Transforming Safety and Security Field - Future Competences

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- Corporate Foresight Group CoFi at Laurea UAS is a research group with focus on futures research, foresight and scenario approach, founded in 1999.
- CoFi is an expert in futurology, especially on combining it to strategy work and innovation process in industrial and societal context.
- CoFi works in cooperation with private and public organizations from different sectors.

CoFi focuses on
- Future driven innovation processes and visionary concept design
- Scenario processes
- Strategy work

The main research areas
- Technology industry in global competition
- Future skills & competences
- Citizens’ wellbeing

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• The paper is based on ongoing project called **BOAT**
  – Objective: to support networking of companies, universities, development organisations and authorities related to the technology industry in Baltic Sea area.
  – Funded by European Regional Development Fund, 2012-2013.
  – Research partners: HAMK University of Applied Sciences (coordinator), Laurea UAS, Turku UAS, Kymenlaakso UAS
  – Laurea UAS’s focus: the cluster of security business related to technology industry

**The motivation for the study**

– Growing interest for safety and security related issues
– Security field is expected to have a yearly growth of 8.1 percentages (Kupi et al. 2010) → growing business potential for companies
– Changing requirements for skills and competences → demand for education
– The cluster of security field has not yet been defined properly
Aim of the Paper

• To describe safety and security business as a cluster
• To introduce trends and changing factors forming the future
• To identify competences needed in the future
Current Understanding

• Safety and security field covers a very broad variety of issues, e.g.:
  – Work
  – Environmental safety and protection
  – Fire safety and protection
  – Personal security
  – Company security
  – Political security
  – Human security
  – Information security
  – Event security

• The traditional cluster model is not optimum solution for the security sector but innovative networking models should be applied (Kupi et al. 2010)
Framework & Methods

• Futures research framework
• PESTE analysis method for trends and changing factors (political, economic, societal, technological, ecological)
• Literature review
• Thematic interviews

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Thematic interviews

- All together 18 interviews were conducted during spring and summer 2012.
- Interviewees included security company representatives but also specialists from related services such as logistics, mail and financial services as well as trade and free time activities.
- The questions covered strategy, changes and competences from different perspectives.
Michael Porter (1990) defines a cluster as a geographically proximate group of companies and associated institutions in a particular field, linked by commonalities and complementarities. Clusters have the potential to affect competition in three ways: 1) by increasing the productivity of the companies in the cluster, 2) by driving innovation in the field, and 3) by stimulating new businesses in the field.
Results II
Trends & Changing factors from PESTE perspectives, examples

**Political**
1. Legislation not complete
2. Privacy issues
3. Individual citizen’s rights and responsibilities
4. Networked business models

**Economic**
5. Holistic service needs
6. Growing market potential
7. Multiculturalism
8. New forms of criminality
9. Aging population
10. Combination of different technologies

**Societal**
11. Automation
12. E- and m-business
13. Environmental catastrophes

**Technological**
14. Environmental awareness
15. EHS (Environment, Health, Safety)

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Results III

Competences needed in the future
(summary of interviews)

1. New technical service requirements
2. Electronic form of information and activities challenging personnel
3. Understanding customer need is everyday life skill
4. Customer service as a part of the brand
5. Need for holistic solutions (multi-skilled people vs. teams vs. sub-contracts)
6. Language skills (like Russian, English etc.)
7. Growing responsibilities and needs for contractual skills
8. Proactive scanning skills of legislative issues
9. Project management skills
10. Entrepreneurial skills

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Conclusions

• Risk management’s role is increasing in companies
• Security is an essential part of management systems and is integrated in other systems such as quality, logistics, environment as well as work safety and welfare.
• The development seems to be towards holistic services and multi-functional technologies as well as widening the service platform.

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Steps Forward

• Developing the preliminary safety and security cluster towards working ecosystem in theory and practice
• Case studies with companies: visionary concept design
• Constructing alternative future scenarios for the cluster, including actors from the Baltic Region
• Co-operation with Foremassi2025 project concerning education and competence needs in the future
Thank You!

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