



# **SEFI European CEE Forum 2009**

## **“Quality Development in Lifelong Learning - in Theory and Use”**

### **Opening Markku Markkula**





## 5<sup>th</sup> European Forum

State-of-the-Art – Continuing Engineering Education (CEE) and  
Continuing Professional Development (CPD) – Challenging the Future

6–10 November 2007 • Rovaniemi, Lapland, Finland

**The Lapland Forum was focusing on “Inventing the Future” with some bright new ideas coming from the Forum workshops and outdoor discussions. Many of these ideas have been further developed in the DAETE & UNI-QM projects.**



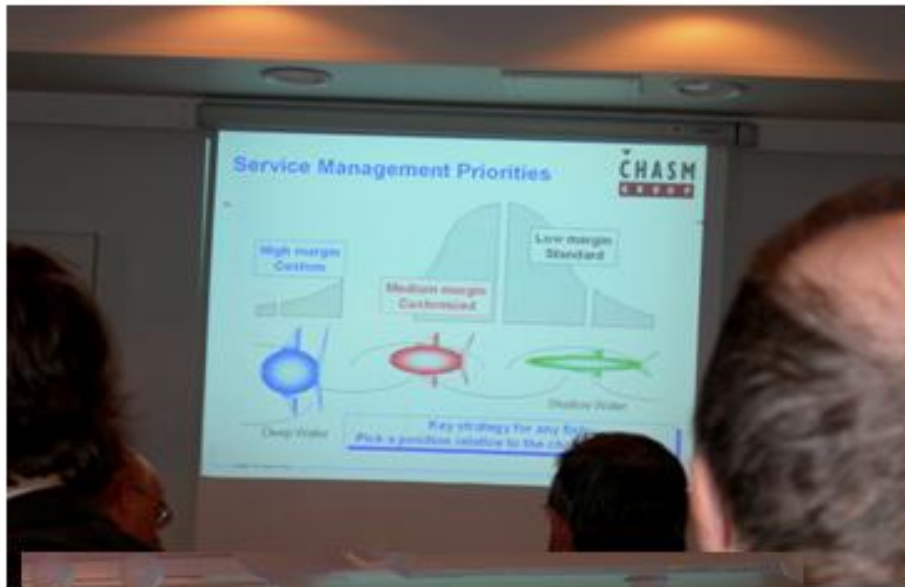
## Our target is in this EFCEE2009 to create practical collaboration → Strategic Alliance

A jointly defined outcome of the 5<sup>th</sup> European CEE Forum in 2007 in Lapland was:

*“Networking and collaboration form a major aspect of our working culture, manifesting itself as a Strategic Alliance (SA). The objective of the SA is to benefit from the strengths of the network collaborators. By the help of this everyone can better produce education and development services responding to the needs of the working life.”*



Read more about this in the SEFI book



Read more about the outcomes of Lapland Forum through SEFI CEE WG [www.sefi.be](http://www.sefi.be) and [www.dipoli.tkk.fi](http://www.dipoli.tkk.fi)

# Sustainability of Engineering Competencies through Continuing Education

Line D documentation by: Markku Markkula, Flemming Fink, Seija Hämäläinen, Tapio Koskinen, Patricio Montesinos, Wim van Petegem, Henk Zandvoort

## 1. Introduction

## 2. Sustainability – a cornerstone in Knowledge Society

- Foresight and roadmapping
- Benchmarking Knowledge Society
- Engineering education, ethics and social responsibility

## 3. Universities facing new challenges

- Globalization and ICT changing work culture
- Changing university culture towards knowledge universities
- Broad scale responsibilities

