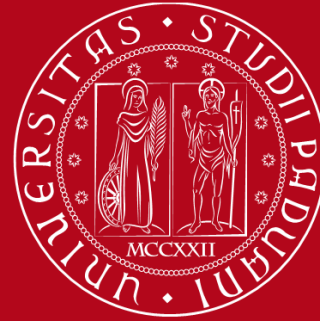


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LAB-MOVIE – Labour Market Observatory in Vietnam  
universities

Erasmus+ Key Action 2  
Capacity Building

Kick-off Meeting 13-14/01/2020



## Why **Lab-movie**?

Vietnam economy has transformed in the last last 30 years becoming a country with a dynamic market integrated into the global economy.

However the labour productivity is still one of the key concern for Vietnam: its growth across industries has been declining since 1990s  
Many opportunities are opened for Vietnamese Labour Market but the low level of skills and technical specialization of the workers is making difficult to take this opportunity.



## Why **Lab-movie**?

**Only less than 20% of Vietnam labour force have received some technical training and many of the skills provided by training institutions often do not match the requirement of the labor market.**



Closer collaboration between business and educational institutions in the development of standards and training curriculum are strongly required

## Aims and objectives of the **Lab-movie**

**The labour market is evolving fast. In such a scenario it is crucial that universities, will be equipped with an own permanent observatory to analyse and understand the local labour market, acquiring information about the demand and offer, taking into account the job's and sectors' needs**



The tool would allow universities not only to provide useful information to their students for the employment search but also to adapt the training offer of the universities

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## Which are the European Partners of **Lab-Movie**?



UNIVERSITY OF  
SALAMANCA (USAL)

UNIVERSIDADE NOVA DE  
LISBOA (UNL)

UNIVERSITY OF PADOVA  
(UNIPD)

STEPS srl



## Which are the Vietnamese Partners of **Lab-Movie**?

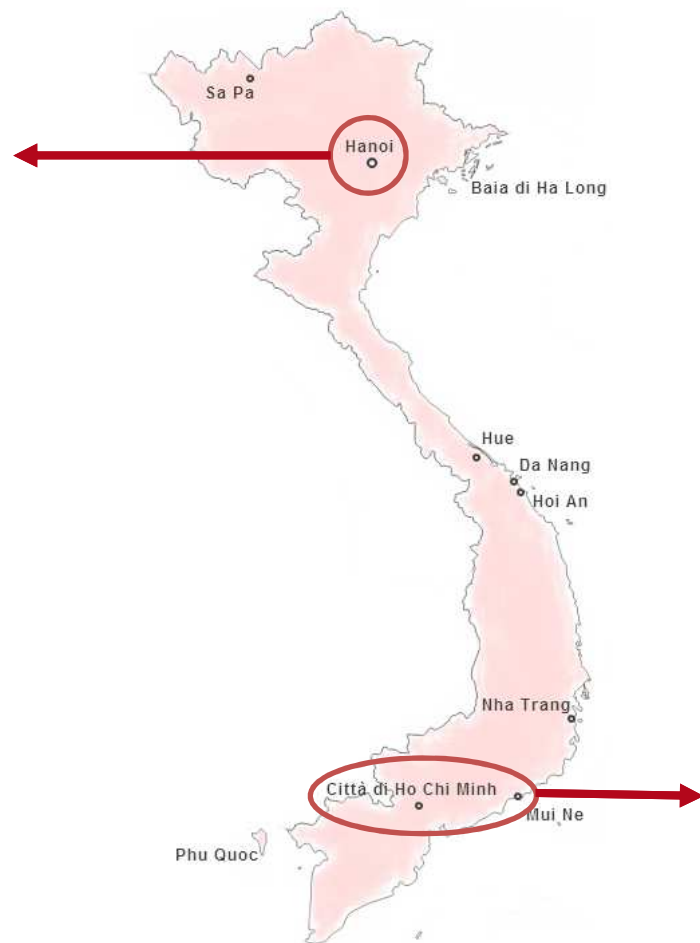
HANOI UNIVERSITY (HANU)

HANOI UNIVERSITY OF  
INDUSTRY (HAUI)

