



PLA Ireland 2014

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ROCKWOOL®

Programme

- History
- ROCKWOOL presentation
- VPL Project
- Factors
- 4 Carrier models
- Experiences
- Anecdote
- Workshop



History

- Closing of the coal mines (labour market, subsidy)
- ROCKWOOL Production starts 1968



ROCKWOOL International

- **Global leader in insulation solutions**
- **HQ = Hedehusene, Denmark**
- **27 factories – 35 sales offices worldwide**
- **10.000 employees**
- **Business Sales 2012 – EUR1.9 billion**
- **1997 – Listed on the stock market in Denmark**



ROCKWOOL Benelux

- HQ – Roermond, The Netherlands
- 11 factories on 1 site
- 1,200 employees, 800 blue collar, 400 white collar
- Biggest ROCKWOOL site all over the world
- Roof, floor, wall insulation, technical insulation, marine & offshore, acoustic insulation, automotive industry, greenhouse substrates, wall cladding.

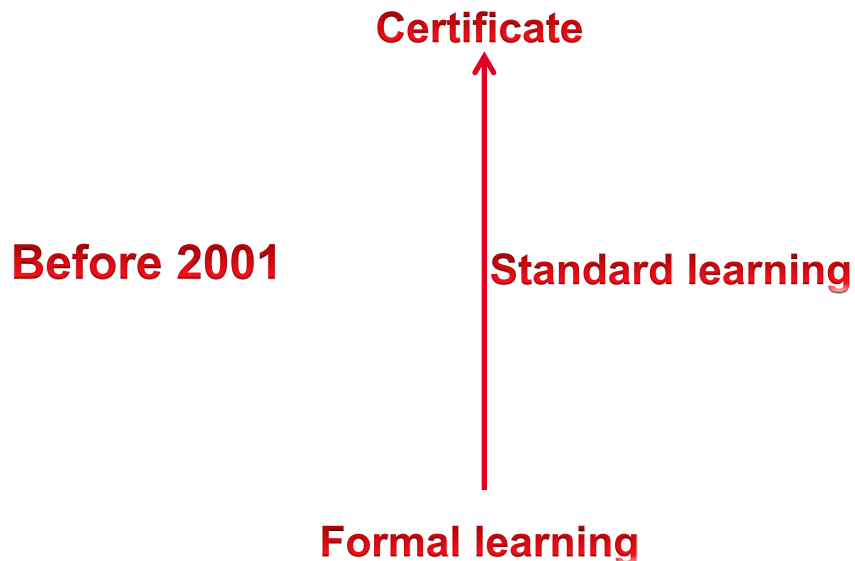
The ROCKWOOL Project, Validation of Prior Learning



Metaphor

The ROCKWOOL Project, VPL

- Pilot 2001 – 2003 (10 Junior Process Operators)
- Project group:
 - HR, Operations Manager, Assessor from Dutch Process Industry Education Board (*VAPRO*), Assessor from school, Assessor from Rockwool, Works Council



The ROCKWOOL Project, VPL

- **Why development of VPL:**
 - Formal appreciation of the employee
 - Improved employability
 - Good employer on the job market

 - Standard education (school curriculum = one way direction)

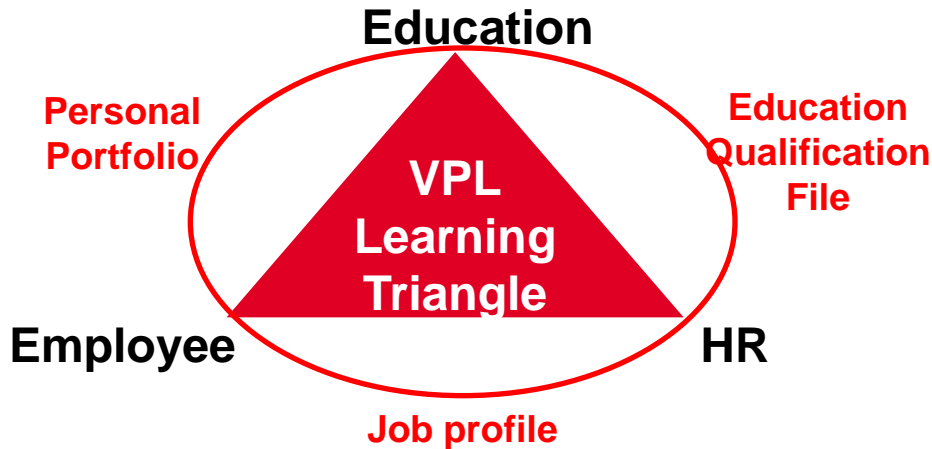
 - HR policy (new direction)
 - New independent career tools
 - Life long learning