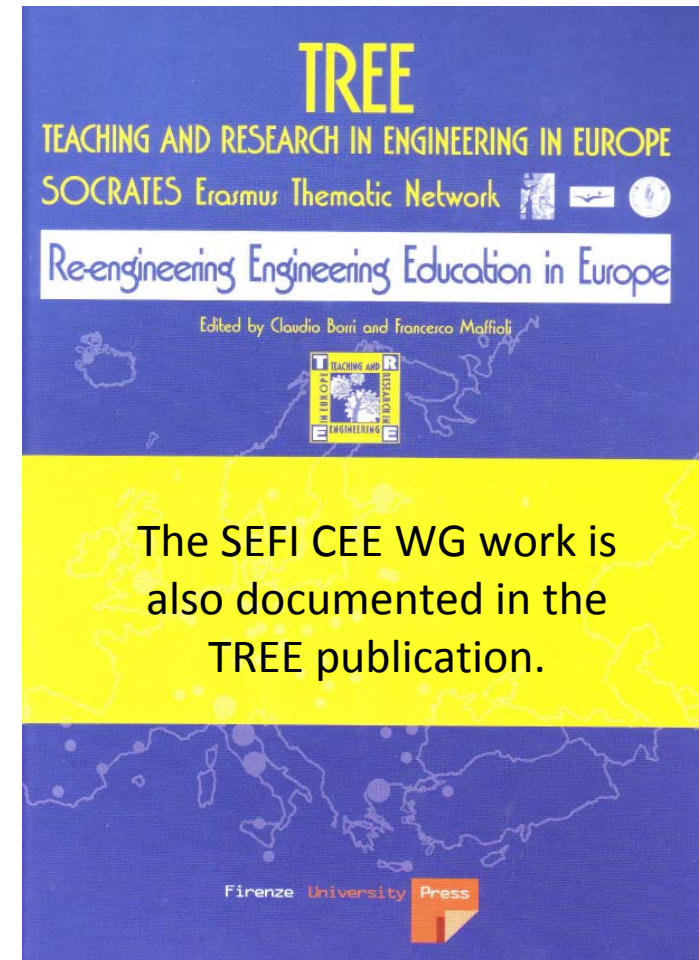
## 4. Effective continuing education management

- Managing change through learning
- Strategic development of university CE
  - Work based learning and facilitated WBL
  - Successful ICT based CE
  - EFQM quality management in CE