THAI NGUYEN UNIVERSITY  
(TNU) - North of Hanoi

VIETNAM NATIONAL  
UNIVERSITY OF  
AGRICULTURE (VNUA)

HANOI SMALL AND MEDIUM  
ENTERPRISES  
ASSOCIATION (HANOISME)



NGUYEN TAT THANH  
UNIVERSITY (NTTU)

## Needs of Vietnamese Partners of **Lab-Movie**



HANOI  
UNIVERSITY  
(HANU)

**“Improve students’ competencies, and provide them with an enhanced employability. Often they enrol in universities without a clear idea on the reasons of their choice, which is not based on a real vocation or a real analysis.”**

**“Strengthening the management capacity at Hanoi University of Industry, and understanding the enterprise’ structures and organisation with a special focus on the technical skills that are required nowadays by companies.”**



HANOI  
UNIVERSITY OF  
INDUSTRY  
(HAUI)



NGUYEN TAT  
THANH  
UNIVERSITY  
(NTTU)

**“Most of graduates are lack of working skills and capacity to meet the business’s requirements, especially soft skills as: time management, analysis, summary, presentation, communication, foreign language. Many graduated students are unemployed, and must be trained again by the enterprises.”**

## Needs of Vietnamese Partners of **Lab-Movie**



THAI  
NGUYEN  
UNIVERSITY  
(TNU)

**“The relationship between HEIs and the economic and social environment can be strengthened by focusing on the evolvement of various systems of higher education, as a key strategy for successful economic development.”**

**“A survey of labour market is conducted when a new educational program is proposed to develop and a current programs is reviewed. However, the survey procedures have gaps: (1) Selection of appropriate and representative employers; (2) How many employers should be surveyed; (3) How to approach oversea/ regional employers; (4) Analysis and use of survey results to develop/review educational programs.”**



VIETNAM  
NATIONAL  
UNIVERSITY OF  
AGRICULTURE  
(VNUA)



NGUYEN TAT  
THANH  
UNIVERSITY  
(NTTU)

**“According to many employers, the majority of new graduates lack basic practical skills such as teamwork skill, presentation skill, foreign language skill, computer skill, etc. More than 80% of new graduates have knowledge but they are too weak in skill of handing particular situations which make them “lose points” right at the beginning of contacting with employers”..”**





## Which are the target groups of **Lab-Movie**?



### **University students**

Providing guidance to the students who are attending the 3rd and 4th university year, and can benefit both for having an overview of the local labour market (and consequently decide how to approach the future research for employment) and also for taking a decision about the second degree to attend.



### **University teachers**

Helping teachers to better understand the current labour market, and to facilitate the students' approach to the working fields, providing them with information and data on the job profiles, qualification skills and actual competencies. On a long term, they will review their study programmes and adapt them to the real working needs.



### **Enterprises**

Universities in Vietnam have good relationship with companies but activities do not go further some open day meetings, conferences and company presentations. There is no precise survey on the needs of companies for workers for the purpose of timely intervention to the professional guidance of students. One of the issues that concern both new graduates and companies is the human resources preparation and skills, which do not always meet the work requirements. Students after graduation do not have the capacity and qualifications to take up positions in the business.

## How **Lab-Movie** could be useful?

In this scenario, it is crucial that all the universities will be equipped with an own permanent observatory to analyse and understand the **local labour market**, acquiring information about the demand and offer, taking into account jobs' and sectors' needs in a defined territory.



The University of Padova activated an own **Local Labour Market Observatory** since more than 20 years, to study all the economic sectors and working fields. The Observatory takes care of the systematic acquisition and analysis of information on the demand and supply of work. It highlights the need for professionalism in the technical and managerial areas of the various production sectors in the Veneto region. Published researches are based on gathered through meetings and interviews with the human resources managers of a sample of companies. The results allow to maintain a constant contact with the situation of the labour market at local level, verifying the trend of recruitment in the economic sectors, **describing the most requested professional profiles** and **identifying skills and knowledge** to be developed to increase employability.



