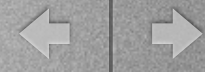# SMART Communities Need A SMART Workforce

'Partners in SMART Education and Workforce Development & Training'

Who We Are
What We Do

SMART Community Exchange (SCE) founded in 2009, is an independent Public Private Partnership and a fast growing network of SMART professionals. Today, we reach 10,000+ organizations, 2.5 million+ professionals worldwide

We promote SMART technologies and systems to improve community livability, services, communication, safety, mobility, energy productivity, and resilience to natural and manmade disasters, to reduce costs, traffic congestion, and air pollution, and to promote SMART Economic Growth and opportunities for communities of all sizes

Our cloud-based SMART Learning Environment (SLE) was ranked 1st in the extensive evaluation of learning environments by the EU in 2014, in which 73 of the most significant learning environments were examined. This new generation of a community-based learning environment is used by 300.000+ individuals daily. Its pedagogical development has taken place in co-operation with hundreds of Finnish schools and colleges - the home of world-class education, with some 2,500 teachers and 40,000 students and has been adapted to meet the needs of companies and organizations

SMARTX Community Exchange

Why and How

Worldwide, cities grow by five million people every month, a trend expected to grow. Fast growing urban populations put enormous strain on aging infrastructure and delivery of basic human services. SMART Leaders need help and we can help

We partner with SMART Cities, Communities, Enterprises and Organizations:

- We share critical information and contacts, and we provide our partners access to our trusted partners, and best practices from the world's leading SMART Experts

- We provide our partners access to SMART Education and SMART Workforce Development and Training Resources, through a unique cloud-based SMART Learning Environment (SLE)

What is SMART

SMART is an integration of ICT solutions in critical infrastructures, making societies increasingly "SMARTER" - e.g. smart cities, smart grids, smart communication, smart transport and more. This presents both opportunities and risks

SMART creates new business opportunities. SMART Community becomes an enabler by offering platforms for business-driven solutions. Internal development of the City/Community operations. Digitalization of the services

Emergencies can happen without a warning, at any time and at any home, school, organization, or community. Unlike traditional response and recovery mindsets and efforts brought to bear when protections and Security efforts fail, SMART Resilience is about pre-event planning and triaged capacity building to provide for continuity of critical operations. Failing continuity, SMART resilience provides the capacities to predictably recover from the unprecedented or unavoidable

Our Partners

- SMART Communities - A SMART Community is the result of the efforts of many stakeholders, working together in partnerships of different shape and form
- SMART Community Actors - The citizen/user is at the center of each SMART City or Community, successful SMART Cities and Communities are always user-centric
- Government and Non-Government Agencies and Trade Organizations
- Public and Private Enterprises and Organizations
- Educational Institutions - K12, Vocational, Higher Education
- School Administrators, Educators, Students, Parents, Citizens

Why We Do This

- To increase **SMART Awareness**

- To build **SMART Resilience**

- To stimulate **SMART Education**

- To develop **21st Century Skills and a SMART Workforce**

- To enhance learning through **SMART Learning Environments**

SMART Gateway City Network

- **SMART Gateway City** is a community that uses information and communication technologies (ICTs) and other means to improve quality of life, efficiency of urban operation and services, and competitiveness

- **SMART Gateway City** meets Social, Environmental, and Cultural the needs of its Citizens

- **SMART Gateway City** brings together SMART Growth Economic Development, SMART industry, SMART Investment, SMART Education, SMART Health, SMART Governance and Citizens, SMART Mobility, SMART Infrastructure & Buildings, SMART Research in a region

- **SMART Gateway City** creates Economic, Social, Community and Research value in a region.

- **SMART Gateway City** provides its citizens access to SMART Education and Workforce Development and Training resources, through a cloud-based **SMART Learning Environment (SLE)**

Our SMART Expertise

- SMART Education

- SMART Workforce Development and Training

- SMART Community Development

- SMART Resilience

- SMART Growth Economic Development

- SMART Learning Environments/ Social Micro Learning

- Artificial Intelligence & Analytics

- SMART Site Selection

- SMART Soft-Landing USA

- SMART Assessment

- SMART infrastructure

- SMART Innovation

- SMART Investment

- SMART Marketing

SMART Education

Research shows that SMART Communities are inhabited by a labor force that keeps their knowledge up to date through ongoing education. **Education is critical for development of talent that is motivated and enabled to drive SMART innovation and build SMART Resilience in our communities**

New technologies continue to disrupt the Education market. **Digital technology changes the way education is provided to the existing and future students and workforce**

Rapid technological advances create the need for ongoing **SMART Education** of the local workforce to stay competitive for regional economic growth. Digitalization has revolutionized economic structures and working life, which has resulted in a greater need for 21st century commercial skills

SMART Education and Workforce Development and Training programs empower citizens with 21st century work skills

SMARTX
Community Exchange
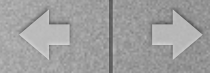
Challenges of Education

In a fast-paced world, everything is expected to be done more quickly, more streamlined, and without waste of time or resources. **Technology has trained humans to get from question to answer in the time it takes to type out your query.** On the other hand the **human brain is able to receive only a very little amount of information at a time.**

Conventional lecturing is stressful, expensive, inefficient and removed from practical work. Studies show that **in just 21 days, employees forget 80% of the things that they were taught.**

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their *own* development.