 - **Sustainable employability (new)**

The ROCKWOOL Project, VPL

- What we want to achieve:
 - Ownership of the process
 - Expertise of education (substantive knowledge)
 - Demand steered learning (supplied by school)
 - Division of responsibilities in the process

- To do:
 - Rewrite job profiles and include competencies, = career tools !
 - Make educations demand-steered learning
 - Management as ambassadors
 - Communication



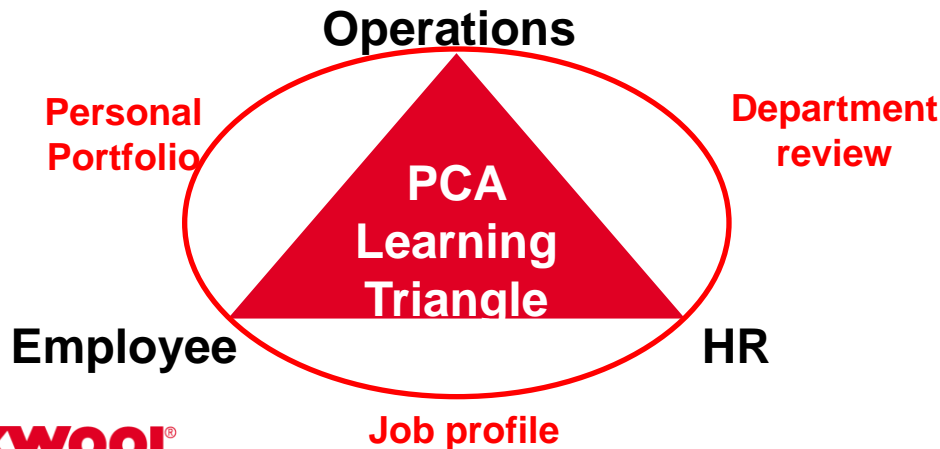
The ROCKWOOL Project

- The Procedure:
 - Information session with HR manager
 - Quick Scan
 - 360° feedback
 - Portfolio
 - * formal learning (school)
 - * informal learning (on the job)
 - * non formal learning (voluntary work, association work)

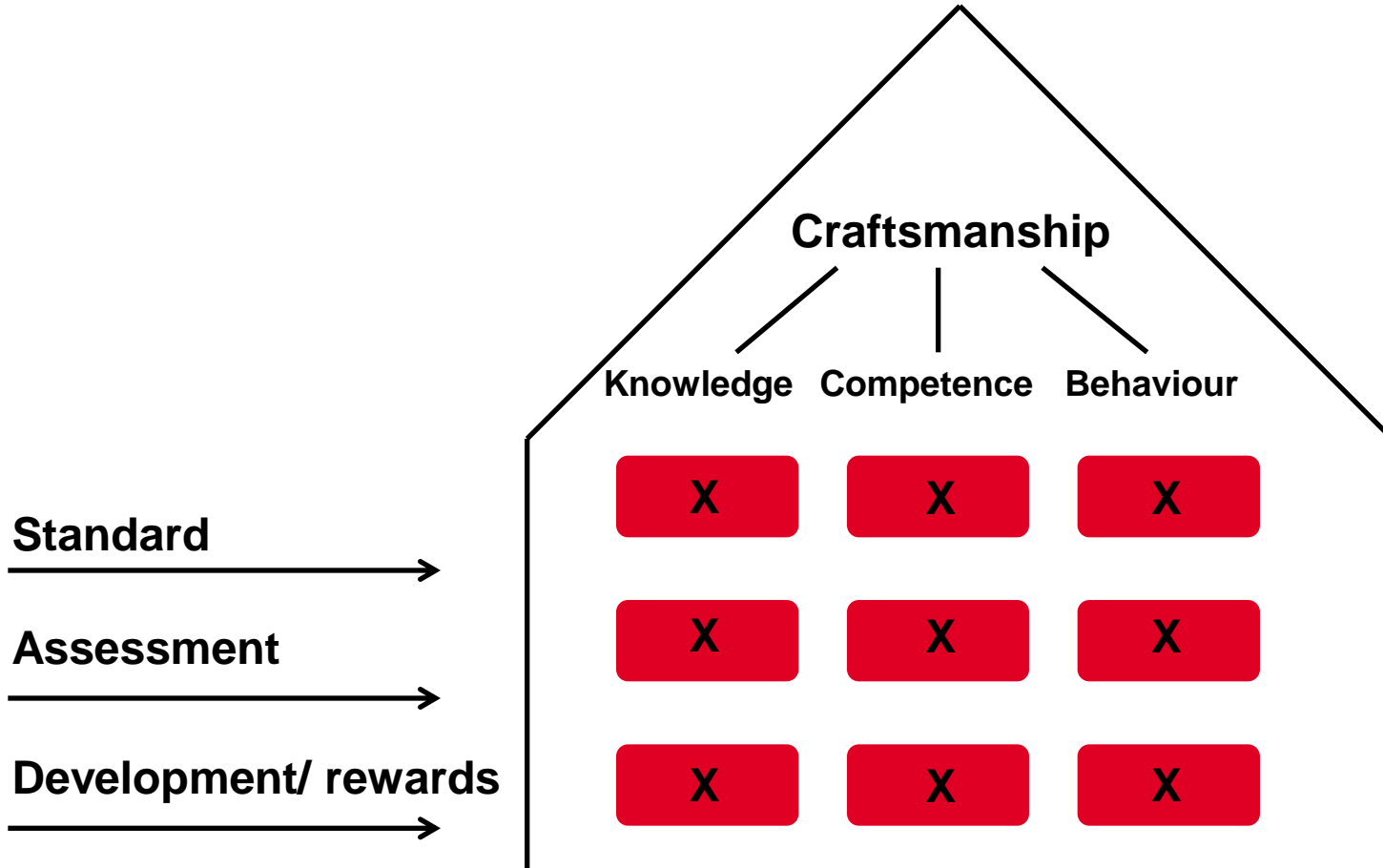
 - Assessment - * Skills on the job
 - * Skills overall view
 - Development
 - Certificate

