

DEMOCLUST – Regional Demography-orientated Human Resource Management in High-tech Industry: A new service offered by the Sensors-Technology Cluster

Sensor Technology (Sensorics) is a sustainable field of high-technology with large potential for growth and innovational dynamics. The market leader in this field, which is highly populated with SMEs, is Germany. Bavaria, and especially the hotspot region Oberpfalz (Upper Palatinate) is one of the leading federal states. SMEs are particularly threatened by the effects of demographic change – financial, time and human resources are often lacking, in order for human resource management to be sufficiently effective and sustainable through demographic change. DEMOCLUST uses the **innovative regional networking structure** of the cluster for a **demographically secure human resource management**.

The State-wide cluster *Sensorik* offers, with its 60+ members and 200 partners from the world of economics and science, a practical, development-friendly and test-friendly environment, which nurtures development of innovative approaches to solutions. In 2006, *Strategische Partnerschaft Sensorik e.V* (SPS with its head office in Regensburg) created the cluster *Sensorik*, which since then has taken on a leading role in innovative cluster management.

Together with the companies, SPS, along with its partners, the *Verein für sozialwissenschaftliche Forschung und Beratung e.V.* (Association for Socio-Scientific Consultancy and Research), the *University of Passau* and *Hofmann Leiterplatten* develop and test **institutionalised demography consultancy as a function of the cluster management**.

The following fields of action and aims are included:

- **Recruiting:** finding and gaining employees
- **Diversity Management:** using company-internal diversity
- **Employer Branding:** promotion of attractiveness as an employer
- **Training and further education:** strengthening of innovation capacity
- **Work-Life balance:** better compatibility between work and family life
- **Health management:** promoting health in the company
- **Networking:** making use of the interface with the economy, science and politics

Many well-renowned large-scale enterprises from the network, regional associations and initiatives, as well as university experts, are involved with the project as value partners. Regional networking and cooperation with experts within the scope of the components of demography consultancy are at the centre of this new service offered by the cluster. SPS offers a platform for the exchange between practitioners. For specific topics, SPS offers a communication interface for an exchange between regional experts and companies in the cluster.

The result will be a transferable pilot model which provides companies with specialists in spite of demographic change. This model is available for other networks and sectors with a similar need for action.

The project started on 1st August 2012 and will end on 30th April 2015.

The work programme encompasses the following measures:

- Installation of the function for demographics management and demographics consulting
- Development and trials of a monitoring system
- Development of measures, measure coordination and trials
- Know-how transfer

- Extension of the regional network and work with regional demographic networks and initiatives, as well as testing the potential for interregional networking, on the topic of “innovation capacity during demographic change”

Joint partners and their subprojects:

Strategische Partnerschaft Sensorik e.V. (SPS) in Regensburg,

General coordination and leadership of the network in subproject 1: regional demographic management and demographic consultancy in the Sensors cluster.

Association for socio-scientific consultancy and research e.V. (SoWiBeFo e.V.),

Leadership of the network in subproject 2: Creative auxiliary guidance research and communication activities

Hofmann Leiterplatten GmbH,

Leadership of the network in subproject 3: development and testing of a demographically sustainable recruiting to secure expert knowledge in SMEs, which can withstand demographic change.

University of Passau, Faculty of International Management, Prof. Dr. Carola Jungwirth,

Leadership of the network in subproject 4: Concepts for sustainable competences development in the clusters

Together with companies and network partners, a prototype toolkit will be developed and tested in the scope of the project, in order to meet the demands of the times during demographic change.

SoWiBeFo | Verein für sozialwissenschaftliche
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