

**Flagship Initiative – Strive for Systemic Innovation**

**What is a Flagship Initiative?**

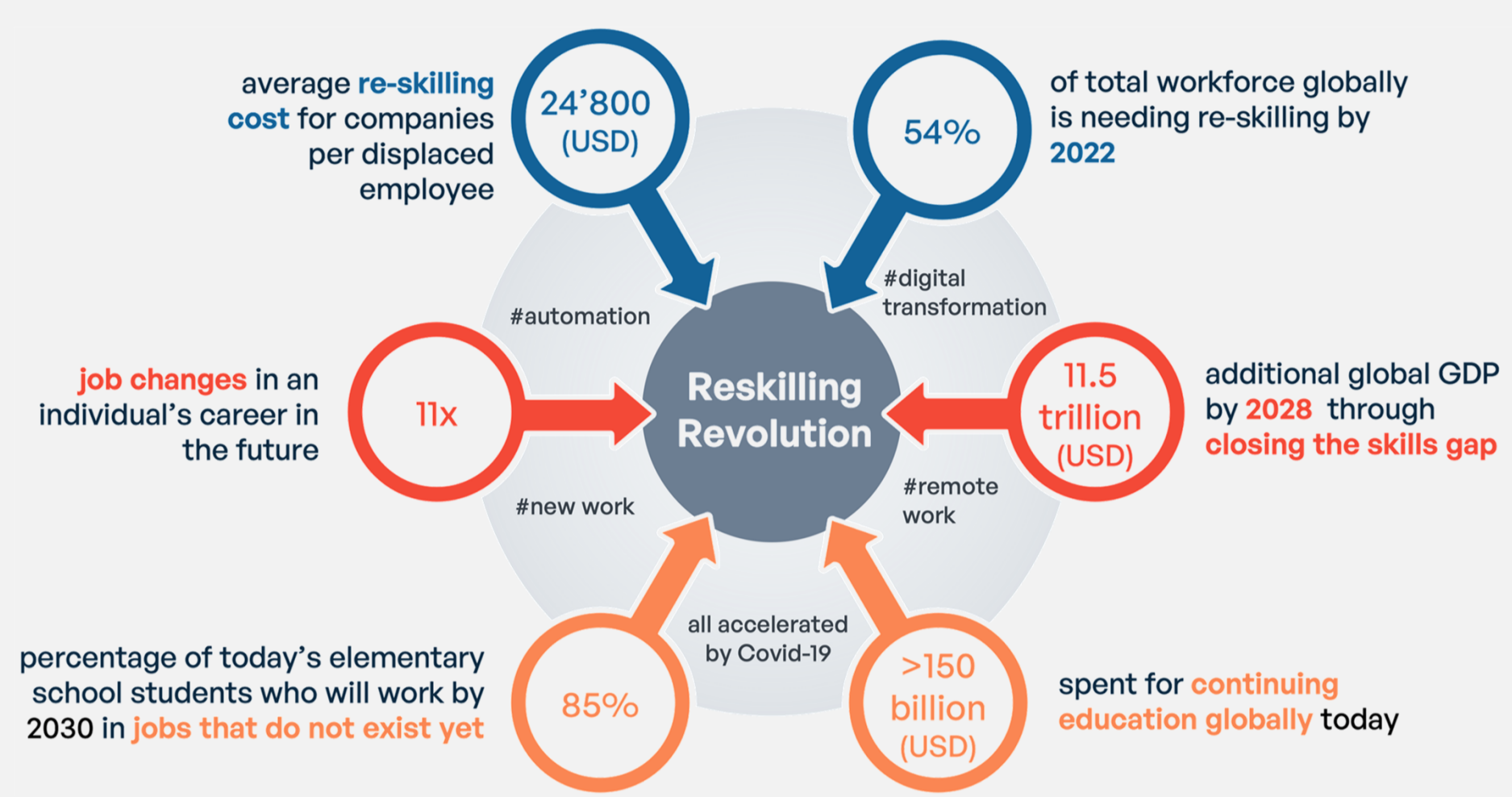
The purpose of a flagship initiative is to stimulate innovation in areas relevant to a large part of the economy or society as well as to promote transdisciplinary project collaboration. Flagship Initiatives strive for solutions to current or future challenges, which concern several actors and/or can only be solved through collaborative work. This new funding instrument is complementary to the purely bottom-up oriented and well-established regular innovation projects. Innosuisse has launched the first call for flagships in January 2021.

