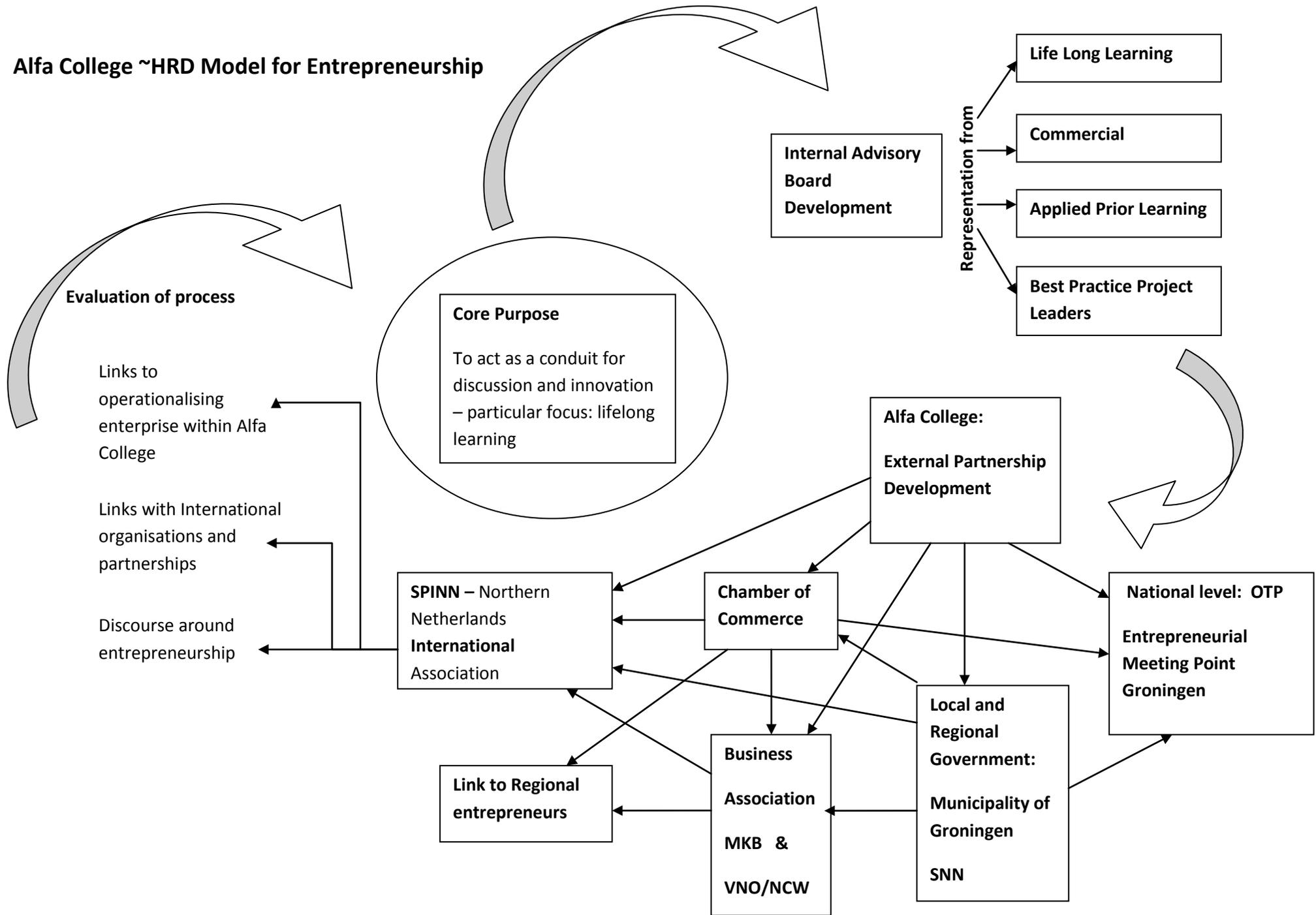


Alfa College ~HRD Model for Entrepreneurship



Synopsis of Y4 HRD Model of practice for Alfa College

Alfa -college began to set up an internal advisory board linking Y4 concept to Life Long Learning, Applied Prior Learning (EVC) and to the project leaders for educational development programmes.

From this we engaged in external partnerships with **SNN (Regional Northern Netherlands Government)** and the **Chamber of Commerce** in order to discuss the need for cooperation on a local and regional level to stimulate entrepreneurship in the region and the partners' roles in this cooperation.

We connected to national developments by linking to the concept of national strategic alliances for cooperation between the 3 O's developed through the branch organisation of VET in the Netherlands.

OTP: Entrepreneurial Meeting Point Groningen: Since 2008 the three O's as they say in the Netherlands i.e. the 'Ondernemers' = Entrepreneurs, 'Overheid' = Local and Regional Government and 'Onderwijs' = Education have been working together on a national level in the province of Groningen in the Entrepreneurial Meeting Point. The structure of the three O's is comparable to 'Y4' in Finland although the economic situation is quite different. The initiator of the OTP was the Municipality of Groningen who wanted to bring business and industry closer together. Realisation did not come about by means of a digital window but in a real meeting point in the industrial estate of Groningen. The participants in OTP are the municipality of Groningen and SNN, the Entrepreneurial Associations MKB-Noord and VNO-NCW, the Chamber of Commerce, Unipartners, industrial estate members VBZO, VBNO and GCC. The third 'O' was Education represented by Alfa-college, Noorderpoort, CSG, Hanzehogeschool and OOGG. One can safely say that together they form a widespread association. The OTP has three major functions i.e. a mediatory function, a networking function and an information function. As to the mediatory function we are the link between businesses and the trainees and apprentices in every level of education being from 1 to 5. With regards to the networking function OTP organizes thematic gatherings several times per year. Subjects for these meetings are e.g. social media, HRM and marketing. A good example of the information function is Checkthe Bizz! in which students can have a look into possible professions for the future. This is essential in choosing the right subject packages to meet their needs. The OTP Foundation wants to continue their services and if possible to expand it with a digital mediation for trainees.

We joined the **SPINN** network i.e. Northern Netherlands International Platform Association in which SNN, MKB and VNO-NCW i.e. the Organizational Bodies of Entrepreneurs and Education i.e. VET, Higher Professional Education and University are represented in order to boost the regional economy by international business.

Through the cooperation with SNN and the survey they carried out on SME's needs for HRD support, we are linked to the regional entrepreneurs. The Alfa-college lectureship on education and the labour market is now seeking further cooperation to fulfill these needs in conjunction with SNN.