OVERWHELMED...

Number of times online every day
early days of the Internet: **5** | today: **27**

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

DISTRACTED...

Most learners won't watch videos longer than **4** minutes

People unlock their smartphones up to **9** times every hour

2/3 of knowledge workers actually complain that they don't have time to do their jobs

IMPATIENT...

Online, designers now have between **5** and **10** seconds to grab someone's attention before they click away

Workers now get interrupted as frequently as every **5** minutes—ironically, often by work applications and collaboration tools

1% of a typical workweek is all that employees have to focus on training and development

Bersin by Deloitte.

www.SMARTLearningEnvironment.com

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.

37% of the global workforce is expected to be "mobile" by the end of 2015

30% of full-time employees do most of their work somewhere other than the employer's location

20% of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access: search engines **70%+**, online courses **50–60%**

People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems

COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

~80% of workforce learning happens via on-the-job interactions with peers, teammates, and managers

Learners are: asking other people, sharing what they know

at Google, **55%** of training courses are delivered by an ecosystem of **2,000+** peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.

2½ to 5 Half-life (in years) of many professional skills

38% of workers who say they have opportunities for learning and growth at their workplace

62% of IT professionals who report having paid for training out of their own pockets

Social Micro Learning

Social Learning and Social Micro Learning can solve the training challenges of tomorrow. **Micro courses are short, 2–3-minute training sessions** which the employees can do while working, at times that best suit them. **Add the social element** in the form of various discussion forums, chats, video chats and real-time messaging applications, and you have what is called **Social Micro Learning.**

SMART**X**
Community Exchange

Videos, animations

While working

Micro courses

At suitable times

Social media/chats/messages

Badges/feedback

Chat, video chat

Virtual classroom

How do we help ensure that a
SMART Community is also a SAFE Community

We raise awareness and educate individuals and organizations about HOW to build resilience through SMART. We share critical information and resources that individuals and organizations need to mitigate risks and prepare for emergencies before one occurs

Risk is a systemic challenge and Resilience is a public good. Every organization acts as a steward of information they manage on behalf of others. And every community or organization can contribute to the resilience of not just their immediate citizens, customers, partners and suppliers but also the overall shared digital environment

In order to ensure security and resilience, organizations, both public and private, must develop the capabilities to ensure their own resilience through internal governance structures and behaviors as well as work with other organizations - enterprises, governments, and civil society - in order to ensure systemic security and resilience

Youth Resilience

- Children comprise approximately 25 percent of our population and are the future of our communities. They can play an important role in building Resilience and during Emergencies. Many programs do not consider children in their planning. It is important that children know what to do to mitigate risk and how to prepare for emergency

- Strengths Youth Bring to Resilience: While children have unique needs during an emergency, they can also play a very important role when it comes to Resilience in our communities

- Mitigation, planning, preparedness, response, and recovery - efforts include children's unique needs and assets. Establishing an Education program in a school or community, can help a community to build Resilience

- SMART Resilience Education program is designed to help Educators and Educational institutions effectively implement Resilience Awareness, Education, and Workforce Development and Training Programs in their schools and communities, to BUILD RESILIENCE THROUGH YOUTH EDUCATION

Youth Education

• Children are positive influencers. Children involved in youth preparedness programs can effectively spread important messages about preparedness to their family members. They can be change agents. Participating in emergency preparedness activities such as helping their parents make a family preparedness plan by educating adults about preparedness

• Children can become leaders. By participating in youth preparedness programs, children are empowered to become leaders at home and in their schools and communities. Children who've participated in preparedness programs across the nation have responded in emergency situations and have taught others about preparedness

• Prepared children are more confident during an actual emergency. Studies and anecdotal evidence support the idea that children who have learned about emergency preparedness experience less anxiety during an actual emergency. The knowledge of what to do during an emergency empowers them to act with confidence and enables them to become active participants in emergency efforts

Youth Education Benefits

- Enriching Education – Children have the opportunity to receive an education filled with practical applications of the concepts they've learned in school

- Behavioral Changes – As children are learning about preparedness and bringing the information to their families, a behavioral shift will occur, making family preparedness a priority

- Community Cohesion – Working with business, leaders, and other organizations will create a unified team of citizens within the community dedicated to a common goal

- First Responder Familiarity – For many youth, seeing first responders, police officers, and emergency personnel incite fear or uncertainty. Youth preparedness programs that enable first responders to work with children help cultivate positive relationships and help children understand that first responders play a positive role in their communities

Ways to Participate

Subscribe to our Publications at no cost

- www.SMARTCommunityReview.com
- www.SMARTEducationReview.com
- www.SMARTCyberReview.com
- www.SMARTCommunityExchange.com
- www.CyberResilienceCenterofExcellence.com

- Become a SMART Education Partner and SMART Learner
- Become a SMART Community Partner
- Become a Sponsor
- Request to join our Linked in Group SMART Community Exchange   https://www.linkedin.com/groups/8201037

Contact

info@SMARTCommunityExchange.com