Source: Innosuisse (2022). Flagship Initiative [online]. For more information, please scan:



**Addressed Challenges**

Individuals are challenged with a new world continuing to change rapidly. In terms of one's career it's easy to feel isolated and disconnected. At the same time, companies can't find the talent they need and can't fill new openings. There's a major disconnect and it's holding people and communities back. Education providers are in charge to close these gaps but might work with a different focus and delay. All actors are working siloed on the skilling-challenge, missing a common language and network to apply it.



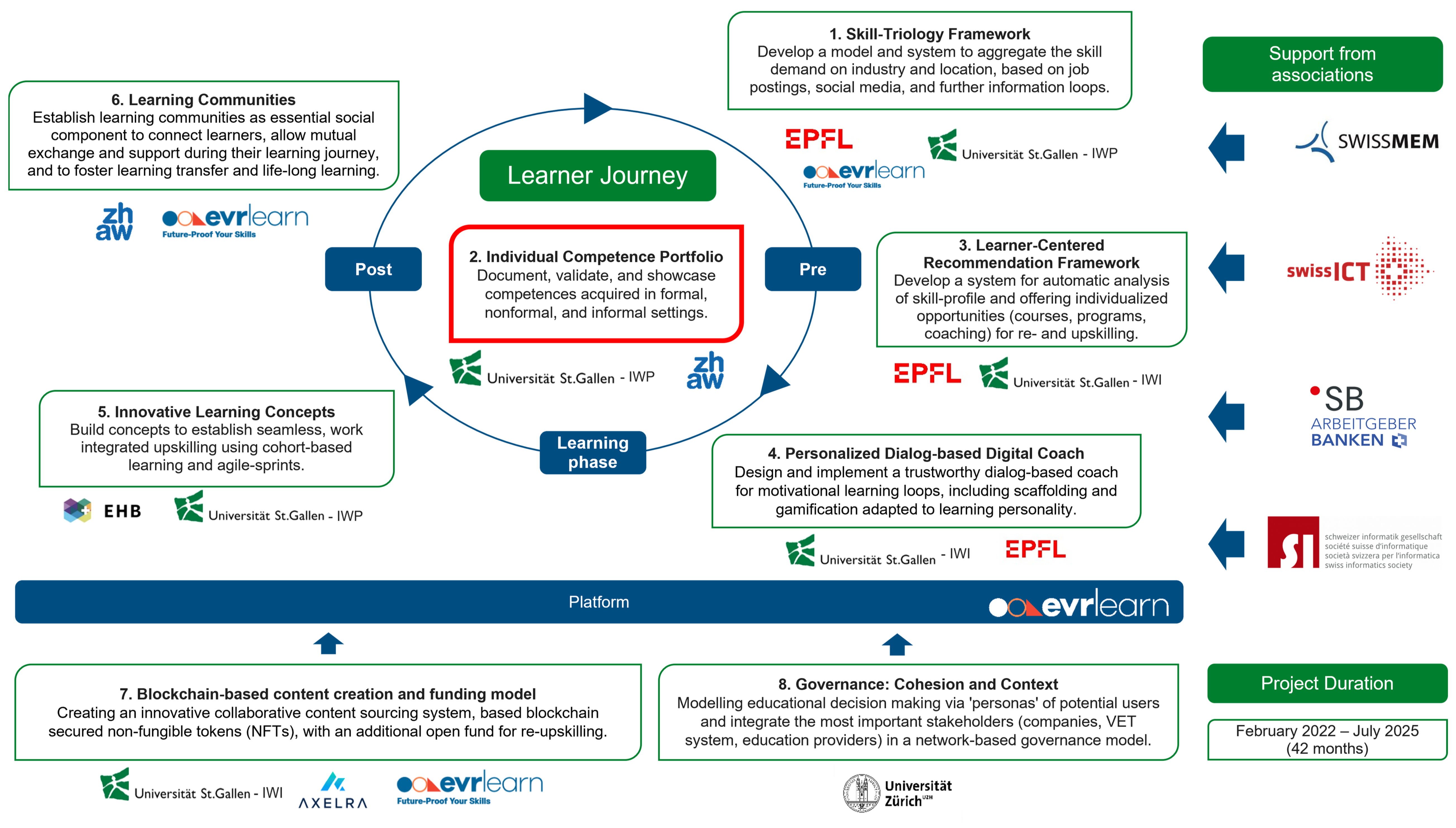
**Vision and Added Value**

Our vision is a circular economy for skills and competences. This initiative will enable individuals to obtain fair access to up-/reskilling courses and to develop future-proof competence portfolios, provide companies a platform to identify skill-gaps and close them, and provide education providers with sustainable training design concepts and a new course creation access.

A systemic leap is needed to address the enormous re-/upskilling needs of individuals and companies to secure Switzerland's leading position in innovation. A new Circular Economy for Skills closes the divide of individuals, companies and education providers by reinventing the way people understand their skills, their career path, and their local job market. A platform matches the user to local job postings that fit their desired job or recommends courses to upskill for the job they want. Leveraged by digital coaching and new communities making lifelong learning a new habit. A new co-created fund will provide upskilling-access to people with reduced resources.

The value created for the Swiss economy lies in a circular economy of skills and competences, which leverages all data points from the demand to the supply, the trends, and the impactful and sustainable competence development, connected with the Swiss job market. Such data is not available today. This project offers the unique chance to set up a new market/ecosystem that addresses the current challenges and will be much more resilient with regards to future challenges.