WP6

## PROJECT MANAGEMENT

**WP1 PREPARATION**  
Analysis of  
Vietnam labour  
market needs

**WP2 DEVELOPMENT**  
Transfer of  
knowledge and  
methodology  
  
+  
  
3 days TRAINING  
SESSION

**WP3 DEVELOPMENT**  
Development of  
the Observatory

WP4

## QUALITY EVALUATION AND MONITORING

WP5

## DISSEMINATION AND EXPLOITATION

WP	TITLE	LEADER	STARTING MONTH	ENDING MONTH
1	Analysis labour market	UNISAL + co-leading HANU	15/12/2019	15/04/2020
2	Transfer of knowledge	UNIPD +co-leading UNISAL	15/04/2020	15/07/2021
3	Development of Observatory	UNIPD	15/07/2021	15/06/2022
4	Quality	STEPS srl	Dec 2019	Nov 2022
5	Dissemination	UNL + co-leading HANOISME	Dec 2019	Nov 2022
6	Management	UNIPD	Nov 2019	Nov 2022

**TRANSVERSAL  
ACTIVITIES**

## WP1 - Analysis of the Vietnam labour market needs

Describing current situation of the labour market in Vietnam and to find out the available sources to monitor and analyse the current situation. During Kick-off 3 experts working groups will be appointed:

1. **Agri-food (P9 VNAU - lead)**, VIETNAM NATIONAL UNIVERSITY OF AGRICULTURE
2. **Tourism (P8 TNU lead with HANU)**, THAI NGUYEN UNIVERSITY
3. **Tele-communications and information technology (P7 NTTU lead with HAU)**. NGUYEN TAT THANH UNIVERSITY and HANOI UNIVERSITY OF INDUSTRY

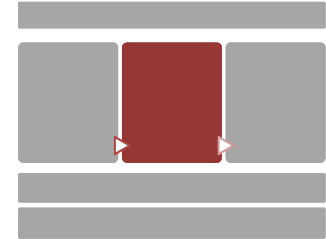
Each group will deliver reports on analysis of local background. EU partners will support the HEIs in the research, providing methods and methodologies for completing the survey. Furthermore, they will conduct a short research at national level (Italy, Spain, Portugal), with a glance at other EU countries, to identify similar monitoring tools and find out possible good practices that can be adopted during the project. This research will aim at providing more inputs and ideas on possible improvements of the Observatory.

### **RESULTS**

- 1.1 Report on the Vietnam labour market and available monitoring tools (EN – VT)
- 1.2 Report on the EU labour market observatories (EN)

## WP2 - Transfer of knowledge and methodology

Transferring the knowledge and the methodology regarding the Local Labour Market Observatory in Vietnam. In particular the research on the sectors in Vietnam will be conducted through Computer Assisted Web surveys, together with face to face interviews, focus groups and questionnaires, with entrepreneurs and business managers, for the collection of qualitative information useful for defining the organizational structure of companies, the professional profiles employed, the activities carried out and the skills used.



### RESULTS

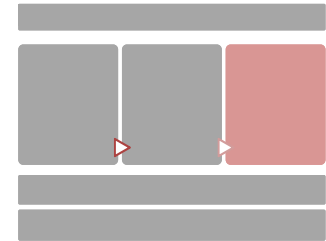
- 2.1 Development of educational materials
- 2.2 Organisation and implementation of **3 DAYS training**
- 2.3 Survey with enterprises of the 3 sectors (30/40 CAWI interviews)
- 2.4 Reports about the three sectors (EN – VT)

## WP3 - Development of the Observatory (slide 1)

Development of the **platform** to host the Local Labour Market Observatory (LMO) about the demand and supply of 3 productive sectors of a specific geographical area. The objectives of the LMO will be:

1. to **monitor** the identified economic sectors, from a national and local point of view;
2. to **understand** and describe the structure of companies;
3. to **draw up** a list of all the professional figures included in the companies, to describe them in detail;
4. to **discover** – with the help of entrepreneurs – any training gaps linked to each of the surveyed figures and, therefore, activate a constructive dialogue with HEIs

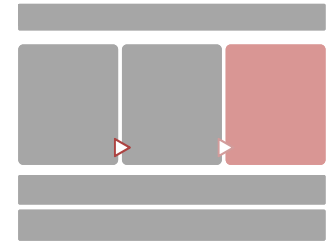
More specifically WP3 will start with the analysis of the data collected within WP1 (focused on three sectors: 1. Agri-food – 2. Tourism – 3. Telecommunications and information technology) and from WP2 about the company survey.