## 5. Towards sustainability of competencies by using the European Qualifications Framework

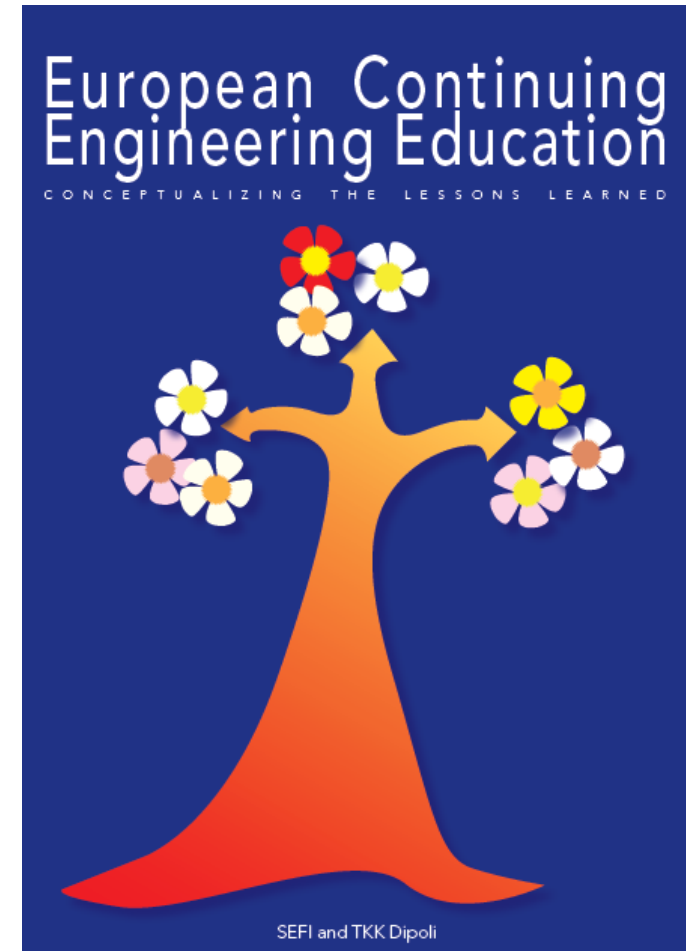


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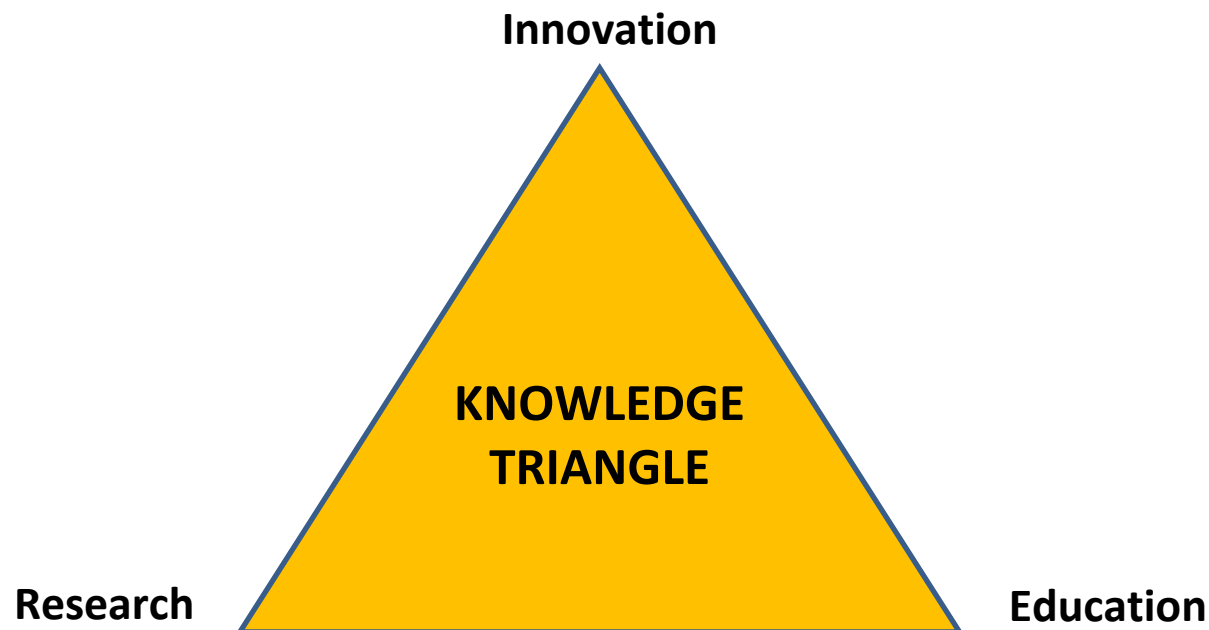
The message of this book is based on **the metaphor of several triangles in the front cover**. The foundation and origin of the cultural growth is the human mind with the stem of the tree symbolizing lifelong learning. Its strong branches reach out to the three university missions: research, education and interaction with society. The blossoming flowers represent the solid base of creative synergies and collaboration, crucial for sustainable development:

- knowledge triangle integrating research & education & innovation;
- continuing education triangle integrating individual & university & employer;
- triple helix integrating universities & industry & public sector.



# The Future of University CEE?

Organizing courses for our customers (working life professionals) is not so difficult. A more challenging task is: How to create environment and processes for knowledge co-creation? For university CEE providers the answer is the knowledge triangle.



# What Is Important for Visionary University CEE?

With the help of DAETE & UNI-QM we are good in mastering the present. What to do to create the desired future?

Business innovativeness is a tough task. Four unique skills are needed:

- 1.The core is the ability to search continuously for opportunities;
- 2.Concepts and processes for main businesses are created and in active use;
- 3.Leadership and management decisiveness is needed at all stages in the core processes;
- 4.Speed is crucial: in execution, typically achieved through a pragmatic reliance on external and internal resources (highly effective collaborative teams).



Markkula / Ideas created by reading: Prof Jean-Philippe Deschamps, Innovation Leaders, IMD 2008