

LEONARDO
European Corporate
Learning Award



Can Awards contribute to paving the
„Stairway to excellence“ ?
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Lithuanian Academy of Sciences - Vilnius

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Reflections on Prizes

- ***Leonardo European Corporate Learning Award***
What is it all about?
- ***Leonardo Experience***
- ***Leonardo Potential***
- **RIS3 Inspirations**
- **Conclusions**



Why an award?

- Motivation
subprime crisis caused reflection
on subprime knowledge
- Focus
propagate transdisciplinary
corporate learning and societal
innovation

Focus reflected in laureates and patronage

LEONARDO – European Corporate Learning Award Winners 2010–2014



2010
Prof. Dr. Jacques Delors
 Former chair of UNESCO Education Commission

2011
Jimmy Wales
 Founder of Wikipedia

2012
Prof. Dr. Hans-Jörg Bullinger
 Fraunhofer-Gesellschaft

2013
Prof. Dorothy A. Leonard
 William A. Abernathy Professor of Business Administration, Emerita, Harvard Faculty USA

2014
Caroline Jenner
 Chief Executive Officer Europe JA-YE-Europe

Prof. Dr. h.c. Hasso Plattner
 Founder of Hasso-Plattner-Institute and SAP AG

Calvin Grieder
 CEO and President of Bühler Management AG Switzerland

Prof. Sugata Mitra
 MIT Media Lab USA & Newcastle University.

Gary Copitch
 People's Voice Media, United Kingdom

Dr. Wilfried Stoll
 Festo Holding GmbH

Dr. h.c. Kurt Stoll
 Festo Holding GmbH

Dr. Nick van Dam
 McKinsey, The e-Learning for Kids Foundation

Patrons:



Partners:



Initiator:



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Young Leonardo Award – Laureates 2015



Teemu Arina

Finland:
"Humanity in Digitization"



Christoph Brosius

Germany:
"Humor Energized Learning"



Dr. Thieu Besselink

The Netherlands:
"Wisely Smart"



Claudia Suhov

Romania:
"Trans-Generational Learning"

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UNESCO Involvement

„Treasures Within“ - Learning in 21st Century *Holistic Meaningful Learning vs. Credit-Point Orientation*

4 pillars of learning

- learning to know
- learning to do
- learning to live together
- learning to be





Embedding the Award

Leonardo Agora : Who needs Employment? Impact on Learning

World Café Rounds:

Table 1: Dr. Shyamal Majumdar, Head of UNESCO-UNEVOC

Topic: Skills for Work vs. Skills for Life? Personal Loss vs. Corporate gain

Table 2: Eva-Maria Börschlein, BMW Group/ Carlos Rojas, Miklo Sweden

Topic: Learning for employment vs. Cultural and Community Relevance

Table 3: Anja Puntari, Art and Coaching /Peter Kalvelage, Research in Vision

Topic: Lost Generation vs. Smart Futurizing

Table 4: Sylvain Cottong, Strategybuilders.EU

Topic: False Hopes vs. True Perspectives ,Horizon 2020 and Employment

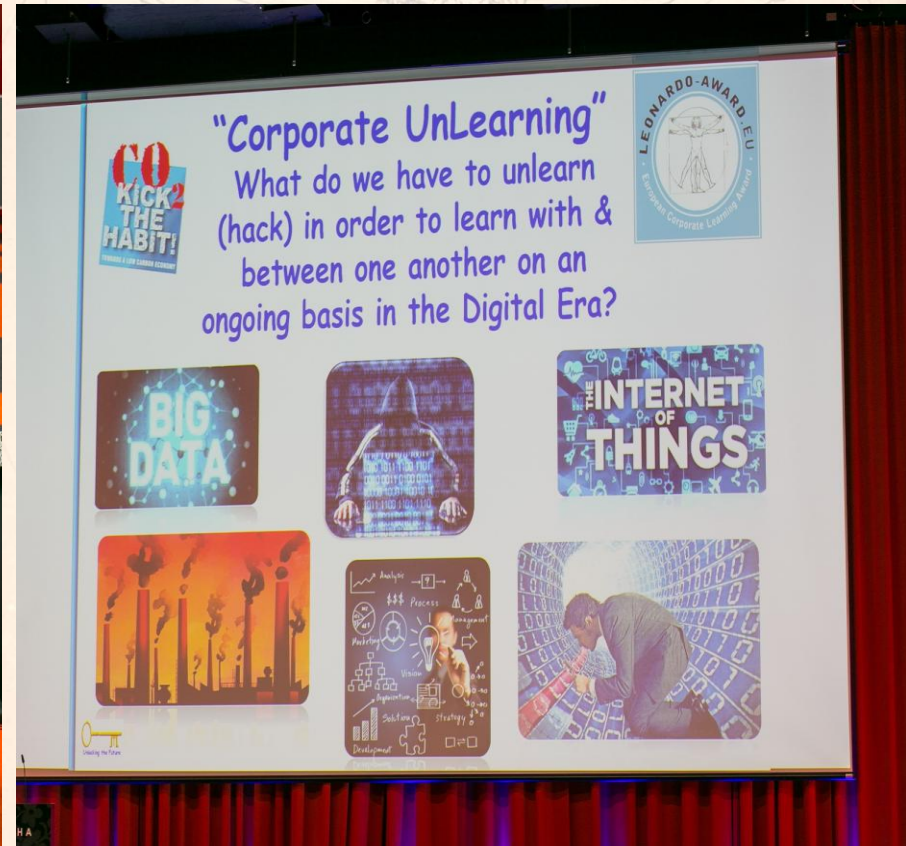
Table 5: Dr. Frank Vohle, Ghostthinker GmbH

Topic: Reflexive Performance vs. Knowledge Transfer. “Employability” in Sport

Table 6: Bror Salmelin, European Commission

Topic: Disruptive Thinking vs. Business Imperative

Embedding the Award - Impressions





Coherence and Credibility

- Sincerety vs. Quick Wins
- Quality Celebration vs. Media Show
- Festive Event vs. Trade Fair Amusement
- Learned Exploration by Top Advisory Panel vs. Quick Voting Exercise

Convincing support is essential



- prominent personalities
- relevant institutions
- agenda setters involved
- international advisory board
- top laureates with message





Obstacles are massive

- structural capital not sufficient
- media interest on high level – but no adequate coverage
- financial sponsorship poor
- International visibility within the IC community, but not in broader public



Solutions on the Way

- ECLA: European Corporate Learning Association (Not for profit: „Verein“)
- Funding for „European Renewal/Integration“ (lead: New Club of Paris, for EU Commission)
- Horizon 2020 Funding (lead: TU Chemnitz)
- International dissemination of goals (Conferences, Barcamps, Articles)



RIS3 Inspirations?

- Disadvantage – Advantage is relative
see OECD Findings
- Structural Irresponsibility
needs more attention
- Gap closing needs both ways
coherent bridge building
- Funding process might work both directions:
upstreaming and downstreaming



Conclusions – for old AND new EU members

- Use Award as transsectional communication tool within societal value chain
- Goal and aims first, funding second
- Avoid „Subprime Funding“
Combat „Subprime Knowledge“
- Help design European Learning Culture
- S4: Smart Societal Specialisation Strategy
where award supports urgent common goals by
P4: Public Private People Partnership

Thank You !



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