**Project Overview**



**The Project Team and its Transdisciplinary Approach**

**Evrlern AG** is the owner of the Evrlern platform on which the flagship will be built on. Its core competence include a high expertise on marketplace architecture, career guidance, and education markets.

**Axelra AG** successfully co-created ventures in and outside the blockchain space, such as Moflix/Yalloswype, FQX, Freya/Gioia, or Sibex, not only proving the value creation, but also the technical capabilities such as blockchain development or working with bleeding edge technology.

**Swissmem** is the leading association for SMEs and large companies in the Swiss machinery, electrical and metal industry (MEM industry).

**SwissBanking + Arbeitgeber Banken**, representing the biggest Banking association in Switzerland.

**swissICT** is the biggest ICT association in Switzerland.

**Swiss Informatics Society**, is involved in teaching and research of computer science in Switzerland, comprising 1'500 computing professionals.



University of St. Gallen's **Institute of Information Management** has a long history of conducting research in the ed-tech domain and special expertise in applied AI-based solutions. The **Institute for Business Education and Educational Management** has a long tradition in teacher and learning professional education for business, higher education development, and continuous education.

EPFL's **Digital Vocational Education and Training Laboratory** research focus includes deep machine learning models tailored to education, ed-tech recommendation models, and responsible machine learning for education. The **Natural Language Processing Laboratory** is specialised on natural language processing strategies, language models, neuro-symbolic representation methods and commonsense knowledge modelling, as well as methods for knowledge graph creation, modelling, and processing.

University of Zurich's **Chair for Vocational Education and Training & Adult Education** has a broad experience in research on topics such as reforms in the VET system, recognition of prior learning and professional learning, and educational governance.

ZHAW's **Institute for Applied Psychology** makes psychological knowledge applicable to practice, with online communities being an essential methodic element of IAP's curricular continuing education programs.

**Swiss Federal University for Vocational Education and Training** is highly specialized in research on national and international vocational education and training.

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Source: Unless otherwise stated, the content of the poster is taken from the research proposal submitted to Innosuisse on 13 August 2021, jointly written by the parties involved in the project.

