

Edda Pulst, Britta Kähler

adapt2Job - 2win-Training – 6th Edition
FINAL REPORT

Chance for More
“Digital Transformation in Climate Change”
Case.Challenge.Chance



26th of September – 30th of September 2021

Supported by



MAERSK



التعاون
Taawon



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

6th GJU - adapt2Job-2win-Training

2win-Training for Climate Change Issues in Jordan

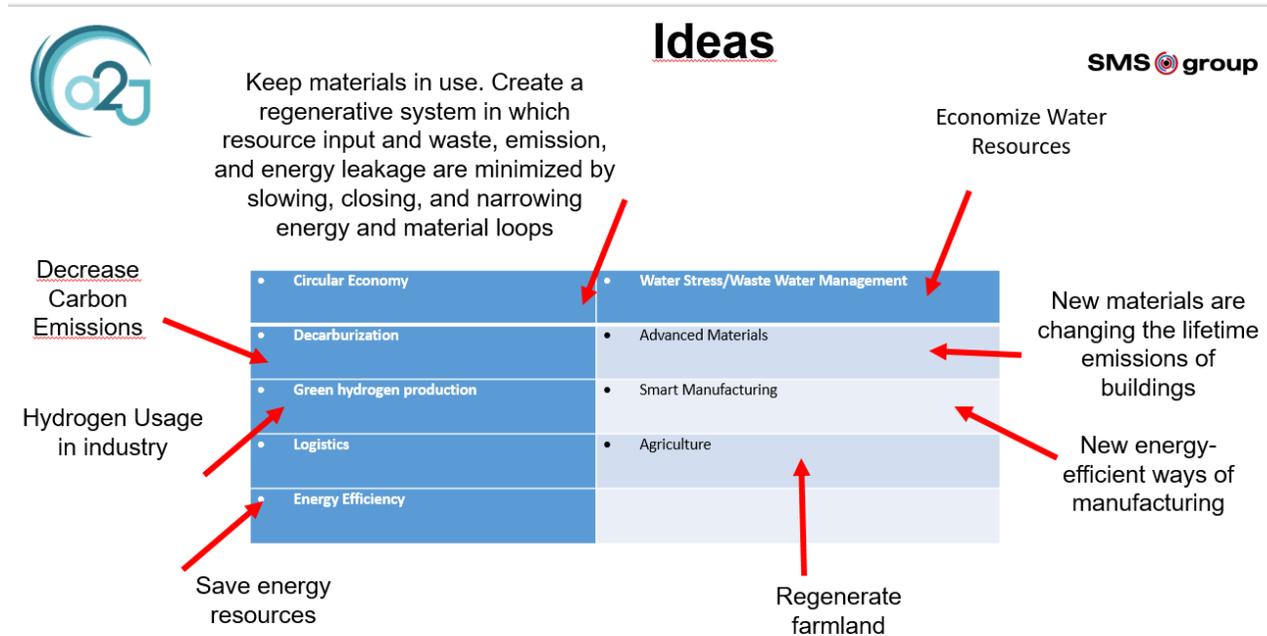
The adapt2job approach has proven its sustainability for years and opened the Post-Pandemic-University-Kick Off with the 6th edition of the adapt2Job-2win-Training at GJU. Students from all Schools were invited to apply and 25 motivated students selected - out of a large number of applications - in order to develop together with international experts from the industry ideas for **New Technologies** used for **Climate Protection**.

Internet of Things (IoT) and **Artificial Intelligence (AI)** were the focus technologies in order to create business models for the economy of tomorrow. Scenarios and practical solutions have been developed. Internships, theses and possible jobs almost finally agreed upon.

The training was conducted by the experienced adapt2job team Prof. Dr. Edda Pulst (Westphalian University/a2j founder) + Dr. Markus Reifferscheid (Senior Vice President R&D at SMS group, Germany) in collaboration with business partners from Jordan and GJU's Office for Industrial Links.

Partner company representatives came from SMS group, Wakileh Contracting, Maersk, JBS, Fine Hygienic Holding, and Taawon.

Together with the students, the  adapt2job-2win-training started into the digitalized green economy. Digitalization has a huge impact on new ways of sustainable economy and can thus help to better manage scarce resources. Possible applications were shown:



adapt2job-Ideas for Jordanian Sectors



 - adapt2Job Team

Prof. Dr. Edda Pulst, Westphalian University
Dr. Markus Reifferscheid, Vice President R&D at SMS group

The adapt2job approach is a Solution-Learning-Method in close interaction with the market and business needs of today. It thus forms a contrast to the sequential-fact-based learning in which students reproduce facts instead.



Labour Market Feedback Method

- **Feedback from local and international Industry/Employers**
- **How should students from GJU enter the Local and International Labour Market?**
- **Agile Method: With every step you get a feedback of the Labour Market**
- **Individual Coaching and Talks**

- **Please give us your Feedback after the training**

<https://evaluation.w-hs.de/evasys/online.php?p=V6KY5>



adapt2job Solution Learning

adapt2job as a Dual-Approach - Labor Feedback Method

CASES

Practical  adapt2Job-input came from the teaching team, Prof. Dr. Edda Pulst and Dr. Markus Reifferscheid as well as from the distinguished partners of the  adapt2Job –Network. It represented the state-of-the-art knowledge of Artificial Intelligence (AI) and Internet of Things (IoT), methods of interactive teaching, team work techniques as well as business communication skills. The industry partners as SMS group and the joining  adapt2Job companies demonstrated their company and business models and either delivered a toolbox or a business case for the students. JBS delivered a huge variety of their IoT-/AI-solutions in the field of climate change issues as well as reference projects, which the students could use. Taawon introduced smart farming projects and potential donors, SMS defined a climate case for their workshop, Wakileh Contracting showed pending issues of their wastewater portfolio and MAERSK wanted to solve the problem of vessel loading in Aqaba port in order to save CO²-emission.