ROCKWOOL Development roads

- 72 Employees
- Instruments for Process, Maintenance, Logistics education
- 2008 HR career model
- **2009 development of ROCKWOOL Professional Competence Assessment (PCA)**
 - PCA identical to VPL
 - Informal / nonformal learning
 - Rockwool inside
 - Rockwool certificate
 - Target groups; immigrants, dyslectics, private problems for study



CAREER MODEL



Factors

■ Success factors:

- Appreciation to employee
- Education time spending
- Financial
- Good Employer
- Higher efficiency

■ Critical factors:

- Home front (time spending, translation from Turkish to Dutch by children)
- Advice from secondary vocational education
- Mentoring at the company

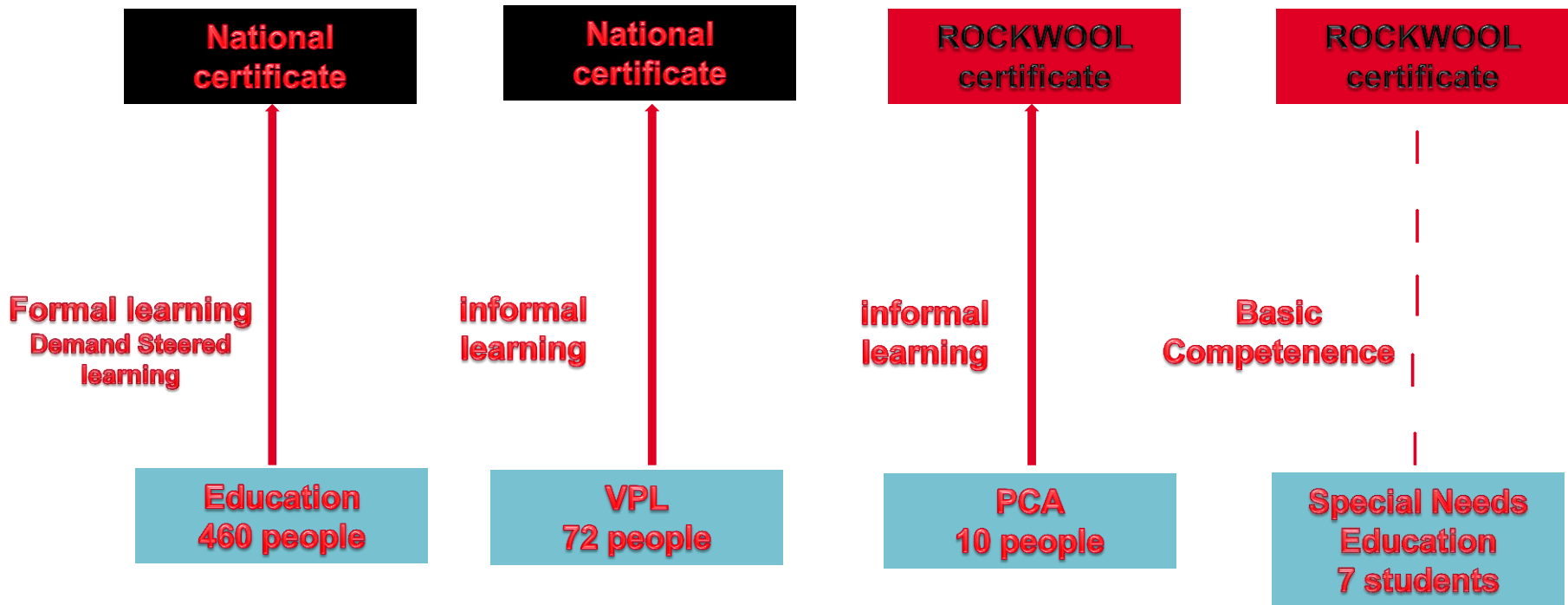
■ Pitfalls:

