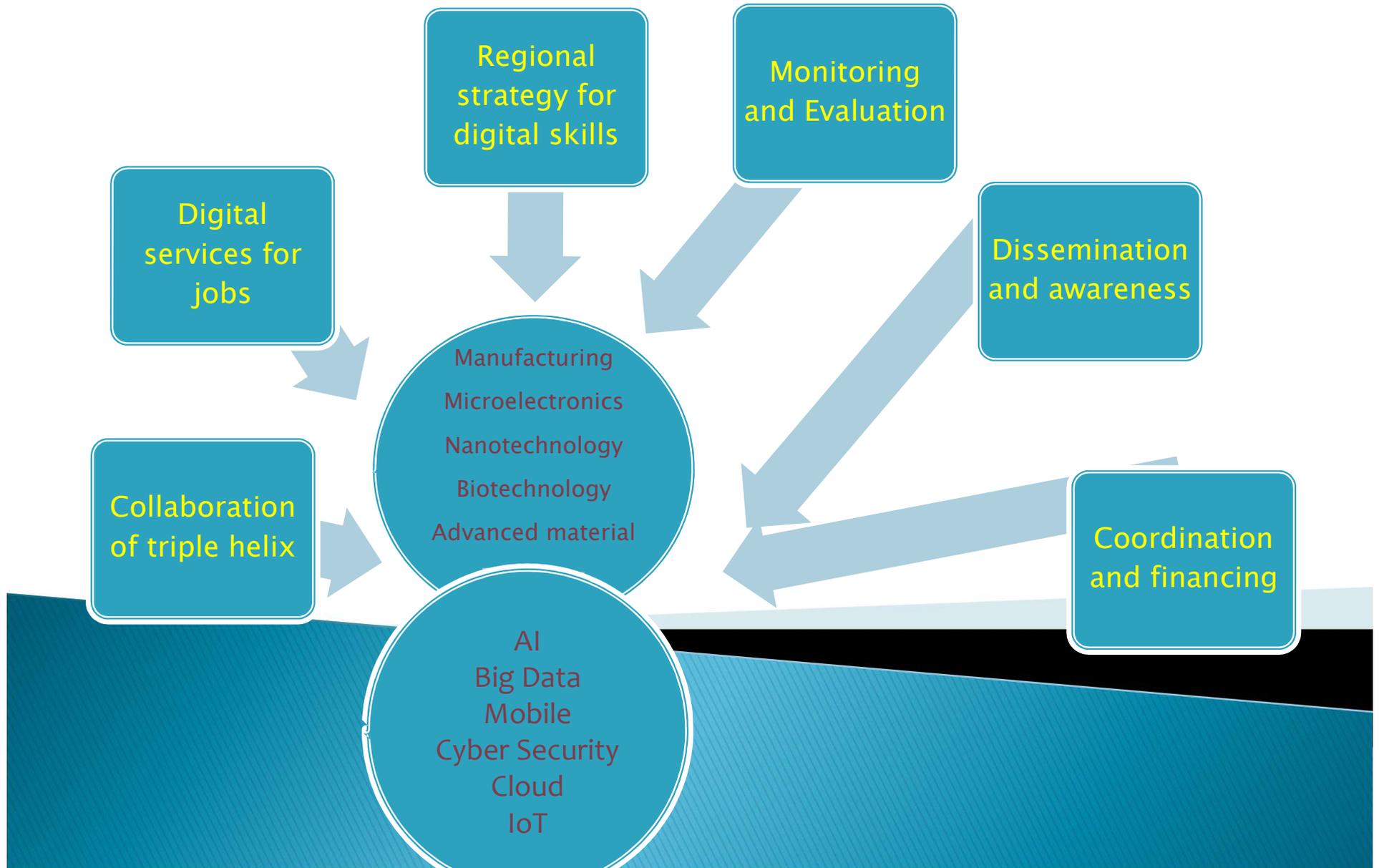


# Strategic priorities for the Region

- ▶ Digital/technological transformation of regional economy with the relevant digital skills . Re skilling and Up skilling of people working in private and public sector
- ▶ Support of circular economy. Training for unemployed people ( eg recycling, waste management ) at fragile environmentally areas
- ▶ Support of gender equality. Digital skills for unemployed women due to high ( relevant ) percentages of unemployment
- ▶ Agro digital. Introduction of digital skills throughout the whole value chain
- ▶ 1<sup>st</sup> global scientific Olympic meeting in Ancient Olympia
- ▶ Policies connecting innovation and business with tools as The permanent mechanism of Diagnosis for the labor market and the personal educational portfolio of every person.



# Development of digital skills in Western Greece



# Specific tools

- ▶ **ADVANCED SKILLS 4 WOMEN** : Women up to the age of 29 with a level of education over 6 (ISCED) in the fields of advanced data analytics & open data management.
- ▶ **DIG\_CIRCULAR** : unemployed persons with a level of education over 4 (ISCED) and 12 months on job training
- ▶ **AGRODIGITAL ENTREPRENEURSHIP** : Young people up to the age of 29 with a level of education over 6 (ISCED) in the agrifood sector ( AI for agriculture, data analytics, digital marketing, social media and mobile marketing, marketing strategies for entrepreneurs, Wordpress, Woocommerce, content marketing SEO, Google ads), digital platform working, open data apps
- ▶ **INTEROPERABILITY GOVERNANCE** :Unification of all the national and regional data bases
- ▶ **RESKILLING** for technical professions
- ▶ **DIGITAL BADGES** methodology for digital and on line education as also creation digital certifications
- ▶ **OPEN MALLS** for SMEs



# Next steps

- ▶ Working Group in Western Greece aiming in the creation of a platform that will utilize the Diagnosis Mechanism towards the design of a concrete plan to be implemented as a pilot.
- ▶ The Diagnosis Mechanism as a constant tool stands out as the major task that has to combine technology and big data with participation of stakeholders and policy making.



Thank you



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