Preparation of the  adapt2job-Partner-Network for the Training.

The participating students acquired an overview on applications, theory, technology and business models of IoT and AI, including related job opportunities in the field of climate change.



Companies promoted REAL business cases for an urgent solution

CHALLENGE

The intense workshop had to produce solutions for the presented cases and urgent climate change issues in a very short time. Pressure and time restriction were as if in reality, solutions had to be created with structure and creativity according to the input provided during the first days of training. Students were constantly confronted with demanding situations and scarcity of time.



Intense group work



Continuous Feedback

Customer focus was the key, self-reflection and self-criticism indispensable. Results were produced, management summaries written, presentations shown in order to convince the expert panel during the assessment.



Prof. Pulst pushed the enthusiastic students to excellent results

CHANCE -adapt2job makes the difference

The four groups developed IoT/AI-based solutions in order to meet climate change in Jordanian and German companies and prepared their projects based on the adapt2-job-cases of the industry partners:

1. IDRA – Idle Time Reduction for MAERSK in Aqaba Port
2. ET – Emission Tracker for the workshop of SMS group
3. HIVE – Network for an eco-friendly unloading process in Aqaba Port.
4. GreeniT – a symbiotic collaboration opportunity for Wakileh & Taawon for the challenging waste water problems in Jordan

The Teams presented each idea to the assessing industry partners and the President of the University, Prof. Ala'aldeen Al- Halhouli.



“Don’t wait for others and ask yourself, what you can do!”

The **experts from the industry** provided evaluation and valuable feedback on the projects:

SMS Group: Dr. Markus Reifferscheid; Wakileh Contracting: Mr. Nabil Wakileh;
MAERSK: Ms. Roba Albanna; JBS: Mr. Khaled Alkadi;
FINE: Mr. Maen Tabari & Osama Abu Al Ragheb; Taawon: Mr. Bassem Wazir



Precious experts joining  adapt2Job from the beginning until today



“No pain no gain – Labor Market is no Butterfly”



The President was likewise impressed by the professional results and presentations, jobs and internships have been already negotiated between students and industry partners.

Expert Evaluation adapt2Job 2win Training - Final group

Understanding the Business Content	
1. Business Processes	
2. Customer Needs	
3. Use of a2J-Input	
4. Key Factors for Customer's Decision	
5. Chance/Risk	
Value Creation	
1. Minimal Viable Product	
2. Which elements of value creation in focus?	
3. Is the Value Chain unique? Different from competitors?	
4. Who is a necessary cooperation partner?	
Customer's Benefit	
1. Which functions/solutions does the product offer?	
2. Which competitors for the product?	

Evaluation was done by elaborated and market proven  **adapt2Job** - criteria.

Overall, professional presentation had considerable results and was presented with factsheets and professional communication for decision makers. Creation of unique logos, excellent teamwork, application of presentation techniques combined ideally the employability-knowledge which had been taught in the course.

Innovative combination of JBS Toolbox and Taawon ideas attracted the experts.

All the projects were application oriented, consisted of excellent analogies and examples which created useful value for the adapt2job- industry partners. They took into account all the IoT-/AI-applications in the course and had strategic concerns. Teams gave good and substantial answers to the jury questions. The industry experts evaluated employability, presentation skills of the students and market relevance of the projects. Feedback for the next workshop included that financial issues need to be explored more thoroughly. ROI for the customer and chance/risk-estimation need still to be improved. Nothing happens without business. In summary all the presentations were OUTSTANDING!!! It was a Harvest Day!

The serious feedback from the experts provided valuable recommendations to the students on their product, the realization of their service and the cost-benefit analysis.

Together with the President of GJU, and Mrs. Britta Kähler, Director of the Office for Industrial Links, the  **adapt2Job** –certificates which are highly appreciated in the job market, were handed over to the participants. Everybody with  **adapt2Job** –certificate has exclusive access to the  **adapt2Job** - network.

SMS group



Highly appreciated in the Job Market:

The  **adapt2Job** – certificate

Certificate of successful active participation in the
adapt2Job - 2win - Training

"Digital Transformation in Climate Change"

which took place at the German Jordanian University
from 26th to 30th of September 2021

is hereby awarded to **Name Name**

Dr. Markus Reifferscheid
adapt2Job
SMS group GmbH

Prof. Dr. Edda Pulst
adapt2Job
Westfälische Hochschule

Prof. Ala'aldeen Al-Halhouli
President
German Jordanian University

Amman, 30th of September 2021



President of GJU, Prof. Ala'aldeen Al- Halhouli hands over the certificates

 **adapt2Job Sustainable Employability in Climate Change : Participants of the 6th Training.**



OUTLOOK

GJU will continue its regular offers of adapt2job-trainings to the students of all schools. The dual approach of adapt2job will be integrated into the curriculum.

Adapt2job-Dual Approach in Jordan will stick to the topic of climate change and integrate in the future also other technologies. Decreasing carbon emission is as relevant as hydrogen usage and the saving of energy resources. In addition, the plastic waste in Jordan will be considered in order to give more companies the chance to be partner in the sustainable adapt2job-network

The next annual adapt2job-2win-Training is scheduled to take place from 25th to 29th September 2022.

Adapt2job-partnering event in order to further develop GJU as a2J-hub for Middle East will take place in February 2022.