- Manager – overestimate – demotivation
- Cooperation between HR and employee
- Participation – flexibility
- Ownership

The ROCKWOOL Project

- **VPL 2001 Project implementation Costs:**
 - EUR 44.000 (out of pocket + project hours)
 - EUR 60.000 implementation
 - 33 people / 1,120 hours
 - 10 employees national certificate
 - **VPL 2012** **62 hours = EUR 1,350**
- **PCA 2009 Project implementation Costs:**
 - EUR 24.000 (project hours)
 - EUR 0,00 implementation
 - 9 people / 600 hours
 - 3 employees Rockwool certificate
 - **PCA 2013** **80 hours = EUR 3,200**
- **Standard education costs:**
 - EUR 550.000 (out of pocket + hours)
 - 2 ½ years study
 - 24 people / 9,540 hours
 - 10 employees national certificate
 - **Education** **950 hours = EUR 55,000**

4 ROCKWOOL development ways



CH-Q project Roermond

- **New Project starts 24 november**
- **Targetgroup= citizens of Roermond:**
 - Under educated persons
 - Divorced women who live alone with children
 - Man /women who have no money/ future
- **Program:**
 - Train the trainer
 - Recognition of non and informal learning
 - Education program
 - Job Market
 - Ambassador for the rest of the citizens (oil slick)
- **Cooperation:**
 - ROCKWOOL
 - Local Gouvernement
 - Housing association
 - CH-Q (Ruud Duvekot)

Summary

- **Demand-steered learning in Process, Maintenance, Logistics**
- **VPL instrument**
- **PCA instrument**
- **Pilot for special needs education for children**
- **CHQ project, citizens Roermond**
- **Life long learning**
- **ROCKWOOL Knowledge benefits for small companies in Dutch area**

VPL Work History

- VPL Ambassador in the Netherlands (2004)
- ROCKWOOL Business School 2007
- VPL Assessor in Logistics and Process (ROC Leeuwenborgh, Maastricht)
- VPL portfolio attendant (ROC Leeuwenborgh, Maastricht)
- PCA Assessor and portfolio attendant (Rockwool)
- Interactive lectures on Sustainable employability (Sittard University of Applied Technology)
- International presentation Geneva Convention VPL
- Winner of 2013 EU VPL prize
- Winner Global VPL prize 2014



Short stories from VPL – PCA students

- It's unbelievable what VPL has done for me. I never noticed that I was so busy in my work, my voluntary work and my hobbies.
- The portfolio is a blueprint of my life.
- It is an appreciation to me, my company has faith in me.
- I am very proud to be a ROCKWOOLER because the company gives me the opportunity to develop myself.
- Incredible that I can make a career step in spite of my language deficiency. I never expected this. ROCKWOOL, thank you !



Example learning outcomes

- Voluntary work (cooperation, soft skills experience for people etc.)
- Hobby (photography, car mechanic, railway miniature,)
- Associations work (chairman, treasurer, secretary) Proof Chamber of commerce
 - Example: Football association
- Building constructions (build a garage by your self)
- Sports: (badminton Dutch Championships)

Trust

Workshop –informal / non formal- Discussion:

- **Attendant / Assessor competence:**
- **Empathic sence / curiously**
- **Knowledge work environment**
- **Knowledge of education**
- **Relevance of hobby**
- **Voluntary work**
- **Association work**

The bottle is half full

Expand your Horizon

A scenic view of a pebbly beach with turquoise water and a rocky cliffside under a clear blue sky. The foreground is a wide expanse of grey pebbles. The water is a vibrant turquoise color, with white foam from waves washing onto the shore. In the background, a dark, rocky cliffside rises from the water's edge. The sky is a deep, clear blue.

Questions