## **WP3 - Development of the Observatory (slide 2)**

The platform will be structured in three sections:

1. Description and aims of the Observatory
2. Free download of researches and publications
3. Surfing professional figures of the Observatory through predefined researches (eg by economic sector, by qualification, etc.) or by keywords.



### **RESULTS**

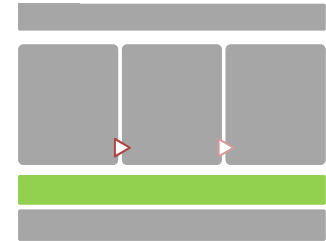
- 3.1 Analysis of the data from WP2
- 3.2 Implementation of the platform and the qualification repository
- 3.3 Piloting of the LMO platform (30 students x 5 Vietnam HEI = 150) + Report



## WP4 - Quality evaluation and monitoring

Ensuring high quality of the project and its results, implementing and delivering internal and external quality assurance, control and monitoring mechanisms. Specific performance indicators will be established for evaluation of the progress and results of project activities. Following areas will be evaluated:

- Quality of deliverables
- Quality of process
- Quality of dissemination and exploitation of project results and budget realization



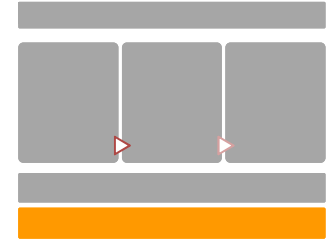
### RESULTS

4.1 Quality Framework

4.2 3 annual in-depth progress evaluations reports (1 per year)

## WP5 - Dissemination & Exploitation

A Dissemination Plan will define a general strategy on how to make the stakeholders, the project partners and other relevant actors aware about the project goals and initiatives. The strategy will design and use communications products geared to both partners and audience, including information for partners, regular updates on project progress and work with the key stakeholders and media.

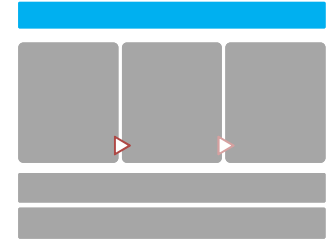


### RESULTS

- 5.1 Dissemination Plan
- 5.2 Logo + Project website (active from M1 then will include output of WP3 = LMO)
- 5.3 Promotional events (4 Conferences organized next to Project Meeting = Nov 2020 – May 2021 – Nov 2021 – Oct 2022)
- 5.4 Articles and scientific contributions (Min. 2 papers about project activities and results submitted at relevant international conferences and/or publishing in relevant scientific magazines)
- 5.5 Sustainability Plan and Guidelines = Recommendations and suggestions to provide guidelines for the project prosecution after the financing period, how to apply methodology to study more sectors/sharing practices with more Partner Countries

## WP6 – Project Management

PM is about ensuring effective, adequate coordination and communication framework, between the Consortium partners and other parties, for the successful project implementation. Project management will ensure a smooth flow of the project activities in order to complete them efficiently, according to the planned timetables and allocated budget.



### RESULTS

6.1 Project management procedure

6.2 Regular meetings (7 meeting F2F in total = 1 every 6 months + 1 virtual meeting every 2 months)

6.3 Project Handbook

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TITLE	MAIN ACTIVITIES	HOSTING PARTNER	APPROX. DUE DATE
Kick-Off Meeting	Starting of the Project; WP1 - selection of 3 expert per sector	UNIPD	JAN 2020
2° Meeting	WP2 - 3 days training session;	HANOI	JUNE 2020
3° Meeting	WP2 - Follow up of the training session; WP5 - Conference to present the research and survey results	Ho Chi Minh - NTTU	NOV 2020
4° Meeting	WP5 - Conference to present WP2 results	Lisbon - UNL	MAY 2021
5° Meeting	WP5 - Conference to present the platform and recruit students	HANOI	NOV 2021
6° Meeting	Follow up of the project	Salamanca - UNISAL	MARCH 2022
7° Meeting	WP5 - Conference to present final outcomes and guidelines	HANOI	OCT 2022

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**Thank you for your attention!**

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